LANGUAGE POWER IN ADVERTISEMENT INVESTIGATION PERSUASIVE STRATEGIES IN THE SLOGAN PRODUCT "MS GLOW" ON TIKTOK

SKRIPSI

Proposed in Partial Fullment of the Requirements
For the Degree of Sarjana Pendidikan (S.Pd)
English Education Program

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MEDAN

2023

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Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
8 Maret '23	Review Bab IV	
15 Maret '23	Review References	
17 Mei '23	Review Bab IV dan Abstract	
17 Mei '23	ACC Sidang	

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Dengan ini saya menyatakan bahwa skripsi saya yang berjudul "Language Power in Advertisement Investigation Persuasive Strategies in the Slogan Product "MS Glow: on Tiktok." adalah bersifat asli (Original), bukan hasil menyadur mutlak dari karya orang lain. Bilamana dikemudian hari ditemukan ketidaksesuaian dengan pernyataan ini maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Univesitas Muhammadiyah Sumatera Utara.

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

Medan, Juni 2023
Hormat saya
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ABSTRACT

Fanny Fadillah. 1802050025, "Language Power In Advertisement Investigation Persuasive Strategies In The Slogan Product "Ms Glow" On Tiktok". Skripsi: English Education Program. Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara, Medan 2023.

This study deals with the analysis of Persuasive Strategies Used in Slogan product "Ms Glow" on TikTok. Ms Glow is the one famous brand of the beauty from local brand and also every woman use the product of Ms Glow. It is the reason why the researcher use Ms Glow as an object in the product can to be the researched. Ms Glow product has a several slogan in 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 product of Ms Glow. Qualitative research was 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 used 15 slogan advertisement on official account Ms Glow on TikTok. In collecting the data the researcher browsed the slogan advertisement by searching on Ms Glow official account on TikTok, and then the researcher chosen the slogan advertisement of TikTok 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 about persuasive strategies. The types of persuasive strategies, there are: rationalization (5 data), . They are: rationalization (7 data), identification (1 data), suggestion (6 data), conformity (9 data) and compensation (1 data). And mostly used in caption is rationalization and conformity. And the way to persuade consumers, those are: ethos (6 data), pathos (5 data) and logos (4 data).

Keywords: Persuasive Strategy, TikTok, Ms Glow.

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَٰنِ الرَّحِيمِ

In the name of Allah SWT – The Beneficent and The Merciful. Praise to be Allah SWT firstly, the researcher would like to thank and praise Allah SWT for blessing and guidance during the process of completing this Skripsi to finish her study in English Department, and Praise and blessing to the Prophet Muhammad SAW, who has been my figure to serve Allah SWT.

The writing of this skripsi entitled "Language Power in Advertisement Investigation Persuasive Strategies in The Slogan Product "Ms Glow" This skripsi is written to fulfillment one of the requirements to obtain for the Degree of Sarjana Pendidikan (S.Pd) at the Department of English Education Faculty of Teacher Training and Education University of Muhammadiyah Sumatera Utara.

Her deep love and special gratitude are also to her beloved parents **Mr Jhono Santoso** and **Mrs Neneng Syafridah** for giving their love, and also support morality, material and spiritual for the success of the researcher study, and milions thanks to all the things that they have given and always listening and understanding the researcher when up and down condition.

In this process of completing this skripsi, the written has received many supports and helps from many people. Therefore, her would like to thanks for :

1. **Prof Dr. Agussani, M.AP.,** as a Rector Universitas of Muhammadiyah Sumatera Utara
2. **Dra. Hj. Syamsuyurnita, M.Pd.,** as the Dean of Faculty of Teacher Training and Education Universitas of Muhammadiyah Sumatera Utara.

3. **Dr. Hj. Dewi Kusuma Nst, S.S M.Hum.,** as the First Deputy Dean of the Faculty of Teacher Training and Education, Universitas of Muhammadiyah Sumatera Utara.
4. **Pirman Ginting, S.Pd., M.Hum.,** as the head of English Education Program of Faculty of Teacher Training and Education, UMSU and also as the most kindnees supervisor in the world who has helped and facilitated all matters to carry out this research.
5. **Rita Harisma, S.Pd. M.Hum** as the secretary of English Education Program of Faculty of Teacher Training and Education, Universitas of Muhammadiyah Sumatera Utara.
6. **Dewi Juni Artha, S.S. M.S.,** as the best supervisor who always makes everything easy, the one who is always helping and directing her student.
7. All the Lecturers of the English Education Study Program, Faculty of Teacher Training and Education, Universitas Muhammadiyah Sumatera Utara who have provided the helps and administrative supports to research so far.
8. My best friend **Azirna Ade Irmaya** who knows best how my life has been going so far, thank you for always helping me and always there when i need you.
9. Friend in arms, **Widya Pitaloka, Cahya Rahma, Alda Hafizha Lubis, Putri Handayani Lubis, Kharimah,** thank you for the laughs, and support me until this research is finished.
10. All her fellow researchers in class A Morning English Education Academic 2018.

11. All parties that the writer cannot mention one by one, thank you for helping the writer to finish this research.

The writer realizes that this thesis is still far from being perfect, constructive criticism and suggestions are very much appreciatied by the writer. Finally, I hope this thesis can provide benefits to its readres.

Medan, 26 Mei 2023

The Research

Fanny Fadillah

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CHAPTER I

INTRODUCTION

1.1 Background of the study

Language is a means of communication. It transfers knowledge from one person to another and from one generation to another. The structure of language in advertisements influences the power of persuasion language which is commonly found in printed and visual media Flergin, (2014). Lists of lexicon used in advertisement are used to persuade the consumers to buy promoted products. Furthermore, Grice had pointed out that based on cooperative principle, the recipients of a social communication may have expectancy that the information which is presented by the speaker is relevant and has acceptable purpose of communication(Wänke & Reutner, (2009).

Generally, the purpose of advertisements, both in offline basis and online basis, is to persuade the recipients. Persuasion is commonly found in political campaigns, propoganda, speeches, or in advertisements, since the main aim of them is to persuade people to follow their roles or to buy their products. Actually, one of the easiest ways to find out the term of persuasion itself is in advertisements.

Advertisement exists to help to sell things. Advertisement is about the commercial promotion of the brand of one product. It is designed, consciously or unconsciously to create and strengthen consumer impressions of the brand advertised, so that they would be more likely to buy it, or to buy it more often. Doan, (2017) stated that advertising aims to capture the customer's attention, make the impression unforgettable and persuade consumers to buy the product. It is in magazines, newspapers, television, and also on the internet. Advertisement sells

goods and services to us for our use in this world. In giving information, advertising has two ways they are through electronic such as television, radio, internet, and display advertisement that is found in newspapers, magazines, catalogues, and so on.

Advertising media is still the cheapest way of making sure that a brand is broadly known and recognized. People still like to buy brands of which they have heard, and which they believe to be popular. It can be concluded that advertising is paid non personal communication from an identified sponsor using mass media to persuade or influence the audience. In advertisement, the producers try to design their products as interesting as they can, from the packaging, the quality of the products and also the way in promoting it, so that consumers are interested to buy or use its products. The producers use strategies to persuade consumers, such as through their credibility that shows their products are qualified enough to be used by giving a straight fact or logic reason of the products, and also try to arouse the audience‘s emotion so that consumers can feel how great their products are. This term is usually found in cosmetic products.

Ms Glow is one of the local brands that presents a series of skincare for Indonesian women. Founded in 2013, Ms Glow belongs to two friends namely, Shandy Purmasari and Maharani Kemala. The product has received a BPOM certificate so that it is proven to be safe. It is be a reason why the researcher use a Ms Glow as an object in the product can be the research. Ms Glow has a several caption in to advertising their product for example is “magic for skin” that has into strategies to make consumers interested with their product.

At the moment many media can be used to promote their products to consumers, that is a social media. Sosial media can be used as a tools to promote and introduce their products to a public. One of the social media is TikTok, because of TikTok is a visual platform in the form of music and videos that is currently very popular with everyone. TikTok is also a place for content

creators to develop their unique ideas, from tiktok we can also find out what is happening right now, there are many positive things that can also be taken from using TikTok. Therefore the short duration of Tik Tok videos is also felt to be more practical and makes it easier for promoters to promote the products they want to offer so that they become a medium in popularizing the brand through TikTok.

Many other products are compete to create a Tiktok account to promoted their consumers. In this era everything doing with a mobile phone, especially the caption from skincare beauty by Ms Glow chosen in this research because it is very interesting to study. This researchers aim to investigate about the types of the persuasive strategies and how persuasive strategies used in Ms Glow product in their advertisment. Strategy is the means by which we aim to achieve the objectives, or it is the overall way or step to get a specific goal. Persuasion strategy is plans or steps of an action to make someone believe something by giving them a good reason to do a certain purpose. Persuasion theories has been in discussion for quite some time now, as Aristotle in *Rhetoric W. Rhys Roberts, Trans. (*1954) discussed the strategy of persuasion is called as the concept of rhetoric or modes of proof‖ by means of ethos (appeals to credibility), logos (appeals to logic), and pathos (appeals to emotion). Where strategies are needed to promote the products they want to offer so that consumers are interested and want to try the products being promoted, the researcher wants to know what persuasive strategies they use so that these products can attract or influence consumers to use these products.

The researcher interested to analyzed the persuasive strategies that used by manufacturers in advertising because they are well-known brands in Indonesia, and many people don't know what kinds of persuasive strategies, therefore this research also aims to provide an explanation of how many kinds of persuasive strategies are used in this research In addition, the

advertisements also posted on online version, so that everyone around the world can access it and also can buy it anytime and anywhere easily from their gadgets. Researcher are also interested in seeing strategies they used to attract customers to buy their products, because many people don't know what strategies is the most dominant.

1.2 Identification of Problem

The problem of this research identified :

1. People don't know what kinds of persuasive strategies used in the caption of Ms Glow on Tiktok
2. People don't know how to apply the persuasive strategies in persuasing consumers
3. People don't know what is the dominant of persuasive strategies in the caption Ms Glow on Tiktok

1.3 Scope and Limitation

The scope of this research focuses on persuasive strategies in advertisement product Ms Glow on Tiktok. The researcher focused on the persuasive strategies used in caption product Ms Glow on Tiktok.

1.4 Formulation of the Problem

Based on the background of the study above, the researcher formulates the problem as followed:

1. What types of persuasive strategies were in caption of Ms Glow on Tiktok?
2. How the persuasive strategies were in the caption of Ms Glow on Tiktok?
3. What are the dominant strategies find in the caption of Ms Glow on Tiktok?

1.5 Objectives of the Study

Based on the problems of the study, the researcher expects the results of this research:

1. Found the types of persuasive strategies used in caption of Ms Glow on Tiktok
2. Describe how to apply the persuasive strategies in caption of Ms Glow on Tiktok
3. Found the dominant persuasive strategies used in caption of Ms Glow on Tiktok

1.6 Significance of the Study

The study of persuasive strategies in this research gives some benefits in both theoretically and practically as followed:

A. Theoretically :

a. To develop the knowledge about persuasive. The writer and reader/another researcher would be understood the types of persuasive strategies that commonly apply in advertisement.

B. Practically :

a. For the lecturer

This research would given some references about persuasive strategies in advertisement especially for EFL teacher/students by giving real example which easy to understand.

b. For the students

This research could be a reference to do another research related to persuasive strategies.

c. For university

This research would be used as a learning material for subject discussions, especially regarding linguistic studies and ESP.

CHAPTER II

REVIEW OF LITERATURE

A. Theoritical Framework

2.1 Persuasion

O'Keefe, (2016) also argued that there are requirements for the sender, the means, and the recipient to consider something persuasive. The main aim of persuasion is to make someone or receiver accepts and then do something from what he or she has heard from the sender. To accept and do something we want, it needs to create a basis which is basis of trust. The persuasion itself is an attempt to create conformity or agreement through trust. The people who accept the persuasion itself would be satisfied and happy, since they do that not because of the threat. Persuasion is a powerful and often positive social force. Generally, the form of persuasion is used emotive approach, means that try to arouse and stimulate the audience or consumer's emotion.

Persuasion is the one of the ways of how human being communicates each other. Bebbe & Bebbe, (2012) stated in his work that persuasion is the process of modifying and confirming other people attitudes, belief, value, or behavior. When someone persuade, they are influencing their hearer's attitudes, belief, value, or behavior. According to Mills (2000), persuasion is a process of changing or reinforcing beliefs, attitude, and behavior. Persuasion has two responses of the hearer that is thoughtfully and mindlessly. If the response is thoughtful, they would give intention such as listen carefully on what the speaker says then they would give a response such as an argument or ask some question. Meanwhile, if the response of hearer is mindful, they would ignore or not interested in what the speaker said and that makes the brain of the hearer

automatically locked. In fact, someone needs the evidence and logic to make a judgment and it relies on the hearer's brain.

2.2 Persuasive Strategies

Persuasion is very important in communication because persuasion can change individual or group's justification by trying to influence the beliefs and expectations of them. Keraf, (2017) stated that techniques of persuasion are divided into seven types. There are rationalization, identification, suggestion, conformity, compensation, projection, and displacement.

2.3 Types of Persasive Strategies

2.3.1 Rationalization

It is the process of using the way of thinking to give justification for the certain issues with showing the logical reason. In this strategy, the advertiser has to give the evidence to make the consumer believe and to be interested in what the advertiser is aiming for. This method also uses persuasive words such as impossible words but still makes sense or have logical reasons. The advertiser should know well about what is needed by their consumers. Whereas, the consumers would be more interest with something which showing the proof and appropriates with their attitude and belief.

2.3.2 Identification

It is the process of identifying the consumers and appropriate situations. In this technique, the advertiser should analyze their audiences or consumers with the situation accurately, whether they are children, teenager or adult. Moreover, it relevant with their job, business man, or teacher to get their responses. By identifying them, the advertiser would be easier to get audience attraction using appropriate words and a right concept of their product or services.

2.3.3 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 would make the consumers influence.

2.3.4 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.

2.3.5 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 would try to describe something good about himself. In this projection strategy, advertisers would 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.

2.3.6 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.

2.3.7 Compensation

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

2.4 Advertisement

Advertisements are forms of discourse which make a powerful contribution to how we construct our identities. It tries to persuade or influence the consumer to do something although in some cases the point of the message is simply to make the consumers aware of the product or company. According to (Moriarty, Wells, & Mitchell, 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.

At the root of the word, advertisement is the latin verb advertere, meaning to turn towards. Advertisement means the texts that do their best to get our attention, to make us turn towards them, we would not want to say everything, we pay attention to the advertisement itself. The main aim of advertisement is to benefit the advertiser materially or through some other less tangible gain, such as the enhancement of status or image.

Advertisement needs to be distinguished from the forms of representation and other activities that are directed to persuade, and influence the opinions, attitudes, and behaviour of

people such as propaganda, publicity, and public relations (Danesi & Marcel, 2010). 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 captions and promotional tools enable companies to introduce themselves, their products, or services. In order for an advertising caption to be effective in introducing a company or institution, it should be easily understood by consumers, and be associated with a specific brand Stewart & Clark, (1986)

2.5 The Way To Persuade Consumers

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

2.5.1 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.

2.5.2 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.

2.5.3 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.

2.6 Tiktok

Tiktok is a social network and music video platform China, launched in September 2016, by Zhang Yiming, founder of Toutiao. The application allows users to make their own short music video. Tiktok is a short video social platform application that supported by music. Be it dance music, freestyle, or performance, video makers are encouraged to be as creative as possible and imagining freely and expressing their expressions as funny as possible. Tiktok is a social media which gives place to the users to be able to express and creativity through video content Abdulhakim, (2019).

Users This TikTok mostly comes from among adolescents and young adults (approximately 16-24 year). Where are they here? great audience for marketing in Tiktok which is very marketing potential for a product Rasyid, (2020). This company called by tedance created

the application TikTok for everyone to empower thoughts creative as a form of content revolution. This application is claimed as a new benchmark in being creative for online content creators around the world.

With this application, the smartphone becomes a studio running, which brings interesting and easy special effects used so that everyone can create a cool video. It's very easy to use the application to make videos what they want or they like.

2.7 Ms Glow

MS Glow is a skin care and cosmetic product that has been obtain a BPOM certificate as well as a HALAL certificate from the Indonesian government, which is the standard for products that are officially circulated by Dana Man for consumers.MS Glow was founded in 2013 which was founded by Shandy Purnamasari and Maharani Kemala, MS Glow is an abbreviation of the brand's motto, namely "Magic For Skin" to reflect a glowing product that is the best in Indonesia, thus creating the brand name MS Glow. In 2017 MS Glow has established the MS Glow Aesthetic Clinic in Malang and a second clinic in the Denpasar area Bali. Now MS Glow has developed into skincare, bodycare and cosmetics.

2.8 Previous Related 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 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, (2017) 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 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 Captions of Cigarette's Advertisement". In his research he used Aristotle, (1954) theory namely Ethos, Pathos and Logos. Based on his research, he found that in the use of persuasive strategies, the captions of cigarette's advertisement use some ways to persuade the viewers. Captions of cigarette's advertisement showed the good and credibility of their product by using good character that had comprehensive knowledge in their captions. 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, captions 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.

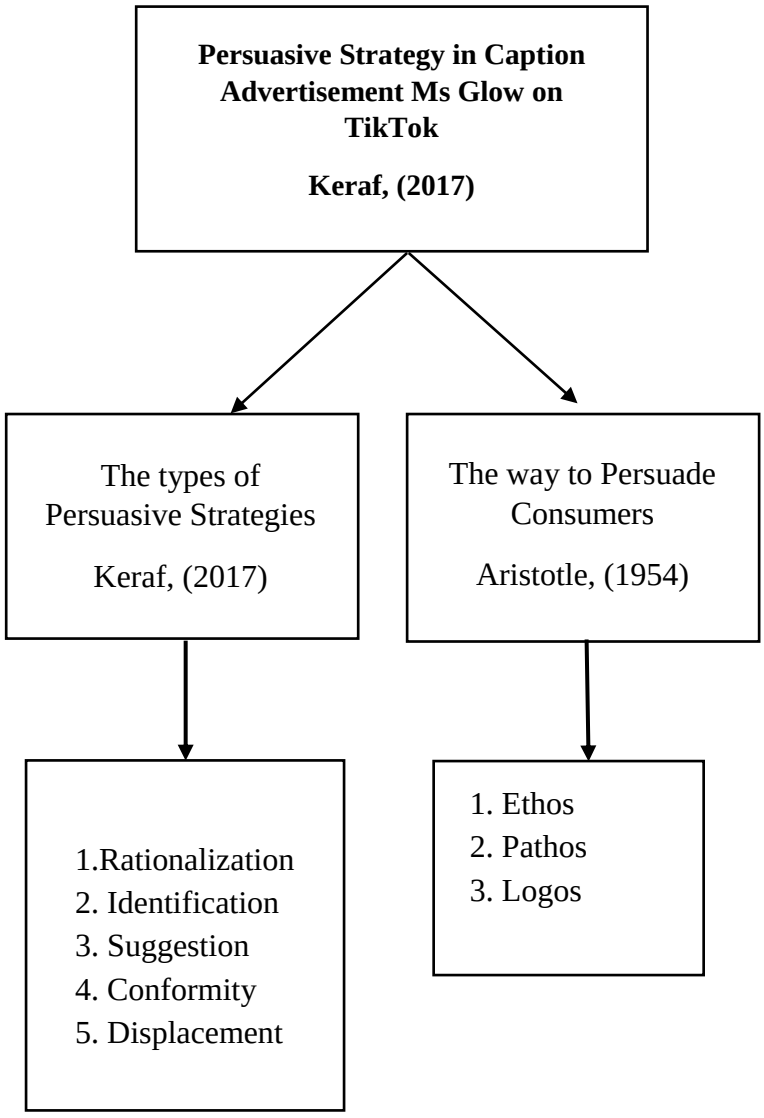
The previous relevant studies can really help the researcher to understand about persuasive technique used in advertisement. The difference between the previous relevant studies from this research is on the detail of investigation and the subject of the research. On the previous relevant

studies only explain about the types of persuasive strategies used in advertisement. But in this research, the researcher would investigate about the types of persuasive strategies and the way to persuade consumers that used in caption Ms Glow on TikTok.

2.9 Conceptual Framework

The conceptual framework in qualitative research is an overview of how variables with their specific position would review and understand 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 caption advertisement Ms Glow on TikTok. In the picture post there are the type persuasive strategy and the way to persuade consumers that would examine.


Persuasive Strategy in Caption Advertisement Ms Glow on TikTok
Keraf, (2017)
The types of Persuasive Strategies
Keraf, (2017)
The way to Persuade Consumers
Aristotle, (1954)
1.Rationalization
2. Identification
3. Suggestion
4. Conformity
5. Displacement
1. Ethos
2. Pathos
3. Logos

CHAPTER III

METHOD OF RESEARCH

3.1 Research Design

This research would be conduct by using 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 focus on explaining about the subject of the research.

This research would identify and analysis persuasive strategies used in caption advertisements of Ms Glow. So this research use the descriptive data to know the variations the language and the meaning in persuasive strategies caption of Ms Glow on TikTok

3.2 Source of Data

This research would take the data from the caption of Ms Glow on TikTok. From this research, the researcher find all the advertisements of Ms Glow on TikTok from the official account Ms Glow (@msglowbeauty) from the link (https://www.tiktok.com/@msglowbeauty).

3.3 Technique of Data Collection

In collecting the original data and valid data, using techniques from Miles & Huberman (1992:16) the analysis consist of three streams of activities that occur simultaneously, namely : data reduction, data presentation, drawing conclusion.

The researcher do some steps :

1. The first, the researcher would browse the caption advertisement from the Ms Glow by searching on Ms Glow official account on TikTok .

2. The second, the researcher would identify the caption advertisement of Ms Glow would analyze.
3. The third, the researcher would clasify the caption, understand what the kinds of persuasive strategies used in the caption and the way or modes to persuade consumers that how is used in this advertisements based on the problem of study.

3.4 Technique of Data Analysis

The systematic procedures in conducting the analysis are as follows:

1. Collect the picture about the caption in Ms Glow advertisements on TikTok, and then identify the persuasive strategies used in caption advertisement of Ms Glow.
2. Classify the data based on the kinds of persuasive strategy, meaning and the way to persuade consumers.
3. Analyze the data of caption based on the kinds of persuasive strategy, meaning and the way to persuade consumers**.**

CHAPTER IV

DATA AND DATA ANALYSIS

4.1 Data Collection

The data of this research collected from collected the picture, identifying the data, classifying the data from the caption advertisement woman cosmetics on products of Ms Glow on TikTok from the link @msglowbeauty. There are fifteen caption choose of TikTok Ms Glow (Acces by : 12 November 2022 at 09:00 -11:00 am)

4.2 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 would 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.

4.2.1 The Types of Persuasive Strategy

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

Table 4.1

Types of Persuasive Strategies

Data	Caption	Types of Persuasive Strategies
1	Dengan Moisturizer ini, 100% mengatasi kulit keringmu & Kelembabanmu tetap terjaga	**Rationalization, Suggestion & Conformity**
2	Miss Rusia & Uganda aja gamau, masa kamu masih bertahan sama yang ngasih merkuri	**Rationalization, Compensation**
3	Nah ini dia produk favorit Miss Grand International	**Conformity**
4	Wow amazed banget banyak yang inget dan suka	**Suggestion**
5	Kulit wajah iritasi? Kemerahan akibat terbakar sinar matahari? Tenangkan kulitmu dengan Ms Glow Juice Moisturizer varian Watermelon	**Rationalization, Suggestion, & Conformity**
6	Yuk beauties, skincarean dulu sebelum tidur biar makin glowing	**Rationalization, Suggestion**
7	Mata cantik dengan palette eyeshadow seminyak tonight	**Rationalization & Conformity**
8	Walau lagi review makanan bibir tetep slaaayyy ya beauties	**Suggestion, Conformity**
9	Untung ada JJ Glow ya beauties, jadi gatakut paparan sinar matahari lagi deh	**Rationalization, Conformity**
10	Nail Polish harus stay halal ya,	**Identification**

	Beauties	
11	Ms Cosmetic is the sweetest pie	**Conformity**
12	Rahasia rambut km terlihat lembut dan shiny	**Rationalization, conformity**
13	Yuk cobain produk unggulan dari Ms Cosmetic	**Suggestion**
14	Yuk cobain trend slugging yang lagi viral pake Ms Glow Juice Moisturizer. Pas bangun tidur gak nyangka sama hasilnya	**Suggestion**
15	Cantik banget warnanya	**Conformity**

From the table 1, the researcher found some persuasive strategies to persuade consumers used in the caption advertisement woman cosmetics on products of Ms Glow on TikTok from the link @msglowbeauty.

4.2.1.1 Rationalization

The rationalization strategy used persuasive word such as impossible words but still make sense or have logical reasons. In making a caption 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, 2, 5, 6, 7, 9, and 12. The statements about the product draw the good quality of each product using convincing words. The following data are used rationalization strategy:

Data 1

Dengan Moisturizer ini, 100% mengatasi kulit keringmu & Kelembabanmu tetap terjaga

This caption 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 caption convinces the consumers through the formulation of the product. By giving a formulation that fits the meaning of the product would easily persuade the consumer and easily the consumers would believe and trust the product.

Data 2

Miss Rusia & Uganda aja gamau, masa kamu masih bertahan sama yang ngasih merkuri

In this caption, the advertisers used a rationalization strategy. This caption shows that Miss Rusia and Uganda don't want to use product contain mercury so they use this product because there is no contain mercury. We can see that the products safety for consumers. The advertisers make the consumers more interested in using this product. This caption has the meaning to make people believe and trust with this product.

Data 5

Kulit wajah iritasi? Kemerahan akibat terbakar sinar matahari? Tenangkan kulitmu dengan Ms Glow Juice Moisturizer varian Watermelon

This caption use rationalization strategy to represent the quality or the benefit from the product. This product the caption explain that this product can protect our skin. This caption used the word "Tenangkan" that can make the consumers feel interest to buy the product.

Data 6

Yuk beauties, skincarean dulu sebelum tidur biar makin glowing

The strategy used in this caption is the rationalization strategy, it can be seen from the benefit when we use this product that was given by the advertiser. In this caption, the advertisers prefer this product to consumers who have problems with dull skin. So, this caption can attract the consumers who have that problem buying this product.

Data 7

Mata cantik dengan palette eyeshadow seminyak tonight

This caption 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 caption this product with good to overcome the eye more interest when use this product.

Data 9

Untung ada JJ Glow ya beauties, jadi gatakut paparan sinar matahari lagi deh

The type of advertisement in this caption is rationalization strategies based on the function of the product. This caption tried to show consumers the benefits of the products with a logical statement. This product give a benefit for consumers to protect their skin from the sunlight. So, the advertisers explain this product to interest people to buying this product. By making a caption would easily to persuade consumers, and consumers would believe with this product.

Data 12

Rahasia rambut km terlihat lembut dan shiny

This caption advertisement used rationalization strategies. From the caption, is is a representation of the quality of benefit of the product because based on the sentence is shows a logical statement that this product can make our hair more soft and shiny. That's

why consumers would be interested in the products offered with caption that's effectively shiny the hair.

4.2.1.2 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 would 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 10.

Data 10

Nail Polish harus stay halal ya, Beauties

The types of persuasive strategies used in this advertisement caption in identification strategy. This caption shows that the product of nail polish is halal and can be used especially for Muslims, so the people can use this product easily. That way it would certainly be easier to influence consumers.

4.2.1.3 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 1, 4, 5, 6, 13 & 14.

Data 1

Dengan Moisturizer ini, 100% mengatasi kulit keringmu & Kelembabanmu tetap terjaga

The types used in advertisement are suggestion. By this caption, the advertiser suggested the consumers about this product can protect their skin from the problem in consumer's skin. The statement is used in this caption can make consumers that when they use the product would feel like what is mentioned in the caption so that easily make consumers interested.

Data 4

Wow amazed banget banyak yang inget dan suka

In this caption used suggestion strategy, the word "inget" and "suka" can make a consumer persuade with the product because the word "suka" would make consumers feel trust use this product. The caption would bring the consumers believe for using the product after the other people said that if they like remember and like this product so with use of sentences that make people interest for use this product.

Data 5

Kulit wajah iritasi? Kemerahan akibat terbakar sinar matahari? Tenangkan kulitmu dengan Ms Glow Juice Moisturizer varian Watermelon

This caption was created based on the current situation where everyone must wear this Ms Glow Juice Moisturizer when your skin is irritated and red from the sun which in this part the advertisers want to provide a product with good quality that can protect skin

from UV light This caption would certainly attract the consumer's interest because it is still difficult to find products that have formulas to overcome skin problems caused by this product. This caption used a suggestion strategy.

Data 6

Yuk beauties, skincarean dulu sebelum tidur biar makin glowing

This caption used a suggestion strategy, which in this part the advertisers want to provide a product with good quality that can make their face would glow after use this product. This caption was created based on the current situation where people must wear a product that would make their face more glow and fresh. And the word of "yuk" it can persuade people for do this.

Data 13

Yuk cobain produk unggulan dari Ms Cosmetic

In this caption used suggestion strategy, the advertiser want to introduce and show this product. By this caption, the advertiser suggested to the consumers if this product is a superior product. The word of "yuk" can persuade people to try this product and support the word of "unggulan" so it can make consumers interest to use this product.

Data 14

Yuk cobain trend slugging yang lagi viral pake Ms Glow Juice Moisturizer. Pas bangun tidur gak nyangka sama hasilnya

The types used in this advertisement are suggestion. The word "Yuk" can make a consumer persuade with the product because the word "Yuk" would make consumers feel

so closed with the advertisers. This sentence persuade people to do this based on the caption, it would certainly make it easier for consumers to be interested in the product.

4.2.1.4 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, 7, 9, 11, 12 & 15.

Data 1

Dengan Moisturizer ini, 100% mengatasi kulit keringmu & Kelembabanmu tetap terjaga

In this advertisement, the caption used conformity types that show the new advantages and innovations that exist in the product with the benefits in the product. This product the same product as other brands but there is accurate for how percentage for this moisturizer and this product show if this product 100% can protect your skin. This moisturizer can solve the problem of skin.

Data 3

Nah ini dia produk favorit Miss Grand International

This caption used a conformity strategy. The advertiser show if this product be favorite of Miss Grand International, as long as we know Miss Grand International be icon in this product. The word “favorit” be the key of this product where the consumers would interest for this product, because we can see Miss Grand International safety when they use this product.

Data 5

Kulit wajah iritasi? Kemerahan akibat terbakar sinar matahari? Tenangkan kulitmu dengan Ms Glow Juice Moisturizer varian Watermelon

Ms Glow Juice the same product as other brands that are moisturizer. But, the ingredients and formulation in this moisturizer are better than othe products. This product has the benefit of problem face and skin. In this product used conformity strategies.

Data 7

Mata cantik dengan palette eyeshadow seminyak tonight

In this caption advertisement used conformity strategies, which in this section the advertisers want to provide the same product as other brands but new innovation and new advantages. With the word “cantik” in the caption, the consumer would attract to buy the product with the aim of making their beauty of eyes.

Data 9

Untung ada JJ Glow ya beauties, jadi gatakut paparan sinar matahari lagi deh

The types of persuasive strategy used in this caption is conformity strategies. In this caption, the advertisers show lucky to have this product so that protect our skin from UV. This product have a benefit when the consumers do the activities outdoor so it make consumer be protect for their skin.

Data 11

Ms Cosmetic is the sweetest pie

Based on this caption, the advertisers would show that this product is a sweetest thing to persuade consumer for use this product. In this advertisement product, the advertiser makes the same products as other brands but with a different colours. So from the soft colour of product can interest consumer.

Data 12

Rahasia rambut km terlihat lembut dan shiny

In this caption, 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 "lembut" and "shiny" in the caption, the consumers would attract to use this product.

Data 15

Cantik banget warnanya

Conformity strategy is used in this caption advertisement. From this caption, the advertiser want to explain to the consumers that the Ms Glow product is a beauty of product. So many brand cosmetics have the same product as Ms Glow, but the formulation and innovation in Ms Glow products are much better than other products.

4.2.1.5 Compensation

In this strategy, the advertisers used the different situation with the situation before to influence the consumers. The consumers would get or find a better situation after using this product. Coensation 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 2.

Data 2

Miss Rusia & Uganda aja gamau, masa kamu masih bertahan sama yang ngasih merkuri

In this caption, 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. This advertiser use the word "bertahan sama yang ngasih merkuri" which refer to the product ms glow better and safety than the other product. Thus what consumers more interested because in this product there is no mercury.

4.2.2 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 caption advertisement woman cosmetics on products of Ms Glow on TikTok and the way to persuade consumers.

Table 4.2

The Way to Persuade Consumers

Data	Caption	The Way to Persuade Consumers
1	Dengan Moisturizer ini, 100% mengatasi kulit keringmu & Kelembabanmu tetap terjaga	Ethos: The quality of the product.
2	Miss Rusia & Uganda aja gamau, masa kamu masih bertahan sama yang ngasih merkuri	Ethos: the character of the product.
3	Nah ini dia produk favorit Miss	Pathos: emotion of the happiness.

	Grand International	
4	Wow amazed banget banyak yang inget dan suka	Pathos: emotion of the happiness.
5	Kulit wajah iritasi? Kemerahan akibat terbakar sinar matahari? Tenangkan kulitmu dengan Ms Glow Juice Moisturizer varian Watermelon	Ethos: The quality of the product.
6	Yuk beauties, skincarean dulu sebelum tidur biar makin glowing	Logos: Logical meaning with proves evidence.
7	Mata cantik dengan palette eyeshadow seminyak tonight	Logos: logical argument with prove some evidence.
8	Walau lagi review makanan bibir tetep slaaayyy ya beauties	Logos: Logical meaning with proves evidence.
9	Untung ada JJ Glow ya beauties, jadi gatakut paparan sinar matahari lagi deh	Ethos: the quality of the product.
10	Nail Polish harus stay halal ya, Beauties	Pathos: emotion of the happiness.
11	Ms Cosmetic is the sweetest pie	Pathos: emotion of the happiness.
12	Rahasia rambut km terlihat lembut dan shiny	Ethos: the character of the product.
13	Yuk cobain produk unggulan dari Ms Cosmetic	Ethos: the quality of the product.
14	Yuk cobain trend slugging yang lagi viral pake Ms Glow Juice Moisturizer. Pas bangun tidur gak nyangka sama	Logos: logical argument with prove some evidence.

	hasilnya	
15	Cantik banget warnanya	Pathos: emotion of the happiness.

From the table 2, the researcher found that there are some ways to persuade consumers used in advertisement woman cosmetics on products of Ms Glow on TikTok such as:

a. Ethos

In this research, ethos found in data 1, 2, 5, 9, 12, and 13. The way that the advertiser used to persuade consumers is shown by the quality and credibility of the product. The caption 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 caption from of this sentence "Dengan Moisturizer ini, 100% mengatasi kulit keringmu & Kelembabanmu tetap terjaga", 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 3, 4, 10, 11 and 15. 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 caption Ms Glow cosmetic products, some utterances or words are used to influence 45 consumer's emotion. In data 3 and 4, the advertisers used the word "favorit" and "suka" that can make the consumers feel like because they can believe and trust using this product.

c. Logos

Logos in this research were found in the data 6, 7, 8, and 14. 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 caption "Yuk beauties, skincarean dulu sebelum tidur biar makin glowing", 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.

4.3 Research Findings

After analyzing all the data in the caption 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 advertisement woman cosmetics on products of Ms Glow on TikTok. They are: rationalization (7 data), identification (1 data), suggestion (6 data), conformity (9 data) and compensation (1 data).
2. From the caption advertisement on products of Ms Glow on TikTok the researcher found the way to persuade consumers, those are: ethos (6 data), pathos (5 data) and logos (4 data).
3. Mostly, in the advertisement woman cosmetics on products of Ms Glow on TikTok the types of persuasive strategy used in the caption are conformity strategy and rationalization strategy and each advertisement used more than one persuasive strategy in the caption. And also in the advertisement woman cosmetics on products of Ms Glow on TikTok the way to persuade consumers used in the caption advertisement is ethos.

4.4 Dsscussion

This study was done to determine the persuasive strategies of slogan product Ms Glow on TikTok by using keraf (2017) & Aristotle (1954) theory. Persuasive is an action intended to

influence or encourage the mind, manner or opinion of another based on some reasonable arguments. According to (Keraf, 2017) there are seven types of persuasive strategies: rationalization, identification, suggestion, conformity, projection, and displacement. How ever, the researcher limited 5 types to be studied, namely rationalization, identification, suggestion, conformity, and compensation. The following is an explanation of each type of persuasive strategies:

a. Rationalization

The rationalization strategy used persuasive word such as impossible words but still make sense or have logical reasons. In making a caption 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, 2, 5, 6, 7, 9, and 12. The statements about the product draw the good quality of each product using convincing words. For example from data 1, ***'Dengan Moisturizer Ini, 100% Mengatasi Kulit Keringmu & Kelembabanmu Tetap Terjaga'*** in the slogan, the sentence is a rationalization strategy. This is found the sentence "Dengan Moisturizer Ini, 100% Mengatasi Kulit Keringmu & Kelembabanmu Tetap Terjaga" Where in this sentence the the advertiser tried show consumers the benefits of the product with some logical statement. This caption convinces the consumers through the formulation of the product. In the sentence "100% Mengatasi Kulit Kering" it is clear that the advertiser use words to show the truth of the benefits of a product to attract consumers so that potential consumers choose the product.

Comparing the research conducted by Atikah Sari, (2018) with the title of her research ***"Persuasive Techniques Used In Advertisements At Instagram"*** It is showed that her finding similar with researcher finding. In her research, she found a slogan ***'Magic For Skin'*** is a logical statement that technique strategies persuasive the same used to attract consumer. Thus, the slogan attractive the consumers also the same as the slogan found by the researcher, namely '100% mengatasi kulit kering', it will make consumers interested in using the product.

a. 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 would 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 10. For example, ***' Nails Polish harus stay halal ya, Beauties '*** the types of persuasive strategies used in this advertisement caption in identification strategy. This caption show that the product of nail polish is halal and can be used especially for Muslims, so the people can use this product easily. That way it would certainly be easier to influence consumers.

Comparing to research conducted by Maya Aulia Rizka, (2016) entitled ***"Persuasive Techniques Used In Nike Advertisement"*** it is showed that the finding also similar with other finding for this type. In her research, she found a slogan ***"Start With Halal".*** The identification strategy was utilized in the "Start With Halal" slogan

advertisement. Meanwhile, using a persuasive strategy, namely identifying products, can protect consumers from products that may not be used by Muslims.

b. Suggestion

The suggestion is a key in persuading consumers. Advertisers must choose good words to make them acceptable to consumers. An attempt to persuade consumers to accept a particular belief or estamblishment 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 1, 4, 5, 6, 13, & 14. Example from, data 5 ***" Kulit wajah iritasi? Kemerahan akibat terbakar sinar matahari? Tenangkan kulitmu dengan Ms Glow Juice Moisturizer varian Watermelon ".*** The caption was created based on the current situation where everyone must wear this Ms Glow Juice Moisturizer when your skin is irritated and red from the sun which in this part the advertisers want to provide a product with good quality that can protect skin from UV light. This caption would certainly attract the consumer's interest because it is still difficult to find products that have formulas to overcome skin problems caused by this product. This caption used a suggestion strategy.

Comparing to research conducted by Atikah Sari, (2018) entitled " Persuasive Techniques Used In Advertisements At Instagram". In her research, she found a slogan ***" Beauty Solustion".*** This slogan can inspire and give recommendation to consumer for being confidence when using the product, which will speed up the process of getting ready and also brighten up instaly. The use of product-appropriate phrases will make it easier for consumers to be interested in the product. Meanwhile, in the slogan that the reseachers got, namely ***" Kulit wajah iritasi? Kemerahan akibat terbakar sinar Matahari? Tenangkan kulitmu dengan Ms Glow Juice Moisturizer varian***

Watermelon", in the slogan, advertisers give the suggestion to consummers to use products from TikTok where peoples can interesting the product.

c. 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, 7, 9, 11, 12 & 15. Example from, data 9 ***" Untung ada JJ Glow ya beauties, jadi gak takut paparan sinar Matahari lagi deh ",*** the types of persuasive strategy used in this caption is conformity strategies. In this caption, the advertisers show lucky to have this product so that protect our skin from UV. This product have a benefit when the consumers do the activites outdoor so it make consumers be protect for their skin.

Comparing to research conducted by Maya Aulia, (2018) entitled ***"Persuasive Techniques Used In Nike Advertisement".*** Based on her research, she found a slogan ***"Inspiring Beauty",*** is a logical statement that product will be inspire Indonesian women with their beauty. Thus, consummers will be attracted to the product marketed under the slogan Inspiring Beauty and this is also the same as the slogan found by the researcher, namely ***'Persuasive Technique Used In Nike Advertisement'*** it wil make consumers interested in using the product.

d. Compensation

In this strategy, the advertisers used the different situation with the situation before to influence the consumers. The consumers would 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 2. From example, ***"Miss Rusia & Uganda aja gamau, masa kamu masih bertahan sama yang ngasih merkuri",*** In this caption, the advertiser used a compensation strategy based on Keraf's, (2004) theory, the advertisers used the different situation with the situation before to influence the consummers. This advertiser user the slogan ***"Masih tergoda dengan merkuri?",*** wich refer to the product Ms Glow better and safety than the other product. Thus, what consumers more interested because in this product there is no mercury.

Comparing to research to conducted by Maya Aulia Rizka, (2016) entitled ***"Persuasive Techniques Used In Nike Advertisement".*** The researcher of this research found the types of persuasive strategies, that is compensation. Meanwhile, in the slogan that researchers got, namely "Masih tergoda dengan merkuri?" adevertiser give technique the language that used in the advertisement more attractive the consumers to buy the product.

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

a. Ethos

In this research, ethos found in data 1, 2, 5, 9, 12, and 13. The way that thhe advertiser used to persuade consumers is shown by the quality and credibility of the product. The caption in the advertisement represent the superiority and benefits of the product which can make the advertisement more convicing and interesting. For example, in the caption from this sentence ***"Dengan Moisturizer ini, 100% mengatasi kulit keringmu & kelembabanmu tetap terjaga",*** the advertiser showed the superiority of the product by giving logical statements with proving some evidence. Therefore, consumers can have faith and interest in the product.

Comparing to research conducted by Fauzan, (2013) entitled ***"Persuasive Strategies Used In Captions of Cigarette's Advertisement',*** found that, on slogan ***"Men Have Taste"*** advertisement, for instance, the advertiser demonstrates the benefit and quality of the product by providing a logical explanation, and the image of the product demonstrates the product's quality. Thus, consumers can develop confidence and interest in a produck. This is the same as research at Ms Glow on TikTok, for example in the slogan ***"Dengan Moisturizer ini, 100% mengatasi kulit keringmu % kelembabanmu tetaap terjaga"*** the slogan attract the attention of readers to use the product.

b. Pathos

Pathos in this research can be found in data 3, 4, 10, 11 and 15. 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 caption Ms Glow cosmetic products, some utterances or words are used to influence 45 consumer's emotion.

Comparing to research conducted by Fauzan, (2013) entitled ***"Persuasive Strategies Used In Captions of Cigarette's Advertisement',*** found that, on slogan ***"Men Have***

Taste" for example, in data 3 and 4, the researcher found a advertisers used the word ***"favorit"*** and ***"suka"*** that can make the consumers feel like because they can believe and trust using this product. Same as the researcher found on Ms Glow, the advertisement used the slogan to attract consumer attention .

c. Logos

Logos in this research were found in the data 6, 7, 8, and 14. 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 caption ***"Yuk beauties, skincarean dulu sebelum tidur biar makin glowing",*** 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.

Comparing to research conducted by Fauzan, (2013) entitled ***"Persuasive Strategies Used In Captions of*** Cigarette's ***Advertisement',*** found that, the slogan ***"feel good do good'*** the advertiser asserted about the product and provided evidence of the product's benefit enumerated in the advertisement. Same as the researcher found on Ms Glow, from the slogan consumers can feel good about themselves, because the slogan makes them curious about what it means.

From the explanation of similar research above, the research examines persuasive strategies which are a form of communication that strengthens the influence of argumentation in order to produce a commitment to follow the purpose of persuasion. Advertisers try to appeal to consumer's intellect or their fantasies and feeling in an effort to create a desirable image for their brand, so that consumers buy it one day. From this

explanation, previous research hal also examined this, but the object of research is the difference between the research describe above. By Atikah Sari, (2018) studied persuasive strategies in advertisement At Instagram, while the researcher's research examined persuasive strategies in Ms Glow advertising slogans on TikTok.

The difference in research results showed that in previous studies, in the advertisement woman cosmetic on products of Ms Glow on TikTok the types of persuasive strategy used in the caption are conformity strategy and rationalization strategy and each advertisement used more than one persuasive strategy in the caption. And also in the advertisement woman cosmetics on product of Ms Glow on TikTok the way to persuade consumers used in the caption advertisement is ethos.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 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 five types of persuasive strategies using on advertisement woman cosmetics on products of Ms Glow on TikTok. They are: rationalization (7 data), identification (1 data), suggestion (6 data), conformity (9 data) and compensation (1 data). And mostly used in caption is rationalization and conformity.
2. The way that the advertiser used to persuade consumers in the data used three ways, those are: ethos (6 data), pathos (5 data) and logos (4 data).In this research, mostly ethos as the way to persuade consumers.
3. Persuasive strategies used in caption of on advertisement woman cosmetics on products of Ms Glow on TikTok 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 caption in the advertisement would look more attractive and so that it would 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.

5.2 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 a 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 caption advertisement because there are so many strategies that can be used to persuade consumers, the advertisers must make a caption with logical statements in order to attract interest from consumers to buy their product.

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https://ms-glow.store/blog/about-tentang-ms-glow

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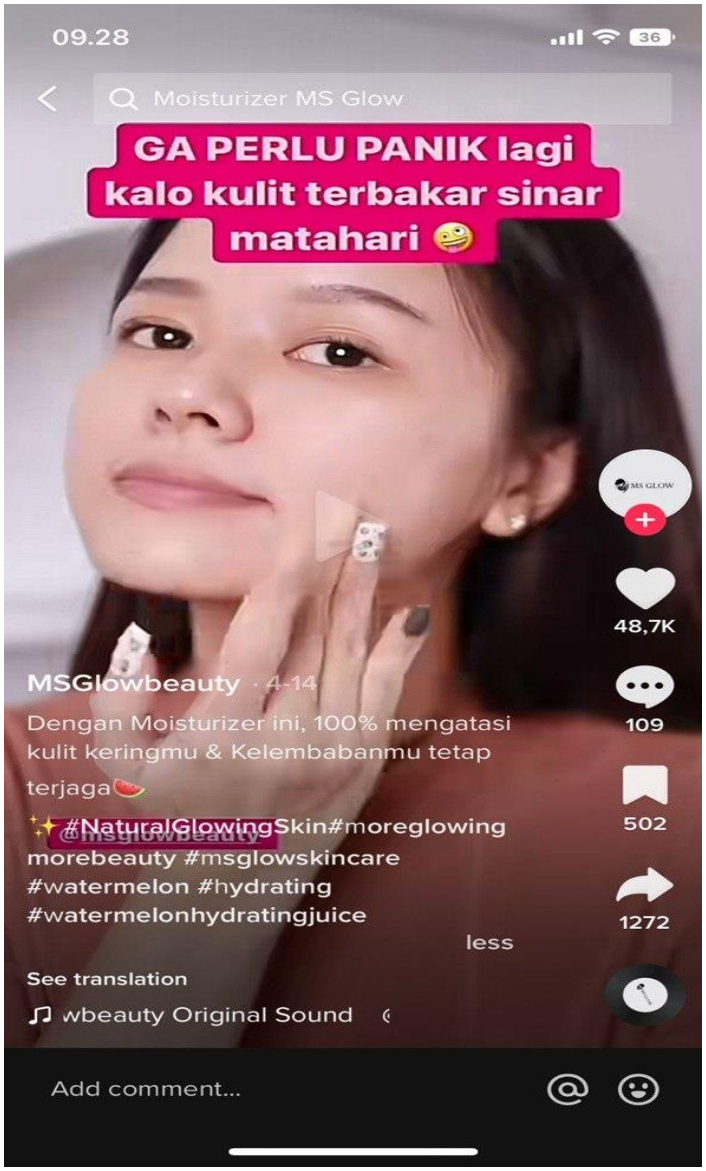
APPENDICES


09.28
Moisturizer MS Glow
GA PERLU PANIK lagi kalo kulit terbakar sinar matahari
48,7K
109
502
1272
MSGlowbeauty · 4-14
Dengan Moisturizer ini, 100% mengatasi kulit keringmu & Kelembabanmu tetap terjaga
#NaturalGlowingSkin#moreglowing morebeauty #msglowskincare #watermelon #hydrating #watermelonhydratingjuice
less
See translation
wbeauty Original Sound
Add comment...

09.28
MS Glow
UGANDA
ISSIA
MSGlowbeauty · 1d ago
Miss Rusia & Uganda aja gamau, masa kamu masih bertahan sama yang ngasih m3rquri I ib @BONDOL.JPG
@Cwk Funky #msglow
#officialmsglow
#missgrandinternational
#missgrandrussia
#missgranduganda2022
#missgrandinternational2022
less
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g aja Remix (Contains mus
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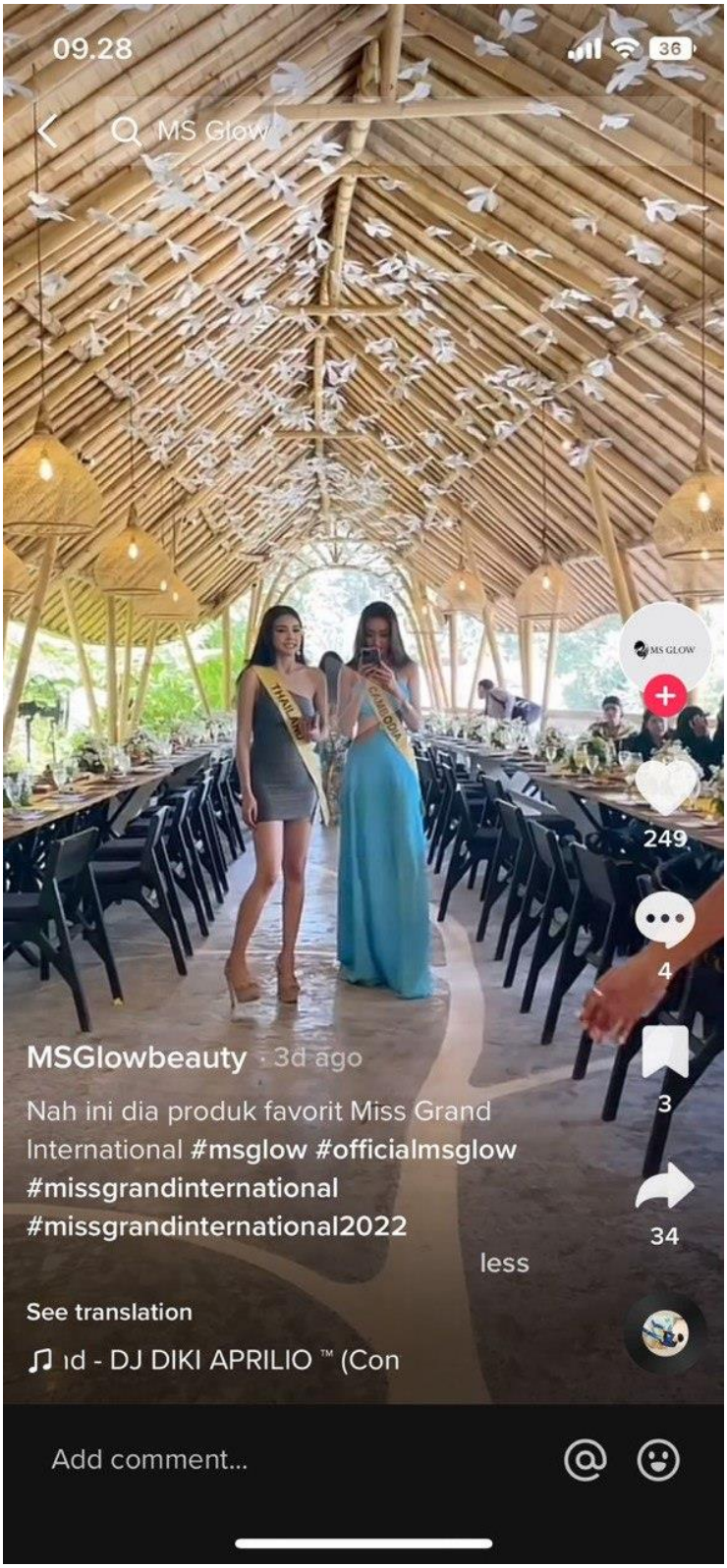
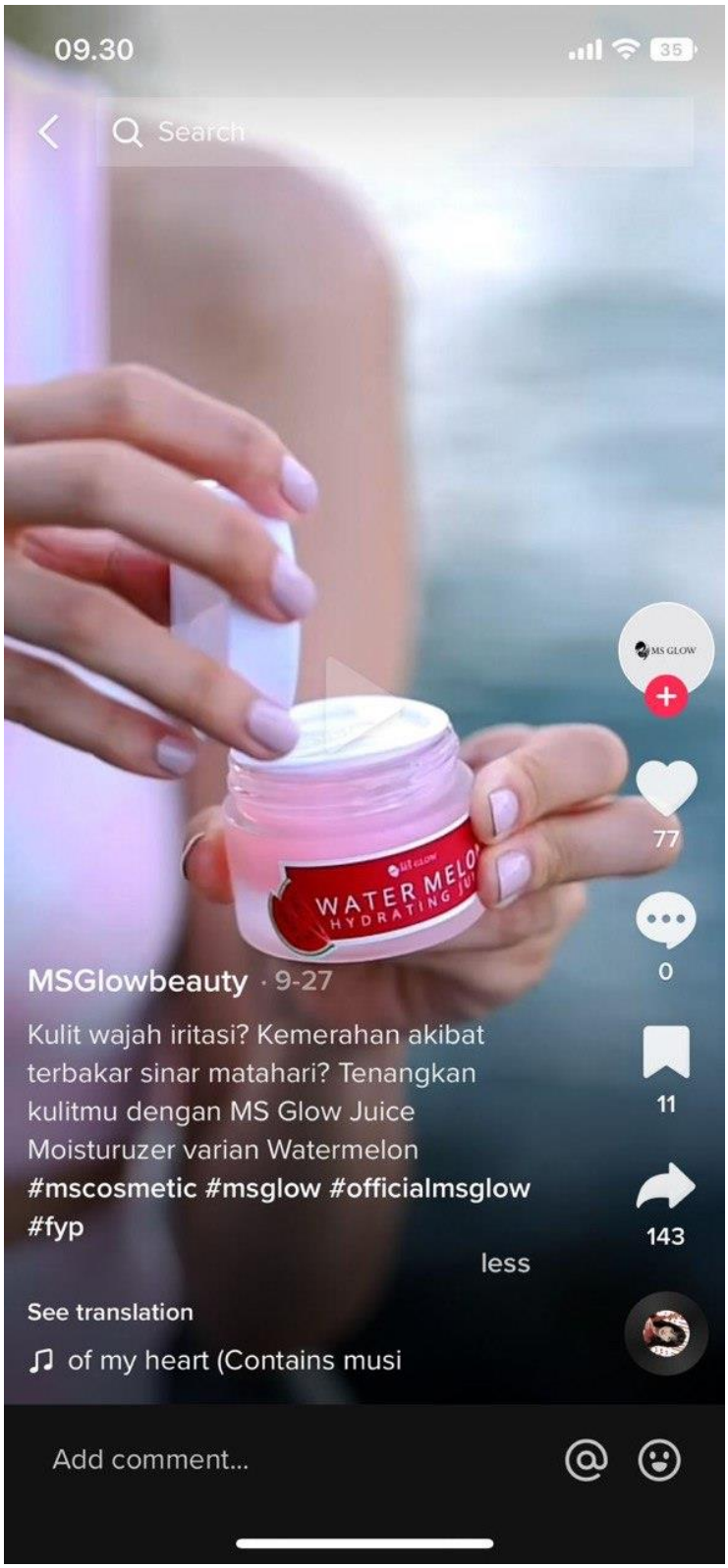
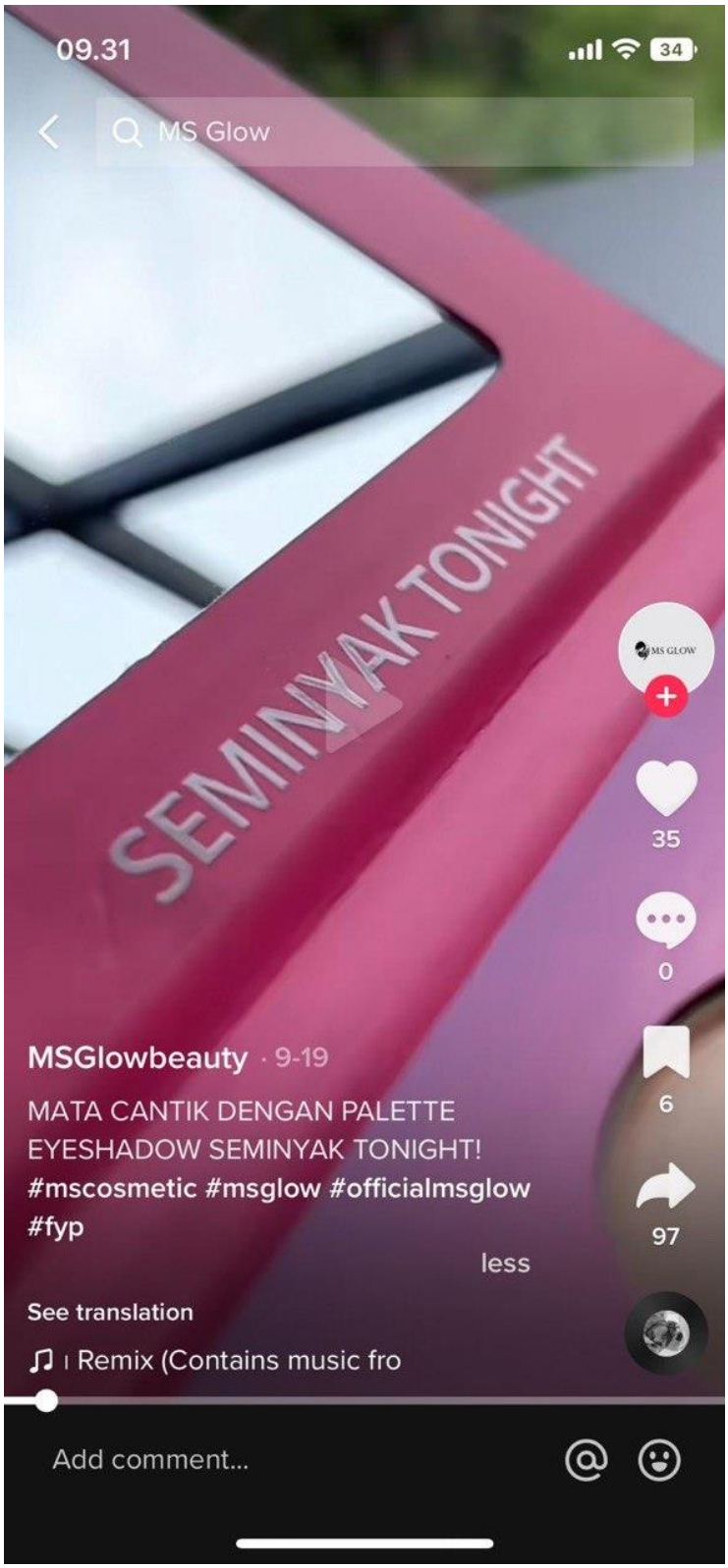
1
2
11
Add comment...


09.28
MS Glow
249
4
3
34
MSGlowbeauty · 3d ago
Nah ini dia produk favorit Miss Grand International #msglow #officialmsglow #missgrandinternational #missgrandinternational2022
less
See translation
id - DJ DIKI APRILIO ™ (Con
Add comment...

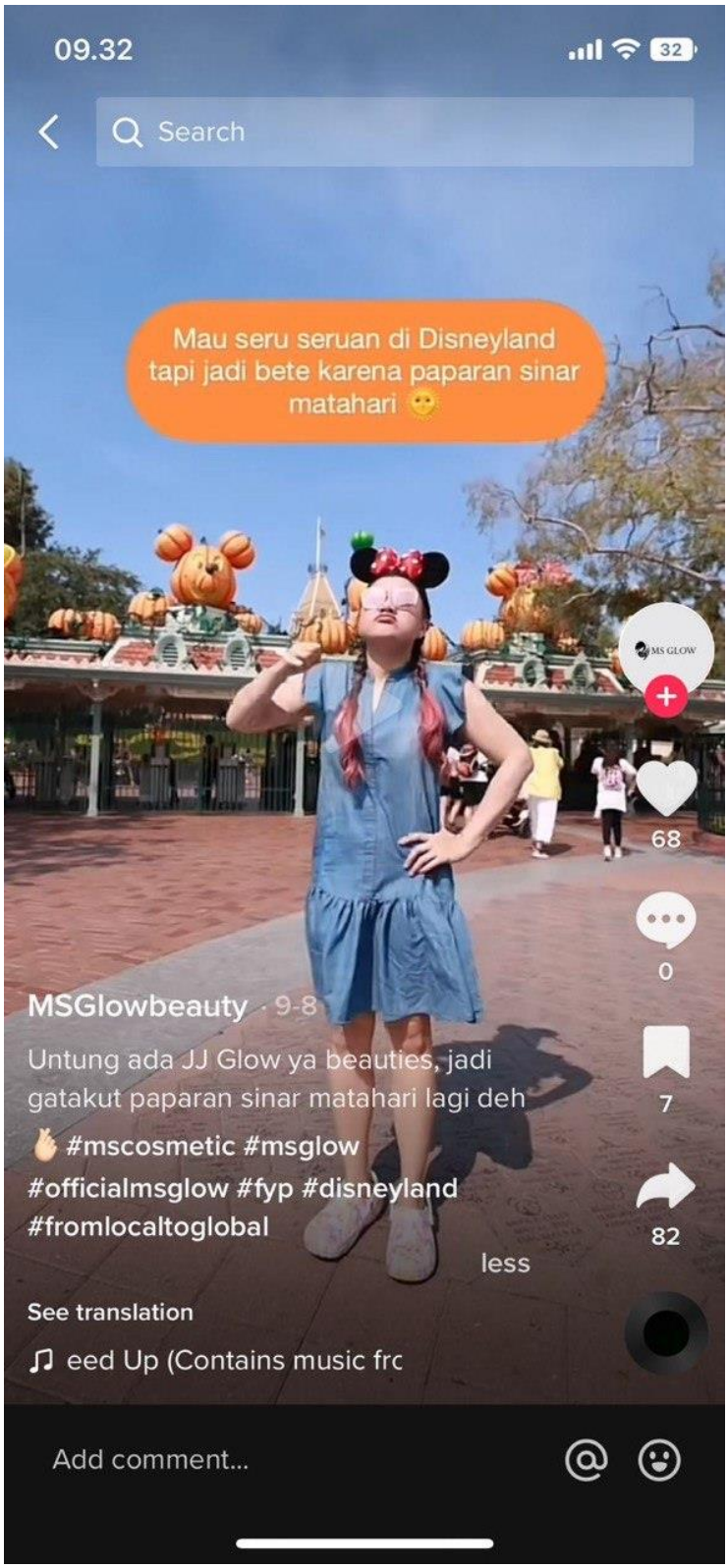
09.29
MS Glow
FiA
MS GLOW
13
1
4
MSGlowbeauty · 10-3
Wow amazed banget banyak yang inget dan suka 🤩😍✨ #mscosmetic #officialmsglow #msglow #jisphoria
less
See translation
)R.HALU_ ⚡ (Contains mus
Add comment...

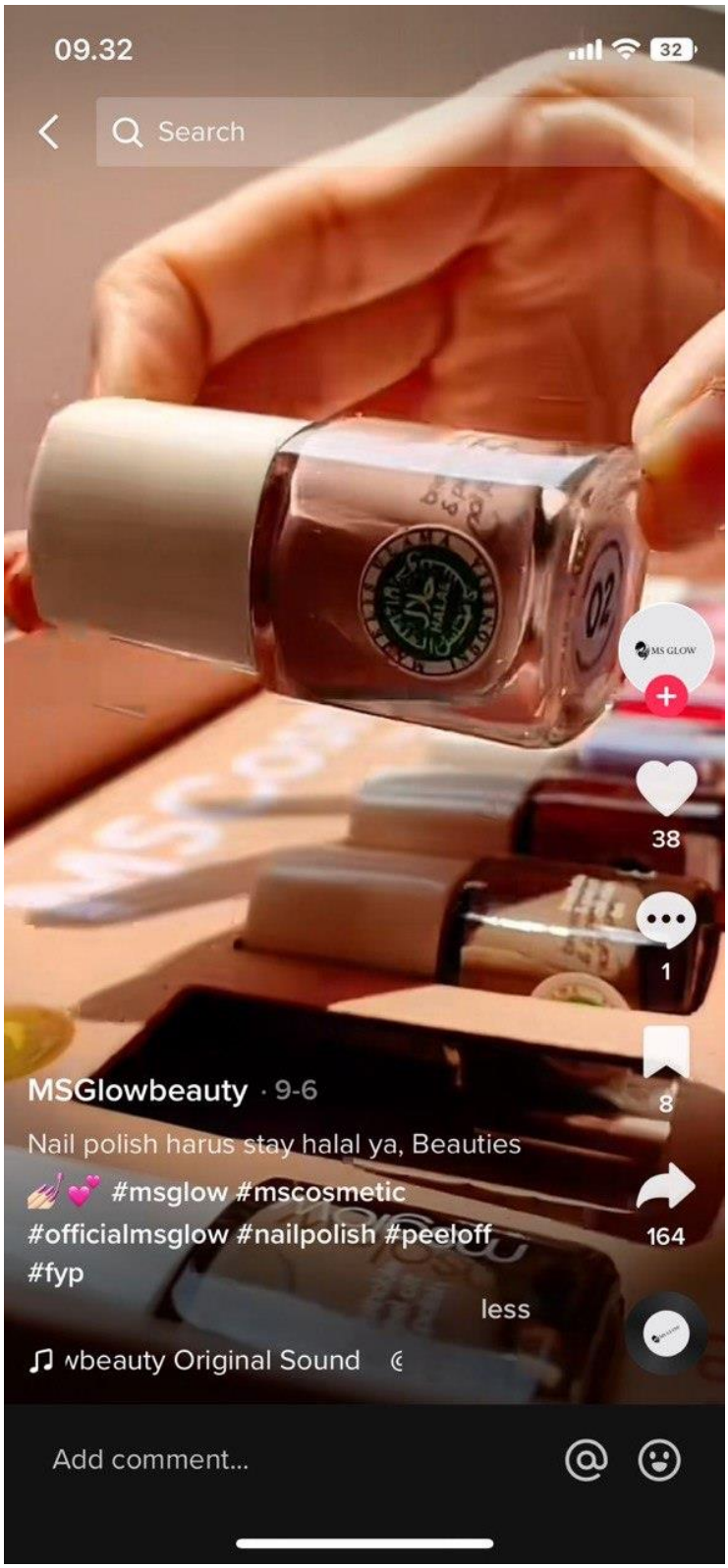

09.30
Search
MS GLOW
77
WATER MELO
HYDRATING
0
MSGlowbeauty · 9-27
Kulit wajah iritasi? Kemerahan akibat terbakar sinar matahari? Tenangkan kulitmu dengan MS Glow Juice Moisturuzer varian Watermelon #mscosmetic #msglow #officialmsglow #fyp
11
143
less
See translation
of my heart (Contains musi
Add comment...

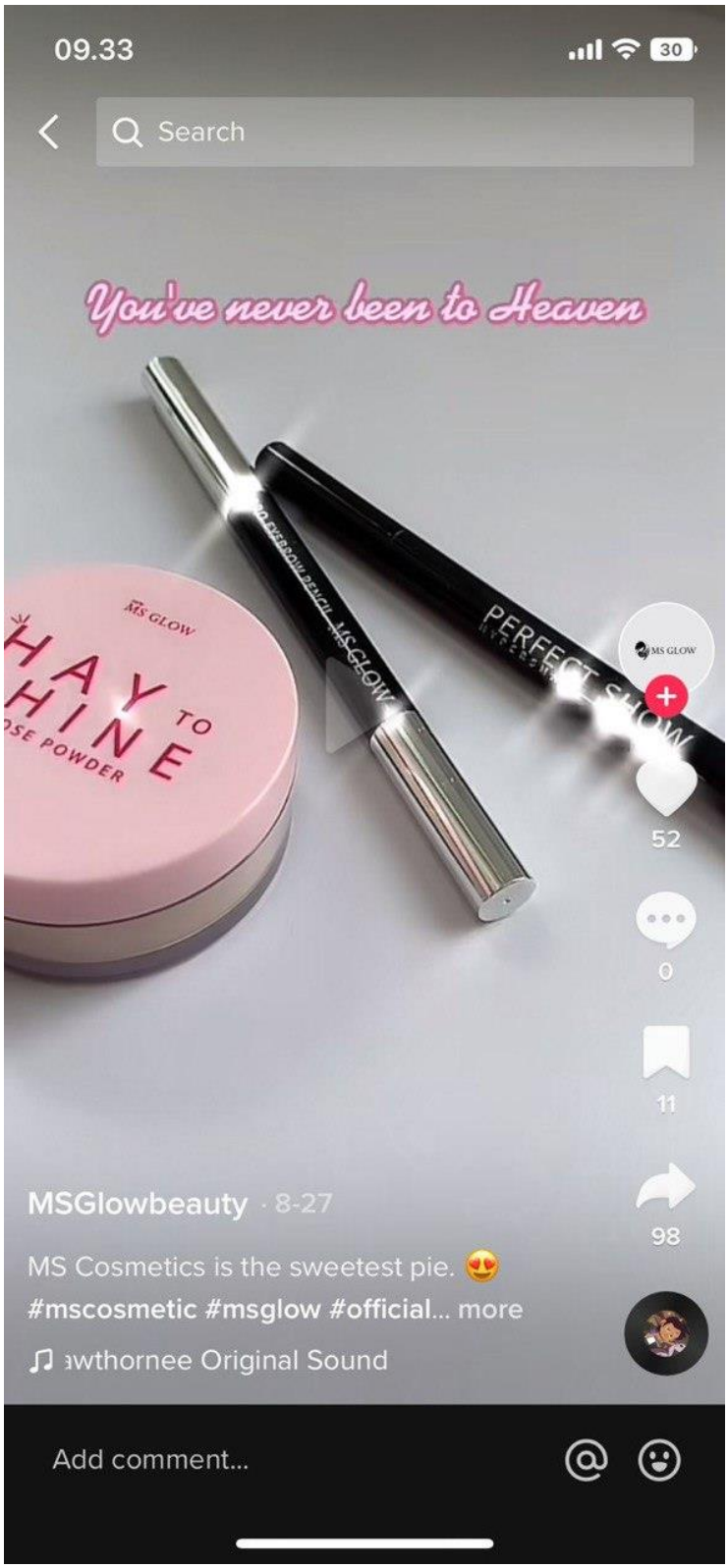
09.31
34
Search
MS GLOW
52
0
2
87
MSGlowbeauty · 9-22
Yuk beauties, skincarean dulu sebelum tidur biar makin glowing 💋
#mscosmetic #msglow #officialmsglow #fyp
less
See translation
ound Studio Baby Face -
Add comment...


09.31
34
MS Glow
SEMINYAK TONIGHT
MS GLOW
35
0
6
97
MSGlowbeauty · 9-19
MATA CANTIK DENGAN PALETTE EYESHADOW SEMINYAK TONIGHT!
#mscosmetic #msglow #officialmsglow #fyp
less
See translation
Remix (Contains music fro
Add comment...

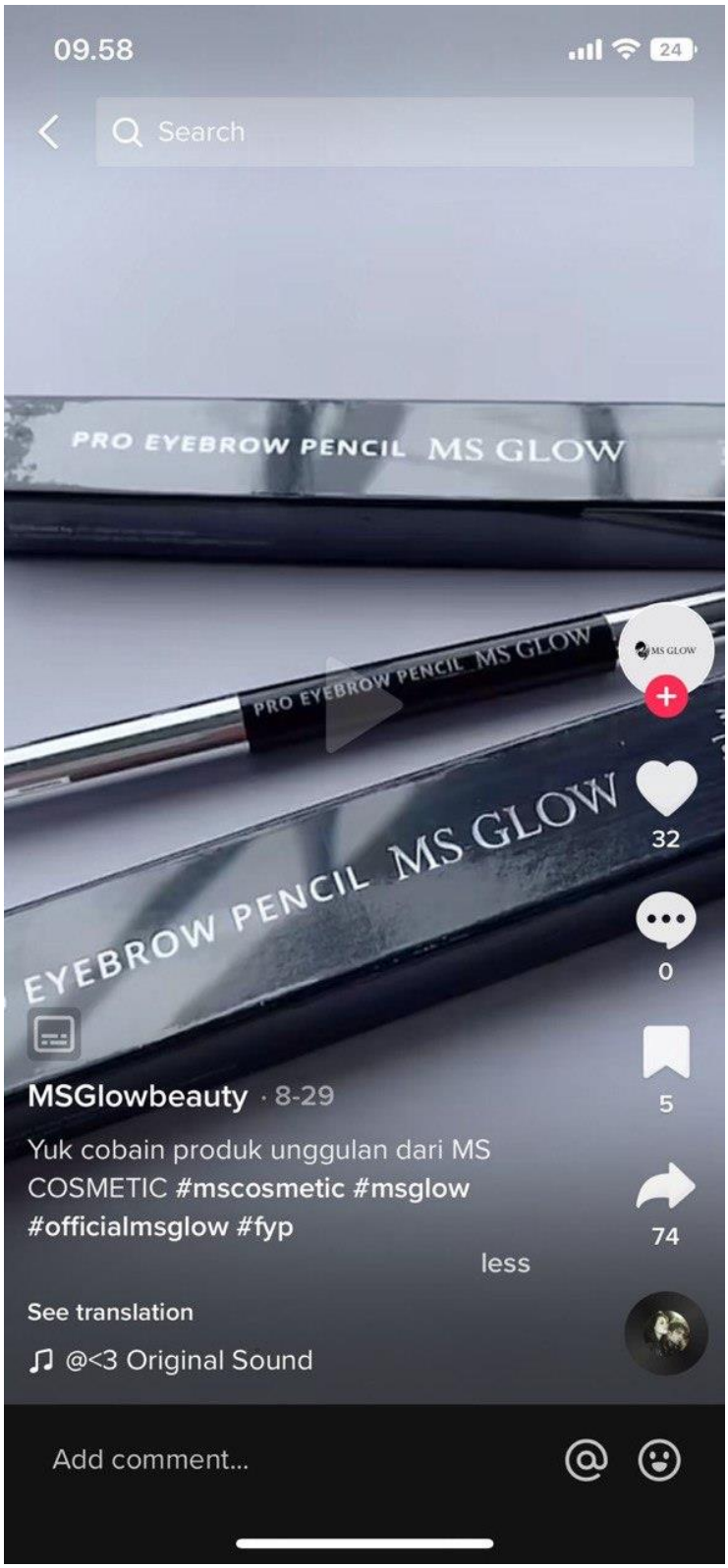
09.31
33
Search
Burger Favorit
MS GLOW
353
0
0
18
MSGlowbeauty · 9-16
Walau lagi review makanan bibir tetep
slaaayyyy ya beauties! ... more
See translation
ıl Sound Studio Milk Tea -
Add comment...


09.32
Search
Mau seru seruan di Disneyland tapi jadi bete karena paparan sinar matahari
MS GLOW
68
0
7
82
MSGlowbeauty · 9-8
Untung ada JJ Glow ya beauties, jadi gatakut paparan sinar matahari lagi deh
#mscosmetic #msglow #officialmsglow #fyp #disneyland #fromlocaltoglobal
less
See translation
eed Up (Contains music frc
Add comment...


09.32
32
Search
MS GLOW
38
1
8
164
MSGlowbeauty · 9-6
Nail polish harus stay halal ya, Beauties
#msglow #mscosmetic
#officialmsglow #nailpolish #peeloff
#fyp
less
wbeauty Original Sound
Add comment...


09.33
30
Search
You've never been to Heaven
MS GLOW
HAY TO SHINE
SE POWDER
PERFECT SHOW
MS GLOW
52
0
11
98
MSGlowbeauty · 8-27
MS Cosmetics is the sweetest pie.
#mscosmetic #msglow #official... more
awthornee Original Sound
Add comment...

10.07
Search
Rahasia rambut
LEMBUT & SHINY
GAMPANG & BISA DI RUMAH
MS GLOW
48
3
9
141
MSGlowbeauty · 6-27
Rahasia rambut km terlihat lembut & shiny😍✨ #mshair #msglow #officialmsglow #mscosmetic #gebyarmilyaranhadiahmsglow #nutritionsmoothshiny #hairroutine
less
See translation
1, 2, 3 (feat. Jason Derulo & De La...
Add comment...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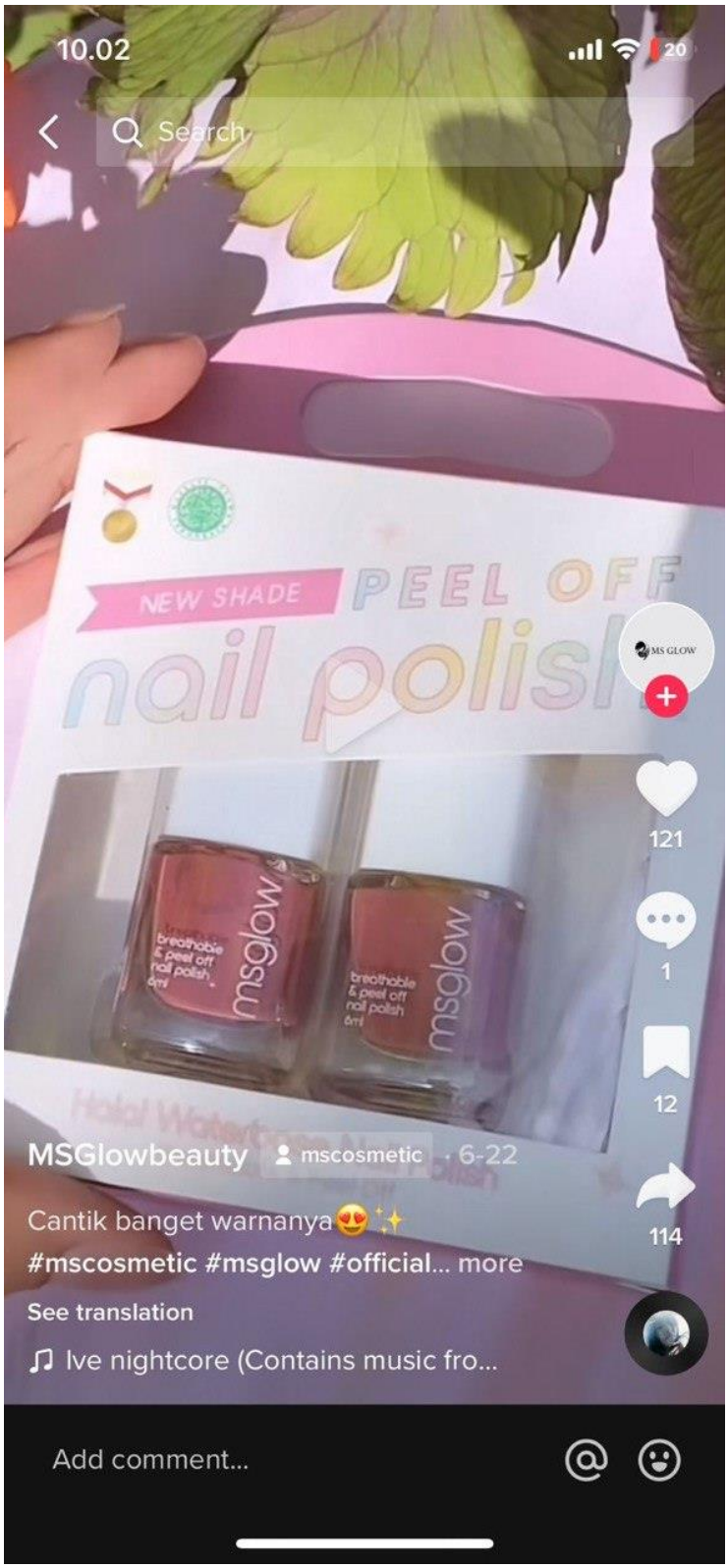
Search
PRO EYEBROW PENCIL MS GLOW
PRO EYEBROW PENCIL MS GLOW
EYEBROW PENCIL MS GLOW
32
0
5
74
MSGlowbeauty · 8-29
Yuk cobain produk unggulan dari MS COSMETIC #mscosmetic #msglow #officialmsglow #fyp
less
See translation
@<3 Original Sound
Add comment...

10.00
22
Search
KALIAN GAAKAN NYANGKA SAMA HASILNYA!
MS GLOW
123
3
10
258
MSGlowbeauty · 6-30
Yuk cobain trend slugging yang lagi viral pake MS Glow Juice Moisturizer. Pas bangun tidur gak nyangka sama hasilnya 😍✨ #msglow #msglowbeauty #officialmsglow #msglowjuicemoisturizer #slugging #gebyarmilyaranhadiahmsglow
less
See translation
original sound - auda_.edits (Cont...
Add comment...


10.02
Search
NEW SHADE
PEEL OFF
nail polish
msglow
breathable & peel off nail polish 6ml
121
1
12
114
MSGlowbeauty
mscosmetic · 6-22
Cantik banget warnanya😍✨
#mscosmetic #msglow #official... more
See translation
Ive nightcore (Contains music fro...
Add comment...

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

PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan ini saya:

Nama Mahasiswa : **Fanny Fadhilla**
NPM : 1802050025
Prog. Studi : Pendidikan Bahasa Inggris

Judul	Diterima
Language Power in Advertisement Investigation Persuasive Stratgies in the Slogan Product "Ms Glow" on Tiktok	

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

Disetujui oleh
Dosen Pembimbing

Dewi Juni Artha, SS, MS

Medan, 02 Juni 2022
Hormat Pemohon,

Fanny Fadhilla

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Form : K – 1

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

Perihal : **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat yang bertanda tangan di bawah ini:

Nama Mahasiswa : **Fanny Fadilla**
NPM : 1802050025
Prog. Studi : Pendidikan Bahasa Inggris
Kredit Kumulatif : 135 SKS IPK= 3.36

Persetujuan Ket./Sekret. Prog. Studi	Judul yang Diajukan	Disahkan oleh Dekan Fakultas
	Language Power in Advertisement Investigation Persuasive Strategies in the Slogan Product "MS GLOW" on Tiktok	
	Registed Analysis of Language in the Jakarta Post's Football News	
	Psychological Problems in Learning Speaking Faced by the English Department Students at University of Muhammadiyah Sumatera Utara	

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

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Hormat Pemohon,

Fanny Fadilla

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- Untuk Ketua/Sekretaris Program Studi
- Untuk Mahasiswa yang bersangkutan

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Form K-2

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

Assalamu'alaikum Wr, Wb

Dengan hormat, yang bertanda tangan dibawah ini:

Nama Mahasiswa	: Fanny Fadilla
NPM	: 1802050025
Prog. Studi	: Pendidikan Bahasa Inggris

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

Language Power in Advertisement Investigation Persuasive Strategies in the Slogan Product "MS GLOW" on Tiktok

Sekaligus saya mengusulkan/ menunjuk Bapak/ Ibu:

1. **Dewi Juni Artha, S.S., M.S**

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, 02 Juni 2022
Hormat Pemohon,

Fanny Fadilla

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

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Nomor : 1963 /II.3/UMSU-02/F/2022
Lamp : ---
H a l : **Pengesahan Proyek Proposal Dan Dosen Pembimbing**

Bismillahirahmanirrahim
Assalamu'alaikum Wr. Wb

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

Nama : **Fanny Fadilla**
N P M : 1802050025
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : **Language Power in Advertisement Investigation Persuave Strategies in the Slogan Product "MS GLOW" on Tiktok.**

Pembimbing : **Dewi Juni Artha, SS.,M.S.**

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

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan **BATAL** apabila tidak selesai pada waktu yang telah ditentukan.
3. Masa daluwarsa tanggal : 15 September **2023**

Medan 19 Shafar 1444 H
15 September 2022 M

Wassalam
Dekan

Dra, Hj. Syamsuyurnita,MPd.
NIDN : 0004066701

Dibuat rangkap 5 (lima) :
1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing Materi dan Teknis
4. Pembimbing Riset
5. Mahasiswa yang bersangkutan :
   WAJIBMENGIKUTISEMINAR

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

بسم الله الرحمن الرحيم

LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminar oleh mahasiswa di bawah ini:

Nama Lengkap	: Fanny Fadillah
N.P.M	: 1802050025
Program Studi	: Pendidikan Bahasa Inggris
Judul Proposal	: Language Power in Advertisement Investigation Persuasive Strategies in the Slogan Product "MS Glow" on Tiktok

Pada hari Jumat, tanggal 23, bulan September, tahun 2022 sudah layak menjadi proposal skripsi.

Medan, 31 Januari 2023

Disetujui oleh:

Dosen Pembimbing	Dosen Pembahas
Dewi Juni Artha, S.S., M.S	**Rita Harisma, S.Pd., M.Hum.**

Diketahui oleh
Ketua Program Studi,

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

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BERITA ACARA SEMINAR PROPOSAL

Pada hari ini Jumat Tanggal 23 Bulan September Tahun 2022 diselenggarakan seminar prodi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama Lengkap : Fanny Fadillah
N.P.M : 1802050025
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : Language Power in Advertisement Investigation Persuasive Strategies in the Slogan Product "MS Glow" on Tik Tok

No	Masukan dan Saran
Judul	
Bab I	-Give the clear reasons in the background of the study -Put the theory of Persuasive strategies to support the research
Bab II	-insert the captions in the slogan product "Ms Glow" on TikTok
Bab III	- put the number captions of the slogan product "ms Glow" on Tikrok
Lainnya	-Pay attention the systematic of writing -pay attention of the grammar in the proposal
Kesimpulan	[ ] Disetujui [ ] Ditolak [ ] Disetujui Dengan Adanya Perbaikan

Dosen Pembahas

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

Dosen Pembimbing

(Dewi Juni Artha, S.S, M.S)

Panitia Pelaksana

Ketua

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بسم الله الرحمن الرحيم

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Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
Nama Lengkap : Fanny Fadillah
N.P.M : 1802050025
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : Language Power in Advertisement Investigation Persuasive Strategies in The Slogan Product "Ms Glow" on Tiktok

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
1-7/2022	Bab I - Background - Scope and Limitation .	
17-7/2022	Bab II - Add more information .	
16-8/2022	Bab III - Research design - Data Collection and Data Analysis .	
27-8/2022.	- Referencess.	
8-9/2022	ACC Proposal.	

Medan, Agustus 2022

Diketahui oleh:
Ketua Prodi

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

Dosen Pembimbing

(Dewi Juni Artha, S.S., M.S)

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Nama	**: FANNY FADILLAH**
NIM	**: 1802050025**
Univ./Fakultas	**: UMSU/Keguruan dan Ilmu Pendidikan**
Jurusan/P.Studi	**: Pendidikan Bahasa Inggris**

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

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Bismillahirahmanirrahim
Assalamu'alaikum Wr. Wb

Wa ba'du semoga kita semua sehat wal'afiat dalam melaksanakan tugas sehari-hari sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk penulisan Skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/ibu memberikan izin kepada mahasiswa kami dalam melakukan penelitian /riset ditempat Bapak/ibu pimpin. Adapun data mahasiswa tersebut di bawah ini :

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N P M	:	1802050025
Program Studi	:	Pendidikan Bahasa Inggris
Judul Penelitian	:	**Language Power in Advertisement Investigation Persuasive Strategies in the Slogan Product "MS Glow" on Tik Tok.**

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/ibu kami ucapkan banyak terima kasih, Akhirnya selamat sejahteralah kita semuanya. Amin.

Wassalam
Dekan

Dra. Hj. Syamsuyurnita, MPd.
NIDN : 0004066701

Pertinggal

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Daftar Riwayat Hidup

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Place/date of birth	: Tembung, 27 February 200 0
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Partial Status	: Single
Nationaly	: Indonesia
Addres	; Jl. Mesjid Al-Firdaus Gg M.Basir No 4 Tembung
Father's Name	: Jhono Santoso
Mother's Name	: Neneng Syafridah

EDUCATION BACKGROUND

1. Elementary School at SDN 101764 (2008-2014)

2. Junior High School at SMP Swasta Budisatrya Medan (2014-2016)

3. Senior igh School at SMA Swasta Budisatrya Medan (2016-2018)

4. Faculty of Teacher Training and Education at University of Muhammadiyah Sumatera Utara (2018-2023)