

PERSUASIVE STRATEGIES OF “RUANGGURU” ON INSTAGRAM

SKRIPSI

*Submitted in Partial Fulfilment of Requirement
for the degree of Sarjana Pendidikan (S.Pd.)
English Education Program*

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UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
MEDAN
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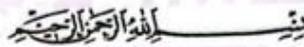
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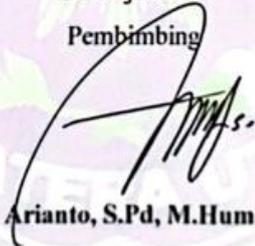
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28 / 03 / 2023	Chapter IV - Data Collection and Data Analysis	} [Signature]
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PERNYATAAN KEASLIAN SKRIPSI

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Dengan ini saya menyatakan bahwa skripsi saya yang berjudul "Persuasive strategies of "RuangGuru" on Instagram" adalah bersifat asli (Original), bukan hasil menyadur mutlak dari karya orang lain.

Bilamana dikemudian hari ditemukan ketidaksesuaian dengan pernyataan ini maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhammadiyah Sumatera Utara.

Demikian pernyataan ini dengan sesungguhnya dan dengan yang sebenar-benarnya.

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ABSTRACT

Pitaloka, Widya. NPM.1802050010, “Persuasive Strategies of “Ruangguru” on Instagram.” Skripsi: English Education Program. Faculty of Teacher Training and Education, Universitas Muhammadiyah Sumatera Utara. Medan. 2023.

This study analyzes the persuasive strategies used in Ruangguru's Instagram advertising slogans. Ruangguru is one of the most prominent and reputable platforms for students to study outside of school. This is why researchers utilize Ruangguru as an item in the study products. Many slogans are used in the advertisement of Ruangguru products. This study aims to identify different sorts of persuasive strategies and describe the ways or modes of persuasive strategies utilized in Ruangguru's slogan advertisements. Qualitative research was done to analyze the data. The focus of qualitative research is on analyzing textual data, as opposed to numerical data. Researchers placed 31 slogan advertisements on Ruangguru's official Instagram account. In order to acquire data, researchers examined Ruangguru's official Instagram account for slogan advertisements; researchers then selected Ruangguru's slogan advertisements for study. Then, researchers select slogans, determine the persuasive strategies employed in these slogans, and analyze the methods or techniques used to influence customers. The results of the data analysis demonstrated that researchers discovered and analyzed information. Categories of persuasive methods, namely: Rationalization (21 data), Identification (5 data), Suggestions (5 data), Conformity (4 data) and Compensation (0 data). And how to persuade consumers, namely: Ethos (9 data), Pathos (10 data) and Logos (3 data).

Keywords: *Persuasive Strategies, Slogan Advertisement, Ruangguru.*

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In the name of Allah, Most Gracious, Most Merciful

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The Researcher

Widya Pitaloka

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CHAPTER 1

INTRODUCTION

A. Background of the Study

Language is a mean of communication that used to express intentions and thoughts to others. Kridalaksana (2008) defines language as an arbitrary system of symbols that people use to collaborate, intervene, and define. Meanwhile, linguistics is one of the branches of science that discusses the ins and outs of language and makes it the subject of the study. The language referred to in this sense is a real language, a language used as a means of human communication.

The object of the study involves discourse analysis, so it relates to linguistics, which is basically language can be used to persuade individuals through communication. According to Brown and Yule (1983) persuasion is a component of discourse analysis, which focuses on the use of language in communication. The purpose of the communication is to persuade. Persuasion enables individuals to convey their message and explain their purpose in polite ways. Therefore, individuals can achieve their communication goals through persuasion.

It is advertising that uses persuasive techniques or strategies in the persuasive domain. Advertising is a kind of language, visuals, and music that is designed to encourage people to purchase a product. In advertising, a slogan is necessary to underline a term that the corporation wants consumers to remember. Moreover, slogans frequently use specialized linguistic structures to convey the meaning of a product. Advertisers cannot disregard the significance of sentence structure in

slogans, since without a proper sentence structure, the reader cannot comprehend the content of an advertising. Persuasive is an activity intended to influence or promote the mind, manner, or viewpoint of another based on some plausible arguments. To attract a large number of clients, the makers might generate a catchy term. The producer used metaphorical language to add intrigue.

In social media, particularly Instagram, marketing and advertising are utilized; for example, the Indonesian company "Ruangguru" uses Instagram to promote its popular student-learning platform. "Ruangguru" is an Indonesian smartphone application for non-formal education that was founded in 2014 by Belva Devara and Isman. "Ruangguru" expanded to the realm of corporate learning in 2018 by providing an application-based platform for businesses to organize online training (Iman, 2019: 222). The presence of engaging elements in the "Ruangguru" application makes pupils enthusiastic about learning and receptive to content. This outcome is consistent with research indicating that the "Ruangguru" online tutoring program can give users with satisfaction (Shofi et al, 2019).

"Ruangguru" is equipped with tens of thousands of questions banks whose content has been tailored to the Indonesian curriculum. The "Ruangguru" application's content covers elementary, middle, and high school according to the national curriculum and was designed by the most qualified and experienced teachers. The "Ruangguru" application can provide education to members in group chat forums, where members can discuss a learning problem with the teacher and each other. In the "Ruangguru" application, there are numerous

subject-based practice questions, such as the ability to conquer while capturing monsters.

In digital era everything is done with a mobile phone. In this occasion, the slogan from students' learning platform by Ruangguru is chosen in this research because it is very interesting to study. Students are enthusiastic about the Ruangguru product, hence this research is regarded significant. Therefore, the researcher utilizes slogans to influence customer behavior.

Some examples of slogans that have been collected by researcher such as: “Belajar Apapun dari Siapapun”, In the following slogan, identified as an identification strategy, identification strategy is the process of identifying consumers. Identification is also required for advertisers and can be the second key to making their ads successful in the market, because of identification techniques, advertisers know about consumers, namely: young or old, male female or, educated or uneducated, etc. And for this advertisement slogan, it's clear that everyone can learn anything from anyone on the students' learning platform "Ruangguru" as well as advertisers trying to attract students to use Ruangguru as their place to study outside of school. So Ruangguru's marketing target is students who want to learn more than school.

The second one is “Belajar Makin Santai, Soal Sulit Auto Selesai”, The following slogan is identified as a rationalization strategy, rationalization aims to show the truth the benefits of a product to attract consumers so that prospective consumers will choose the product. This method also used persuasive word such as impossible words but still make sense or have logical reason. The advertiser

should know well about what is needed by their consumers. Based from the advertisement slogan, this shows a logical statement that the Ruangguru can teach students in a relaxed manner, but they will be able to answer on difficult questions. That way students will be interested learning in Ruangguru from the slogan.

Thus, this study aims to investigate the sorts of persuasive tactics, the meaning of persuasive methods, and the modalities of persuasion employed in product commercials. People did not know what kind of persuasive methods were employed in the Ruangguru slogan commercial, nor did they know how to apply these strategies to convince customers. While it is anticipated that the results of this study would contribute to discourse analysis on persuasive methods in commercials for a product, Persuasive methods are crucial in daily life, particularly in advertising. This study is focused on the persuasive methods utilized in Instagram advertising for the kids' learning platform "Ruangguru."

B. Identification of the Problem

Related to the background above, the problems will identify as follow:

1. People didn't know what kinds of persuasive strategies used in the advertisement of "Ruangguru"
2. People didn't know how to applied the persuasive strategies to persuade consumers.

C. Scope and Limitation

The researcher explored the sort of persuasive methods and the implementation of persuasive strategies in advertising slogans. The emphasis of the study is on the persuasive strategies utilized in Instagram advertisements for students' learning platform "Ruangguru".

D. Formulation of the Problem

Based on the background above, the researcher formulated the problem statement, as follow:

1. What kinds of persuasive strategies are applied in the advertisement of "Ruangguru"?
2. How the persuasive strategies are used in the advertisement of "Ruangguru"?

E. Objectives of the Study

Based on the problem of the study, the aims of the study were:

1. To identify the kinds of persuasive strategies used in the advertisement of "Ruangguru".
2. To describe the ways persuasive strategies are applied in the advertisement of "Ruangguru".

F. Significances of the Study

The findings of the research were expected to be useful theoretically and practically:

a. Theoretically

Theoretically, the researcher hopes to provide information about scientific development in the field of persuasive strategy. In particular, it provides information on persuasive strategies in students' learning platform "Ruangguru".

b. Practically

The students, as a reference for anyone interested in performing additional research in the persuasive strategies. The readers, especially the UMSU students, to be well educated about the persuasive strategies of rationalization, identification, suggestion, conformity, compensation, projection and displacement data in advertisement slogan on Ruangguru official Instagram account. Listeners might assist them in introducing persuasive strategies of Ruangguru on Instagram, and this study will broaden their understanding of persuasive strategies.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Persuasion

Persuasion is a form of communication used to influence and persuade people. Each individual attempts to influence the opinions and expectations of others through persuasion. Persuasion is an endeavor to transfer information and engage among humans under conditions in which both parties comprehend and agree to accomplish something that is essential to both sides. Typically, persuasion is defined as "human communication intended to persuade others by changing their views, values, or attitudes." Furthermore, O'Keefe (2016) stated that there are prerequisites for the sender, the means, and the recipient for something to be convincing.

Persuasion is the process of convincing someone to alter their thinking, ideas, and beliefs. Persuasion in communication is carried out in a smooth manner, with individuals attempting to achieve their goals. In this manner, individuals are more concerned with the means of gaining the hearers' trust in what they have stated. While persuasion is not only modifying or convincing the reader's attitude, it also moves a supporting or unsupportive attitude through the decision-making process. Consequently, persuasion becomes one of the languages utilized in the realm of commerce, including advertising.

2. Persuasive Strategies

Persuasive is an action intended to influence or encourage the mind, manner, or opinion of another based on some reasonable arguments. According to (Keraf, 2007), there are seven types of persuasive strategies: rationalization, identification, suggestion, conformity, compensation, projection, and displacement.

a. Rationalization

As a persuasive approach, rationalization is limited to the process of using reason to offer a basis for justifying an issue in which the basis or explanation is not a direct cause of the problem. The purpose of rationalization is to demonstrate the genuine benefits of a product in order to persuade people to purchase it. This method is used to persuade clients to purchase a product via multiple statements. Advertisers must understand customer confidence, attitudes, and needs.

Example:

1. *“Feel the Brighter You”*

From the example above, the research conducted by Devi (2020) with the title of her research *“Persuasive Strategies Used in Slogan Woman Cosmetics “Wardah” Advertisement on Instagram.”* This type of advertising employed rationalization techniques based on the usefulness of the marketed goods. This advertising attempted to convince customers of the product's advantages by using a logical argument. The word "Brighter You" in the slogan indicates that the product will have a brightening effect on your face when used. By creating a slogan that fits the meaning of the product, it will be easier to persuade consumers

of the product's quality, and consumers will be more likely to believe and trust in the product.

b. Identification

Identification persuasion is constantly attempting to avoid situations of conflict and dubious attitudes; therefore, the speaker must analyze his presence and the entire situation in order to more easily identify himself with the audience. These opinions can also be applied to advertising persuasion, for instance, in order for the manufacturer to identify the target audience or the consumer. Identifiers used by manufacturers so that prospective customers feel their identity is represented when utilizing a marketed product.

Example:

1. "Feel the Color Comfort"

From the example above, the research conducted by Devi (2020) with the title of her research *"Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram."* The type of persuasion used in this slogan is the identification strategy, which is the slogan "Feel the Color Comfort," which is also intended for women who want comfort when using a lipstick, as indicated by the word "comfort" in the slogan, and also for women who want to use lipstick with colors that are very safe to use every day or for special occasions, as indicated by the image in the slogan. Thus, this statement is aimed at ladies or girls who wish to continue using lipstick with a safe hue that does not dry out their lips and does not appear excessive. So, it will be significantly easier to influence customers.

c. Suggestion

Suggestion is an attempt to persuade or influence people to accept a particular concept or institution without providing a rational justification to the individual being influenced. In daily life, provocative language and tone of voice are typically employed. A combination of intriguing words with a full, compelling, and authoritative tone of voice can influence a person and make communication simple.

Suggestion seeks to persuade or influence prospective consumers to realize the superiority of a product through prestigious or worthy individuals or entities. The harmony of images, color, background, fascinating wording, and the employment of renowned persons in advertising will hypnotize or persuade consumers.

Example:

1. *"Feel the Perfection"*

From the example above, the research conducted by Devi (2020) with the title of her research *"Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram."* The word "feel" can inspire customers to purchase a product since it brings them closer to the current slogan. Moreover, the term "feel" will induce consumers to wander away from the slogan and feel more engaged when using the product. The term will also convince consumers that when they use the product, it will seem or feel like what is described in the slogan, so arousing their curiosity.

d. Conformity

Conformity is the intent or action of becoming like to another entity. In persuasion, persons who practice persuasion employ this method to adapt others to their opinions. Conformity and identification are frequently regarded as comparable or identical. In contrast, the speaker's compliance demonstrates that he was also able to do and act as an audience. Conformity is intended to provide an overview of how a product satisfies consumer expectations in terms of its actual capabilities.

Example:

1. "Feel the Refreshed"

From the example above, the research conducted by Devi (2020) with the title of her research *"Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram."* Conformity strategy is the sort of strategy employed in this area. In this advertisement, marketers manufacture the same items as other companies, but with higher quality. Advertisers don't want to appear less current with products that will be in high customer demand. Therefore, using the term refresh in the ad, the ad will deliver both freshness and comfort when utilizing the goods.

e. Compensation

Compensation is the act or outcome of an effort to find a replacement for an undesired thing or attitude. Finding a replacement is necessary since the original

action or circumstance was frustrating. Through the superiority of a product, compensation seeks to provide a product that is superior to other items.

Example:

1. *"Feel the Difference"*

From the example above, the research conducted by Devi (2020) with the title of her research *"Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram."* In this advertising, a compensation method is utilized in the event of giving something better and distinct from the previous circumstance, this product's new advantage. The advertiser's use of the term "different" alludes to the differences in formulae or advantages from past goods, therefore indicating what customers may anticipate from new formulas currently present in the product, which will pique their interest in new formulas or benefits.

3. Advertisement

According to Wells (2015), "advertisement is a paid, non-personal message from a recognized sponsor using mass media to influence or persuade an audience." Since advertisements have the ability to influence the reader, it must be difficult for the copywriter to craft persuasive advertisements. A copywriter must always be creative in order to create engaging advertisements. The processes of communication also serve a variety of functions. One of them is the commercial intent of advertising. Communication is used in advertising to promote a product to consumers. In this context, the speaker is the producer and the listener is the

customer. The producer delivers information about their product, and the message that the producer want to convey is about their own product. From the message in the advertisement section, the customer will recognize and comprehend the product through the slogan or possibly the image.

Advertising is a form of impersonal communication, with the related messages sent over extremely broad addressable media (mass media). Some authors attribute its impersonal nature to the lack of immediate feedback from recipients (Belch and Belch, 2002), while others define it as "a form of structured and impersonal communication, composed of information, typically persuasive in nature, regarding the products, in the broad sense, paid for by an identifiable sponsor and transmitted via various media" (Arens, 2002).

It is believed that advertisements for beauty goods are distinctive since they differ from those for food and other products. A stunning, appealing, and popular model was presented as the ideal female self. In addition, the presence of compelling language increases potential consumers' interest in the beauty product. This gives producers confidence in the products to be promoted and encourages potential buyers to purchase the product. Advertising has evolved into a sophisticated system of communication that is essential for both businesses and the general public. Over time, the ability to convey precisely crafted messages to specific audiences has given advertising a significant position in the marketing activities of the majority of businesses.

3.1. Function of Advertisement

Advertisement function is able to be categorized as marketing, communication, education, economic and social function these will be explained as follows:

a. Marketing Function

Companies can boost their sales or profits with the use of advertising, which is used to market products, services, or ideas.

b. Communication Function

As a function of communication, advertising informs a group of individuals about products or services.

c. Education Function

People gain knowledge from advertising. They learn about the products that are available to them and how to use them to improve their lives.

d. Economic Function

Advertisement provides consumers with news of new products or prices and it gives industrial buyers important information about new equipment and technology.

e. Social Function

People gain knowledge from advertising. They learn about the products that are available to them and how to use them to improve their lives.

3.2. The Characteristics of Good Advertisement

Advertisement is one of the communication channels that can be used to inform customers about a product or to persuade them using the persuasion human mindset. The characteristics of effective advertising include:

a. Inform

One of the primary functions of advertising is to be discovered throughout the client search process. Advertising informs consumers about products, services, and concepts. It also describes how to acquire clients through the identified sponsor. One thing to keep in mind when dealing with information is that the customer has sufficient knowledge. The advertisement is deemed to have sufficient information when it has sufficient details to satisfy curiosity and instill trust, provided that some of the details relate directly to the advertised product.

b. Persuade

Advertising serves as a promotional tool in marketing. In this instance, advertising must sell a product, service, or concept. Advertisements should not only inform consumers about a new product, but also attempt to persuade them to purchase that product. Thus, convince customers that advertising has a central focus.

c. Controlled Form

The advertiser pays for an advertisement in this role. As a result, the advertiser should have complete control over the advertisement, including what will be advertised and where it will appear. It is important to differentiate advertising from publicity and public relations.

d. Non-personal Presentation

Publicity is not a form of personal selling. Contrarily, it is a form of public communication that uses a variety of media (radio, magazine, television, social media, etc.) to communicate messages to consumers. Despite the fact that advertising messages may attempt to provide the idea of a personal appeal, it is not entirely so.

e. Ideas, Good, or Services

When people think of modern advertising methods, they typically disregard advertisements for tangible products or actual objects as irrelevant. This view is not incorrect, but it is limited because many commercials today sell services. A commercial bank provides similar services as an insurance company and a restaurant. Institutions can also offer commodities, but services are the primary reason for their existence; their ads should reflect this. Advertising also sells concepts. Businesses may use advertising to sell concepts.

f. Identify Sponsor

Both phrases suggest that the designers of the message are aiming to influence the message's recipients, often known as the message's customers. The distinction between the two phrases lies in the identification of the sponsor. The originators of the communication can assume a low profile, so that the message's recipients cannot determine the source. On the other side, advertisements desire sponsors' messages to be known, and without sponsors' identification, advertising fees may be wasted.

g. Selected Market

Advertisers should develop their advertisements and choose their media based on the target audience. In most cases, it will result in unsolicited advertising efforts.

3.3. Language of Advertisement

Humans utilize language as a means of communication to interact with one another. Through language, humans can create and organize reality. Language is also used to enlighten others about things, to persuade others about a fact or a thing, and to influence the conduct and opinions of others. The phrase is also used to describe or tell how things or items are formed or presented, as well as to describe the flavor of the object. Additionally, language can be employed to describe the experiences of others. Therefore, language must be contextualized and situated. Advertising utilizes transactional language, which places emphasis on the content of communication. Language can also be viewed as an interactional language, which takes precedence in the relationship between addresser and addressee.

In human culture, language functions as a symbol system. According to Kasiyan (2008), language symptom is not confined to the meaning of written or spoken language, but also includes all social phenomena of a society's broader culture, such as cosmetics, clothing, food menus, rituals, and others. Advertising discourse in mass media is also seen as a linguistic phenomenon. Initially, the purpose of language is to serve as a means of communication for the purpose of fostering societal cohesion. Consequently, the existence of language is known as a

cultural text and will describe sociocultural reality. Language is no longer constrained by its meaning as a mirror of social reality; instead, it has the capacity to shape or manufacture social reality. According to Kasiyan (2008:134), few people recognize that language has a substantial effect on our vision and perspective of things.

In advertising, language serves to express the natural of use value toward the marketed product, commodity, or service. Here, language also serves as a medium for propagating the notion of capitalism consumerism in society. The strength of language that has resulted in the colonization of human cultural symbols in advertising is, in fact, evidence that the friction of language represents a potency that threatens the current and future existence of civilization. Kasiyan (2008): 144 remarked that despite the fact that the use of words may be abused and the fight for their honor may at times appear hopeless, we must never give up the fight to employ them exclusively in the service of the truth. Let us strive to say what we mean and mean what we say.

3.4. The Function of Advertisement

A message that offers a product and is addressed to the public via a medium is an advertisement. Advertisement is an informational medium that is designed to attract audiences, is original, and has specific and persuasive characteristics so that consumers or audiences are willingly persuaded to act in accordance with what the advertiser desires.

According to Shimp (2000), the following are the functions of advertisements:

1. To inform consumers about new brands, educate them about the qualities and benefits of the brand, and facilitate the building of a good brand image.
2. Effective advertising will have the ability to convince customers to try the offered items and services.
3. By altering customer perception, advertising provides value to the lives of consumers.
4. Remind (reminding), where advertising serves to keep the company's brand in the consumers' minds.

4. The Way or Mode to Persuade Consumers

According to Aristotle (1954), defines that there are three strategies to persuade consumer attention:

1. Ethos is an appeal to the authority or honesty of the presenter.

The persuasive tactic of ethos relates to ethics. For the ethical appeal, authors and presenters must persuade the audience that they are a reliable source. Audiences pay attention to and believe ethical individuals. Some authors are subject matter experts, therefore their credibility is already established. The remainder of us must persuade the audience. It is the extent to which the presenter persuades the audience that he or she is qualified to present (talk) on the specific topic.

2. Pathos is an appeal to the audience's emotions.

The persuasive strategy of pathos involves an emotional or sympathetic appeal. Speakers and authors utilize pathos to elicit audience compassion.

Additionally, good authors evoke the desired emotions in their viewers. Pathos can be especially effective when used effectively, but most speeches do not rely solely on pathos. When the author or speaker demonstrates agreement with an underlying value of the reader or listener, pathos is most effective. In addition, the speaker may utilize pathos to appeal to the audience's anxiety in order to persuade them. Pathos may also involve appeals to the audience's imagination and hopes; this occurs when the speaker builds a picture of the favorable future outcomes of pursuing the recommended course of action.

3. Logos is logical appeal or the simulation.

The persuasive strategy of logos involves logic and reason. This appeal entails giving facts and data, identifying authority on the issue, and making logical parallels. Typically, it is used to explain facts and statistics that support the speaker's viewpoint. In addition to having a logos appeal, information makes the speaker appear educated and prepared to the listener. However, the data might be unclear, leading to audience confusion. Logos can sometimes be deceptive or erroneous.

5. Ruangguru

PT RUANG RAYA INDONESIA (Ruangguru) is a limited liability company engaged in non-formal education which was established according to and based on applicable law in Indonesia and has obtained a Permit for the Establishment of

a Non-Formal Education Unit and Operational Permit for a Training Course Institution with Number 3/A.5a/31.74. 01/-1,851,332/2018. Ruangguru is the largest technology company in Indonesia that focuses on education-based services. Ruangguru has more than 22,000,000 users and manages 300,000 teachers who offer services in more than 100 subject areas. Ruangguru develops various technology-based learning services, including virtual classroom services, online exam platforms, subscription learning videos, private tutoring marketplaces, and other educational content that can be accessed via the Ruangguru web and application. One of Ruangguru's promotion sites is Instagram. Ruangguru's Instagram account has 1.3 million followers in January 2023.

Ruangguru has also been trusted to partner with 32 (out of 34) Provincial Governments and 326 City and Regency Governments in Indonesia. Ruangguru has also won a number of awards at home and abroad, including Solver of MIT, Atlassian Prize, UNICEF Innovation to Watch, Google Launchpad Accelerator, and ITU Global Industry Award. The company was founded in 2014 by Belva Devara and Iman Usman, who both made it into the ranks of successful entrepreneurs under 30 years through Forbes 30 under 30 for the consumer technology sector in Asia. In 2019, they received an award as an Emerging Entrepreneur from Ernst & Young.

B. Previous Studies

Several investigations similar to the researcher's work have already been undertaken.

1. The first prior study was conducted by Devi (2020) entitled "*Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram.*" This study analyzes the persuasive strategies used in the Slogan Woman Cosmetics "Wardah" Instagram advertisement. Wardah is the most popular local brand of cosmetic products, and every woman uses its products. It was the reason why the researcher uses a Wardah as an object in the study's product. Several slogans are utilized in the advertising of Wardah products. This study's objectives are to identify the types of persuasive strategies used in Wardah Cosmetics' slogan advertisements and to describe their mode or modes of application. the researcher found and analyzed.
2. Amalia Uswatun Hasanah (2019) conducted a study titled "*Persuasive Techniques Used by Travel Agent Online "Traveloka" Advertisement on Youtube.*" It is taken from the thesis of a graduate student in the Faculty of Arts and Humanities at Sunan Ampel, State Islamic University of Surabaya. This study employed a qualitative methodology. The researcher analyzed by describing and explaining facts according to Keraf's forms of persuasive technique and Aristotle's method of persuasive technique.
3. Martha Julia Lovina Melynda (2017) conducted a research titled "*The Analysis of the Language Style Used in Maybelline New York's Written Advertisements.*" That has been completed by the students "Faculty of

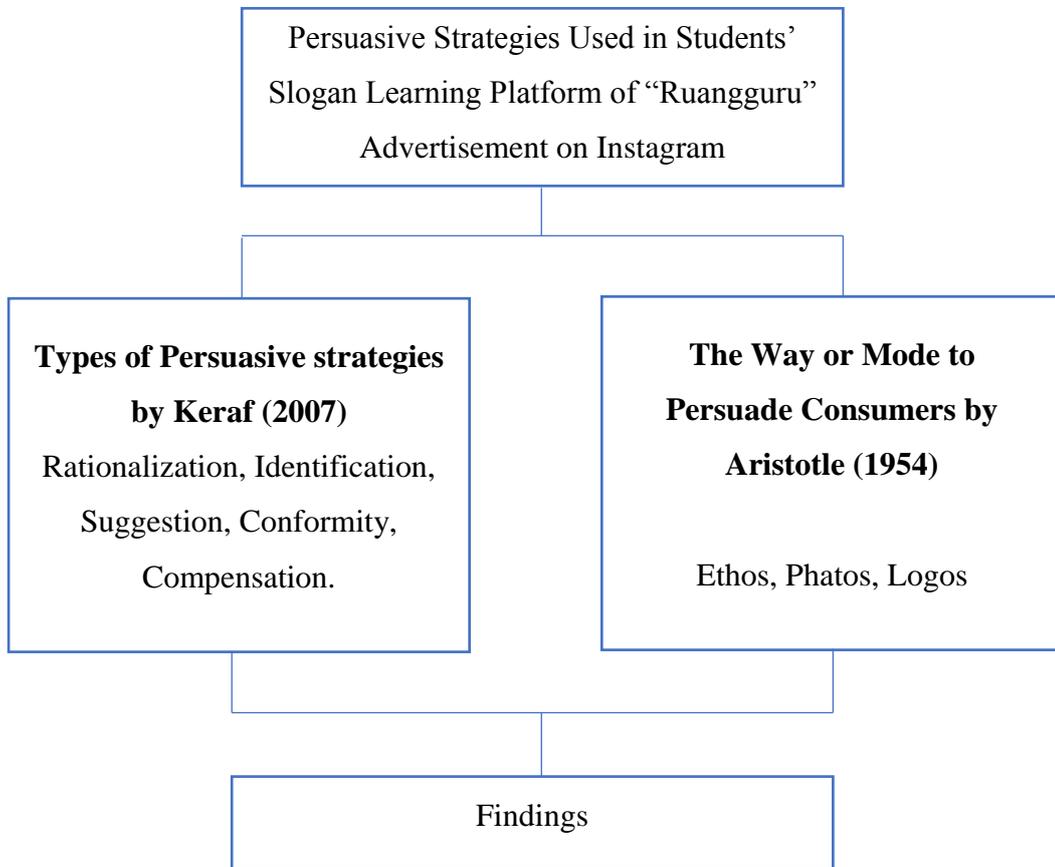
Teachers Training and Education Sanata Dharma University Yogyakarta”.

This investigation was classified as qualitative research. On the basis of Grey's theory, Maybelline New York's brochures' language characteristics were studied. The brochures of Maybelline New York also utilized seven out of ten traits, including short sentences, extended noun phrases, ambiguity, the use of imperatives, the present tense, association, and unfinished sentences.

C. Conceptual Framework

In qualitative research, the conceptual framework is an overview of how variables with their distinctive location will be evaluated and interpreted in relation to other factors. The objective is to define the conceptual framework that researchers utilize to study and comprehend the researched topic.

Advertising's persuasive technique is an integral aspect of the marketing process for persuading the consumer. This study explores the sorts of persuasive strategies and methods for persuading consumers through slogan advertisements on Ruangguru's official Instagram account by adapted Keraf (2007) and Aristotle (1954). In this post, the sort of persuasive technique and the method for persuading customers will be reviewed.

Figure 1. Conceptual Framework

CHAPTER III

METHOD OF RESEARCH

A. Research Design

This study uses a qualitative method with the presentation of descriptive analysis, which is an attempt to collect, organize, and interpret existing data and analyze the object to be studied. Creswell (1994) states that qualitative is descriptive where the researcher is interested in the process, meaning and understanding obtained through words or pictures. Researchers will conduct qualitative research for this study to explore the sorts of persuasive strategies and methods for persuading consumers through slogan advertisements on Ruangguru's official Instagram account by adapted Keraf (2007) and Aristotle (1954).

B. Source of Data

This study draws its data from student's learning platform instagram posts on the official Instagram account of Ruangguru. The researcher uncover all Ruangguru advertisements from the official Instagram account (@ruangguru) via the link (<https://www.instagram.com/ruangguru/>). These accounts include information about the products, a picture of the slogan, and a model featured in the slogan for the Ruangguru advertisement. Then, the researcher obtains a photograph of the Ruangguru advertising slogan from the company's official Instagram account.

C. Technique of Collecting Data

In collecting the original data and valid data. First, the researcher will use the advertisement from Ruangguru commercials by searching Ruangguru's official Instagram account, and convert them to text. The second step involves the researcher will identify the Ruangguru commercial tagline to be studied. The third step entails the researcher identifying the slogan, determining the types of persuasive methods utilized in the slogan, and determining the mode or modes used to convince consumers in those advertising.

D. Technique of Analyzing Data

In this research the technique will use in this study was Analysis Interactive theory from Miles and Huberman (2007). They divide the steps in analyzing the data activities with several parts, namely data collection, data reduction, data display, and conclusion or verification.

1. Data Collection

In the analysis of data collection, observations are made, and various documents are based on categorization according to the research problem, then data sharpening is developed through further data searches and researchers analyze data will be collected from Ruangguru official account on Instagram based on categorizations that are in accordance with the research problem.

2. Data Reduction

Data reduction is a form of sharpening analyzing, classifying, directing, removing unnecessary data in order to organize data in such a way that final

conclusions can be drawn and verified (Miles and Huberman, 2007:16). In this step, the data will be selected by identifying persuasive strategies in Ruangguru official account on Instagram. This will be used as material for analysis.

3. Data Display

After the data is reduced, the next step that will be displayed is drawing. The data will be classified by identifying the difference between lexical meaning and contextual meaning in Ruangguru official account on Instagram.

4. Verifying Conclusion

The last step after doing the data display was drawing of the conclusion and verification. It is use to describe all of the data. So that it became clearly.

CHAPTER IV

DATA AND DATA ANALYSIS

A. Data Collection

The data for this study were obtained by collecting the image, identifying the data, and categorizing the data from the slogan advertisement for the students' learning platform on Ruangguru's official Instagram account (@ruangguru) via the link (<https://www.instagram.com/ruangguru/>) between January 2022 to March 2023.

The purpose of this study was to identify, based on the data in the slogan advertisements, the types of persuasive approach and the methods for persuading people. The slogans employed in this study consist of 31 slogans.

Table 1. Data Collection of Persuasive Strategies in Ruangguru

No.	Data	Types of Persuasive Strategies				
		Rationalization	Identification	Suggestion	Conformity	Compensation
1	Ngulik soal gabikin lesu, pake Drill Soal, bisa pilih materi semaumu!	✓				
2	Belajar paling enak pol, anti dapet nilai nol!	✓		✓		
3	Bimbel terlengkap, harga hemat, bonusnya mantap!	✓				
4	Maksimalkan potensi si kecil gak harus mahal!	✓	✓			

5	Bahas soal susah, harga super ramah!	✓				
6	Les privat Ruangguru untuk hadapai kesulitan belajarmu	✓				
7	Belajar kilat Cuma sekejap, intensif lagi!	✓				
8	Gak perlu nyerah pas ketemu soal susah	✓				
9	Dari belajar matematika sampai biola, Ruangguru privat pilihan tepat!			✓		
10	Belajar di Ruanglesonline semudah chat gebetan!				✓	
11	Bisa duluan jadi juara dengan bimbel terlengkap				✓	
12	Belajar seru bareng teman belajar yang lucu? Cuma ada di Ruangguru!		✓			
13	Belajar lebih fokus, nilai UTBK jadi lebih bagus	✓				
14	Belajar lebih asik, bisa konsultasi sama dokter terbaik!			✓		
15	Penejelasan lebih menarik, bikin belajar makin asik!	✓				
16	Bebas Latihan sosol, ujian gak kena mental!	✓				
17	Solusi belajar sat set, bisa nonton sambil nyatet!	✓				
18	Soal fitur kita gak pelit karena prestasi kamu worth it!	✓				
19	Bisa tanya jawab materi sampai kamu ngerti!	✓				

20	Curi start, jadi bintang kelas!				✓	
21	Bunda tenang, anak senang!		✓			
22	Belajar makin santai, soal sulit auto selesai!	✓				
23	Jangan takut sambut semester baru, ada Ruangguru!			✓		
24	Sambut PTS dengan tenang	✓				
25	Jangan takut susah nangkep pelajaran	✓				
26	Si paling hemat hadapi PTS!		✓			
27	Belajarnya interaktif, anak makin aktif!	✓	✓			
28	Konsep kilat bikin kamu ngerti lebih cepat!	✓				
29	Bisa juara duluan pakai promo andalan			✓		
30	Jangan takut bimbel mahal	✓				
31	Apapun ujiannya, disini persiapannya!	✓				

B. Data Analysis

After gathering data, the researcher examined them based on persuasive strategy types such as rationalization, identification, suggestion, conformity, and compensation. Ethos, pathos, and logos are methods for influencing customers.

1. Types of Persuasive Strategies

In the data studied by the researcher, five types of advertising slogans were identified: rationalization, identification, suggestion, conformity, and compensation. The majority of advertisements used the rationalization and

suggestion strategies, and each phrase employed several strategies. The following persuasive strategies have been identified by this research.

1) **Rationalization**

This strategy also employed persuasive language, such as terms that are impossible yet nevertheless make sense or have a logical basis. The advertiser should be aware of the needs of their consumers. This kind of persuasive strategy can be found in the data 1, 2, 3 4, 5, 6, 7, 8, 13, 15, 16, 17, 18, 19, 22, 24, 25, 27, 28, 30 and 31. Using persuasive language, the product descriptions highlight the superiority of each item. The following are the data utilized for rationalization:

Data 1

Ngulik Soal Gak Bikin Lesu. Pake Drill Soal, Bisa Pilih Materi Semaumu!

Analysis: The slogan uses a rationalization strategy. From the sentence "Ngulik Soal Gak Bikin Lesu. Pake Drill Soal, Bisa Pilih Materi Semamu" which in the slogan gives a statement of the quality of a product in the form of features in the application provided by Ruangguru based on the functionality of the advertised product. Students no longer need to be confused about what questions to ask for practice or exams because students can use Drill Soal and choose materials as they like according to their needs. Also, with Drill Problems students can not only choose the material, but students can also see the results of their practice questions in the analysis of the work results.

Data 2***Belajar Paling Enak Pol, Anti Dapat Nilai Nol!***

Analysis: In the slogan above using the rationalization strategy, in the phrase "Belajar Paling Enak Pol, Anti Dapat Nilai Nol!" states the advantages of the Ruangguru application with the Roboguru feature, students can ask any question with any level of difficulty by taking a photo of the question they want to ask and from this feature they are immediately given how to solve the problem they want to ask.

Data 3***Bimbel Terlengkap, Harga Hemat, Bonusnya Mantap!***

Analysis: The slogan is identified as a rationalization strategy because the slogan "Bimbel Terlengkap, Harga Hemat, Bonusnya Mantap!" states the advantages of products that have the most complete bimbel with all subjects at a low price and the bonuses can be obtained in the form of prizes that will be received by students.

Data 4***Maksimalkan Potensi Si Kecil Gak Harus Mahal!***

Analysis: The slogan is identified as a rationalization strategy because the slogan explains that if children want to learn and increase their potential and maximize it, they don't need to pay a lot of money by studying with Alta School in collaboration with Ruangguru. By creating a slogan that is in accordance with the

meaning of the product, it will easily persuade consumers with the quality offered and consumers will easily trust and believe in the product.

Data 5

Bahas Soal Susah, Harga Super Ramah!

Analysis: The slogan is identified as a rationalization strategy. In the sentence "Discuss Difficult Issues, Super Friendly Prices!", the advertiser uses words to persuade consumers by using convincing words. Consumers can answer difficult questions without having to pay expensive, will be assisted by professional teachers at a friendly price in the consumer's pocket.

Data 6

Les Privat Ruangguru Untuk Hadapi Kesulitan Belajarmu

Analysis: In the slogan above, the sentence is a rationalization strategy. This is found in the sentence "Les Privat Ruangguru Untuk Hadapi Kesulitan Belajarmu" Where in this sentence the advertiser persuades consumers to take private lessons with Ruangguru to face the learning difficulties experienced by consumers, especially students, in the sentence "Hadapi Kesulitan Belajarmu" it is clear that the advertiser uses words to show the truth of the benefits of a product to attract consumers so that potential consumers choose the product.

Data 7***Belajar Kilat Cuma Sekejap, Intensif Lagi!***

Analysis: The slogan is identified as a rationalization strategy because the sentence "Belajar Kilat Cuma Sekejap, Intensif Lagi!" is a form of advertising that shows students to persuade them to study with Ruangguru. The slogan is that UTBK preparation for students is getting closer and they can learn quickly by taking the UTBK Intensive flash package from Brain Academy from Ruangguru because consumers will be guided to learn quickly and incentivized with Star Master Teachers and get more sessions up to 18x. This refers to the advertiser's offer to persuade students to crash study for UTBK with intensive classes at Brain Academy from Ruangguru.

Data 8***Ga Perlu Nyerah Pas Ketemu Soal Susah***

Analysis: The slogan above is a rationalization strategy because in the sentence "Ga Perlu Nyerah Pas Ketemu Soal Susah", in which the sentence the advertiser persuades consumers, especially students when they have difficulty learning and answering questions, when they meet difficult problems, Ruangguru provides the Ruanglesonline platform for students who want to ask unlimited questions with the best teachers online through the platform if they meet difficult problems.

Data 13***Belajar Lebih Fokus, Nilai UTBK Jadi Lebih Bagus***

Analysis: The slogan above is identified as a rationalization strategy because in the sentence "Belajar Lebih Fokus", advertisers offer and persuade consumers, especially students, to use the product which explains that if students do not want to study with other students on the grounds that they are not focused, then Ruangguru private is the solution if they want to study alone to be more focused with the best teacher to get satisfactory UTBK scores.

Data 15***Penjelasan Lebih Menarik, Bikin Belajar Makin Asik!***

Analysis: The slogan is a rationalization strategy type slogan, this refers to the words "More Interesting Explanations", advertisers offer and persuade students to use products from Ruangguru in collaboration with Aulion as Creative Director of Ruangguru, Ruangguru presents new learning videos that are more interesting and make student learning more fun with the best teachers, with explanations that are easy to understand and packaged in animated videos.

Data 16***Bebas Latihan Soal, Ujian Gak Kena Mental!***

Analysis: The slogan above is identified as a rationalization strategy because the sentence "Bebas Latihan Soal" refers to the advertiser offering and persuading students to use the product from Ruangguru. Ruangguru offers students to use the

feature in the Ruangguru application, namely the Practice Room because with this feature students are free to choose as many practice questions as they want until they are ready to take the exam.

Data 17

Solusi Belajar Sat Set, Bisa Nonton Sambil Nyatet!

Analysis: The slogan above is identified as a rationalization strategy where the sentence "Solusi Belajar Sat Set, Bisa Nonton Sambil Nyatet" is an advertiser's offer to persuade consumers or students to use products from Ruangguru which issued a new feature in the Ruangguru application, namely Lembar Belajar. Lembar Belajar is a feature for students to watch learning while taking notes.

Data 18

Soal Fitur Kita Gak Pelit Karena Prestasi Kamu Worth It!

Analysis: The slogan above is a rationalization strategy. In the sentence "Soal Fitur Kita Gak Pelit Karena Prestasi Kamu Worth It!", where the slogan persuades students to use the product from Ruangguru, namely the Ruangguru learning application which has a variety of features that can be used to support consumer or student achievement quickly.

Data 19***Bisa Tanya Jawab Materi Sampai Kamu Ngerti!***

Analysis: The slogan is a rationalization strategy because in the slogan, the advertiser persuades consumers or students to use the latest feature of the Ruangguru application, namely the discussion feature. This feature is a Ruangguru feature that consumers or students can use to ask and answer questions about material so that students or consumers do not need to be confused about material concepts that they do not understand.

Data 22***Belajar Makin Santai, Soal Sulit Auto Selesai***

Analysis: The following slogan is identified as a rationalization strategy. In the slogan, there is a sentence "Belajar Makin Santai, Soal Sulit Auto Selesai" where the advertiser persuades and offers consumers or students to use the Ruangguru application with their flagship features, namely Ruangbelajar and Roboguru, where students can learn casually but the difficult problems they find can be resolved easily.

Data 24***Sambut PTS Dengan Tenang***

Analysis: The slogan is identified as a rationalization strategy because in the sentence "Sambut PTS Dengan Santai", this advertiser wants to persuade consumers or students to use products from Ruangguru to not need to be afraid to

face the PTS that is approaching. Ruangguru offers products with attractive promos and savings for students who want to welcome PTS.

Data 25

Jangan Takut Susah Nangkep Pelajaran

Analysis: The slogan above is identified as a rationalization strategy because in the slogan the advertiser conveys not to be afraid of difficulties in understanding the lessons you are learning, because Ruangguru launched new features, namely Adapto and AdaptoX. In these features, there are adaptive learning videos and interactive games in the middle of the video, as well as explanations from the teacher to provide a source of understanding if the student's answer is wrong. The slogan intends to persuade students to use the feature and the virtues of the product that benefit students.

Data 27

Belajar Interaktif, Anak Makin Aktif

Analysis: The slogan is identified as a rationalization strategy because in the sentence "Belajar Interaktif", advertisers try to persuade consumers by offering the benefits of the product, namely interactive learning at Brain Academy Online with an interactive Live Teaching star harvest method that makes children enjoy learning and understand lessons faster.

Data 28***Konsep Kilat Bikin Kamu Ngerti Lebih Cepat***

Analysis: The slogan sentence is identified as a racialization strategy because in the sentence "the concept of Tips", the advertiser tells consumers that the Adapto feature contained in the Ruangguru application makes students quickly understand the lessons they want to understand. This refers to advertisers to persuade consumers or students to tell the benefits of a product so that students use the feature.

Data 30***Jangan Takut Bimbel Mahal***

Analysis: The slogan is identified as a rationalization strategy because of the sentence, Ruangguru wants to persuade consumers to use their product that with Bimbel Ruangguru, consumers do not need to pay a lot of money if they want to study at a super low price and the facilities provided by Ruangguru are quite complete. So from stating a benefit, advertisers want to persuade consumers to use Bimbel products from Ruangguru.

Data 31***Apapun Ujiannya, Di Sini Persiapannya!***

Analysis: The slogan is identified as a rationalization strategy, because in the slogan the advertiser wants to persuade consumers that if they want to study any subject, Ruangguru is the right choice to prepare for the exam they want to face

by using the Playlist Belajar feature. This Learning Playlist will help students prepare for any subject exam.

2) Identification

Consumer identification is the objective of identification strategy. Identification is also necessary for marketers and can be the second key to the success of their advertisements on the market; as a result of identification techniques, advertisers have information on customers, such as their age, gender, level of education, etc. The advertiser must also do an accurate analysis of the consumer's requirements. This type of persuasive strategy is demonstrated by the numbers 4, 12, 21, 26 and 27.

Data 4

Maksimalkan Potensi Si Kecil Gak Harus Mahal!

Analysis: The slogan is identified as an identification strategy, where the identification strategy is who the advertisement is formulated for and aimed at. In the slogan sentence there is the word "Si Kecil" which is clearly aimed at parents who want to increase their child's potential in Ruangguru at a low price and do not need to pay expensive.

Data 12***Belajar Seru Bareng Teman Belajar Yang Lucu? Cuma Ada Di Ruangguru***

Analysis: The type of persuasive strategy used in the slogan is the identification strategy. In the slogan, there is the word "Learning Friend" which refers to students who can choose a learning friend to accompany them in their learning process. Ruangguru launched a feature for selecting cartoon characters to make them study buddies for students. With this feature, students can also do missions so that your Learning Friend can level up. So the slogan targets students who want to have a fun study buddy for the learning process.

Data 21***Bunda Tenang, Anak Senang!***

Analysis: The type of persuasive strategy used in the slogan is the identification strategy. In the slogan, there are the words "Ibu Tenang, Anak Senang!" where the slogan clearly targets mothers who do not need to worry about their children's learning that will not be left behind, on the other hand their children are also happy to study at Ruangguru because they get a variety of stationary vouchers for their children and also learning discount vouchers for their mothers. So the slogan targets mothers and children who want to get double benefits if they want to use products from Ruangguru in the form of learning and stationery discount vouchers.

Data 26***Si Paling Hemat Hadapi PTS!***

Analysis: The type of persuasive strategy used in the slogan is the identification strategy. In the slogan, there are the words "Si Paling Hemat", the sentence targets parents who do not want to pay expensive for their children who want to welcome PTS with Roboguru features that will support their learning well but at a low price.

Data 27***Belajar Interaktif, Anak Makin Aktif***

Analysis: The type of persuasive strategy used in the slogan is identification strategy. In the slogan, there are the words "Anak Makin Aktif", the sentence targets parents who want their children to be active in learning with interactive learning provided by Ruangguru with the panen bintang feature in Interactive Live Teaching which makes students more enthusiastic and quickly understand the subject matter. Not only parents, this product also targets children who want to learn in Ruangguru.

3) Suggestion

In order to persuade customers, it is essential to provide suggestions. To be acceptable in the opinion of customers, advertisers must pick the appropriate phrases. An attempt to convince or influence others to embrace a specific idea or

institution without presenting a rational basis for believing to those who are being persuaded or influenced. In this strategy be found in data: 2, 9, 14, 23 and 29.

Data 2

Belajar Paling Enak Pol, Anti Dapet Nilai Nol!

Analysis: The slogan is also identified as a persuasive strategy type of suggestion strategy. This is because advertisers provide product recommendations by persuading or influencing other people to recognize the superiority of the product through other people. The slogan shows a boy who acknowledges the superiority of Roboguru's product, which is the best feature in the Ruangguru application that has won several championships thanks to this feature. From the testimonials he presented, this can influence people to use the product from Ruangguru too.

Data 9

Dari Belajar Matematika Sampai Biola, Ruangguru Privat Pilihan Tepat!

Analysis: The slogan is also identified as suggestion strategy. This is because advertisers provide product recommendations by persuading or influencing other people to recognize the superiority of the product by offering a variety of unusual products, as in the sentence "From learning math to learning the violin", where the slogan persuades or influences people that Ruangguru is not only learning theory but there are also various practical learnings such as learning to play the violin in private Ruangguru.

Data 14***Belajar Lebih Baik, Bisa Konsultasi Sama Dokter Terbaik!***

Analysis: The slogans are identified as strategy suggestions. Suggestion aims to persuade or influence potential customers to recognize the superiority of a product through people or objects that have prestige or are worthy of being followed. From the slogan, in the sentence "Bisa Konsultasi Sama Dokter Terbaik", advertisers are trying to persuade or influence other people or potential customers, especially students, if they are not feeling well, Ruangguru, which is collaborating with Alodokter, students can ask questions and consult with the best doctors. This makes consumers influenced or hypnotized to use learning products from Ruangguru.

Data 23***Jangan Takut Sambut Semester Baru, Ada Ruangguru!***

Analysis: The slogan is also identified as a persuasive strategy type of suggestion strategy. This is because advertisers provide product recommendations by persuading or influencing others to recognize the superiority of the product. Ruangguru influences or persuades consumers not to be afraid in welcoming a new semester where the higher the semester the more difficult it is, but with Ruangguru, students don't need to be afraid anymore because Ruangguru will help you eradicate this fear in supporting good learning.

Data 29***Bisa Juara Duluan Pakai Promo Andalan***

Analysis: The slogan is also identified as a persuasive strategy type of suggestion strategy. Advertisers provide product recommendations by persuading or influencing others to recognize the superiority of the product. Ruangguru influences or persuades consumers to use its products if students want to win first over the others.

4) Conformity

Conformity is a desire or action to become similar to something else, or a mental mechanism to conform to a desired standard. Identification and this method are comparable. In contrast, the author demonstrates that he is capable of behaving as the reader himself. Conformity strives to demonstrate how a product meets the expectations of potential consumers with regards to its actual capabilities. In the advertising, the following data conformance strategies were discovered: 10, 11 and 20.

Data 10***Belajar Di Ruanglesonline Semudah Chat Gebetan!***

Analysis: The slogan is identified as a conformity strategy. Conformity is the desire or action to make themselves similar to something else. In this slogan, advertisers use words that seem similar to something, as in the slogan "Semudah

Chat Gebetan" which means Ruangguru's feature, Ruanglesonline, students will study with the best tutors that students can chat easily as if chatting with crush.

Data 11

Bisa Duluan Jadi Juara dengan Bimbel Terlengkap

Analysis: The slogan is identified as a conformity strategy. Conformity aims to provide an overview of how a product has real capabilities as expected by prospective consumers. You can see in the slogan above, "You Can Be a Champion First", this is intended for students who want to become champions first with the most complete tutoring provided by Ruangguru. From this slogan, the advertiser gives an idea to students how Ruangguru's products have real capabilities as expected by consumers.

Data 20

Curi Start, Jadi Bintang Kelas.

Analysis: The slogan above is identified as a conformity strategy. This conformity aims to provide an overview of how a product has real capabilities as expected by consumers. In the slogan above, in the sentence "Jadi Bintang Kelas", this makes consumers, especially students, make themselves similar to something else, namely Class Stars. By using Ruangguru products, students can get started before learning starts at school, and they will become the stars of the class because they already understand the material that will be taught by the teacher at school.

5) Compensation

In the compensation plan, advertising would contrast the current condition with the previous position to persuade customers. Using this product will result in a better condition for the consumer. The objective of compensation is to provide a product with advantages that make it superior to all other products. In this type, no data is found that shows a better product offer compared to other products through the superiority of a product.

2. Ways to Persuade Consumers

The second part of research problem in this research is identifying the way to persuade consumers. In this part, the researcher discusses about the way to persuade consumers, the advertiser used persuasive strategies in each data based on theory of Aristotle those are: ethos, pathos and logos.

1. Ethos

In this research ethos can be found in data 2, 12, 13, 15, 20, 22, 24,26 and 27. The method for persuading consumers by demonstrating the product's legitimacy and excellence. The slogans in the advertising represent the product's advantages and superiority. In the commercial, the advertiser also includes an image of the goods, which can increase the advertisement's appeal and effectiveness. For example, in the slogan *Belajar Paling Enak Pol, Anti Dapet Nilai Nol* advertisement, the advertiser demonstrates the benefit and quality of the products

by providing a logical explanation, and the image of the product demonstrates its quality. So, consumers can have confidence and interest in the products.

2. Pathos

Pathos in this research found in data 1, 4, 5, 6, 10, 12, 13, 14, 20, 22, and 24. The advertiser uses a function of the consumer's emotion to convince or influence the consumer. From these data, the advertiser displays a photograph of students with smiles on their faces. The advertising attempted to convince consumers that utilizing this product will result in happiness.

3. Logos

Logos in this research can be found in data 18, 25, and 30. As a method for attracting consumers, rational facts and proof are used to persuade them. The advertiser also provides product information. For example in the advertisement: *Soal Fitur Kita Gak Pelit Karena Prestasi Kamu Worth It!*, The advertiser made claims about the product and provided supporting information along with a summary of the advertised product's benefits.

C. Research Findings

After examining all of the data from the slogan advertisement, the following research conclusions can be reported:

1. From this research, the researcher found there are four types from five types of persuasive strategies using on Ruangguru advertisement. They are:

Rationalization (21 data), Identification (5 data), Suggestion (5 data), Conformity (4 data) and compensation (0 data).

2. From the slogan advertisement of Ruangguru the researcher found the way to persuade consumers, those are: Ethos (9 data), Pathos (10 data) and Logos (3 data).
3. Mostly, in the slogan advertisement of Ruangguru the types of persuasive strategy used in the slogan are rationalization strategy and several advertisements used more than one persuasive strategy in the slogan. And also, in the slogan advertisement Ruangguru the way to persuade consumers used in the slogan advertisement is pathos.

D. Discussion

This study was done to determine the persuasive strategies of Ruangguru on Instagram by using Keraf (2007) & Aristotle (1954) theory. Persuasive is an action intended to influence or encourage the mind, manner, or opinion of another based on some reasonable arguments. According to (Keraf, 2007:124), there are seven types of persuasive strategies: rationalization, identification, suggestion, conformity, compensation, projection, and displacement. However, the researcher limited 5 types to be studied, namely rationalization, identification, suggestion, conformity, and compensation. The following is an explanation of each type of persuasive strategies:

a. Rationalization

As a persuasive approach, rationalization is limited to the process of using reason to offer a basis for justifying an issue in which the basis or explanation is not a direct cause of the problem. The purpose of rationalization is to demonstrate the genuine benefits of a product in order to persuade people to purchase it. This method is used to persuade clients to purchase a product via multiple statements. Advertisers must understand customer confidence, attitudes, and needs. This kind of persuasive strategy can be found in the data 1, 2, 3 4, 5, 6, 7, 8, 13, 15, 16, 17, 18, 19, 22, 24, 25, 27, 28, 30 and 31. For example from data 6, '*Les Privat Ruangguru Untuk Hadapi Kesulitan Belajarmu*' In the slogan, the sentence is a rationalization strategy. This is found in the sentence "Les Privat Ruangguru Untuk Hadapi Kesulitan Belajarmu" Where in this sentence the advertiser persuades consumers to take private lessons with Ruangguru to face the learning difficulties experienced by consumers, especially students, in the sentence "Hadapi Kesulitan Belajarmu" it is clear that the advertiser uses words to show the truth of the benefits of a product to attract consumers so that potential consumers choose the product.

Comparing to research conducted by Devi (2020) with the title of her research "*Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram.*" It is showed that her finding similar with researcher finding. In her research, she found a slogan '*Inspiring Beauty*', "Inspiring Beauty" is a logical statement that Wardah products will inspire Indonesian women with their beauty. Thus, consumers will be attracted to the

products marketed under the slogan Inspiring Beauty and this is also the same as the slogan found by the researcher, namely 'Les Privat Ruangguru Untuk Hadapi Kesulitan Belajarmu', it will make consumers interested in using the product, especially students.

b. Identification

Identification persuasion is constantly attempting to avoid situations of conflict and dubious attitudes; therefore, the speaker must analyze his presence and the entire situation in order to more easily identify himself with the audience. These opinions can also be applied to advertising persuasion, for instance, in order for the manufacturer to identify the target audience or the consumer. Identifiers used by manufacturers so that prospective customers feel their identity is represented when utilizing a marketed product. This type of persuasive strategy is demonstrated by the numbers 4, 12, 21, 26 and 27. For example from data 21, '*Bunda Tenang, Anak Senang!*', The type of persuasive strategy used in the slogan is the identification strategy. In the slogan, there are the words "Ibu Tenang, Anak Senang!" where the slogan clearly targets mothers who do not need to worry about their children's learning that will not be left behind, on the other hand their children are also happy to study at Ruangguru because they get a variety of stationary vouchers for their children and also learning discount vouchers for their mothers. So the slogan targets mothers and children who want to get double benefits if they want to use products from Ruangguru in the form of learning and stationery discount vouchers.

Comparing to research conducted by Devi (2020) with the title of her research "*Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram.*" It is showed that her finding also similar with researcher finding for this type. In her research, she found a slogan '*Feel the Perfection*', The identification strategy was utilized in the "Feel the Perfection" slogan advertisement. Advertisers used a beauty influencer as a model for their advertisement, which seeks to attract consumers who observe beauty influencers using Wardah cosmetics. In the word "perfection" in the advertisement, the product is undoubtedly aimed at office-working women, artists, etc. who must appear beautiful or flawless. Meanwhile, in the study in Ruangguru, researcher found that the slogan "*Bunda Tenang, Anak Senang!*", is addressed to mothers and children who want their children or their children themselves to study outside of school to get additional knowledge and get discount voucher.

c. Suggestion

Suggestion is an attempt to persuade or influence people to accept a particular concept or institution without providing a rational justification to the individual being influenced. In daily life, provocative language and tone of voice are typically employed. A combination of intriguing words with a full, compelling, and authoritative tone of voice can influence a person and make communication simple.

Suggestion seeks to persuade or influence prospective consumers to realize the superiority of a product through prestigious or worthy individuals or entities.

The harmony of images, color, background, fascinating wording, and the employment of renowned persons in advertising will hypnotize or persuade consumers. In this strategy be found in data: 2, 9, 14, 23 and 29. For example from data 2, '*Belajar Paling Enak Pol, Anti Dapet Nilai Nol!*', The slogan is identified as a persuasive strategy type of suggestion strategy. This is because advertisers provide product recommendations by persuading or influencing other people to recognize the superiority of the product through other people. The slogan shows a boy who acknowledges the superiority of Roboguru's product, which is the best feature in the Ruangguru application that has won several championships thanks to this feature. From the testimonials he presented, this can influence people to use the product from Ruangguru too.

Comparing to research conducted by Devi (2020) with the title of her research '*Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram.*' It is showed that her finding also similar with researcher finding for this type. In her research, she found a slogan '*Be Bright Be Ready*', this slogan can inspire and gave recommendation to consumer for being confidence when using the product, which will speed up the process of getting ready and also brighten up instantly. The use of product-appropriate phrases will make it easier for consumers to be interested in the product. Meanwhile, in the slogan that the researchers got, namely '*Belajar Paling Enak Pol, Anti Dapet Nilai Nol!*', in the slogan, advertisers give suggestions to consumers to use products from Ruangguru where students can learn fun and interesting with satisfying value benefits.

d. Conformity

Conformity is the intent or action of becoming like to another entity. In persuasion, persons who practice persuasion employ this method to adapt others to their opinions. Conformity and identification are frequently regarded as comparable or identical. In contrast, the speaker's compliance demonstrates that he was also able to do and act as an audience. Conformity is intended to provide an overview of how a product satisfies consumer expectations in terms of its actual capabilities. In the advertising, the following data conformance strategies were discovered: 10, 11 and 20. For example from data 10, '*Belajar Di Ruanglesonline Semudah Chat Gebetan!*' The slogan is identified as a conformity strategy. Conformity is the desire or action to make themselves similar to something else. In this slogan, advertisers use words that seem similar to something, as in the slogan "Semudah Chat Gebetan" which means Ruangguru's feature, Ruanglesonline, students will study with the best tutors that students can chat easily as if chatting with crush.

Comparing to research conducted by Devi (2020) with the title of her research "*Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram.*" It is showed that her finding also similar with researcher finding for this type. In her research, she found a slogan "*Feel Refreshed*", In this ad, advertisers create the same products as other brands, but with higher quality. Advertisers don't want to appear less current with products that will be in high consumer demand. Obviously, with the term refresh in the ad,

the ad will provide both freshness and comfort when using the product. Meanwhile, in the data that researchers got at Ruangguru, such as '*Belajar Di Ruanglesonline Semudah Chat Gebetan!*' this refers to the slogan made to make themselves similar to something else where in Devi (2020) the slogan makes the brand similar to other brands, while in the slogan in Ruangguru above, the slogan explains that studying in the online tutoring room, As if it will be the same as chatting with a crush that is easy to chat.

e. **Compensation**

Compensation is the act or outcome of an effort to find a replacement for an undesired thing or attitude. Finding a replacement is necessary since the original action or circumstance was frustrating. Through the superiority of a product, compensation seeks to provide a product that is superior to other items. In this type, no data is found that shows a better product offer compared to other products through the superiority of a product.

Comparing to research conducted by Devi (2020) with the title of her research "*Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram.*" This shows that Devi (2020) found data on this type while on Ruangguru no data was found on this type. In her research, she found a slogan "*Fell the Light*", Compensation strategies are used in these ads, these ads show the difference in time in the products offered and with different functions as well as new formulas, which this product used not to with the packaging and benefits that as it is now, the ad will make consumers interested in

the word "light" which indicates that when using the product it will make the face brighter.

Meanwhile, the ways to persuade consumers which are the second part of research problem, the advertiser used persuasive strategies in each data based on theory of Aristotle, those are: ethos, pathos and logos.

a. Ethos

Ethos can be located in the data for 2, 12, 13, 15, 20, 22, 24, and 27. Method of persuading consumers by demonstrating the legitimacy and superiority of the product. The advertising slogans represent the advantages and superiority of the product. The advertiser includes an image of the product in the commercial, which can increase the advertisement's appeal and effectiveness. For instance, in the advertisement for the slogan *Belajar Paling Enak Pol, Anti Dapet Nilai Nol*, the advertiser demonstrates the benefit and quality of the product through a logical explanation, and the image of the product demonstrates the product's quality. Therefore, consumers can have faith and interest in the products.

Comparing to research conducted by Devi (2020) with the title of her research *"Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram."* found that, on slogans *Simply Shine Simply Chic* advertisement, for instance, the advertiser demonstrates the benefit and quality of the product by providing a logical explanation, and the image of the product demonstrates the product's quality. Thus, consumers can develop confidence and interest in a product. This is the same as researchers who research at Ruangguru,

for example in the slogan *Belajar Paling Enak Pol, Anti Dapet Nilai Nol*, the slogan can attract the attention of readers to use the product.

b. Pathos

Next, the data 1, 4, 5, 6, 10, 12, 13, 14, 20, 22, and 24 demonstrate *pathos* as the second. The advertiser employs an emotional function of the consumer to persuade or influence the consumer. The advertiser displays a photograph of smiling pupils derived from these data. The advertising campaign attempted to persuade consumers that using this product will lead to contentment.

Comparing to research conducted by Devi (2020) with the title of her research "*Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram.*" found that, In data 3 and 5 that her found, the advertiser displays a photograph of the woman smiling. The advertiser attempted to persuade consumers that using this product would make them joyful. Using two women with charming smiles in the advertisement. It is used to appeal to consumers by smiling broadly at the product. Same as the researcher found on Ruangguru, The advertiser displays a photograph of smiling students derived from these data.

c. Logos

Logos can be found in this study's data 18, 25, and 30. Facts and proof are used to convince people to buy something as a way to interest them. The advertiser also gives information about the goods. In the ad "*Soal Fitur Kita Gak*

Pelit Karena Prestasi Kamu Worth It!," for example, the seller made claims about the product and backed them up with facts and a summary of the benefits of the product.

Comparing to research conducted by Devi (2020) with the title of her research *"Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram."* found that, the slogan *Feel the Difference*, the advertiser asserted about the product and provided evidence of the product's benefits enumerated in the advertisement. Same as the researcher found on Ruangguru, from the slogan that recharger mention above, the seller made claims about the product and backed them up with facts and a summary of the benefits of the product.

From the explanation of similar researchers above, this research examines persuasive strategies which are a form of communication that strengthens the influence of argumentation in order to produce a commitment to follow the purpose of persuasion. Advertisers try to appeal to consumers' intellect or their fantasies and feelings in an effort to create a desirable image for their brand, so that consumers buy it one day. From this explanation, previous research has also examined this, but the object of research is the difference between the research described above. Devi (2020) studied persuasive strategies in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram, while the researcher's research examined persuasive strategies in Ruangguru's advertising slogans on Instagram.

The difference in research results showed that in previous studies, researchers concluded that the most widely used type of strategy was a suggestion strategy

totaling 10 data, while in a study on Ruangguru, the most common Rationalization type strategy found on Ruangguru's Instagram amounted to 21 data. And the way to persuade consumers in the previous study, researchers found that ethos was the most found, namely as many as 7 data, while this study pathos was the most found on Ruangguru's Instagram, which was as many as 10 data.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Based on the results of the investigation, The following findings are concluded:

1. There are four types of persuasive strategies using on Ruangguru advertisement. They are: Rationalization (21 data), Identification (5 data), Suggestion (5 data), Conformity (4 data) and compensation (0 data). And the mostly used of Rationalization as kind of Persuasive Strategies.
2. The way to persuade consumers in the slogan advertisement, there are: Ethos (9 data), Pathos (10 data) and Logos (3 data). Mostly, used Pathos as the way to persuade consumer.

B. Suggestions

1. The researcher hopes that the next researcher may uncover a new application for persuasive strategies, such as in the classroom, courtroom, or political arena. And its application. In addition to the varieties of persuasive techniques and methods for persuading consumers, you can also uncover another component of persuasive techniques. It will be more beneficial to contribute knowledge to this study so that better research may be conducted.

-
2. This book can be used by readers or students as a resource for examining persuasive strategies in advertising, speeches, education, politics, etc. To acquire a deeper comprehension and knowledge of persuasive strategy.

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APPENDIX

BRAIN ACADEMY
By Ruangguru

SMART PAYDAY PROMO

Bimbel Terlengkap, Harga Hemat,
Bonusnya Mantap!

DISKON HINGGA 57%

KODE DISKON: **SPPFEBRUARI** BRAIN ACADEMY &
BRAIN ACADEMY ONLINE

**+ CASHBACK s/d 500 ribu
& Hadiah Spesial***

Periode: 24 Februari – 3 Maret 2022
#CerdasCaraHemat

JUARA KELAS

BUKTI KELAS

The poster features a teal background with a pencil holder, paper airplanes, and a ruler. The text is in white and yellow, with a large '57%' discount claim.

Picture 1: (Source on Instagram, February 26th 2022)

ruang guru x alta school

SMART PAYDAY PROMO

Maksimalkan Potensi Si Kecil Gak Harus Mahal!

Penerimaan Siswa Baru Tahun Ajaran 2022–2023
Jenjang PAUD (4–6 thn) & SD (Kelas 1–4)

KODE DISKON: **SPPFEBRUARI**

DISKON 30%

BONUS Paket 1 Tahun ruangbelajar

Periode 24 Februari – 3 Maret 2022

DAFTAR SEKARANG!

*Syarat & Ketentuan berlaku

The poster features a teal background with a smiling child holding a pencil, colorful balloons, and a cloud. The text is in white and yellow, with a large '30%' discount claim.

Picture 2: (Source on Instagram, February 26th 2022)



Picture 3: (Source on Instagram, February 8th 2022)



Picture 4: (Source on Instagram, February 3rd 2022)

ruang guru

IniBaru Juara

GAK PERLU NYERAH PAS KETEMU SOAL SUSAH

COBA AJA DULU!

bit.ly/cobasatusesi

« SWIPE

Picture 7: (Source on Instagram, March 14th 2022)

ruang guru

IniBaru Juara

ruangles

Les Privat Ruangguru untuk Hadapi Kesulitan Belajarmu

Matematika Fisika Sosiologi

Bahasa Inggris Bahasa Mandarin

Bahasa Korea Piano Mengaji

dan masih banyak pilihan lainnya!

COBA AJA DULU

bit.ly/coba1sesi

Picture 8: (Source on Instagram, March 20th 2022)



Picture 9: (Source on Instagram, March 26th 2022)



Picture 10: (Source on Instagram, March 26th 2022)

ruang guru

IniBaru Juara

BELAJAR DI
ruanglesonline
SEMUDAH
CHAT
GEBETAN!

COBA AJA DULU!

bit.ly/cobainrl0

Picture 11: (Source on Instagram, April 3rd 2022)

ruang guru | ALODOKTER

**BELAJAR LEBIH ASIK,
BISA KONSULTASI SAMA
DOKTER TERBAIK!**

DISKON HINGGA 70%
Produk Ruangguru

GRATIS VOUCHER
DISKON KONSULTASI
DOKTER SPESIALIS

Periode 1-30 April 2022

*Syarat & Ketentuan Berlaku

← SWIPE

Picture 12: (Source on Instagram, April 4th 2022)

ruang guru ruangguru privat

**Belajar Lebih Fokus,
Nilai UTBK jadi Lebih Bagus**

SPESIAL RAMADAN

Paket 4 s.d. 16 Sesi
Les privat mulai dari
Rp **252.000**
Berlaku hingga 18 April 2022

Diskon **37%**

Pesan Sekarang
ruangguru.com/privat

Picture 13: (Source on Instagram, April 5th 2022)

ruang guru BRAIN ACADEMY
By Ruangguru

**#BisaDuluan Jadi Juara
dengan Bimbel Terlengkap**

Paket 1 Tahun Ajaran

BRAIN ACADEMY ONLINE BRAIN ACADEMY
By Ruangguru By Ruangguru

DISKON s/d 58%

CASHBACK s/d RP 350.000
PAKET KODE MURAHDIWEB

Beli Paketnya Sekarang!
bayar.ruangguru.com

<<Cek Fitur Lengkap

Picture 14: (Source on Instagram, July 8th 2022)



Picture 15: (Source on Instagram, July 13th 2022)



Picture 16: (Source on Instagram, July 13th 2022)



Picture 17: (Source on Instagram, July 13th 2022)



Picture 18: (Source on Instagram, July 13th 2022)



Picture 19: (Source on Instagram, July 13th 2022)



Picture 20: (Source on Instagram, July 13th 2022)



Picture 21: (Source on Instagram, July 13th 2022)



Picture 22: (Source on Instagram, July 13th 2022)

ruang guru

ACADEMY
ONLINE
By Ruangguru

BELAJARNYA INTERAKTIF

Anak Makin Aktif

Alleya & Bunda Lina
Kelas 4 SDN 1 Sokanegara

Serunya Panen Bintang di Live Teaching Interaktif bikin Alleya makin semangat dan cepat ngerti materi pelajaran.

Picture 23: (Source on Instagram, July 22nd 2022)

ruang guru

roboguru

BELAJAR MAKIN SANTAI, SOAL SULIT **AUTO SELESAI**

DISKON 60%

~~Rp2.250.000~~
Rp899.000

Nikmati Paket 1 Tahun SMP

ruangbelajar roboguru PLUS PREMIUM

LANGGANAN SEKARANG!

Picture 24: (Source on Instagram, July 21st 2022)

ruang guru SMART PAYDAY PROMO #BisaUntungDulu

BUNDA TENANG, ANAK SENANG!

#BISAUNTINGDULUAN

DISKON HINGGA 60%

VOUCHER STATIONERY VOUCHER MINUMAN

KODE DISKON **SPPJULI**
Periode 25 Juli - 3 Agustus 2022
LANGGANAN SEKARANG!

Partners: DIFA LULU JUNIORS, Kalananti, ruangguru privat, KURSUS ALPINE Kids, BRAIN ACADEMY, BRAIN ACADEMY, alfa school

*Khusus pembayaran lunas *S&K Berlaku, selama persediaan masih ada

Picture 25: (Source on Instagram, July 25th 2022)

ruang guru ruangguru privat

CURI START

JADI BINTANG KELAS

PAKET 3 BULAN
Rp5.640.000
Rp 4.200.000 **DISKON s/d 27%**

Dilengkapi fitur GRATIS:

- ✓ Analisis strategi belajar
- ✓ Tes peminatan
- ✓ Tryout PAS dari ruanguji

Dapatkan E-voucher menarik **KUOTA TERBATAS**
DEBELIN, pegipeg

PESAN SEKARANG
Promo berlaku hingga 30 September 2022

<< SWIPE

Picture 26: (Source on Instagram, September 16th 2022)

ADAPTO | ADAPTOX

JANGAN TAKUT ADA ruang guru

#JANGANTAKUT SUSAH NANGKEP PELAJARAN

Video belajar adaptif dan interaktif yang menyesuaikan kecepatan pemahamanmu. Bisa sekaligus main game juga lho!

SATU-SATUNYA DI INDONESIA!

Cari tahu, yuk! ←

Picture 27: (Source on Instagram, January 2nd 2023)

JANGAN TAKUT ADA ruang guru

#JANGANTAKUT BIMBEL MAHAL

DISKON S/D 75% + CASHBACK S/D 300 RB

KODE PROMOKILAT

LANGGANAN SEKARANG!
bayar.ruangguru.com

Picture 28: (Source on Instagram, January 2nd 2023)

ruang guru

JANGAN TAKUT

Sambut Semester Baru
Ada Ruangguru!

Ekstra Potongan
s.d. **Rp 300** rb

tokopedia Shopee
bibli AladinMall

*Syarat & Ketentuan Berlaku

Serbu Promonya Sekarang!

Picture 29: (Source on Instagram, January 10th 2023)

ruang guru

WAKTU INDONESIA BERTANYA

Sambut PTS dengan Tenang

DISKON SPESIAL **70%** s/d
Mulai dari **Rp600** /hari

Periode: 18 Februari - 4 Maret 2023

roboguru Paket 3/6/12 Bulan
KODE DISKON **JUARAPTS**

BELI SEKARANG!

Picture 30: (Source on Instagram, February 15th 2023)

ruang guru

WAKTU INDONESIA BERTANYA

SI PALING HEMAT HADAPI PTS!

roboguru plus PREMIUM by Ruangguru

PAKET 3 BULAN

DISKON SPESIAL s/d **55%** CUMA **Rp2.000** per hari

KODE DISKON **JUARAPTS**

Periode: 18 Februari - 4 Maret 2023

BELI SEKARANG!

Picture 31: (Source on Instagram, March 1st 2023)



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext. 22, 23, 30
Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id



LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminari oleh mahasiswa di bawah ini:

Nama Lengkap : Widya Pitaloka
N.P.M : 1802050010
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : Persuasive Strategies of "Ruang Guru" On Instagram

Pada hari Kamis, tanggal 12, bulan Januari, tahun 2023 sudah layak menjadi proposal skripsi.

Medan, 20 Februari 2023

Disetujui oleh:

Dosen Pembimbing

Arianto, S.Pd., M.Hum.

Dosen Pembahas

Yusriah, SS., M.Hum.

Diketahui oleh
Ketua Program Studi,

Pirman Ginting, S.Pd., M.Hum.

**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
Jln. Mukhtar Basri BA No. 3 Telp. 6622400 Medan 20217 Form : K3**

Nomor : 3538 /II.3/UMSU-02/F/2022
Lamp : ---
Hal : Pengesahan Proyek Proposal
Dan Dosen Pembimbing

Bismillahirrahmanirrahim
Assalamu'alaikum Wr. Wb

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan Perpanjangan proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini .:

Nama : Widya Pitaloka
N P M : 1802050010
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Persuasive Strategies of "Ruang Guru" on Instagram.
Pembimbing : Arianto, S.Pd., M.Hum.

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan BATAL apabila tidak selesai pada waktu yang telah ditentukan.
3. Masa daluwarsa tanggal : 29 Desember 2023

Medan 5 Jumadil Akhir 1444 H
29 Desember 2022 M

Wassalam
Dekan



Dra. Hj. Syamsuurnita, MPd.
NIDN : 0004066701



Dibuat rangkap 5 (lima) :

1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing Materi dan Teknis
4. Pembimbing Riset
5. Mahasiswa yang bersangkutan :
WAJIB MENGIKUTI SEMINAR





BERITA ACARA BIMBINGAN PROPOSAL

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
Nama : Widya Pitaloka
NPM : 1802050010
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Persuasive Strategies of "Ruang Guru" on Instagram

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan	Keterangan
14 th November 2022	Chapter I Revision: Background of the study, Give a example in the Background of the study		
17 th November 2022	Chapter I Revision: Scope and Limitation		
28 th November 2022	Chapter II Revision: Review of Literature		
6 th December 2022	Chapter III Revision: Source of Data, Technique of Collecting Data		
14 th December 2022	Revision Chapter I, II, III		
15 th December 2022	ACC Proposal		

Medan, 22 Desember 2022

Diketahui oleh:
Ketua Prodi

(Pirman Ginting, S.Pd., M.Hum.)

Dosen Pembimbing

(Arioanto, S.Pd., M.Hum)



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UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
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Website: <http://www.fkip.umstu.ac.id> E-mail: fkip@umstu.ac.id

Form K-2

Kepada : Yth. Bapak Ketua/Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Assalamu 'alaikum Wr, Wb

Dengan hormat, yang bertanda tangan dibawah ini:

Nama Mahasiswa : Widya Pitaloka
NPM : 1802050010
Prog. Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut:

Persuasive Strategies of "Ruang Guru" on Instagram

Sekaligus saya mengusulkan/ menunjuk Bapak/ Ibu:

1. Arianto, S.Pd., M.Hum

Sebagai Dosen Pembimbing Proposal/Risalah/Makalah/Skripsi saya.

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/ Ibu saya ucapkan terima kasih.

Medan, 15 November 2022
Hormat Pemohon,

Widya Pitaloka

Keterangan

- Dibuat rangkap 3 :
- Untuk Dekan / Fakultas
 - Untuk Ketua / Sekretaris Prog. Studi
 - Untuk Mahasiswa yang Bersangkutan



**MAJELIS PENDIDIKAN TINGGI
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Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

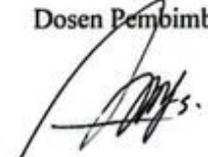
BERITA ACARA SEMINAR PROPOSAL

Pada hari ini Kamis Tanggal 12 Bulan Januari Tahun 2023 diselenggarakan seminar prodi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama Lengkap : Widya Pitaloka
N.P.M : 1802050010
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : Persuasive Strategies of "Ruang Guru" on Instagram

No	Masukan dan Saran
Judul	
Bab I	Revise the background.
Bab II	Revise the thing; focus on the use of lg in adv.
Bab III	Revise the exact source of data.
Lainnya	Revise the references. Choose the accurate reference.
Kesimpulan	[] Disetujui [] Ditolak [✓] Disetujui Dengan Adanya Perbaikan

Dosen Pembimbing


(Arianto, S.Pd., M.Hum)

Dosen Pembahas

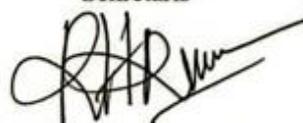

(Yusriati, SS., M.Hum)

Panitia Pelaksana

Ketua


(Pirman Ginting, S.Pd., M.Hum)

Sekretaris


(Rita Harisma, S.Pd., M.Hum)



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Form : K - 1

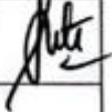
Kepada Yth: Bapak Ketua & Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Perihal : **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat yang bertanda tangan di bawah ini:

Nama Mahasiswa : Widya Pitaloka
NPM : 1802050010
Prog. Studi : Pendidikan Bahasa Inggris
Kredit Kumulatif : 133 SKS

IPK = 3.39

Persetujuan Ket./Sekret. Prog. Studi	Judul yang Diajukan	Disahkan oleh Dekan Fakultas
	Persuasive Strategies of "Ruang Guru" on Instagram	
	Language Style in Melayunese Wedding Ceremony	
	Politeness Strategies in Deni Sumargo Podcast	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak saya ucapkan terima kasih.

Medan, 15 November 2022
Hormat Pemohon,



Widya Pitaloka

Keterangan:

- Dibuat rangkap 3 : - Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Program Studi
- Untuk Mahasiswa yang bersangkutan



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PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan ini saya:

Nama Mahasiswa : Widya Pitaloka

NPM : 1802050010

Prog. Studi : Pendidikan Bahasa Inggris

Judul	Diterima
Persuasive Strategies of "Ruang Guri" on Instagram	

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang telah diajukan kepada Prodi Pendidikan Bahasa Inggris.

Disetujui oleh
Dosen Pembimbing

Arianto, S.Pd., M.Hum

Medan, 15 November 2022
Hormat Pemohon,

Widya Pitaloka

PERSUASIVE STRATEGIES OF "RUANGGURU" ON INSTAGRAM

ORIGINALITY REPORT

27% SIMILARITY INDEX	24% INTERNET SOURCES	2% PUBLICATIONS	7% STUDENT PAPERS
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