

**PERSUASIVE STRATEGIES USED IN SLOGAN WOMAN
COSMETICS "WARDAH" ADVERTISEMENT ON INSTAGRAM**

SKRIPSI

*Submit in Partial Fulfilment of the Requirement
For the Degree of Sarjana Pendidikan (S.P.d)
English Education Program*

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Dengan ini menyatakan bahwa skripsi saya yang berjudul **"Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram"** adalah benar bersifat asli (*original*), bukan hasil menyadur mutlak dari karya orang lain.

Bila mana dikemudian hari ditemukan ketidaksesuaian dengan pernyataan ini, maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhamamdiyah Sumatera Utara

Demikian pernyataan ini dengan sesungguhnya dan dengan sebenar-benarnya.

YANG MENYATAKAN,



(SANITA DEVI)

ABSTRACT

Sanita Devi. 1602050096, “Persuasive Strategies Used in Slogan Woman Cosmetics “Wardah” Advertisement on Instagram”. Skripsi: English Education Program. Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara, Medan 2020.

This study deals with the analysis of Persuasive Strategies Used in Slogan Woman Cosmetics “Wardah” Advertisement on Instagram. Wardah is the one famous brand of the beauty from local brand and also every woman use the product of Wardah. It is be a reason why the researcher use a Wardah as an object in the product can be the research. Wardah product has a several slogan in to advertising their product. The objectives of this research is to identify the kinds of persuasive strategies and describe the way or modes persuasive strategy used in slogan advertisement of Wardah Cosmetics. Qualitative research is applied to analyze the data. That the qualitative research is focused on analyzing the data in the form of words, and not about numerical data. The researcher is used 14 slogan advertisement on official account Wardah on Instagram. In collecting the data the researcher browsed the slogan advertisement by search on Wardah official account on Instagram, and then the researcher chosen the slogan advertisement of Wardah to be analyzed. The next, the researcher identified the slogan, understanding what the kinds of persuasive strategies used in the slogan and the way or modes to persuade consumers. The result of the data analysis show the researcher found and analyzed. The types of persuasive strategies, there are: rationalization (5 data), identification (7 data), suggestion (11 data), conformity (5 data) and compensation (3 data). And the way to persuade consumers, those are: ethos (7 data), pathos (2 data) and logos (5 data).

Keywords: Persuasive Strategy, Slogan Advertisement, Wardah.

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The researcher hopes that her study will be useful for the readers, especially the students Department of English and Education who want to do a similar research and also for the researcher herself. May Allah the Almighty bless all of us.

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Medan, October 14th, 2020

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TABLE OF CONTENTS

ABSTRACT	i
ACKNOWLEDGEMENTS.....	ii
TABLE OF CONTENTS.....	v
LIST OF FIGURE	viii
LIST OF TABLE	ix
LIST OF APPENDIX	x
CHAPTER I INTRODUCTION	1
A. The Background of Study	1
B. The Identification of The Problem.....	4
C. The Scope and Limitation	4
D. The Formulation of the Study	4
E. The Objectives of the Study	5
F. The Significance of the Study	5
CHAPTER II REVIEW OF LITERATURE	7
A. Theoretical Framework	7
1. Discourse Analysis	7
2. Persuasion	8
3. Persuasive Strategy	8
3.1 Rationalization	9
3.2 Identification	9
3.3 Suggestion	9

3.4 Conformity	10
3.5 Compensation	10
3.6 Projection	11
3.7 Displacement	11
4. Advertisement	12
5. Function of Advertisement	13
5.1 Marketing Function	13
5.2 Communication Function	13
5.3 Education Function	14
5.4 Economic Function	14
5.5 Social Function	14
6. The Characteristics of Good Advertisement	14
6.1 Inform	14
6.2 Persuade	15
6.3 Controlled Form	15
6.4 Non-personal Presentation	15
6.5 Ideas, good or service	16
6.6 Identify Sponsor	16
6.7 Selected Market	16
7. Language of Advertisement	17
8. The Function of Advertisement	18
9. The Way or Mode to Persuade Consumers	19
10. Slogan	21

11. Instagram	22
C. Previous Relevant Studies	24
D. Conceptual Framework	25
CHAPTER III METHOD OF RESEARCH	27
A. Research Design	27
B. Source of Data	27
C. Technique of Collecting Data	28
D. Technique of Analysis Data	29
CHAPTER IV DATA AND ANALYSIS	30
A. Data Collection	30
B. Data Analysis	30
C. Research Findings	44
CHAPTER V CONCLUSION AND SUGGESTION	46
A. Conclusion	46
B. Suggestion	46
REFERENCES	47
APPENDIX	

LIST OF FIGURE

Figure 2.1. Conceptual Framework 26

LIST OF TABLE

Table 4.1. Kind of Persuasive Strategy	57
Table 4.2. The Way to Persuade Consumer	59

LIST OF APPENDIX

Appendix I	Slogan picture advertisement of Wardah Beauty Cosmetic
Appendix II	Form K-1
Appendix III	Form K-2
Appendix IV	Form K-3
Appendix V	Berita Acara Bimbingan Proposal
Appendix VI	Lembar Pengesahan Proposal
Appendix VII	Berita Acara Seminar Proposal
Appendix VIII	Surat Keterangan Seminar Proposal
Appendix IX	Lembar Pengesahan Hasil Seminar Proposal
Appendix X	Surat Riset
Appendix XI	Surat Balasan Riset
Appendix XII	Surat Bebas Pustaka
Appendix XIII	Surat Pernyataan Plagiat
Appendix XIV	Berita Bimbingan Skripsi
Appendix XV	Lembar Pengesahan Skripsi
Appendix XVI	Permohonan Ujian Skripsi
Appendix XVII	Surat Pernyataan Sidang
Appendix XVIII	Curriculum Vitae

CHAPTER I

INTRODUCTION

A. Background of the Study

The one important thing that owned between a connection with human being especially people is language. Because people are a social creatures that cannot live alone and always must make an interaction with other people. So, people need others in their life to make this life balanced. In making a relationship with the other, people use a language for communication. It is suitable with the definition of the language it self. Language is a system of arbitrators used by humans for communication (Language is an arbitrary vocal symbol used by human being for communication). The study is discuss about the use of language in persuading people in communication on social media or in real life.

The use of language in this object study is Discourse Analysis, so relate to linguistics. From the language, how the language can use in persuading people in communication. According to Brown & Yule, persuasion is a part of Discourse Analysis, it is concerned with the language use in communication. While, the goal of the communication is persuasion. Persuasion can help people to convey their message and tell the purpose with using polite ways. So, people can use persuasion to achieve their communication goals.

In the persuasive has an areas that using a persuasive technique or strategies it is an advertising. Advertising is a way to make consumers interested in the form of writing, images, sound and intended to persuade a consumers. In

advertisement, slogan is important to emphasize a phrase that the company wishes to be remember by consumers. Moreover, slogans often have special language patterns to deliver message of a product. The advertisers can not remove the importance of the sentence structure for slogans since without a good sentence structure the reader will not be able to understand the message of an advertisement. Persuasive is an action that has a purpose to influence or encourage mind, manner or opinion of someone with some reasonable reasons. The producers can create an interesting word in order to get many customers. The producer uses figurative languages to make it more interesting.

Marketing and advertising is used in social media especially Instagram, such as the company of product a brand beauty cosmetics from Indonesia it is a very popular in among the women the name is “Wardah”. Wardah is within the company, the named Paragon Technology and Innovation was established on 28 February 1985 with the initial name of PT. Pusaka tradition IBU. The company was renamed PT. Paragon Technology and Innovation in 2011. The company was founded by married couple Drs. H. Subakat Hadi, M.Sc and Dra. Hj. Nurhayati Subakat, Apt. PT. Paragon Technology and Innovation carry out its cosmetic production process at a factory located in the industrial area of Jatake, the industrial road of Raya IV block AG No 4 Tangerang. As for marketing as well as head office is in South Jakarta area. The location of the head office and marketing of PT. Paragon Technology and Innovation is one with the warehouse of finished products. This Office is located at Jl. Swadharma Raya, Kampung Baru III No. 60, South Jakarta.

Wardah is one brand of beauty Cosmetics is very popular in among the women, especially in Indonesia. It is be a reason why the researcher use a Wardah as an object in the product can be the research. Wardah product has a several slogan in to advertising their product for example is: inspiring beauty, feel the color, feel the glow. That slogan has into strategies to make consumers interested with their product, so that the consumers want to buy their product. Nowadays, advertising is become very popular used to sell a product in our society. A company promote their products by using advertising to make consumers interested in their products. A various ways can do to advertise a product is introduce the product by a label, pack, and slogan to make the product different from others. In era today many media can be used to promote their products to consumers, that is a social media. Social media can be used as a tools to introduce a product to a public. One of the social media is Instagram. Many company are compete to create an Instagram account to introduce their products to consumers, no exception is “Wardah”.

In digital era everything doing with a mobile phone, especially the slogan from beauty cosmetic by Wardah was chosen in this research because it was very interesting to study. This research is considered important because the product from Wardah very enthused by women. Therefore, the researcher used the slogans to make the consumer. This research aim to investigating about types of the persuasive strategies, what a meaning in the persuasion strategies and what modes persuasion are used in advertisements in a product. While, the results of this study are expected to give a contribution in Discourse Analysis on persuasive strategies

in advertisements in a product. The persuasive strategies is very important in daily life, especially in advertisement. This research focused on persuasive strategies used in slogan advertisements woman Cosmetics Wardah on Instagram. And what a meaning in the persuasion that apply in Wardah Beauty Cosmetics product in their advertising.

B. Identification of Problem

The researcher make the identification problem of the research identified as follows :

1. People didn't know what kinds of persuasive strategies used in the slogan advertisement of Wardah Beauty Cosmetics.
2. People didn't know how to applied the persuasive strategies to persuade consumers.

C. Scope and Limitation

The researcher discussed on the type of persuasive strategies and the implementation of persuasive strategies in the slogans advertisement. The research was focussed on the persuasive strtegies used in slogans advertisement of Wardah Beauty Cosmetics on Instagram.

D. Formulation of the Problem

1. What are the kinds of persuasive strategies used in slogan advertisement of Wardah Beauty Cosmetics?

2. How the persuasive strategies are used in the slogans of Wardah Beauty Cosmetics?

E. Objectives of the Study

The objectives this research are :

1. To identified the kinds of persuasive strategies used in slogans advertisement of Wardah Beauty Cosmetics.
2. To describe the way to applied the persuasive strategies in slogans advertisement of Wardah Beauty Cosmetics.

F. Significance of the Study

Based on the research, of the researcher hope that it will give some contributions theoretically and practically.

1. Theoretically

It may give contributions for discourse analysis studies especially on the persuasive strategies.

2. Practically

The researcher hopes that this research can give additional information for the other researcher who interest and focus their research on persuasive strategies in the slogan advertisement. Will also give contributions the advertisers in designing the advertisement.

- a. For the Lecturer

It will give some references about persuasive strategies especially for EFL teacher by giving real examples.

b. For the Students

It will give clear explanation about persuasive strategies and hopefully they can continue this research in the other advertisement.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Discourse Analysis

Discourse Analysis is a term for the study of the ways in which language is used between people, both in written texts and spoken contexts. Discourse also defined as a language more than word or language out of the sentences. Discourse Analysis is focused to an investigating of what and how a language is used to (Brown and Yule, 1983:1). Which means that Discourse Analysis is dealing with the language used in communication and text.

While, according to McCarthy (1991) argue that Discourse analysis is the study about language used in all of text like a written or spoken. In other meaning, Discourse Analysis is not only focused on the written text but also spoke that is on the mass media or other sources. Discourse is a language of communication, both orally and in writing. Halliday and Hasan (in Rani, 2006:5) argue that the use of language may be advertisements, dramas, conversations, discussions, debates, questions, letters, papers, theses, etc.

From this study, the researcher analyzed a persuasive strategy in Discourse that became the main focus in this study. Persuasion can be very easy to find in advertising as a powerful way to introduce a product and service to customers. Currently, all promotes a product through a social media.

2. Persuasion

Persuasion is a communication that is used to influence and convince others. Through the persuasion each individual try to influence the beliefs and expectations of others. Persuasion in principle is an effort to convey information and interact among human beings in conditions where both parties understand and agree to do something important for both parties. Persuasion is typically defined as “human communication that is designed to influence others by modifying their beliefs, values, or attitudes”. O’Keefe (2016) also argued that there are requirements for the sender, the means, and the recipient to consider something persuasive.

Persuasion is the action taken to persuade someone who is changing their mindset, ideas, and beliefs. Persuasion doing in communication, people try to get purpose in communication is in a smooth way. In this ways people more care on the way of getting heart to make the hearers believe on what she or he said. While, persuasive is not only changing or convincing the attitude of the reader, but also moving a supportive or non-supportive attitude to make it through decision making. Therefore, persuasive becomes one of the languages used in the field of trade, one of which is advertising.

3. Persuasive Strategy

Persuasive is an action that has a purpose to influence or encourage mind, manner or opinion of someone with some reasonable reasons. In the persuasive strategy there are 7 types of persuasive strategies according to (Keraf, 2007:124)

are: rationalization, identification, suggestion, conformity, compensation, projection and displacement.

3.1 Rationalization

Rationalization as a persuasive strategy is restricted as a process of use of reason to provide a basis for justification to an issue, where the basis or reason is not a direct cause of the problem. Rationalization aims to show the truth the benefits of a product to attract consumers so that prospective consumers will choose the product. This strategy is used to convince customers of their products through several statements. Advertisers need to know about customer confidence, attitudes and what they need.

3.2 Identification

Identification persuasion is always trying to avoid situations of conflict and questionable attitudes, then the speaker should analyze his presence and the whole situation, then the speaker will be more easily identify him with the audience. These opinions can also be applied in advertising persuasion, for example, to be able to identify well then the manufacturer should know what the target or who will be the consumer. Identification used by manufacturers so that prospective customers feel their identity represented when using the advertised product.

3.3 Suggestion

Suggestion is an attempt to persuade or influence others to receive a certain belief or establishment without giving a logical basis to the person who wants to be influenced. In everyday life suggestive is usually done with words and tone of voice. An interesting set of words coupled with a full, convincing, and authoritative tone of voice can allow a person to be affected so that it is easy to communicate. Suggestion aims to persuade or influence prospective consumers to recognize the excellence of a product through people or things that have prestige or are worth to follow. The harmony between pictures, color, background, interesting word and the use of famous people of the advertisement will make the consumers hypnotic or influence.

3.4 Conformity

Conformity is a desire or action to make themselves similar to something else. In persuasion, people who do persuasion use this strategy to conform to the beliefs that want in persuasion. Conformity and identification are often considered similar or similar. The difference, in the identification of the speaker presents only a few things pertaining to him with the audience while in the speaker's conformity show that he was able to do and act as an audience as well. The conformity aims to give an overview of how a product has a real ability as expected by potential consumers.

3.5 Compensation

Compensation is an act or result of an attempt to find a substitute for an unacceptable thing, or an untenable attitude. The business of finding a substitute occurs because the original action or condition has been frustrating. Compensation aims to offer a better product compared to other products through the superiority of a product.

3.6 Projection

Projection is a technique to make something that once the subject becomes an object. A trait or disposition that a person has is no longer recognized as a nature, but is cast as the nature and character of another. If someone is asked to describe someone who is not endeared, it will try to describe something good about himself. In this projection strategy, advertisers will show weaknesses of some products that are considered competitive, and then demonstrate the benefits of using their products to show the difference between their own products and other people's products.

3.7 Displacement

Displacement is a process that seeks to replace an intention that experiences obstacles with another purpose that simultaneously replaces the emotions. Change seeks to bring or consumer emotions, whether sadness or happiness and avoid with new objects. Some phenomena in society generally exhibit this technique of persuasion. The term "black goat" is felt enough to describe the form of this

technique. In "The Black goat " an object that is subjected to hatred or anger diverted or replaced by other objects that should not be hated.

4. Advertisements

According to Wells (2015), "advertisement is a paid non personal communication from an identified sponsor using mass media to persuade or influence an audience". Since advertisement has power to persuade the reader, it must be a challenging job for the copywriter to create an effective advertisement. A copywriter should always have a fresh idea to conceive an enticing advertisement. The processes of communication also have some purposes. One of them is a commercial purpose in advertisement. Advertisement uses communication in order to promote the product to the consumers. In this situation the speaker is the producer and the listener is the consumer, the producer sends information about their product and the message that the producer wants to send is their own product, and the costumer is the listener that will receive information from the producer. From the message in advertisement field, the costumer will know and understand about the product from the slogan or maybe from the picture of the product.

Advertisement is a form of impersonal communication, the associated messaging being transmitted by means of extremely large addressable media (the mass media). Impersonal nature of it is given in the opinion of the some authors by the lack of immediate feedback from the receivers (Belch and Belch, 2002) or

according to other authors as "a form of structured and impersonal communication, composed from information, usually persuasive in nature, regarding the products, in the broad sense, paid by an identifiable sponsor and transmitted through various media" (Arens, 2002).

Advertisement beauty products is said to be unique because it presents a different ad than the advertising of food products or other products. The presentation was a beautiful, attractive, and popular model as a perfect female self. In addition, the existence of persuasive language support is an added interest in potential consumers to the beauty product. This makes the producers have confidence in the products to be marketed and encouraged to prospective consumers to buy the product. Advertising has evolved into a complex system of communication, important for both organizations and the general public. The ability to deliver messages carefully prepared to its targets gave over time to advertising a major role in marketing programs of most organizations.

5. Function of Advertisement

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

5.1 Marketing function

Advertisement is useful for companies to increase their sales or profit, which is used to sell products, services or ideas.

5.2 Communication function

As communication function, the advertisement gives information to a group of people about products or services.

5.3 Education function

People learn from advertisement. They learn about the products that are available to them, and they can learn how they can make their lives better.

5.4 Economic function

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

5.5 Social function

Advertisement is one of the major forces that improve the standard of living in the country and around the world. As the social function, it gives consumers an attractive picture of the products available to them, advertising modifies them to buy.

6. The Characteristics of Good Advertisement

Advertisement is one of the media of communication that can be used to provide the information about a product to a customer or to persuade customers through the persuasion human mindset. The characteristics of good advertisement such as follow:

6.1 Inform

One of the main functions of advertisement is to found in the searching process of customers. Advertisement informs the customers about goods, service, and ideas. It also tell how to get a customers by means of the identified sponsor. One thing to be aware of in dealing with information is that enough information for the customer. The advertisement is considered has to enough information, when having enough information to satisfy curiosity and create confidence, provided that some of them relate exclusively to the product advertisement.

6.2 Persuade

Advertisement is as a tool of promotion in marketing. In this case, advertisement should sell a product, services or idea. Advertisement not only should inform about a new product, but also should try to persuade the customers that they need to buy a new product. Thus, persuade customers there is a major center in advertisement

6.3 Controlled Form

In this role, the advertiser pays for an advertisement. As a consequence, the advertiser should be control over the advertisement, it is includes what will be advertised and where the advertisement will be placed. It is useful for distinguish the advertisement from publicity or public relations.

6.4 Non-personal Presentation

Advertisement is not a personal selling. Contrary, it is a public communication that used various media (radio, magazine, television, social media and others) to deliver the messages to the consumer. Nevertheless, advertising messages can try to give the impression of personal appeal, it does not completely personal.

6.5 Ideas, good or services

An advertisement for a physical product or as a real thing, as what people usually consider irrelevant to modern advertising strategies when they think about advertising. This perception is not wrong, but is restricted, because nowadays many advertisements sell services. A commercial bank is in service business as an insurance and restaurant. Institutions can also sell goods, but services are an important reason for their existence and this should be reflected for their advertisements. Advertisements also sell ideas. Companies may use advertisements to sell ideas.

6.6 Identify Sponsor

Both of terms imply that the message creators is attempting to influence the recipients of the message which can be called as customer of the message in some manners. The difference between the two terms rests in the identified sponsor. The message creators can assume a low profile, so that the recipients of the message will not be sure for the source. On the other hand, advertisements want sponsors

messages to be known and without sponsors identified, it can be a wasteful in the use of advertising fee.

6.7 Selected Market

Advertisers should to strive for develop their advertisement and select their media based on the selected market. Alternatively, it will usually result in unwanted advertising efforts.

7. Language of Advertisement

Language is a tool of communication that is used by humans to interact with others. Through language, people can create reality and organize it. Language is also used to give information to others about a things, to convince others about a truth or a thing and other people's behavior and opinions. The language is also used to describe or tell how to form or to present things or objects, and to describe the taste of the object. Language is also able to be used to tell about the events which happened to others. So, language must be in its context and situation. Language in advertisement uses transactional language which prioritizes the content of communication. Language also can be conceived as interactional language which has the priority in interrelationship between addresser and addressee.

Language is a symbol system in human culture. In Kasiyan, 2008:133 stated that language symptom is not only limited to the meaning of written language or oral language, but also all social phenomena of broader culture in society, such as cosmetics, clothes, food menu, ritual and others. In advertisement discourse in mass media is also seen as one of language phenomena. In the

beginning, the function of language is as a tool of communication naturally, to build collective social understanding in society. Then, the existence of language is known as cultural text and will give a description of socio-cultural reality. Language is no longer limited about meaning as a reflection of social reality, but having ability power to form or to construct social reality. According to Kasiyan, 2008:134 stated that there is few people who observes that language has a big impact to our perception and point of view about something.

In advertisement, language has a role to reflect the natural of use value toward product commodity or service which are advertised. Here, language is also as a media to spread capitalistic consumerism ideology to society. The power of language which has brought the colonization of human cultural symbolic in advertisement, actually, is one of prove that the friction of language represent of one potency which can poison the existence of civilization at the present and the future. Kasiyan, 2008: 144 stated that although the use of words may be abused and the fight for their honor, may at times seen hopeless, we must never give up the struggle to use them solely in the service of truth. Let us aim at meaning what we say and saying what we mean.

8. The Function of Advertisement

Advertisement that means a message that offers a product addressed to the public through a medium (Kasali. 1995:9). Advertisement is a media of information that is made in such a way as to attract audiences, original, and have

specific and persuasive characteristics so that consumers or audiences are willingly encouraged to take action in accordance with what the advertiser wants.

The advertisement serves as an attention-making, so consumers are interested, the desire to buy and decide the purchase. Advertising is one of the most popular forms/models of marketing communication and is most widely used by various companies. Ads have many media options (electronic and non-electronic), many variations and lots of targets. The purpose of advertisement creation must be able to inform, persuade and remind customers of products offered by the company through such advertising media.

According to Shimp (2000) states where the functions of the advertisement are as follows:

1. *To give information (informing)*, namely to make consumers aware of new brands, educate them about the features and benefits of the brand, as well as facilitate the creation of a positive brand image.
2. *Persuading*, which means effective advertising will be able to persuade customers to try the products and services advertised.
3. *Remind (reminding)*, where the advertisement serves to keep the company brand fresh in the memory of the consumers.
4. *Give adding value*, advertisement adds value to consumers by affecting consumer perception.

9. 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 technique of **ethos** relates to ethics. For the ethical appeal, writers or speakers want to convince the audience that they are a credible source. Audiences listen to and believe people whom they believe are ethical. Some authors are experts in their topic, so they have credibility all ready. For the rest of us, we must convince the audience. It is how well the presenter convinces the audience that he or she is qualified to present (speak) on the particular subject.

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

The persuasive technique of **pathos** relates to the emotional, or sympathetic appeal. Speakers and writers use pathos to garner sympathy from an audience. In addition, successful writers engenders the target emotions from the audience. Pathos can be particularly powerful if used well, but most speeches do not solely rely on pathos. Pathos is most effective when the author or speaker demonstrates agreement with an underlying value of the reader or listener. In addition, the speaker may use pathos to appeal to fear, in order to sway the audience. Pathos may also include appeals to audience imagination and hopes; done when the speaker paints a scenario of positive future results of following the course of action proposed.

3. *Logos is logical appeal or the simulation.*

The persuasive technique of **logos** relates to logic and reasoning. This appeal means citing facts and statistics, citing authorities on the subject, and making logical analogies. It is normally used to describe facts and figures that support the speaker's topic. Having a logos appeal also see above because information makes the speaker look knowledgeable and prepared to his or her audience. However, the data can be confusing and thus confuse the audience. Logos can also be misleading or inaccurate.

10. Slogan

Slogan is important to emphasize a phrase that the company wishes to be remembered by consumers. Moreover, slogans often have special language patterns to deliver message of a product. The advertisers cannot omit the importance of the sentence structure for slogans since without a good sentence structure the reader will not be able to understand the message of an advertisement.

Slogan is made to attract attention consumers. Slogan is made as interesting as possible so that people are interested to read it and feel called to perform the encouragement that is on the slogan. Slogan looks more interesting when using a language style that matches what want to convey. Slogan is used to express the ideas. Slogan is used in business and trading. Slogan doesn't target specific audience. It target general audience to convey the message. Slogan

expresses mostly the most important aspect of the product and the customer need fulfill by the product (Somayeh and Abdollah, 2013)

The slogan in an advertisement gives assurance about the quality and reliability of the product or service. Slogans repeat the brand name. A slogan is a short, simple, clear, catchy and colourful word, which is used to attract and hold attention of the customer. Slogans should be built on a big sales idea, on self-interest, on a buyer-benefit because their substance is more important than their style. Slogans are mainly used in advertisements when an advertiser wants to establish and continue a basic idea or theme for a long time. Most slogans are catchy, declarative phrases that uses devices such as metaphors, alliteration or rhymes withy simple, vibrant language.

Moreover, the slogans were made as simple as possible to make the readers easily understand and keep it in their mind for a long times. It was found that the copywriters or advertisers never made long sentence for slogan. They formed it with simple patterns in order to make the slogan memorable.

11. Instagram

Instagram is an American photo and video-sharing social networking service owned by Facebook, Inc. It was created by Kevin Systrom and Mike Krieger, and launched in October 2010 on iOS. A version for Android devices was released in April 2012, followed by a feature-limited website interface in November 2012, a Fire OS app on June 15, 2014 and an app for Windows 10 tablets and computers in October 2016. The app allows users to upload photos and

videos, which can be edited with filters and organized with tags and location information. Posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations, and view trending content. Users can like photos and follow other users to add their content to a feed.

Instagram comes from a sense of the overall functionality of this app. The word "Insta " comes from the word "instant ", such as the Polaroid camera which in its time is better known as "instant Photo". Instagram can also display photos instantly, such as Polaroid in its appearance. As for the word "gram " comes from the word "Telegram " which is how it works to send information to others quickly. Similarly, Instagram can upload photos using the Internet, so the information you want to communicate can be received quickly. That's why Instagram is a word for instant and telegram. On May 11, 2016, Instagram introduced a new look as well as new icons and new app designs. Inspired by previous app icons, new icons are simple cameras and vivid rainbows in the form of gradients.

After its launch in 2010, Instagram rapidly gained popularity, with one million registered users in two months, 10 million in a year, and 1 billion as of May 2019. In April 2012, Facebook acquired the service for approximately US\$1 billion in cash and stock. As of October 2015, over 40 billion photos had been uploaded. Although praised for its influence, Instagram has been the subject of criticism, most notably for policy and interface changes, allegations of censorship, and illegal or improper content uploaded by users.

Users can upload photographs and short videos, follow other users' feeds, and geotag images with the name of a location. Users can set their account as "private", thereby requiring that they approve any new follower requests. Users can connect their Instagram account to other social networking sites, enabling them to share uploaded photos to those sites. In September 2011, a new version of the app included new and live filters, instant tilt-shift, high-resolution photographs, optional borders, one-click rotation, and an updated icon. The motives for using Instagram among young people are mainly to look at posts, particularly for the sake of social interactions and recreation. In contrast, the level of agreement expressed in creating Instagram posts was lower, which demonstrates that Instagram's emphasis on visual communication is widely accepted by young people in social communication.

B. Previous Relevant Studies

Several studies related to the researcher's study had been conducted before.

1. The first previous of study was done by Fauzan (2013) entitled "*Persuasive Strategies Used in Slogans of Cigarette's Advertisement*". The previous study of researchers already conducted the study on the language used in advertisements. It is taken from graduate student's thesis in Faculty of Humanity and Culture of the State Islamic University Malang. The researcher analyzes the utterance, sentence and picture because the researcher uses descriptive qualitative research design. The researcher analyzes through

describing and explaining the data based on Aristotle's theory of persuasive strategy and how the word choice has significant role in persuasive.

2. The second previous of study was done by Amalia Uswatun Hasanah (2019) entitled "*Persuasive Techniques Used by Travel Agent Online "Traveloka" Advertisement on Youtube*". It taken from graduate student's thesis Faculty of Arts and Humanities State Islamic University of Sunan Ampel Surabaya. This research was conducted by qualitative approach. The researcher analyzed through describing and explaining data based on types of persuasive technique by Keraf and the way of persuasive technique by Aristotle.
3. The third pervious of study was done by Martha Julia Lovina Melynda (2017) entitled "*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 research was categorized as a qualitative research. The linguistic features which were found in Maybelline New York's brochures were analyzed based on the theory of Grey. Maybelline New York's brochures also used seven out of ten features, namely short sentence, long-noun phrase, ambiguity, use of imperative, present tense, association, and incomplete sentence.

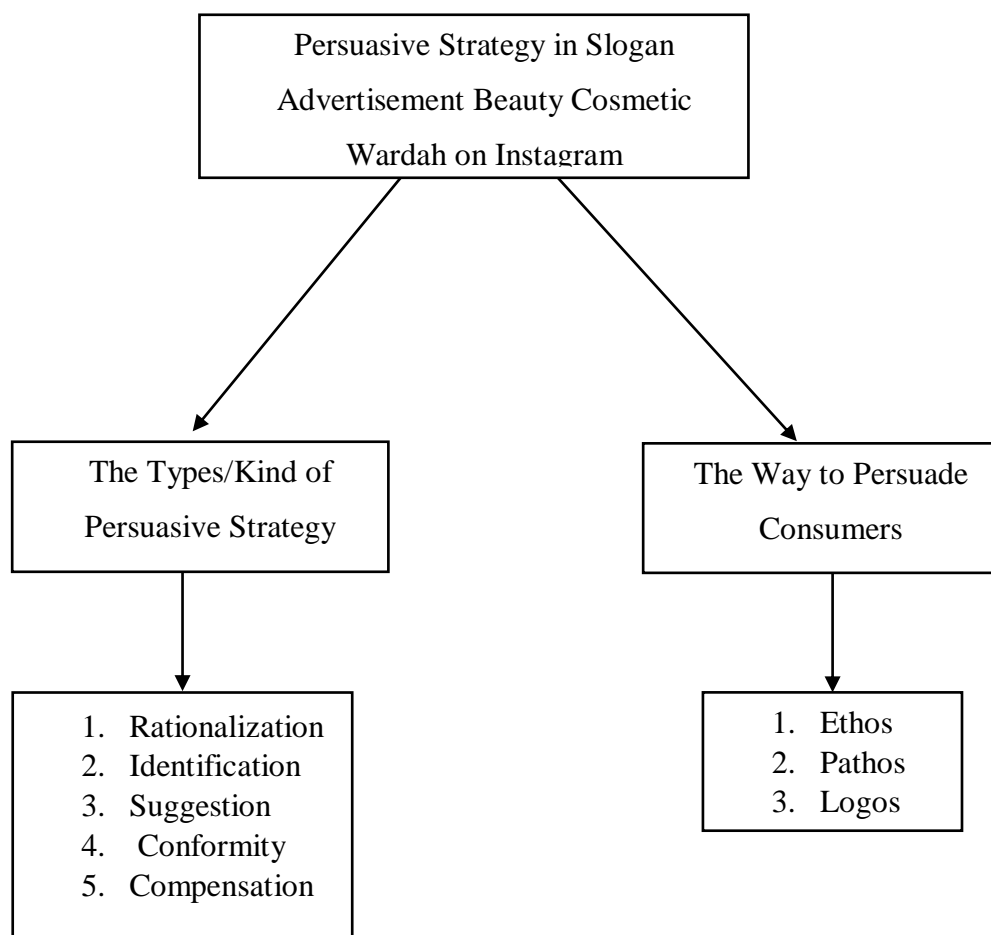
C. Conceptual Framework

The conceptual framework in qualitative research is an overview of how variables with their specific position will be reviewed and understood related to

other variables. The goal is describe how the conceptual framework that researchers use to review and understand the problem examined.

The persuasive strategy in advertising is an important part of the marketing process to persuade the consumer. In this study examines the types of persuasive strategy and the way to persuade consumer in slogan advertisement Beauty Cosmetics on Wardah official account on Instagram. In the picture post there are the type persuasive strategy and the way to persuade consumers that will be examined.

Figure 2.1. Conceptual Framework



CHAPTER III

METHOD OF RESEARCH

A. Research Design

This research was conducted used qualitative design .This research was identified and analyzed persuasive strategies used in advertisements of beauty product Wardah. The qualitative method research procedure which descriptive data. So the results of the analysis will take the form of a variations the language and the meaning used in slogan of persuasive strategies.

According to Daymon and Holloway, qualitative research focused on expressions of words even though sometimes the numbers also appear and are used to indicate frequencies. This means that qualitative research is focused on analyzing the data in the form of words, and not about numerical data.

B. Source of The Data

This study was taken the data from the post picture products of Beauty Cosmetics on Wardah official account on Instagram. From this study the researcher found all the advertisements of Wardah from the official account Instagram Wardah (@wardahbeauty) from the link (<https://www.instagram.com/wardahbeauty/>). Those account consists of all about the products, picture of the slogan, model in the slogan. In the Wardah beauty cosmetics slogan advertisement. Then, she take a picture of Wardah advertisement

slogan from the Wardah official account. The slogans to be analyzed from this study such as follows:

1. Inspiring Beauty
2. Feel the Color Comfort
3. Feel the Brighter You
4. Feel the New You
5. Feel the Perfection
6. Feel Flawless
7. Feel the Glow
8. Feel the Light
9. Feel the Refreshed
10. Feel the Difference
11. Feel the Sun
12. Be Bright Be Ready
13. Simply Shine Simply Chic
14. Perfect Line in One Stroke.

C. Technique of Data Collection

In collecting the original data and valid data. The first, the researcher browsed the slogan advertisement from the Wardah advertisements by search on Wardah official account on Instagram, changes it to text form. The second, the researcher identifying the slogan advertisement of Wardah to be analyzed. The third, the researcher classifying the slogan, understanding what the kinds of

persuasive strategies used in the slogan and the way or modes to persuade consumers that how is used in those advertisements based on the problem of study.

D. Technique of Data Analysis

The systematic procedures in conducting the analysis are as follows:

1. Collect the picture about the slogan in Wardah beauty cosmetics advertisements, and then identify the persuasive strategies used in slogan advertisement of Wardah beauty cosmetics.
2. Classifying the data based on the kinds of persuasive strategy, meaning and the way to persuade consumers.
3. Analyzing the data of slogan based on the kinds of persuasive strategy, meaning and the way to persuade consumers.

CHAPTER IV

DATA AND DATA ANALYSIS

A. Data Collection

The data of this research were collected from collected the picture, identifying the data, classifying the data from the slogan advertisement woman cosmetics on Wardah official account on Instagram (@wardahbeauty) from the link (<https://www.instagram.com/wardahbeauty/>) retrieved on March to October.

The object of this research was to find based on the data in the slogan advertisement are classified from the types of persuasive strategy and the way to persuade consumers. The slogan used in this study are contained in 14 slogans.

B. Data Analysis

After collecting the data, the researcher analyzed them based on the kinds of persuasive strategy such as: rationalization, identification, suggestion, conformity, compensation, projection, and displacement. And the way to persuade consumers such as: ethos, pathos and logos.

1. Kinds of Persuasive Strategy

In the data the researcher analyzed found 5 type that the advertiser used in the slogan advertisement, namely: rationalization, identification, suggestion, conformity and compensation. Mostly, used the rationalization and suggestion strategy and each advertisement used more than one strategy on the slogan

The following strategies are persuasive strategy which are found this research

1.1 Rationalization Strategy

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. This kind of persuasive strategy can be found in the data 1, 3, 4, 6, 12 and 13. The statements of the product draw the quality of each product with using convincing words. The following data are which used rationalization strategy:

Data 1

Inspiring Beauty

Analysis: Inspiring Beauty explains that the slogan is included in the rationalization strategy, Based from the sentence “Inspiring Beauty” it shows a logical statement that Wardah products will be an Inspiring Beauty for Indonesian women. That way consumers will be interested in the products offered with the slogan Inspiring Beauty.

Data 3

Feel the Brighter You

Analysis: This type of advertising used rationalization strategies based on the functionality of the advertised product. This advertisement tried to show consumers the benefits of the product with a logical statement. The word "Brighter You" in the slogan that means

the product have the benefit to give a bright effect on your face when using the product, By making a slogan that fits meaning of the product will easily to persuade the consumer with the quality offered and easily consumers will believe and trust with the product.

Data 4

Feel the New You

Analysis: This kind of advertisement used the rationalization strategy. Rationalization strategy is showing something by giving a logical statement. Feel New You ” By this sentence, consumers will know that there is a new product from Wardah and can give a new you from yourself, In this slogan show the product is a one of skincare from Wardah, that the slogan means want to give a new you from yourself, it can said a new skin condition. With the slogan "Feel the New You" Wardah invites Indonesian women to take care of skin rejuvenation and prevent premature aging. Thus, it is expected that Indonesian women will no longer be worried and remain confident in the face of change according to the slogan, "Feel the New You".

Data 6

Feel Flawless

Analysis: The advertisement from slogan "Feel Flawless" used rationalization strategy and it was logical statement. It is a

representation of the benefit or quality of the product it can be used on face, and then the product can give a flawless look, as needed for the consumer who wants the look of a flawless look on the consumer's face. It can be accepted by the consumer's logic.

Data 12

Be Bright Be Ready

Analysis: The strategy used in this slogan advertisement is rationalization strategy. Which can be seen from the slogan "Be Bright Be Ready" used the logical statement which explains about the product. In this slogan of the product can be seen that the product wants to give for a consumer who has a short time to get ready it can be used for this product, The advertising makes a slogan so that consumers can choose according to their needs.

Data 13

Simply Shine Simply Chic

Analysis: The slogan advertisement in "Simply Shine, Simply Chic" used the rationalization strategy is representation of the quality or the benefit of the product. This product is lipstick, "Simply Shine, Simply Chic" explains that this product gives a convenience to a consumer who does not want to be complicated but wants to be instantly beautiful, but with a

simple which match the slogan which means shining and beautiful simple which is meant for the convenience in the given the look.

1.2 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. The advertiser also have to analyze the consumer's needed and based on the situation accurate. This kind of persuasive strategy can be found in data: 1, 2, 3, 5, 7, 13 and 14.

Data 1

Inspiring Beauty

Analysis: In this advertisement used an identification strategy, where the identification strategy is for whom the advertisement is formulated or intended, be it for women, men, teenagers, and others. And for the advertisement slogan "Inspiring Beauty" it is clear that the slogan is intended for women from the word beauty contained in the slogan. And also the advertisers try to attract women to use Wardah products in inspiring women in the beauty. So the goal or target in consumers about this product is women or girl.

Data 2

Feel the Color Comfort

Analysis: 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 they use a lipstick, can be seen from the word "comfort" in the slogan and not only that it is also intended for women who want to use lipstick with colors that are very safe to use every day or certain events that can be seen in the image in the slogan. So the target of this slogan is women or girl who want to keep using lipstick with a safe color without making lips dry and also do not look excessive. That way it will certainly be easier to influence consumers.

Data 3

Feel the Brighter You

Analysis: The next slogan also still used identification strategy in its advertising. In this advertisement, the advertisers use a beautiful women with their hijabs, that have been seen that the product is intended for women, the use of models in the slogan picture to attract to consumers when viewing the advertisement and believe that the product can provide brightness when used on the face that matches the

slogan created which is "Feel the Brighter You" and also most of women want a bright looking face.

Data 4

Feel the New You

Analysis: In this advertisement also used strategy identification. The slogan is "Feel the New You" with Wardah Renew You products aimed for women aged 25 and older. This product offers skin cell rejuvenation treatment solutions and prevents premature aging. And also, this product is clearly aimed for women. With the word "new you" which when using the product gets a new skin condition with this facial treatments to prevent premature aging, give bright effects, tighten skin, and disguise fine lines on the face, and can make this product a goal or target for women aged 25 years and older.

Data 5

Feel the Perfection

Analysis: The slogan advertisement in "Feel the Perfection" used the identification strategy in the advertisement. Advertisers used a beauty influencer as an advertising model in it, which the aims to attract consumers when they see beauty influencers are using makeup products from Wardah. The product is certainly targeted at women who work in the office, or an artist, etc. who must look beautiful or perfection in the word "perfection" in the advertisement.

Data 7**Feel the Glow**

Analysis: This kind of advertisement used identification strategies in advertisement. This product included in the skincare product. Which is targeted at women who want a bright face, a glowing face, and useful to keep skin healthy, smooth, soft and supple. Women are referred more to teenagers or adults with benefits offered to attract consumers. The advertiser's purpose to make the consumers feel they need the product.

Data 13**Simply Shine Simply Chic**

Analysis: The advertisement with the slogan "Simply Shine, Simply Chic" use identification strategies in their advertising slogans. The slogan is contained in lipstick products from Wardah that are means for women who use simply to still look beautiful shining. With a simple product and also the quality resulting from the product that also appears to make the glossy lip.

Data 14**Perfect Line in One Stroke**

Analysis: And the last one that used identification strategy is "Perfect Line in One Stroke" the product is intended for women who like to use eye makeup products such as eye liner. The product fits the slogan which means the perfect line in one swipe which is when using the product will make the perfect line easily without having to fuss or difficulty in using it as well as a firm line in one swipe. With the slogan will make consumers feel easier when using eye liner products.

1.3 Suggestion Strategy

Suggestion is key in persuading consumers. Advertisers must choose the right words to make them acceptable in the minds of consumers. An attempt to persuade or influence others to accept a particular belief or establishment without providing a logical basis of belief in people who want to be influenced. In this strategy be found in data: 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 which begins with the word feel in front of it.. In data from 2-11 the word "feel" can make a consumers to persuade with the product, cause word of feel can bring consumers closer to the existing slogan, the word "feel" will make consumers drift away and feel more involved when using the product. The word will also make consumers that when they use the product will look or feel like what is mentioned in the slogan so that easily consumers will be interested. And for data 12 (Be Bright Be Ready) this slogan can make consumer confident and confident when using the product will speed up in getting ready and

also brighten up instantly, with the use of sentences that fit the product will certainly make it easier for consumers to be interested in the product.

1.4 Conformity Strategy

Conformity is a desire or an act to make itself similar to something else or a mental mechanism to conform to something that is desired. This technique has similarities with identification. Advertisers present only a few things in the same way as the reader, whereas in conformity the author shows that he is capable of acting as the reader himself. Conformity aims to provide an idea of how a product has real capabilities as expected by potential consumers. In the advertisement found conformity strategy in the data: 5, 9, 11, 13 and 14.

Data 5

Feel the Perfection

Analysis: In this slogan used a conformity strategy, which in this section advertisers want to provide the same product as other brands that also have the same product, with new innovations and with different advantages. With the word perfection in the slogan, the consumer will find a perfection same like another brand.

Data 9

Feel the Refreshed

Analysis: The type of strategy used in this section is a conformity strategy, in this ad advertisers also make the same products as other brands but with better product quality, advertisers just don't want to look less update to products that will be much in demand by consumers. With the word refresh in the ad of course the ad will provide freshness as well as comfort when using the product.

Data 11**Feel the Sun**

Analysis: In this ad shows the new advantages and innovations that exist in the product with the benefits in the product. Wardah also wants to provide the same products as other brands but with new innovations and with much better composition. In advertisement used conformity strategy. This product is also intended for those who have outdoor or indoor activities

Data 13**Simply Shine Simply Chic**

Analysis: In this advertisement, Wardah also issued the same product that is lipstick but with different shapes, with different packaging and also with new innovations. This product gives a slogan that will make the consumer easier to stick with the given slogan and also the image

of the product in the advertisement. In this advertisement used a conformity strategy.

Data 14

Perfect Line in One Stroke

Analysis: This type of strategy used in advertising is a conformity strategy. this ad with the slogan "Perfect Line in One Stroke" is an eye product from Wardah that is eyeliner, this product is also made to follow the trend, this product also offers with a single swipe obtained perfect line and firm color, thus will keep consumers interested especially for lovers who like to use eyeliner.

1.5 Compensation Strategy

In the compensation strategy, the advertisers will use the different situation with the situation before to influence customers. The consumer will find or get a better situation when using this product. Compensation aims to offer a product better than any other product through the advantages of a product. In the advertisement is found in data that used a compensation strategy, namely: 2, 8 and 10.

Data 2

Feel the Color Comfort

Analysis: In this ad shows a product with a new formula, which will provide comfort, which is in the word in the slogan "Feel the Color Comfort" consumers who use this product will feel comfortable with the formula, with the color of the lipstick as well. In this ad use a compensation strategy. In the ad also shows shade color and also full color in packaging. That will not necessarily have advertising other products.

Data 8

Feel the Light

Analysis: 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.

Data 10

Feel the Difference

Analysis: In this advertisement, compensation strategy is applied, in the case give something better and different from the situation before, this product a new benefit in the product. The advertisers uses the word "different" which refers to the differences in formulas or benefits

given from previous products, thus what consumers expect with new formulas already in the product and will make consumers interested in new formulas or benefits.

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. The following table is the list of the slogan and the way to persuade consumers.

2.1 Ethos

In this research ethos can be found in data 2, 4, 7, 8, 12, 13 and 14. The way to persuade consumer by showing the credibility and the quality of the product. The slogans in the advertisement are representing of the benefit and superiority of the product. In the advertisement, the advertiser also add a picture of the product which can make the advertisement more interest and persuade. For example in the Simply Shine Simply Chic advertisement, the advertiser show the benefit and quality of the product by giving a logical meaning and the picture of the product show the quality of the product. That way consumer can belief and interest to buy a product.

2.2 Pathos

Pathos in this research found in data 3 and 5. The advertiser persuade or influence the consumer used a function of the consumer emotion. In data 3 and 5 the advertiser show a picture of the woman with a smile in their face. The advertiser tried to show to consumer about this product about this product that people will be happy when using such products. By using two women who smile sweetly in the ad. It is used to appeal to consumers by looking at the product with a big smile.

2.3 Logos

Logos in this research can be found in data 1, 6, 9, 10 and 11. The way to persuade the consumer by a logical information and show evidence as the way to attract the consumer. The advertiser also inform about the product. For example in the advertisement: Feel the Difference, the advertiser claimed about the product and give some evidences evidence contained in the product with the benefits contained in the product listed in the advertisement.

C. Research Findings

After analyzing all the data in the slogan advertisement, the research findings can be reported as follows:

1. From this research, the researcher found there are five types of persuasive strategies using on Wardah Beauty Cosmetics advertisement. They are: rationalization (6 data), identification (7 data), suggestion (10 data), conformity (5 data) and compensation (3 data).

2. From the slogan advertisement of Wardah Beauty Cosmetics the researcher found the way to persuade consumers, those are: ethos (7 data), pathos (2 data) and logos (5 data).
3. Mostly, in the slogan advertisement of Wardah Beauty Cosmetics the types of persuasive strategy used in the slogan are rationalization strategy and suggestion strategy and each advertisement used more than one persuasive strategy in the slogan. And also in the slogan advertisement Wardah Beauty Cosmetics the way to persuade consumers used in the slogan advertisement is ethos.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the research findings. It is obtained some conclusions as follows:

1. There are 5 kinds persuasive strategy used in the slogan advertisement, there are: rationalization (6 data), identification (7 data), suggestion (10 data), conformity (5 data) and compensation (3 data). And mostly used rationalization and suggestion as kind of persuasive strategy.
2. The way to persuade consumers in the slogan advertisement, there are: ethos (7 data), pathos (2 data) and logos (5 data). Mostly, used ethos as the way to persuade consumer.

B. Suggestion

1. The researcher hopes for the next researcher can find a new subject of the persuasive strategy such as in the classroom, court, politics, etc. And how it applied. And also can find another aspect of the persuasive technique not only use the types of persuasive techniques and the way to persuade consumers. It will more helpful to provide the knowledge to this study and can make a better research.
2. For readers or students, can be used as a references in analyzing kinds of persuasive strategy in advertisement, speech, education, politics, etc. To get a better understanding and knowledge related to persuasive strategy.

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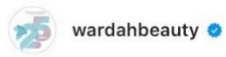
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APPENDIX



Wardāh

inspiring beauty





wardahbeauty



wardahbeauty



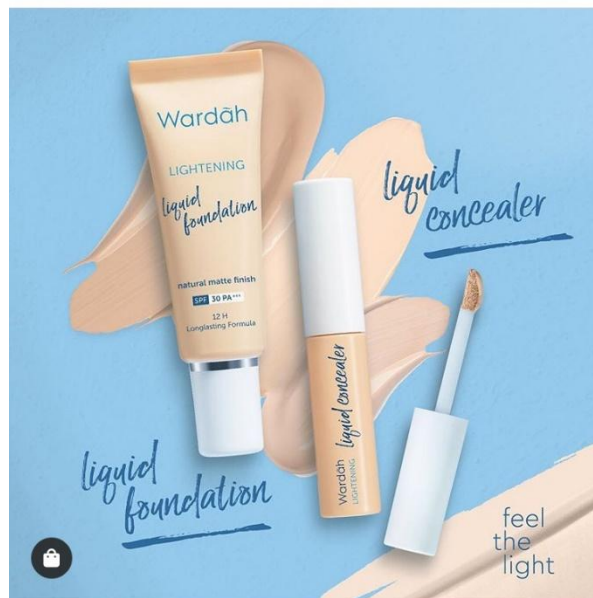


wardahbeauty



wardahbeauty









wardahbeauty





wardahbeauty



wardahbeauty



Table 4.1
Kind of Persuasive Strategy

Data	Slogan	Kind of Persuasive Strategy
1.	Inspiring Beauty	Rationalization and Identification Strategy
2.	Feel the Color Comfort	Identification, Suggestion and Compensation Strategy
3.	Feel the Brighter You	Rationalization, Identification and Suggestion Strategy
4.	Feel the New You	Rationalization, Identification and Suggestion Strategy
5.	Feel the Perfection	Identification, Suggestion and Conformity Strategy
6.	Feel the Flawless	Rationalization and Suggestion Strategy
7.	Feel the Glow	Identification and Suggestion Strategy
8.	Feel the Light	Suggestion and Compensation Strategy
9.	Feel the Refreshed	Suggestion and Conformity Strategy
10.	Feel the Difference	Suggestion and Compensation Strategy

11.	Feel the Sun	Suggestion and Conformity Strategy
12.	Be Bright Be Ready	Rationalization and Suggestion Strategy
13.	Simply Shine Simply Chic	Rationalization, Identification and Conformity Strategy
14.	Perfect Line in One Stroke	Identification and Conformity Strategy

Table 4.2**Way to Persuade Consumers**

Data	Slogan	Way to Persuade Consumers
1.	Inspiring Beauty	Logos: logical meaning.
2.	Feel the Color Comfort	Ethos: the image and the quality of the product
3.	Feel the Brighter You	Pathos: emotion of happiness
4.	Feel the New You	Ethos: the characteristic and quality of the product
5.	Feel the Perfection	Pathos: emotion of the happiness
6.	Feel the Flawless	Logos: logical meaning and prove some evidence
7.	Feel the Glow	Ethos: the characteristic and benefit of the product
8.	Feel the Light	Ethos: the quality of the product
9.	Feel the Refreshed	Logos: logical meaning and showing evidence
10.	Feel the Difference	Logos: logical meaning and prove some evidence
11.	Feel the Sun	Logos: logical meaning and showing evidence
12.	Be Bright Be Ready	Ethos: the quality of the product
13.	Simply Shine Simply	Ethos: the characteristic of the product

	Chic	
14.	Perfect Line in One Stroke	Ethos: the quality of the product



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Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238
Website :<http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id


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

Perihal :**PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Sanita Devi
NPM : 1602050096
Program Studi: Pendidikan Bahasa Inggris

IPK = 3,36

Persetujuan Ketua/Sek Prodi	Judul yang diajukan	Disyahkan Oleh Dekan Fakultas
	Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram.	
	An Analysis Indonesian-English Register Slang Word in Social Media Twitter.	
	Code Mixing Used by Youtube Maudy Ayunda "AskMod on Motivation".	

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

Medan, 6 April 2020
HormatPemohon,


Sanita Devi

- Dibuat Rangkap 3 ;
- Untuk Dekan/Fakultas
 - Untuk Ketua/Sekretaris Prodi
 - Untuk Mahasiswa yang bersangkutan



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

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

Assalamu'alaikum Wr. Wb.

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Sanita Devi
 NPM : 1602050096
 Program Studi : Pendidikan Bahasa Inggris

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

Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram.

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu sebagai :

Dosen Pembimbing : DewiJuniArtha, SS., MS. acc RF
 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, 17 April 2020
 HormatPemohon,


 Sanita Devi

Dibuat Rangkap 3 :
 - Untuk Dekan/Fakultas
 - Untuk Ketua/Sekretaris Prodi
 - Untuk Mahasiswa yang bersangkutan



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 Jl. Kapten Mukhtar Basri No.3 Telp.(061) 6619056 Medan 20238
 Website : fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

Nomor : 746/II.3/UMSU-02/F/2020
 Lamp. : ---
 Hal : **Pengesahan Proposal dan Dosen Pembimbing**

Bismillahirrahmanirrahiim
 Assalamu'alaikumWr. Wb.

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proposal skripsi dan Dosen Pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama : **Sanita Devi**
 N P M : 1602050096
 Program Studi : Pendidikan Bahasa Inggris
 Judul Penelitian : Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram..

.Pembimbing : **Dewi Juni Artha, SS., MS.**

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

1. Penulisan berpedoman kepada ketentuan atau buku ***Panduan Penulisan Skripsi*** yang telah ditetapkan oleh Dekan
2. Proposal Skripsi dinyatakan **BATAL** apabila tidak selesai pada waktu yang telah ditetapkan.
3. Masa Daluarsa tanggal : **02 Mei 2021**

Medan, 09 Ramadhan 1441 H

02 Mei 2020 M

Wassalam

Dekan

Dr. H. Elfrianto, S.Pd., M.Pd.

Dibuat Rangkap 4 :

1. Fakultas (Dekan)
 2. Ketua Program Studi
 3. Dosen Pembimbing
 4. Mahasiswa yang bersangkutan
- (WAJIB MENGIKUTI SEMINAR)**



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UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
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Jl. KaptenMukhtarBasri No.3 Telp.(061)6619056 Medan 20238
Website :<http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

BERITA ACARA BIMBINGAN PROPOSAL

Nama : Sanita Devi
NPM : 1602050096
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Persuasive Strategies Used in Slogan Woman Cosmetics
"Wardah" Advertisement on Instagram.

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
06-05-2020	Chapter I Background of study, Scope and Limitation, Formulation of the problem and Significant of the study.	
09-05-2020	Chapter II Revising the theory and Relevant studies.	
12-05-2020	Chapter III Location and time of research, Research instrument and The proposal is already completely revised and ready for seminar proposal.	

Medan, 12 Mei 2020

Diketahui/Disetujui

Ketua Prodi Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd., M.Hum

Dosen Pembimbing

Dewi Juni Artha, SS., MS

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

BERITA ACARA SEMINAR PROPOSAL

Pada hari ini Senin Tanggal 18 Bulan Mei Tahun 2020 diselenggarakan seminar Prodi Pendidikan Bahasa Inggris menerangkan bahwa:

Nama : Sanita Devi
N P M : 1602050096
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Persuasive Strategies Used in Slogan Woman Cosmetics
"Wardah" Advertisement on Instagram.

NO	MASUKAN / SARAN
JUDUL	<i>Persuasive Strategies Used in Slogans woman Cosmetics "Wardah" Advertisements on Instagram</i>
BAB I	<i>Background of the study should clear. (give clear-reason) Significance of the study.</i>
BAB II	<i>Conceptual framework</i>
BAB III	<i>No need to write location, source of data, revise as the guide book to write proposal.</i>
LAINNYA	<i>Table of Contents.</i>
KESIMPULAN	() Disetujui () Ditolak () Disetujui Dengan Adanya Perbaikan

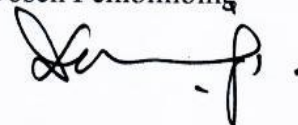
Medan, 18 Mei 2020

Dosen Pembahas



Dra. Diani Syahputri, S.Pd, M.Hum

Dosen Pembimbing



Dewi Juni Artha, SS., MS

PANITIA PELAKSANA

Ketua



Mandra Saragih, S.Pd, M.Hum

Sekretaris



Pirman Ginting, S.Pd, M.Hum



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

SURAT KETERANGAN

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Ketua Program Studi Pendidikan Bahasa Inggris Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan bahwa:

Nama Mahasiswa : Sanita Devi
NPM : 1602050096
Program Studi : Pendidikan Bahasa Inggris

Adalah benar telah melaksanakan Seminar Proposal Skripsi pada:

Hari : Senin
Tanggal : 18 Mei 2020
Dengan Judul Proposal : Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram

Demikianlah surat keterangan ini kami keluarkan/diberikan Kepada Mahasiswa yang bersangkutan, smoga Bapak/Ibu Pimpinan Fakultas dapat segera mengeluarkan surat izin riset mahasiswa tersebut. Atas kesediaan dan kerjasama yang baik kami ucapkan banyak terima kasih. Akhirnya selamat sejahteralah kita semuanya. Amin

UMSU

Dikeluarkan di: Medan
Pada Tanggal: 18 Mei 2020

Wassalam
Ketua Program Studi
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum

Unggul | Cerdas | Terpercaya



**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website : <http://www.fkip.umsu.ac.id> E-mail : fkip@umsu.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminarkan oleh mahasiswa di bawah ini:

Nama : Sanita Devi
N P M : 1602050096
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Persuasive Strategies Used in Slogan Woman Cosmetics
"Wardah" Advertisement on Instagram.

Pada hari Senin bulan Mei tahun 2020 sudah layak menjadi proposal skripsi

Medan, 18 Mei 2020

Disetujui oleh:

Dosen Pembahas

Dra. Diani Syahputri, S.Pd, M.Hum

Dosen Pembimbing

Dewi Juni Artha, S.S., MS

Diketahui oleh
Ketua Program Studi

Mandra Saragih, S.Pd, M.Hum



UMSU
Unggul | Cerdas | Tanggung

Bila menjawab surat ini agar disebutkan nomor dan tanggalnya

**MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jalan Kapten Muchtar Basri No. 3 Medan 20238 Telp. (061) 6622400
Website: <http://fkip.umsu.ac.id> E-mail: fkip@yahoo.co.id

Nomor : 908/II.3/UMSU-02/F2020 Medan, 20 Syawal 1441 H
Lamp. : -- 12 Juni 2020 M
Hal : **Mohon Izin Riset**

Kepada Yth.:
Bapak/Ibu **Kepala Perpustakaan UMSU**
Di
Tempat

Assalamu'alaikum Warahmatullahi Wabarakatuh.

Wa ba'du, semoga kita semua sehat wal'afiat dalam melaksanakan kegiatan aktifitas sehari-hari, sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk pembuatan skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/Ibu memberikan izin kepada mahasiswa untuk melakukan penelitian/riset di tempat yang Bapak/Ibu Pimpin. Adapun data mahasiswa kami tersebut sebagai berikut :

N a m a : **Sanita Devi**
NPM : 1602050096
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram.

Demikianlah hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/Ibu kami ucapkan terima kasih.

Akhirnya selamat sejahteralah kita semuanya, Amin.
Wassalamu'alikum Warahmatullahi Barakatuh

Dekan

Dr. H. Elfrianto S.Pd., M.Pd.

NIDN : 0115057302

Tembusan :
- Pertiinggal



MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
UPT PERPUSTAKAAN

Jl. Kapt. Mukhtar Basri No. 3 Telp. 6624567 - Ext. 113 Medan 20238
Website: <http://perpustakaan.umsu.ac.id>

SURAT KETERANGAN

Nomor: 1962/KET/II.10-AU/UMSU-P/M/2020

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama : Sanita Devi
NPM : 1602050096
Univ./Fakultas : UMSU/ Keguruan dan Ilmu Pendidikan
Jurusan/P.Studi : Pendidikan Bahasa Inggris/ S1

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

"Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram"

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 26 Safar 1442 H
14 Oktober 2020 M

Kepala UPT Perpustakaan,

Muhammad Arifin, S.Pd, M.Pd



MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
UPT PERPUSTAKAAN

Jl. Kapt. Mukhtar Basri No. 3 Telp. 6624567 - Ext. 113 Medan 20238
Website: <http://perpustakaan.umsu.ac.id>

SURAT KETERANGAN

Nomor: 1920./KET/II.10-AU/UMSU-P/M/2020

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Berdasarkan hasil pemeriksaan data pada Sistem Perpustakaan, maka Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama : Sanita Devi
NPM : 1602050096
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/ P.Studi : Pendidikan Bahasa Inggris

telah menyelesaikan segala urusan yang berhubungan dengan Perpustakaan Universitas Muhammadiyah Sumatera Utara Medan.

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 24 Safar 1442 H
12 Oktober 2020 M

Kepala UPT Perpustakaan,



Muhammad Arifin, S.Pd, M.Pd

SURAT PERNYATAAN

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Saya yang bertanda tangan dibawah ini :

Nama Lengkap : Sanita Devi
N.P.M : 1602050096
Prog. Studi : Pendidikan Bahasa Inggris
Judul Proposal : Persuasive Strategies Used in Slogan Woman Cosmetics
"Wardah" Advertisement on Instagram

Dengan ini saya menyatakan bahwa :

1. Penelitian yang saya lakukan dengan judul diatas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara.
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong *Plagiat*.
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali.

Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, 14 Oktober 2020

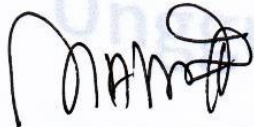
Hormat saya

Yang membuat pernyataan,



Sanita Devi

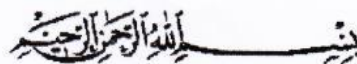
Diketahui oleh
Ketua Program Studi
Pendidikan Bahasa Inggris



Mandra Saragih, S.Pd., M.Hum



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. KaptenMukhtarBasri No.3 Telp.(061)6619056 Medan 20238
Website :<http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id



BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
Nama Lengkap : Sanita Devi
NPM : 1602050096
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Persuasive Strategies Used in Slogan Woman Cosmetics
"Wardah" Advertisement on Instagram

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
17.09.20	Revisi di bagian Research Finding , dan Suggestion	
7.10.20	Revisi di bagian References	
16.10.20	ACC	

Medan, 14 Oktober 2020

Diketahui oleh:

Ketua Prodi

Mandra Saragih, S.Pd, M.Hum

Dosen Pembimbing

Dewi Juni Artha, SS., MS

UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
Fakultas Keguruan dan Ilmu Pendidikan

PERMOHONAN UJIAN SKRIPSI

Kepada Yth :

Medan, 20 Oktober 2020

Bapak/Ibu Dekan*)

Di

Medan

Assalamu'alaikum Wr. Wb

Dengan hormat, saya yang bertanda tangan dibawah ini :

Nama : Sanita Devi
No. Pokok Mahasiswa : 16020500996
Program Studi : Pendidikan Bahasa Inggris
Alamat : Jln. Benteng Dusun VII Desa Tumpatan Nibung

Mengajukan permohonan mengikuti ujian skripsi. Bersama ini saya lampirkan persyaratan:

1. Transkrip nilai (membawa KHS asli Sem I s/d terakhir dan Nilai Semester Pendek (kalau ada SP). Apabila KHS asli hilang, maka KHS Foto Copy harus dileges di Biro FKIP UMSU
2. Foto copy STTB/Ijazah terakhir dilegalisir 3 rangkap (Boleh yang baru dan yang lama).
3. Pas foto ukuran 4 x 6 cm, 15 lembar
4. Bukti lunas SPP tahap berjalan (difoto copy rangkap 3)
5. Surat keterangan bebas perpustakaan
6. Surat permohonan sidang yang telah ditandatangani oleh pimpinan Fakultas.
7. Foto copy Kompri Muhammadiyah (difoto copy rangkap 3)
8. Skripsi yang telah ACC Ketua dan Sekretaris Program Studi serta sudah ditandatangani oleh Dekan Fakultas.

Demikianlah permohonan saya untuk pengurusan selanjutnya. Terima kasih, wassalam.

Pemohon,



Sanita Devi

Medan, 20 Oktober 2020

Disetujui oleh :

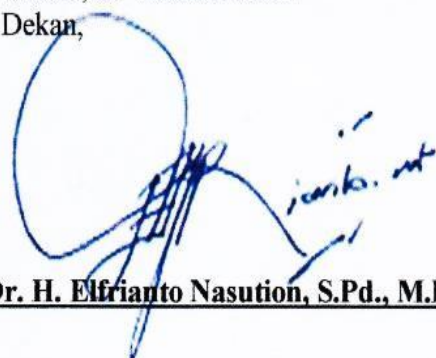
A.n. Rektor

Wakil Rektor I,

Dr. Muhammad Arifin, S.H., M.Hum.

Medan, 20 Oktober 2020

Dekan,



Dr. H. Elfrianto Nasution, S.Pd., M.Pd.



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**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jalan Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238

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



SURAT PERNYATAAN

Yang bertanda tangan dibawah ini, mahasiswa Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara.

Nama Lengkap : Sanita Devi
Tempat, Tanggal Lahir : Lubuk Pakam, 14 September 1997
Agama : Islam
Status Perkawinan : Belum Kawin
No. Pokok Mahasiswa : 1602050096
Program Studi : Pendidikan Bahasa Inggris
Alamat : Jl. Benteng Dusun VII Desa Tumpatan Nibung
No. HP : 0822-9237-7013

Melalui surat permohonan tertanggal 20 Oktober 2020 telah mengajukan permohonan menempuh ujian skripsi. Untuk ujian skripsi yang akan saya tempuh, menyatakan dengan sesungguhnya, bahwa saya :

1. Dalam keadaan sehat jasmani maupun rohani.
2. Siap secara optimal dan berada dalam kondisi baik untuk memberikan atas pertanyaan penguji.
3. Bersedia menerima keputusan Panitia Ujian dengan Skripsi dengan ikhlas tanpa mengadakan gugatan apapun.
4. Menyadari bahwa keputusan Panitia Ujian ini bersifat mutlak dan tidak dapat diganggu gugat.

Demikian surat pernyataan ini saya perbuat dengan kesadaran tanpa paksaan dan tekanan dalam bentuk apapun dan dari siapapun, untuk dipergunakan bilamana dipandang perlu. Semoga Allah SWT meridhoi saya. Amin.

Saya Yang Menyatakan,



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Curriculum Vitae



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