AN ANALYSIS OF PERSUASIVE STRATEGIES USED IN SLOGAN WOMAN COSMETIC PRODUCTS "SAFI" ADVERTISEMENT ON INSTAGRAM

SKRIPSI

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English Education Program

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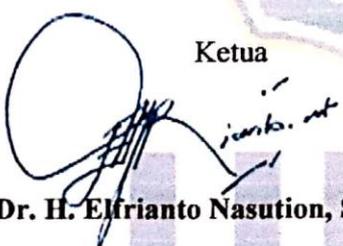
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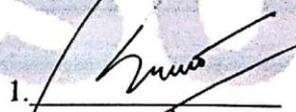
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ABSTRACT

Rahmanita Agustina. 1702050014, "An Analysis of Persuasive Strategies Used in Slogan Woman Cosmetic Products "Safi" Advertisement on Instagram". Skripsi: English Education Program. Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara, Medan 2021.

This research investigates about the persuasive strategies used in slogan woman cosmetic products "Safi" advertisement on Instagram. Making use of slogan in advertisement has increased so considerably that a large proportion of today's advertisements. The objectives of this research to find out the type of persuasive strategies and the way to persuade consumers used in slogan advertisement of Safi cosmetic products. This research used qualitative method. The researcher uses Keraf (2007:124) about the types of persuasive strategies and Aristotle (1954) theory about the way to persuade consumers. In this research, the researcher used 22 data of slogan advertisement from Safi official account on Instagram. Based on the data analysis, the researcher found that there are five types of persuasive strategies used in this research, they are rationalization (9 data), identification (4 data), suggestion (5 data), conformity (11 data) and compensation (8 data). And the way to persuade consumers , they are ethos (11 data), pathos(2 data) and logos (9 data). Persuasive strategies must be used in slogan woman cosmetic products because the persuasive strategies have a meaning to influence the mind, manner or opinion of someone with some reason and evidence.

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

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بِسْمِ اللهِ الرَّحْمَنِ الرَّحِيْمِ

Assalamu'alaikum Warahmatullahi Wabarakatuh.

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The aim of this research is a partial fulfillment of the requirement for the degree of Sarjana Pendidikan (S.pd) English Education Program. In writing the study, the researcher faced a lot of difficulties. Meanwhile, she has also received a lot of help, suggestions, and comment from many peoples. On this occasion, a very special gratitude is directed for her beloved parents, Ayahanda Budiman and Ibunda Elinda Wiana for their in spiritual and material, care and prayers that have been given to her. Therefore the writer would like to thanks all the people mentioned below.

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Wassalamualaikum Warahmatullahi Wabarakatuh.

Medan, October 2021

The Researcher

Rahmanita Agustina
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CHAPTER I

INTRODUCTION

A. The Background of the Study

Language is an important thing in life, so it is not excessive when language is termed as the heart of human life. It is because language can support the interaction process between humans. Knowledge about language is important, because language is used in daily to communicate with others. The aim of communication is persuasion. (Andersen, 1971) argue that persuasion is a communication process in which the communicator seeks to elicit a desired response from his receiver. Persuasion can help people to deliver their purpose using polite languages and polite ways. Persuasion in advertisement needs a certain language to take sympathy from the costumers.

Advertising language is one form of social practice (Murtatik, 2013). The language of persuasion is most important for a successful advertising campaign. To market the product, the use of language must certainly be understood by the opponents because through language the intent in the mind can be channeled properly and its meaning can be easily accepted by the opponent. (Folkerts & Lacy, 2004) states that advertising uses social images and appeals to people's psychological and physical needs. Language is one of the essential features in beauty product advertisements as it is used not only to disseminate the products but also to approach the psychology of the target customers. In the other hand, (Arens., et al 2008) describe advertising as the structured and composed

nonpersonal communication of information, usually paid for and usually persuasive in nature about products (goods, services and ideas) by identified sponsors through various media. Advertising is primarily about amplifying the brand image of current customers, finding new customers and positively impacting customers attitude. In other words, advertising aims to capture the customer's attention, make the impression unforgettable and persuade consumers to buy the product. (Doan, 2017).

Making use of slogans in advertisements has increased so considerably that a very large proportion of today's advertisements and in advertising slogans (Boush, 1998). Advertising slogans are considered as an attractive means which offer novelty for a product. (Pilatova, 2015) defined that a short, simple and lack of complex grammatical structure are the characteristics of appropriate slogan employed by institutions, so it is well understood by readers. In other words, a slogan should implicate language pattern comprises memorable words to convey the message so it is easily remembered by the customers. The idea in the slogan is a tool that helps costumers to identify the brand. (Dowling and Kabanoff, 1996:64) state that advertising slogans are a few words that appear beneath of beside the corporate name at the bottom of a print advertisement and are separated from the body copy for easy recognition.

In making an advertisement, the advertisers need strategies to influence and persuade the consumers. For instance, while promoting the products, cosmetics advertisement use some types of strategies to persuade the consumers that the product is a good one. Most of the cosmetics language use persuasive

strategies to persuade consumers. Therefore, it makes the researcher interested in investigating about persuasive strategies and the way to apply this strategy in advertisement. Nowadays, people can find a lot of advertisements that exist in many sources, one of them is social media. Marketing and advertising is used in social media especially Instagram, such as the company of products a brand cosmetics it is very popular in among the women, the name is "Safi".

Safi is a brand of woman cosmetics product, it is very popular in Indonesia especially from moeslim women because this product is claimed to be a halal cosmetics product. Safi comes from Malaysia and has been around since 1987. Safi has halal certificates from two countries, there are JAKIM (Jabatan Kemajuan Islam Malaysia) since 2005 and MUI (Majelis Ulama Indonesia) since 2017. One of the advantages of this product is that the ingredients used are natural and have no animal testing. In addition, the Safi product range is made by the Safi research institute which employs 100 scientists and experts to create halal cosmetic products by combining natural wealth with modern technology. It is a reason why the researchers use Safi as an object in the reasearch.

The language use in Safi advertisement on promoting the product shows what the good quality of the product. The sentences and utterances in advertisement represent the product. In this point of view, the strategies which they use in persuading the consumers on the slogan of Safi cosmetic products has the big role beyond it. Consumers know the good quality of the Safi cosmetic products and interest in from the atrracting language which shows in the

advertisement. Every slogan focuses on the good quality application on the product.

Based on Safi advertisements, the researcher found that Safi products has a some slogans in advertising their product, for example : No More dandruff, Bye Bye Hair Fall, Say Hello to Youthful Skin and etc. That slogan has into persuasive strategies to make the consumers interested with the product, so that the consumers want to buy the product. There are various ways can do to advertise a product is introduce the product by using label, pack and slogan to make the product different from others. In this era, so many media can be used as a tools to introduce the product to consumers.

In this reserach, the research uses (Keraf, 2017) theory with seven types of persuasive strategies there are rationalization, identification, suggestion, conformity, compensation, displacement and projection. And also uses (Aristotle, 1954) theory about the way to persuade consumers there are ethos, pathos and logos. Therefore, this research focused on persuasive strategies used in slogan advertisements woman Cosmetics Products Safi on Instagram and what a meaning in the persuasion that apply in Safi Cosmetic products in their advertising.

B. The Identification of the Problem

The problem of this research can be identified as follow:

1. People didn't know what types of persuasive strategies used in the slogan advertisement of Safi woman cosmetics products advertisement.

2. People didn't know how to apply the persuasive strategies to persuade consumers in slogan of Safi woman cosmetic products advertisement.

3. People didn't know why slogan in Safi advertisement used persuasive strategies.

C. The Scope and Limitation

The scope of this research focuses on linguistic analysis in slogan woman cosmetic products Safi advertisement on Instagram. The researcher limits this research on analyzing the types of persuasive strategies and the way to persuade consumers based on (Aristotle, 1954) theory about ethos, pathos and logos. And also (Keraf, 2017) theory about rationalization, identification, suggestion, conformity, compensation, displacement and projection.

D. The Formulation of the Study

1. What are the types of persuasive strategies used in slogan of Safi woman cosmetic products advertisement?
2. How the persuasive strategies are used in slogan of Safi woman cosmetic products advertisement?
3. Why slogan in Safi advertisement used persuasive strategies?

E. The Objective of the Study

1. To identify the types of persuasive strategies used in slogan of Safi woman cosmetic product's advertisement.
2. To describe the way to appllied the persuasive strategies in slogans advertisement of Safi cosmetic products.
3. To know why slogan in Safi advertisement used persuasive strategies.

F. The Significance of the Study

1. Theoritically

   The findings of this research may gives more explanation and information especially about the persuasive strategies in advertising area.

2. Practically

   The researcher hopes this research can give more information for the other researcher for their research on persuasive strategies in the slogan advertisement.

   a. For the lecturer

      This research will give some references about persuasive strategies in advertisement especially for EFL teacher by giving real example who easy to understand.

   b. For the students

      This research will easy to understand and clear explanation about persuasive strategies and hopefully they can continue this research in the other advertisement.

CHAPTER II
REVIEW OF LITERATURE

A. Theoritical Framework

1. Persuasion

Persuasion is a successful intentional effort at influencing another's mental state through communication in a circumstance in which the persuade has some measure of freedom (O'Keefe, 1990).

Persuasion is designed to engage a variety of techniques to take the consumer's attention and interest to build credibility and trust, to encourage desire for the product and to promote the consumer to act positively.

(Cutlip, Center, & Broom, 1978), cited in (S.A, Asemah, & Edegoh, 2013) give the following guiding priciples of persuasion :

a. Identification Principle : Most people will ignore an idea, an opinion or a point of view, unless they see clearly that it affects personal fears, desires, hopes or aspirations. Your message must be stated in terms of the interest of your audience.

b. Action Principle : People seldom buy ideas separated from action taken or about to be taken by the sponsor of the idea or action that the people themselves can conveniently take to prove the merit of idea. Unless a means of action is provided, people tend to shrug off appeals to do things.

c. Principle of Familiarity and Trust : We buy ideas from only those we trust, we are influenced by or adopt only those opinions or viewpoints that we regard as credible.

d. Clarity Principle : The situation must be clear to audience. The things we observe, read, see or hear, the things that produce our impressions must be clear, not subject to several interpretations. To communicate, you must employ words, symbols or stereotypes that the receiver comprehends and responds to.

2. Strategy

(Kiechel, 2010) states that strategy is an issue of great interest to business. Strategy can be a very effective organizational and decision tool, giving effective guidance with investigations. Strategy is a plan to achieve some goals. Goals are important for organizations to determine the future of a company. A good strategy always stems from a through analysis of the company's position.

In advertisement, strategy is the most important point. An advertising strategy can be explained as a step plan to reach the costumers and to convience them to by the products. A good planned advertising strategy not only conveys the benefits of the product, but will also persuade the costumers to choose our product over the outcomes of our competitors.

Creating an advertising strategy is a creative process. Advertiser are required to understand about the target costumers to create an effective advertising strategy that maximises the sales of the product.

3. Persuasive Strategy

Persuasive strategy is an action that has a meaning to influence mind, manner or opinion of someone with some reason. There are 7 types of persuasive

strategies according to (Keraf, 2017) there are : rationalization, identification, sugestion, conformity, compensation, displacement and projection.

3.1 Rationalization

Rationalization is a process of using reason to give a justification for an issue, where the basis or reason is not the direct cause of the problem. Rationalization aims to show the truth the benefits about the product to attract consumers so that prospective consumers will choose and buy the product. Spoken truth in persuasion is not absolute truth, but only truth serves to lay the way for desires, attitudes, beliefs, decisions or actions that have been determined can be justified.

3.2 Identification

Identification is an activity in which the writer must identify writing with the reader. Identification persuasion is always trying to prevent situations of conflict and questionable attitudes, then the speaker should analyze their presence and the whole situation, then the speaker will be more easily identify their persuasion with the audience.

3.3 Suggestion

Suggestion is an undertake to influence or persuade people to accept a certain belief or establishment without giving a logical basis to the people who wants to be influenced. Suggestion aims to persuade consumers to admit the excellence of a product through people that have dignity to follow. The conformity between color, background, pictures, interesting word and the use of famous people of the advertisement will make the consumers influence.

3.4 Conformity

Conformity is a desire or measure 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. The difference, in the identification of the speaker presents only a few things pertaining to them with the audience while in the speaker's conformity show that they were able to do and act as an audience as well. The aims of conformity strategy is to give an overview of how a product has a real ability as expected by potential consumers.

3.5 Compensation

Compensation is an action or a result of an effort to looking for a substitute for something that is not acceptable. That matter done if a situation has experienced a frustation. A writer will be able to easily persuade the audience by encouraging the reader to perform a desired action by showing make sure they have new abilities.

3.6 Displacement

Displacement define as a process that seeks to replace a purpose that experiences obstacles with another purpose that synchronously replaces the emotions. Change seeks to take consumers emotions whether happiness or sadness and prevent with new objects.

3.7 Projection

Projection is a technique to make something that was subject becomes object. A character that a person has is no longer approved as a nature, but is cast as

the nature and character of another. If there is someone asked to describe about someone who is not endreaded, it will attempt to describe something good about himself. In this projection, the advertisers will reveal weakness about some products thatare considered competitive and then show the benefits of using their product to show the difference between thier products and other products.

4. Slogan

Slogan is one of the important thing in advertisement because from this slogan producer can extend message about the product to society in a short and clear. Slogan is made to attract attention from the consumers.

According to Kamus Besar Bahasa Indonesia (KBBI) :

Slogan /slo●gan/ n 1 perkataan atau kalimat pendek yang menarik atau mencolok dan mudah diingat untuk memberitahukan sesuatu: 2 perkataan atau kalimat pendek yang menarik, mencolok, dan mudah diingat untuk menjelaskan tujuan suatu ideologi golongan, organisasi, partai politik dan sebagainya.

Slogan /slo●gan/ n 1 short orinteresting word or sentences that are easy to tell something; 2 short words or short sentences that are interesting, striking and easy to remember to explain the purpose of a group, organization, political party, etc.

The slogan are considered as the most dynamic component of the brand identity that can be easily changed when necessary (Byrt, 2003). The slogan is the writing used to deliver the intentions delivered by the slogan maker. Slogans are usually in the form of brief and simple sentences that contain appeals, warnings

and invitations made intentionally by agency that contain the purpose of the goal so that the target is easily remembered.

a. The characteristics of slogan based on KBBI (2003) :

1. His word are short, interesting and easy to remember

2. Is the Motto an Organization or society

b. Various Slogans

1. Educational Slogans

   Educational slogan is a slogan that found in schools, especially in classrooms, which aims to motivate and to increase the spirit of learning snd to provide information that is knowledge enhancing.

2. Environmental Logos

   Environmental slogans usually found on the roadside or other places. The purpose of environmental slogans is usually to invite people to protect and love the environment.

3. Product Slogan

   Product slogan is a slogan used used to sicoalize a number of products that are added value to attract consumers for the purpose of the product being in demand.

4. Health Slogan

   Health slogan is a slogan used to socialize tips and effects that are harmful to the body in a simple way.

5. Instagram

Marketers and consumers are at present extending their communication through a dynamic new media called the social network. This is the latest development in advertising products and communicating with consumers. According to Kim and Ko (2012), 70% of the active users of social networks visit social media sites for product information before buying a product.

Instagram is a social networking service and mobile application that enables its users to share their life moments through photos and videos, publicly or privately. Instagram was launched in October 2010 and since then the number of active users has increased from 100 million in 2011 to more than 400 million in 2016.

The extraordinary success of Instagram corroborates the recent Pew report, which states that photos and videos have become the key social currencies online. Social media channels such as Instagram now play a dominant role not only as entertainment and interaction tools but also in business. Social media have made it very easy for entrepreneurs to reach potential customers and tell them about their products. They also provide a solid platform for them to advertise, promote and deliver their ideas and products.

Many studies have explored the effectiveness of social media as business marketing tools. Their main finding is that social media platforms represent a unique interaction channel for businesses to advertise their products, maintain relationship with customers, and most importantly identify public needs.

The purpose of using instagram among young people are mainly to look at posts especially for the sake of social interaction. Otherwise, the grade of agreement expressed in making instagram posts was lower, who demonstrate that instagram's emphasis on visual communication is greatly accepted by young people in social communication.

6. Advertisement

Advertisement is considered as persuasive discourse because the language used id advertisement are heavily influenced by linguistic communicative means (Villarino & Marina, 1997). Advertisement not only give information about a product being advertised for selling that product but also it can change people's perspective in society, on the other words advertisement can persuade people to buy products which they do not need.

Advertising slogans and promotional tools enable companies to introduce themselves, their products, or services. In order for an advertising slogan to be effective in introducing a company or institution, it should be easily understood by consumers, and be associated with a specific brand (Stewart and Clark, 2007).

The language in persuasion is most important for a successful advertising announcement. (Petty and Schaumann, 1983) claimed that simplitying advertising slogans as far as possible, it is not always necessary, rather advertising slogan should be simplified to the extent that can be aesily commited to memory.

7. Language of Advertisement

Language is an important tool that used by human to interact with others. People can creates reality and arrange it through language. Language is also used to describe about something to other, to convince others about a truth and to describe opinions. Language is able to be used to give information about the events which happenned to others.

Tarigan (1993:23) said that there are four purposes of langauge usage, they are oneself expression, exposition, art and persuasion. In advertisement, language has a role to persuade consumers. The power of language which has brought the colonization of human cultural symbolic in avdertisement. Actually, is one of prove that the friction of language represent of one ability which can poison the existence of civilization at the future. (Kaiyan, 2008:144) explain that although the use of words may be abused and the fight for their honour may at times seen hopeless, we must never give up the strugle to use them solely in the service of truth.

8. The Function of Advertisement

(Widyatama, 2005) in her book entitled "Pengantar Periklanan" explains that there are four functions of advertisement, that are :

1. First function is to give an information, to inform any product in market, to persuade to customer to buy the product and to remember this product. Advertisement must give the precious information to creature. The information is various that is in the form knowledge a product.

2. The second, persuasive function of advertisement can carry out, the persuasive function creature persuade the customer that follow what the suggestion, on contents message advertisement persuasive formed that is showed on advertisement can persuade formed that is try, buy, eat, consume, maintain interest to the product, change to certain product, produce, increase and develop the request about another product.

3. The third is educate function can carry out the function to educate and creature teach on a construction, think that is tough, can in the form of method using, assembly, using product and the other.

4. The fourth is to function as entertainment, advertisements entertain the public, increase feelings of pleasure for the consumers.

9. The Way To Persuade Consumers

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

9.4 Ethos

Ethos is an appeal to credibility or character. 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.

9.5 Pathos

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.

9.6 Logos

Logos is message argument. 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.

B. Previous Relevant Studies

In conducting this research, the researcher is influenced by the other researcher who had the same theme with this research.

1. The first relevant of study was done by Evin Maya Aulia Rizka (2016) entitled "Persuasive Techniques Used In Nike Advertisement". That has been completed by the students English Language And Letters Department Faculty Of Humanities Maulana Malik Ibrahim State Islamic University Of Malang. This research was conducted by qualitative method. The researcher of this research found that Nike advertisement using all types of persuasive technique based on Gorys Keraf Theory. There are seven techniques that used by the advertiser ; Rationalization, identification, cempensation, displacement, suggestion, conformity and projection.

2. The second relevant of study was done by Ayu Atikah Sari (2018) entitled "Persuasive Techniques Used In Advertisements At Instagram". Based on her research, she found that majority of techniques used in the advertisement at Instagram are realization and suggestion persuasive techniques. With these technique the language that used in the advertisement more attractive the consumers to buy the product. In advertising, a product must use technique of language that can draw the attention from consumers.

3. The third relevant of study was done by Fauzan (2013) entitled "Persuasive Strategies Used In Slogans of Cigarette's Advertisement". In his research he used Aristotle theory namely Ethos, Pathos and Logos. Based on his research, he found that in the use of persuasive strategies, the slogans of cigarette's advertisement use some ways to persuade the viewers. Slogans of cigarette's advertisement showed

the good and credibility of their product by using good character that had comprehensive knowledge in their slogans. After that, they apllied Pathos strategy to take the audience's emotion. They used command word and drove audiences a part of them. In addition, slogans of cigarette's advertisemnet induced the audiences through Logos strategy, they give evidence and logical reason to the audiences by showing new technology such as innovate double filter and Tritek Technology.

The previous relevant studies can really help the researcher to understand about persuasive technique used in advertisement. The difference between the previous relevant studies from this research is on the detail of investiges and the subject of the research. On the previous relevant studies only explain about the types of persuasive strategies used in advertisement. But in this research, the researcher will investigate about the types of persuasive strategies and the way to persuade consumers that used in slogan woman cosmetic products Safi advertisement on Instagram.

C. Conceptual Framework

The conceptual framework of the qualitative reasearch is an overview of how variable with spesific position will be reviewed and understood related with other variable. The purpose is to describe how the conceptual framework that researchers use to review and understand the problem examined.

In this research examines the types of persuasive strategy and the way to persuade consumers in slogan of woman cosmetic products Safi advertisement on Instagram. In the picture post on the Instagram there are the type persuasive strategy and the way to persuade consumers that will be examined.

Figure 1
Conceptual Framework

An Analysis Of Persuasive Strategies Used In Slogan Woman Cosmetic Products "Safi" Advertisement On Instagram

The Types of Persuasive Strategies according to Keraf (2007:124)

The Way to persuade consumers according to Aristotle (1954)

1. Rationalization
2. Identification
3. Suggestion
4. Confirmity
5. Compensation
6. Displacement
7. Projection

1. Ethos
2. Pathos
3. Logos
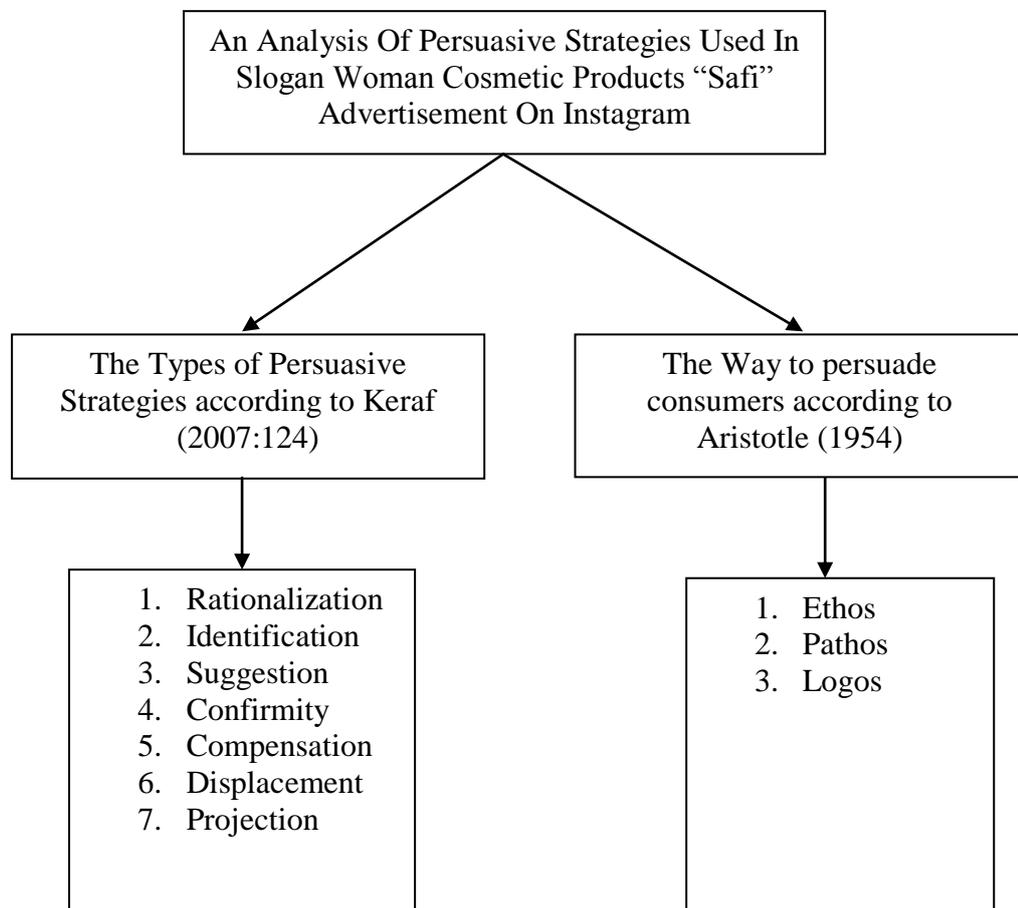
CHAPTER III
METHOD OF RESEARCH

A. Research Design

This research will conduct use qualitative methods. (Miles, Huberman, & Saldana, 2014) explain that the qualitative analyst interprets what things mean by noting patterns, explanation, causal flows and proportions. It means that qualitative methods focused on explaining about the subject of the research. Qualitative analysis needs to be greatly documented as a process mainly to help us learn. We need to understand more obviously just what is going on when we analyze data, in order to reflect, refine our methods and make them more generally usable by others.

This research was identified and analyzed persuasive strategies used in slogan advertisements of beauty product Safi. The qualitative research procedure which descriptive data. The results of the analysis in this research will take the form of variations in the language and the meaning used in slogan of persuasive strategies.

B. Source of the Data

This research was taken the data from Safi Indonesia official account on Instagram. From this research, the researcher found all the advertisements of Safi from instagram official account (safiindonesia) from the link https://instagram.com/safiindonesia?igshid=eno2i6ovfovz. In this account consist of all about the Safi products and slogan of the products. Then, the

researcher take the picture of Safi advertisement slogan from instagram official account since 3 May 2018 until 9 July 2021. The slogans to be analyze in this research is :

1. No Alcohol, No Gelatin, No Animal Testing

2. Soothes Your Skin

3. No More dandruff

4. Bye Bye Hair Fall

5. Soothe & Hydrate

6. Say Hello to Youthful Skin

7. Protect Your Skin Barrier

8. Be Gone Dark Circles

9. No Greasy Feel

10. Effectively Cleanses Skin

11. Real Gold Real Glow

12. Be Youthful Now

13. Avoid Skin Irritation From Face Mask

14. Naturals Ala Me

15. Choose Your Fighter

16. Start Your Day With Something Good For Your Skin

17. UV Protection at Home

18. Covered By Xpert

19. Provides Healthy Shine

20. No More Itchy Sclap

21. Reduce Hair Breakage

22. For Your Youthful Skin

C. Technique of Collecting Data

There are some steps in collecting the data of this research. The first, the researcher browsed the slogan advertisement from the Safi advertisement by search on Safi Indonesia official account on instagram, changes it to text form. The second, the researcher identifying the slogan advertisements of Safi to be analyzed. The third, the researcher classifying the slogan, understanding what the types of persuasive strategies and the way or modes to persuade consumers that how is used in those advertisements based on the problem of the study.

D. Technique of Analysis Data

The technique of analysis data in this research used a theory from (Miles, Huberman, & Saldana, 2014). According to the theory, analysis data was carried out through the following steps, there are:

1. Data Condensation

   Data condensation refers to the process of selecting, focusing and simplifying the data. In this reserach, the researcher search the picture from Safi official account that contains a slogan to be analyzed.

2. Data Display

   Data display is an organized, compressed assembly of information that allows conclusion drawing and action. In this research, the researcher clasifying the data based on the types of persuasive strategies and the way to persuade

consumers in two table. After that, analyzing the data based on the the types of persuasive strategies and the way to persuade consumers.

3. Drawing and Verifying Conclusion

From the data condensation and data display, the researcher get the conclusion from the research about the types of persuasive strategies and the way to persuade consumers based on slogan in Safi advertisement.

CHAPTER IV

DATA AND DATA ANALYSIS

A. Data

The data of this research from collected the picture, identifying the data and classifying the data from the slogan woman cosmetic products Safi official account on Instagram (safiindonesia) from the link (https://instagram.com/safiindonesia?igshid=eno2i6ovfovz).

The object of this research was to find based on the data from the slogan advertisement are classified from the types of persuasive strategies used and the way to persuade consumers. From the data collection, the slogans used in this research contained 22 slogans.

B. Data Analysis

Data analysis in this research used (Miles, Huberman, & Saldana, 2014) theory those are: Data condensation, data display and drawing and verifying conclusion. First, the researcher selecting and simplifying the data will be analyzed in this research. Second, the researcher classified the data based on the types of persuasive strategies used Keraf (2004) theory, those are: rationalization, identification, suggestion, conformity, compensation, displacement and projection and also classifying the way to persuade consumers based on Aristotle theory those are: ethos, pathos and logos. Third, the researcher gave a conclusion from the research.

1. The Types of Persuasive Strategy

From the data, the researcher found 5 strategies that the advertiser used in the slogan advertisement, those are: rationalization, identification, suggestion, conformity and compensation. Mostly, rationalization and conformity strategy used in the slogan advertisement and almost all advertisements used more than one strategy on the slogan.

Table 1
Types of Persuasive Strategies

Data	Slogan	Types of Persuasive Strategies
1.	No Alcohol, No Gelatin, No Animal Testing	Rationalization and Conformity
2.	Soothes Your Skin	Suggestion
3.	No More Dandruff	Conformity and Compensation
4.	Bye Bye Hairfall	Compensation
5.	Soothe & Hydrate	Rationalization and Conformity
6.	Say Hello to Youthful Skin	Identification and Compensation
7.	Protect Your Skin Barrier	Rationalization
8.	Be Gone Dark Circles	Rationalization and Conformity
9.	No Greasy Feel	Rationalization and Compensation
10.	Effectively Cleanses Skin	Rationalization and Compensation
11.	Real Gold Real Glow	Conformity and Compensation
12.	Be Youthful Now	Identification and Suggestion
13.	Avoid Skin Irritation From Face Mask	Rationalization, Suggestion and Compensation
14.	Naturals Ala Me	Conformity
15.	Choose Your Fighter	Suggestion
16.	Start Your Day with Something Good for Your Skin	Suggestion
17.	UV Protection at Home	Rationalization and Conformity
18.	Covered by Xpert	Rationalization and Conformity
19.	Provides Healthy Shine	Conformity and Compensation
20.	No More Itchy Scalp	Conformity
21.	Reduce Hair Breakage	Identification and Conformity
22.	For Your Youthful Skin	Identification

From the table 2, the researcher found that there are some ways to persuade consumers used in slogan woman cosmetic Safi advertisement such as:

a. Rationalization

The rationalization strategy used persuasive word such as impossible words but still make sense or have logical reasons. In making a slogan advertisement, the advertiser should know well about what the consumer's needs, hopes, wants, and how their attitude and belief are. By knowing those things, the advertisers can justify the quality of the product. The types of rationalization strategy can be found in the data 1, 5, 7, 8, 9, 10, 13, 16, 17, and 18. The statements about the product draw the good quality of each product using convincing words. The following data are used rationalization strategy :

Data 1

No Alcohol, No Gelatin, No Animal Testing

This slogan used a rationalization strategy based on Keraf's (2004) theory. The advertiser tried to show consumers the benefits of the product with some logical statement. This slogan convinces the consumers through the formulation of the product. By giving a formulation that fits the meaning of the product will easily persuade the consumer and easily the consumers will believe and trust the product.

Data 5

Soothe & Hydrate

In this slogan, the advertisers used a rationalization strategy. This slogan shows that the product has a formulation to soothe and hydrate skin. From the slogan, we can see that the products refer to consumers that have a problem with their skin, especially dry skin. The advertisers provide some formulation of these products that can make the consumers more interested in using this product.

Data 7

Protect Your Skin Barrier

The slogan advertisement "Protect Your Skin Barrier" used the rationalization strategy to represent the quality or the benefit from the product. This product is toner, the slogan explains that this product gives a formulation to consumers that can protect the skin barrier from the problem of face. This slogan used the word "protect" that can make the consumers feel interested in buying the product.

Data 8

Be Gone Dark Circles

The strategy used in this slogan is the rationalization strategy. It can be seen from the quality or the benefit of the product that was given by the advertiser. In this slogan, the advertisers prefer this product to the consumers who have problems with dark circles in their skin. The advertiser convinces the consumers by showing the various ingredients of the product which is

formulated to remove dark circles. So, this slogan can attract the consumers who have that problem buying this product.

Data 9

No Greasy Feel

This slogan advertisement used rationalization strategies. Based on Keraf's (2004) theory about rationalization, in this strategy the advertiser should know well about what the consumer needed. So in this slogan, the advertisers provide this product with good formulation to overcome skin problems that are very often faced by people. From this slogan, we can see that this product refers to consumers who have oily skin problems on their face. The slogan has a logical meaning because it is accompanied by the products formulated to overcome the problem of consumers' hair.

Data 10

Effectively Cleanses Skin

Effectively cleanses skin explains that the slogan is included in the rationalization strategy, the product of this advertisement is a facial wash. From the slogan, it is a representation of the quality or benefit of the product because based on the sentence it shows a logical statement that Safi products will be cleansing skin more effectively. That's why consumers will be interested in the products offered with slogan thats effectively cleanse the skin.

Data 13

Avoid Skin Irritation From Face Mask

The type of advertisement in this slogan is rationalization strategies based on the function of the product. This slogan tried to show consumers the benefits of the products with a logical statement. The word "Avoid Skin Irritation From Face Mask" in the slogans means the product has the benefit of giving protection for skin that is often covered by face masks. The slogan was also supported by some evidence. By making a slogan that fits the meaning of the product will easily persuade consumers with the good quality offered and easily consumers will believe and trust with product.

Data 17

UV Protection at Home

This slogan advertisement used a rationalization strategy. The advertiser gives a logical statement about this product by showing the ingredients of the product. UV (Ultraviolet) can be a big problem for the skin. So, to avoid this problem, the advertisers provide this product. By making a slogan advertisement that fits the meaning of the product will easily persuade the consumers with the good formulation offered and easily the consumers to trust the product.

Data 18

Covered By Xpert

This slogan advertisement used a logical statement that is "covered by expert". Because it has been covered by experts it will be an attraction for consumers to buy and use this product, because consumers will believe the products that are protected by experts are trusted to be safe to use. The types of persuasive strategies are used in this slogan in rationalization strategies.

b. Identification

The Identification strategy is the process of identifying consumers in advertisements. Identification is also required for the advertisers and it can be the key to making their advertisement successful in the market because from identification techniques advertisers will know about consumers, for example young or old of the consumers, male or female, educated or uneducated and etc. From identification, the advertiser also has to analyze the consumer's needs and based on the situation accurately. The types of identification strategy can be found in data 6, 12, 21, and 22.

Data 6

Say Hello to Youthful Skin

This advertisement used an identification strategy, where the identification strategy is for whom the advertisement is formulated, be it for teenagers, adults, men, women, and others. And in the advertisement slogan "Say Hello to Youthful Skin" it is clear that slogan is intended for adults from the word

youthful contained in the slogan, and also from the slogan the advertiser tried to attract adults to use Safi products for making skin look youthful. So, the target in this slogan is adults.

Data 12

Be Youthful Now

The type of persuasive strategies used in this advertisement slogan in identification strategy. This slogan has the same strategy as the data 6. This slogan also contained a word that refers to adults. The advertisers tried to attract adult consumers to use the Safi product for their skin so that the face looks youthful by "Be Youthful Now" slogan. This product refers to consumers who need a product containing the formulation that can make their skin can be youthful. That way it will certainly be easier to influence consumers.

Data 21

Reduce Hair Breakage

This slogan is intended based on the consumer's needs. From this slogan, it can be seen that this product is formulated for consumers that have a problem with their hair. This product can be a solution from their hair fall, the consumers try to attract the consumers by using "reduce hair breakage" to make the advertisement more interesting and make the consumers will have the product.

Data 22

For Your Youthful Skin

The type of advertisement used a rationalization strategy. Rationalization strategy is showing something with a logical statement. By the sentence "For Your Youthful Skin", consumers will know that there is a new product Safi that can give a new formula for youthful skin. It can make the consumer look youthful after using this product. So, the purpose or target consumers of this slogan advertisement is adults.

c. Suggestion

The suggestion is a key in persuading the consumers. Advertisers must choose good words to make them acceptable to consumers. An attempt to persuade consumers to accept a particular belief or establishment without providing a logical basis of belief in consumers who want to be influenced. The types of suggestion strategy can be found in the data 2, 12, 13, 15 and 16.

Data 2

Soothes Your Skin

The types used in this advertisement are suggestions. The advertiser wants to introduce a Safi night cream product. By this slogan, the advertiser suggested to the consumers about this product can soothe skin from the problem in consumer's skin. The statement that is used in this slogan can make consumers that when they use the product will feel like what is mentioned in the slogan so that easily make consumers interested.

Data 12

Be Youthful Now

In this slogan used suggestion strategy, the word "be" can make a consumer persuade with the product because the word "be" will make consumers drift away and feel more involved when using the product. The slogan Be Youthful Now will bring the consumers to feel confident after using the product because they look youthful after using the product. So, with the use of sentences that fit the product, it will certainly make it easier for consumers to be interested in the product.

Data 13

Avoid Skin Irritation From Face Mask

This slogan was created based on the current situation where everyone must wear a face mask when doing activities wherever they are. Therefore, a lot of people have skin problems because of the use of these masks. This slogan will certainly attract the consumer's interest because it is still difficult to find products that have formulas to overcome facial problems caused by face masks. This slogan used a suggestion strategy.

Data 15

Choose Your Fighter

Safi has some products with different benefits. So, from this slogan the advertiser suggested the consumers choose the product to be used as the fighter for consumer's skin problems. Every product has a different formulation but

still has good quality. So, the consumers just need to choose which products are suitable for their skin.

Data 16

Start Your Day With Something Good For Your Skin

This slogan used a suggestion strategy, which in this part the advertisers want to provide a product with good quality that can protect skin from UV light because in this product contains SPF15PA++ which is very good for protecting the skin from the UV light when to start activities in outdoors. This slogan was created based on the current situation where people must wear a product that contains UV protection to protect skin when doing activities in outdoor.

d. Conformity

Conformity strategy is to confirm to something that has been intended or make something similar to the thing at the time. This strategy has similarities with the identification strategy, conformity is a way of thinking to adapt the advertiser to the consumer's condition. The advertiser presents only a few things in the same way as the reader, whereas in conformity strategy the advertiser shows that they are capable of acting as the reader themselves. Conformity strategy aims to provide an idea of how a product has real capabilities as expected by potential consumers. The types of conformity strategy can be found in the data 1, 3, 5, 8, 11, 14, 17, 18, 19, 20, and 21.

Data 1

No Alcohol, No Gelatin, No Animal Testing

In this advertisement, the slogan used conformity types that show the new advantages and innovations that exist in the product with the benefits in the product. Safi provides the same products as other brands of cosmetics but with new innovations and with much better benefits. This product does not contain harmful ingredients, so it is safe to use for pregnant and lactating women.

Data 3

No More Dandruff

The slogan "No More dandruff" used a conformity strategy. The advertiser provides the same product with another brand that is shampoo, but Safi products contain a better formulation than other products. This product provides a formulation that can treat hair problems that are dandruff. This slogan will attract the consumers who need the formulation to solve their hair problem, especially those who have problems with dandruff.

Data 5

Soothe & Hydrate

Safi provides the same products as other brands that are moisturizer. But, the ingredients and formulation in this moiturizer are better than other products. This product has the benefit of soothing and hydrating the skin better than other products. In this product used conformity strategies.

Data 8

Be Gone Dark Circles

This slogan shows the new innovation that exists in the product with the benefits in the product. These products give a slogan that will make the consumers easier to stick with the given slogan and also the image of the product in the advertisement. This slogan will make consumers interested in buying this product, especially for consumers who have dark circles on their faces.

Data 11

Real Gold Real Glow

In this slogan advertisement used conformity strategies, which in this section the advertisers want to provide the same product as other brands but with new innovation of formula and with new advantages. With the word gold and glow in the slogan, the consumer will attract to buy the product with the aim of making their skin glow.

Data 14

Naturals Ala Me

The type of persuasive strategy used in this slogan is conformity strategies. In this slogan, the advertiser provides a product with new innovation that is natural ingredients that make consumers interested in buying the product, because the natural ingredients are believed to be good for the skin. This

product can make the consumers feel comfortable because of the natural formulation of this product.

Data 17

UV Protection At Home

This slogan show the new innovations and advantages from the Safi products that exist in the product with the benefit of the product. Safi also wants to provide the same products as other brands that are day cream, but with new innovations and with good quality composition. In this advertisement it used conformity strategy.

Data 18

Covered By Xpert

Conformity strategy is used in this slogan advertisement. From this slogan, the advertisers want to explain to the consumers that the Safi product is a safe product because it is covered by experts. So many brand cosmetics have the same product as Safi, but the formulation and innovation in Safi products are much better than other products.

Data 19

Provides Healthy Shine

Based on this slogan, the advertisers will show that this product has a formulation to provide a healthy shine in consumers' hair. With the word "healthy" in the slogan, of course, the product will provide a healthy shine for

the consumer's hair. So, the consumer will attract more to buy and use this product for their hair. This slogan used a conformity strategy.

Data 20

No More Itchy Scalp

In this slogan, the advertisement shows the function of this product. These products are also the same as other brands that are shampoo, but with different a formulations. This product is formulated for consumers who have problem with their hair. With the word "no more" in the slogan, the consumers will attract to use this product.

Data 21

Reduce Hair Breakage

The type of persuasive strategy used in this slogan is conformity strategy. In conformity strategy, the advertiser shows that they are capable of acting as the reader themselves. In this advertisement product, the advertiser makes the same products as other brands but with a different function. In this advertisement, Safi provides shampoo that is formulated to reduce hair breakage.

e. Compensation

In this strategy, the advertisers used the different situation with the situation before to influence the consumers. The consumers will get or find a better situation after using this product. Compensation strategy aims to offer a product better than another product through the advantages of the products.

The types of compensation strategy can be found in the data 3, 4, 6, 9, 10, 11, 13, and 19.

Data 3

No More Dandruff

In this slogan, the advertiser used a compensation strategy based on Keraf's (2004) theory. In this theory, the advertisers used the different situation with the situation before to influence the consumers. In this case, it gives something better and different from the situation before. The advertisers use the word "No More" which refers to the benefits given from the products, thus what consumers expect with the formulas already in the product and will make the consumers more interested in the benefits of the product.

Data 4

Bye Bye Hair fall

From the word "bye bye", the advertisers will give something different from the situation before and after the consumers use this product. The advertiser provides a good formula in this product from the consumers who have problems with hair that is hair fall. By making a slogan that fits the meaning of the product will easily the consumers to know the quality of the product and easily consumers to trust the product.

Data 6

Say Hello to Youthful Skin

Compensation strategies are used in these slogans. In this strategy, the advertisers used the different situation with the situation before to influence the consumers. This slogan shows the different benefits of this product with another product. The advertiser's purpose to make they need the product by using the slogan "Say Hello to Youthful Skin" which indicates that after using the product it will make the consumer's skin look youthful.

Data 9

No Greasy Feel

This slogan shows a product with a new formula, which will make the consumers feel comfortable, which is the slogan "No Greasy Feel" consumers who use this product will feel better with the cooling sensation formula that can avoid greasy feelings. This slogan will attract consumers who need a product that can be the solution to their hair problem.

Data 10

Effectively Cleanses Skin

In the slogan, it gives something better and different from the situation before. The advertiser tried to attract consumers by using the "effectively" word that refers to this product that can cleanse consumer skin more effectively. Because facial hygiene is one of the factors that can avoid the face from various problems. So, this slogan will attract consumers' interest to buy this product.

Data 11

Real Gold Real Glow

This advertisement used compensation strategies. The slogan of this advertisement shows a product with a new formula, which is a gold extract formula that will provide a glow in consumers' skin. There are so many products that promise to give glowing skin, but the ingredients used are not the same as Safi's products which use the gold extract as one of the ingredients for making cosmetic products.

Data 13

Avoid Skin Irritation From Face Mask

From this slogan advertisement, the advertiser tried to attract the consumers by showing the new abilities of the product that can avoid skin irritation of face masks. It can be a weakness from these products because there are not many cosmetic products that have a formulation like these products. So, it can make consumers more interested in buying this product. This slogan used compensation strategy.

Data 19

Provides Healthy Shine

In this slogan, compensation strategies are applied. In this case, giving something better and different from the situation before, this product has a new benefit. The advertiser uses the word "Healthy Shine" which refers to the difference in formulas or benefits given from the product, thus what consumers

expect with new formulas already in the product and will make consumers interested in new formulas or benefits in every product.

2. The Ways to Persuade Consumers.

The second part of research problem in this research is about identifying the way persuasive strategies are used to persuade consumers. In this part, the researcher discussed the way to persuade consumers based on Aristotle's (1954) theory those are ethos, pathos and logos. The following table is the list of the slogan advertisement in Safi woman cosmetic products and the way to persuade consumers.

Table 2
The Way to Persuade Consumers

Data	Slogan	The Way to Persuade Consumers
1.	No Alcohol, No Gelatin, No Animal Testing	Ethos: the weakness of the product.
2.	Soothes Your Skin	Ethos: the character of the product.
3.	No More Dandruff	Ethos: the quality of the product.
4.	Bye Bye Hairfall	Ethos: the character of the product.
5.	Soothe & Hydrate	Logos: Logical argument with prove evidence.
6.	Say Hello to Youthful Skin	Logos: logical argument with prove some evidence.
7.	Protect Your Skin Barrier	Ethos: The quality of the product.
8.	Be Gone Dark Circles	Ethos: The character of the product.
9.	No Greasy Feel	Logos: logical meaning and prove some evidence.
10.	Effectively Cleanses Skin	Ethos: the character of the product.
11.	Real Gold Real Glow	Logos: logical meaning and proves the special ingredients of the product.
12.	Be Youthful Now	Pathos: emotion of the happiness.
13.	Avoid Skin Irritation From Face Mask	Logos: logical argument with prove some evidence.
14.	Naturals Ala Me	Logos: Logical argument with

		prove evidence.
15.	Choose Your Fighter	Logos: Logical meaning with proves evidence.
16.	Start Your Day with Something Good for Your Skin	Logos: logical argument with prove some evidence.
17.	UV Protection at Home	Ethos: the quality of the product.
18.	Covered by Xpert	Logos: Logical argument.
19..	Provides Healthy Shine	Ethos: the quality of the product.
20.	No More Itchy Scalp	Ethos: the quality of the product.
21.	Reduce Hair Breakage	Ethos: the quality of the product.
22.	For Your Youthful Skin	Pathos: emotion of the happiness.

From the table 2, the researcher found that there are some ways to persuade consumers used in slogan woman cosmetic Safi advertisement such as:

a. Ethos

In this research, ethos found in data 1, 2, 3, 4, 7, 8, 10, 17, 20, 21, and 22. The way that the advertiser used to persuade consumers is shown by the quality and credibility of the product. The slogans in the advertisement represent the superiority and benefits of the product. In the advertisement, the advertiser also added pictures of the product which can make the advertisement more convincing and interesting. For example, in the slogan be gone dark circles, the advertiser showed the superiority of the product by giving logical statements with proving some evidence.

b. Pathos

Pathos in this research can be found in data 12 and 22. Based on Aristotle's (1954) theory about the way to persuade consumers, the advertiser tried to persuade or influence the consumer's emotions. From the slogan Safi woman cosmetic products, some utterances or words are used to influence

consumer's emotion. In data 12 and 22, the advertisers used the word "youthful" that can make the consumers feel happy because their skin looks youthful after using this product.

c. Logos

Logos in this research were found in the data 5, 6, 9, 11, 13, 14, 15, 16 and 18. The way to persuade consumers is by giving logical information and some evidence to support the information as the way to attract the consumers. For example, in the slogan "Soothe and Hydrate", the advertiser stated about the product and gave some evidence contained in the product listed in the picture of the advertisement. By providing evidence of the product, it can make consumers more attracted to buy and use the product.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the data from the data in table 1 and table 2, it has obtained some conclusions as follows:

1. There are 5 types of persuasive strategies that are used in the slogan woman cosmetic products Safi advertisement. Those are : rationalization (10 data), identification (4 data), suggestion(6 data), conformity (11 data) and compensation (8 data). And mostly used in slogan is rationalization and conformity.

2. The way that the advetiser used to persuade consumers in the data used three ways, those are: ethos (11 data), pathos (2 data) and logos (9 data). In this research, mostly ethos as the way to persuade consumers.

3. Persuasive strategies used in slogan of Safi woman cosmetic products advertisement because the persuasive strategies have a meaning to influence the mind, manner or opinion of someone with some reason and evidence. By using persuasive strategies, the slogan in the advertisement will look more attractive and so that it will make consumers more confident to buy the products offered by the advertisers. These are some types and ways strategies that can be used to influence the consumers according to the needs and circumstance of the consumers.

B. Suggestion

1. There are still many fields that can be analyzed for persuasive strategy. The researcher hopes for the next researcher who is interested in conducting the investigation on other persuasive strategy objects and how they can be applied. And also for the next researcher can find another aspect to be analyzed, not only about the types of persuasive strategies and the way to persuade consumers.

2. For the readers or students, this research can be used as a references in make an research about analyzed the types of persuasive strategies and the way to persuade consumers, and also to get a better understanding and knowledge related to persuasive strategies used in advertisement.

3. For the advertisers, the researcher hopes that in the next advertisement they can be more creative in making slogan advertisement because there are so many strategies that can be used to persuade consumers, the advertisers must make a slogan with logical statements in order to attract interest from consumers to buy their product.

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https://kbbi.web.id/slogan

APPENDIX

safiindonesia ✔

Safi
EXPERT SOLUTION

Say *Hello*
to Youthful Skin
Dengan Liquid Crystal Tech
untuk Samarkan Kerutan*

Rawat elastisitas kulit

Jaga struktur kulit

Samarkan garis halus

Cerahkan wajah

Kulit terasa kencang

Safi
BIO SKIN MOISTURIZER
SPF 34 PA++
40g

#BeYouthfulNow

*clinically proven

safiindonesia ✔

Safi
ACNE EXPERT

SAFI ACNE EXPERT
SEBUM CONTROL FLUID

Safi
ACNE EXPERT
SEBUM CONTROL FLUID
RA

Protect Your
Skin Barrier

#TrySafiNow

Safi safiindonesia

Effectively
CLEANSES SKIN

Safi safiindonesia

Safi
AGE DEFY

BERSIHKAN DAN LEMBABKAN
KULIT MUDAMU

AGE DEFY
CREAM CLEANSER
DEEP MOISTURIZING

GOLD
EXTRACT

SILK
PROTEIN

VITAMIN C

#RealGoldRealGlow

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Persetujuan Ket/Sekret. Prog. Studi	Judul yang Diajukan	Disahkan Oleh Dekan Fakultas
08 01-2021	An Analysis of Persuasive Strategies Used in Slogan Woman Cosmetic Products "Safi" Advertisement on Instagram.	
	An Analysis of Figurative Language Used in Song Lyrics of "Beautiful Eyes" Album By Taylor Swift.	
	The Effectiveness of Using Tinker Bell Picture Media to Increase Students Writing Descriptive Text Ability.	

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

Medan, 31 Maret 2021
Hormat Pemohon,

(Rahmanita Agustina)

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

MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Muchtar Basri No .3 Telp. (061) 6619056 Medan 20238
Website : http://www.fkip.umsu.ac.id Email: fkip@umsu.ac.id

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	:	Rahmanita Agustina
NPM	:	1702050014
Program Studi	:	Pendidikan Bahasa Inggris

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

An Analysis of Persuasive Strategies Used in Slogan Woman Cosmetic Products "Safi" Advertisement on Instagram.

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu :

Rita Harisma S.Pd., M.Hum

Sebagai Dosen Pembimbing Proposal/Skripsi saya.

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

Medan, 1 April 2021
Hormat Pemohon,

Rahmanita Agustina

Keterangan:
Dibuat rangkap 3   : - Asli untuk Dekan/Fakultas
- Duplikat untuk Ketua/Sekretaris Jurusan
- Triplikat Mahasiswa yang bersangkutan

Nomor   : 944 /II.3/UMSU-02/F/2021
Lamp   : ---
H a l   : Pengesahan Proyek Proposal
               Dan Dosen Pembimbing

Assalamu'alaikum Warahmatullahi Wabarakaatuh

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

Nama   : Rahmanita Agustina
N P M   : 1702050014
Program Studi   : Pendidikan Bahasa Inggris
Judul Penelitian : An Analysis of Persuasive Strategies Used in Slogan Woman Cosmetic
                   Product "Safi" Advertisement.

Pembimbing   : Rita Harisma, 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 kadaluarsa tanggal : 9 April 2022

Wa'alaikumssalam Warahmatullahi Wabarakatuh.

Dikeluarkan pada Tanggal :
Medan, 26 Sya'ban   1442 H
09 April   2021 M
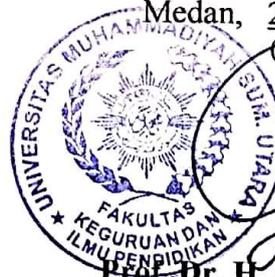
Dekan

Prof. Dr. H. Elfrianto Nst, S.Pd, M.Pd.
NIDN : 0115057302

Dibuat rangkap 4 (empat) :
1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing
4. Mahasiswa yang bersangkutan :
    WAJIB MENGIKUTI SEMINAR

BERITA ACARA BIMBINGAN PROPOSAL

PerguruanTinggi	:	Universitas Muhammadiyah Sumatera Utara
Fakultas	:	Keguruan dan Ilmu Pendidikan
Nama Lengkap	:	Rahmanita Agustina
NPM	:	1702050014
Program Studi	:	Pendidikan Bahasa Inggris
Judul Proposal	:	An Analysis of Persuasive Strategies Used in Slogan Woman Cosmetic Products "Safi" Advertisement on Instagram

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
12 - July - 2021	Chapter 1 - The background of study - Identification of the Problem - Formulation of the study - Objective of the study	
02 - August - 2021	Chapter II - Theoritical Framework	
13 - August - 2021	Chapter III - Research Design - Source of data	
26 - August - 2021	ACC for seminar 26/8-2021	
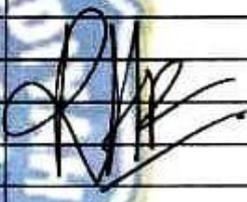
Medan, 26 Agustus 2021

Diketahui Oleh :
Ketua Program Studi
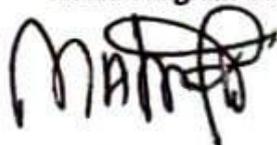
Mandra Saragih, S.Pd, M.Hum.

Dosen Pembimbing

Rita Harisma, S.Pd, M.Hum

بسم الله الرحمن الرحيم

BERITA ACARA SEMINAR PROPOSAL

Pada hari ini   Sabtu   Tanggal   04 September Tahun   2021   diselenggarakan seminar Prodi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama	: Rahmanita Agustina
N P M	: 1702050014
Program Studi	: Pendidikan Bahasa Inggris
Judul Penelitian	: An Analysis of Persuasive Strategies Used in Slogan Woman Cosmetic Products "Safi" Advertisement on Instagram.

NO	MASUKAN / SARAN
JUDUL	
BAB I	- Paraphrase background of study - Scope and Limitation
BAB II	- Add theoritical framework - Revise previous relevant studies
BAB III	Technique of analysis data
LAINNYA	
KESIMPULAN	( ) Disetujui ( ) Ditolak ( ) Disetujui Dengan Adanya Perbaikan

Medan, 04 September 2021

Dosen Pembahas

Mandra Saragih, S.Pd, M.Hum

Dosen Pembimbing

Rita Harisma, S.Pd, M.Hum

PANITIA PELAKSANA

Ketua

Mandra Saragih, S.Pd, M.Hum

Sekretaris

Pirman Ginting, S.Pd, M.Hum

SURAT KETERANGAN

بِسْمِ اللهِ الرَّحْمَنِ الرَّحِيْمِ

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

NamaMahasiswa	: Rahmanita Agustina
NPM	: 1702050014
Program Studi	: Pendidikan Bahasa Inggris

Adalah benar telah melaksanakan Seminar Proposal Skripsi pada :

Hari	: Sabtu
Tanggal	: 04 September 2021
Dengan Judul Proposal	: An Analysis of Persuasive Strategies in Slogan Woman Cosmetic Products "Safi" Advertisement on Instagram

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

Dikeluarkan di : Medan
Pada Tanggal : 06 September 2021

Wassalam
Ketua Program Studi
Pendidikan Bahasa Inggris
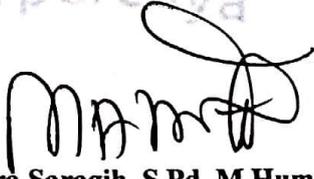
Mandra Saragih, S.Pd.,M.Hum.

MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
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Jl. KaptenMuchtarBasri No .3 Telp. (061) 6619056 Medan 20238
Website :http://www.fkip.umsu.ac.id Email: fkip@umsu.ac.id

PENGESAHAN PROPOSAL

Panitia Proposal Penelitian Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara Strata – 1 bagi :

Nama Lengkap   : Rahmanita Agustina
NPM   : 1702050014
Program Studi   : Pendidikan Bahasa Inggris
Judul Skripsi   : An Analysis of Persuasive Strategies Used in Slogan Woman Cosmetic Products "Safi" Advertisement on Instagram

Dengan diterimanya proposal ini, maka mahasiswa tersebut dapat diizinkan untuk melakukan riset di lapangan.

Diketahui oleh :

Diketahui/Disetujui Oleh

Ketua Program Studi

Dosen Pembimbing

Mandra Saragih, S.Pd.,M.Hum

Rita Harisma, S.Pd, M.Hum

بِسْمِ اللهِ الرَّحْمَنِ الرَّحِيْمِ

LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminarkan oleh mahasiswa di bawah ini:

Nama : Rahmanita Agustina

NPM : 1702050014

Program Studi : Pendidikan Bahasa Inggris

JudulSkripsi : An Analysis of Persuasive Strategies Used in Slogan Woman Cosmetic Products "Safi" Advertisement on Instagram

Pada hari Sabtu, 04 September 2021 sudah layak menjadi proposal skripsi.

Medan, 04 September 2021

Disetujui Oleh :

Dosen Pembahas

Mandra Saragih S.Pd., M.Hum
M.Hum

Dosen Pembimbing

Rita Harisma S.Pd.,

Diketahui Oleh
Ketua Prodi

Mandra Saragih, S.Pd., M.Hum

Nomor : 2139 /II.3AU/UMSU-02/F/2021 Medan 07 Shafar 1443 H
Lamp : ---   14 September 2021 M
H a l : Permohonan Izin Riset

Kepada Yth, Bapak/Ibu Kepala
Universitas Muhammadiyah Sum. Utara
di
Tempat

Bismillahirahmanirrahim
Assalamu'alaikum Wr. Wb

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 pembuatan skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/Ibu memberikan izin kepada mahasiswa untuk melakukan penelitian/riset di Bapak/Ibu pimpin. Adapun data mahasiswa kami tersebut sebagai berikut :

Nama Mahasiswa : Rahmanita Agustina
NPM : 1702050014
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : An Analysis of Persuasive Strategies Used In Slogan Woman Cosmetic
Products "Safi" Advertisement on Instagram

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/Ibu kami ucapkan terima kasih. Akhirnya selamat sejahteralah kita semuanya, A Wassalamu'alaikum Wr.Wb

Dekan

Prof. Dr. H. Elfrianto Nst, M.Pd Pd
NIDN 0115057302

Pertinggal

Bila menjawab surat ini, agar disebutkan nomor dan tanggalnya.

SURAT KETERANGAN
Nomor :2161/KET/IL3-AU/UMSU-P/M/2021

بسم الله الرحمن الرحيم

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

Nama	:	Rahmanita Agustina
NIM	:	1702050014
Univ./Fakultas	:	UMSU/Keguruan dan Ilmu Pendidikan
Jurusan/P.Studi	:	Pendidikan Bahasa Inggris/S-1

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

"An Analysis of Persuasive Strategies Used in Slogan Woman Cosmetic Products "Safi"

Advertisement on Instagram"

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya

Medan, 25 Shafar   1443 H.
02 Oktober   2021 M

Kepala UPT Perpustakaan

Muhammad Arifin, S.Pd, M,Pd

SURAT KETERANGAN
Nomor :1388/KET/II.3-AU/UMSU-P/M/2021

بسم الله الرحمن الرحيم

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

Nama	:	Rahmanita Agustina
NPM	:	1702050014
Fakultas	:	Keguruan dan Ilmu Pendidikan
Jurusan	:	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, 29 Muharam 1443 H.
06 September 2021M

Kepala UPT Perpustakaan

Muhammad Arifin, S.Pd, M,Pd

BERITA ACARA BIMBINGAN SKRIPSI

PerguruanTinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Nama Lengkap : Rahmanita Agustina
NPM : 1702050014
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : An Analysis of Persuasive Strategies Used in Slogan Woman Cosmetic Products "Safi" Advertisement on Instagram

Tanggal	Materi Bimbingan Skripsi	Paraf	Keterangan
12 - July 2021	Chapter I The background of the study		
02 - August 2021	Chapter II Theoritical framework		
13 - August 2021	Chapter III Research design and source of data		
20 - Sept 2021	Chapter IV Data analysis and research findings		
25 - Sept 2021	Chapter V Revise conclusion and suggestion		
04 - Oct 2021	Finishing		
08 - Oct 2021	ACC to have green table		
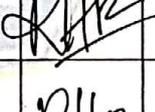
Medan, 8 Oktober 2021

Diketahui oleh :
Ketua Program Studi
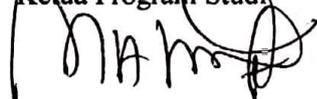
Mandra Saragih, S.Pd., M.Hum.

Dosen Pembimbing

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

CURRICULUM VITAE

Personal Details

Name	Rahmanita Agustina
Place/Date of Birth	Aek Songsongan/13 August 1999
Gender	Female
Age	21
Religion	Islam
Marital Status	Single
Telephone	0822 88293751
E-mail	rahmanitaagustina31@gmail.com
Adress	Desa Aek Songsongan, Kecamatan Aek Songsongan, Kabupaten Asahan Sumatera Utara

Educational Background:

2005-2011	SDN 010144 Bandar Selamat
2011-2014	MTs Al Manaar Pulau Rakyat
2014-2017	SMA Swasta Swadaya Pulau Rakyat
2017-2021	Universitas Muhammadiyah Sumatera Utara