AN ANALYSIS OF PERSUASIVE STRATEGIES USED IN SLOGAN WOMAN COSMETIC PRODUCTS "WARDAH" ADVERTISEMENT ON FACEBOOK

SKRIPSI

Submitted in a Partial Fulfillment as the Requirement
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English Education Program

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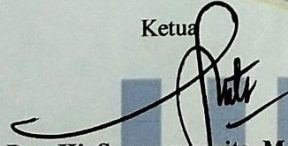
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ABSTRACT

Ayu Ani Indrian Syafitri. 1702050007. An Analysis of Persuasive Strategies Used in Slogan Woman Cosmetic Produscts "WARDAH" Advertisement on Fecebook, Skripsi. English Education Program of the Faculty of the Teacher Training and Education, Universitas Muhammadiyah Sumatera Utara. Medan. 2023.

This research dealth with the use of An Analysis of Persuasive Strategies Used in Slogan Woman Cosmetic Products Wardah Advertisement on Facebook. The objectives were to find out the types of Persuasive Strategies used in slogan of Wardah cosmetic and describe the way apply Persuasive Strategies in slogan of Wardah woman cosmetic advertisement on facebook. Qualitative research is applied to analyze the data. The research used text soure of data was the text in the slogan of the advertisement of Wardah product in the Persuasive of statements and phrase. The result of the research was seven types of Persuasive Strategies: Rationalization 12 data, identification 10 data, suggestion 10 data, conformity 4 data, compensation 6 data, displacement 5 data, and projection 3 data. The way to apply Persuasive Strategies (the way persuade consumer) were: ethos (the way how to convince the audience that they are a credible source), pathos (The way how to attract sympathy or appeal to the audience) and logos (The way how to cite facts so that the audience believes in the information conveyed).

Keyword: Persuasive Strategies, Slogan Advertisement, Wardah

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This research entitled "An Analysis Of Persuasive Strategies Used In Slogan Woman Cosmetic Product Wardah Advertisement On Facebook" to fulfill one of the requirements to obtain the degree of Sarjana Pendidikan in Faculty of Teacher Training and Education at Universitas Muhammadiyah Sumatera Utara. The researcher encountered numerous challenges and obstacles while producing this research, but this did not deter her from striving to create a better one, which is impossible to do without the assistance of others.

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Those who read the study and are interested in the topic will hopefully find the research findings useful. She sincerely hopes that this is not the final research but the start of a new generation of researchers. Finally, the researcher understood that this research was far from flawless, even thought she had given everything. As a result, constructive criticism, comment, and recommendation are encouraged to enhance this study.

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Medan, 12 Agustus 2023

The researcher

Ayu Ani Indrian Syafitri

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CHAPTER I

INTRODUCTION

A. The Background of The Study

Language is one important thing between human relations. Humans are social creatures who cannot live alone and always have to interact with other people. They use language in everyday life to communicate with other people. One of the ways that people use to communicate with one another is persuasion. Persuasion is defined as the process of changing and affirming the attitudes, beliefs, values, or behavior of others (Kubro & Suyitno, 2019:296). The process of persuading someone to change their mind, views, values, or behavior is known as persuasion.

Persuasive language is a type of communication which is intended to persuade someone to do or believe something (Losi & Rosida, 2022:55). It also encourages others to share and agree with your point of view. According to Yuliah et al., (2021:67), persuasive language is a text that invites or influences someone or the reader to follow the writer's feelings.

Many people use persuasive language or strategies in their daily lives. People usually use persuasive strategies to persuade others to share their feelings or opinions on a subject. Persuasive strategies can be found in magazines, political campaigns, public speeches, products, and even advertisements. It is fascinating when people are drawn in by language presented in advertisements or elsewhere through advertisements, language can influence what people think or feel, influencing their decision to buy something.

Advertising products offered are generally products that are often needed every day, such as food, medicine, clothing, and others. However, advertisers are now preparing various products as a solution to fulfill tertiary needs. This was inspired by advertisers from the changing lifestyles of a growing society, especially urban areas. These changes can be seen in aspects of technology, culture, industry, and others. Therefore, advertisements tend to focus on target consumers who have a high involvement with the products advertised (Widyanto, 2018:34).

Advertising is primarily about amplifying the brand image of present day customers, discovering new customers and positively impacting clients attitude. Advertising aims to attract customers' attention, make and persuade consumers to buy the product. In another words, advertising is a way to get consumers interested in the form of writing, images, sounds and is intended to persuade consumers. In making advertisements, advertisers want techniques to influence and persuade consumers.

The language of persuasion is most important for a successful advertising campaign. To market the product, the use of language should sincerely be understood with the aid of the opponents because through language the intent in the mind can be channeled properly and its meaning can be easily accepted by the opponent. Advertising uses social imagery and appeals to people's psychological and physical needs Atmaja (2022:56).

The use of slogans in advertisements has increased so considerably that is a very large proportion of today's advertising and in advertising slogans. Advertising slogans are considered as an attractive means which offer novelty for a product. Short, simple and lack of complex grammatical structure are the characteristics of appropriate slogans used via institutions, so that they are well understood with the aid of readers. In different words, the slogan have to contain a language pattern consisting of easy-to-remember words to bring the message so that it is effortlessly remembered by means of customers. The thinking in the slogan is a device that helps clients to identify the brand. The producers can create an interesting word in order to get many customers. The producer uses persuasive strategies to make it more interesting (Luo et al., 2021:198).

When promoting products, the beauty of advertising makes various sorts of strategies to persuade consumers. "Feel the beauty" and "Beauty moves you" are the examples of Wardah's slogan. This slogan is popular among teenagers because Wardah products are well-known as best products which are consumed by many women since teenagers and adults. The slogan is also made by using strategies to make consumers interested with their product, so that the consumers want to buy their products.

Wardah is a company under Paragon Technology and Innovation company which was set up on 28 February 1985 with the initial name of PT. Pusaka Culture. The organization was renamed PT. Paragon Technology and Innovation in 2011. The agency was founded through married couple, Drs. H. Subakat Hadi, M.Sc and Dra. Hj. Nurhayati Subakat, Apt. PT. Paragon Technology and

Innovation carry out its beauty production procedure at a manufacturing facility located in the industrial region of Jatake, the industrial avenue of Raya IV block AG No 4 Tangerang (Devi, 2020:15).

The slogan of Wardah cosmetics which is so popular is "Inspiring Beauty" which means always believing in beauty that inspires. This slogan has been used in Wardah cosmetics since 1995. This slogan is usually listed in mass media advertisements such as television, radio, newspapers, magazines and also media socials.

The popularity of that slogan becomes the reason for the researcher to conduct a research related to persuasive strategies in slogan advertisements. Since everything can be taken from digital media, so the researcher decides to take all of Wardah slogans that related to persuasive strategies from its official account on Facebook.

The researcher uses some theories related to seven types of persuasive strategies, namely rationalization, identification, suggestion, suitability, compensation, displacement and projection (Keraf, 2017:66). The researcher also uses Aristotle's theory (1954) about how to persuade consumers through ethos, pathos and logos. Therefore, this research aims to determine the types of persuasive strategies and their meaning which are used in slogans of Wardah cosmetic product advertisement on Facebook.

B. The Identification of The Problem

The problem of this research could be identified as follows:

1. People did not know what types of persuasive strategies used in slogans of Wardah cosmetic product advertisement on Facebook.

2. People did not know how to apply persuasive strategies in slogans of Wardah cosmetic product advertisement on Facebook.

C. The Scope and Limitation

The scope of this research focuses on the communication strategy and it is limited in persuasive strategies in advertisement.

D. The Formulation of The Study

1. What are the types of persuasive strategies used in slogans of Wardah woman cosmetic product advertisement on Facebook?

2. How are the persuasive strategies used in slogans of Wardah woman cosmetic product advertisement on Facebook?

E. The Objective of The Study

1. To find out the types of persuasive strategies used in slogans of Wardah woman cosmetic product advertisement on Facebook.

2. To describe how to apply persuasive strategies in slogans of Wardah woman cosmetic product advertisement on Facebook.

F. The Signification of The Study

The researcher hopes that this study will give some contributions to everyone theoretically and practically.

1. Theoretical

     The findings of this research can grant explanations and in addition information mainly about persuasive strategies in the subject of advertising.

2. Practical

    a. Teachers/Lecturers

         The findings of this research can contribute the learning materials source or reference about communication strategy especially in persuasive strategies in advertisement that can be used in the classroom.

    b. Students

         The findings of this research can inform the students about the knowledge of communication strategy which is concerned in persuasive strategy in advertisement.

    c. Researchers/Readers

         The findings of this research can be a reference for next researchers or readers to find out more about communication strategy about persuasive strategy in advertisement in different point of view.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Persuasion

Persuasion is verbal exchange used to influence and convince another. Through persuasion each man or woman tries to impact belief and different people's expectations. Persuasion in principle is a try to deliver information and have interaction among humans in conditions where both events apprehend and agree to do something that is important to each parties. Persuasion is generally defined as human conversation designed to influence others by means of modifying their beliefs, values, or attitudes.

A complex collection of linguistic techniques known as persuasive techniques is used to influence opinions and elicit responses without overtly pushing one's own beliefs on the listener. In advertising, persuasive strategies are used less to boost sales and more to establish rapport and increase brand recognition (Romanova & Smirnova, 2019:89).

Persuasion is designed to involve a range of methods to take purchaser attention and pastime to build credibility and trust, to inspire desire for products and to promote consumers to act positively.

1.1 Persuasive Strategies

Persuasion an motion that pursuits to have an effect on or encourage

thoughts, a person's way opinion for some life like reason. Persuasively there are **7** sorts of persuasive strategies according to (Keraf, 2007), namely: rationalization, identification, suggestion, conformity, compensation, projection and displacement.

a. Rationalization

Rationalization as a persuasive method is confined as the procedure of the use of motive to provide a justification for a   problem, where   the groundwork or motive is now not the direct motive of the problem. Rationalization aims to a hibit the fact of the advantages of a product to attract buyers so that viable shoppers will choose the product. This method is used to persuade customers about their product via a number of statements. Advertiser want to recognize about patron beliefs, attitudes and what they need.

b. Identification

Identification is an exercise in which the author must perceive writing with the reader. Identification persuasion is always making an attempt to stop conditions of conflict and questionable attitude, then the speaker should analyze their presence and the total situation, then the speaker will be extra easily become aware of their persuasion with the audience.

c. Suggestion

Suggestion is an undertake to affect or persuade humans to receive a certain belief or institution beside giving a logical basis to the people who desires to be influenced. Suggestion targets to persuade buyers to admit the excellence of a product via humans that have dignity to follow. The

conformity between color, background, picture, interesting word and the use of famous humans of the commercial will make the customer influence.

d. Conformity

Conformity is a want or measure to make them sales similar to something else. In persuasion, people who do persuasion use this method to conform to the beliefs that want in persuasion. Conformity and identification are frequently considered similar. The difference, in the identification of the speaker present only a few things pertaining to them with the target market while in the speaker's conformity show that they were capable to do and act as an audience as well. The ambitions of conformity approach is to provide on overview of how a product has a real potential as predicted with the aid of possible consumers.

e. Compensation

Compensation is an action or and result of an effort to searching for a substitute for something that is no longer acceptable. That count number done if a scenario has experienced a frustration.

f. Displacement

Displacement outline as a technique that seeks to replace a cause that experiences obstacles with every other reason that synchronously replaces the emotion.

g. Projection

Projection is a approach to make something that was situation turn into object. A personality that a individual has is no longer authorized as a nature,

but is cast the nature and character of another. In this projection, the advertisers will reveal weakness about some products that are considered competitive.

1.2 The Way to Persuade Consumers

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

a. 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.

b. 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.

c. 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 knowledge able and prepared to his or her audience. However, the data can be confusing and thus confuse the audience. Logos can also be misleading or in accurate.

2. Slogan

Slogan is necessary to emphasize the expression the business enterprise wants remembered by consumers. Moreover, slogans frequently have a one of a kind language pattern to bring the message of a product. Advertisers can not remove the significance of sentence shape for a slogan because barring a accurate sentence structure, the reader will not be capable to understand the message of a advertisement. Slogans are made to appeal to the interest of consumers. Slogan created as fascinating as viable so that human beings are fascinated in analyzing it and experience called to elevate out the thrust of the slogan. Slogans seem to be more attractive when the usage of language styles that healthy what you choose to categorical ideas. Slogans are used in enterprise and commerce. This is usually to convey a message (Aruan et al., 2021).

Slogan in an advertisement provides a guarantee of quality and reliability of the product or service. The slogan repeats the brand name. The slogan is short, simple, clear, attractive and colorful words, which are used to attract and hold customer attention. Slogan is writing that is used to convey the intent or idea conveyed by the slogan maker. Slogans are usually in the form of short and simple sentences containing appeals, warnings and invitations made intentionally by the agency that contain intent and purpose.so the target is easy to remember (Dao and Heidt, 2018:11).

Source: Facebook

Figure 1. Wardah Slogan

3. **Facebook**

Marketers and consumers are expanding their communications through dynamic media called social networks. This is the newest one development in advertising products and communicating with consumers. Development in advertising product and communicating with all consumers. Facebook is a social networking service and mobile application that allows users to share moments of their lives through photos and video, publicly.

Facebook was launched in February 2004, Facebook has now become the most popular social network in the world. Social media has made it very easy for entrepreneurs to reach customers and let them know about products. Their main finding is that social media platforms represent an interaction channel for businesses to advertise customer relationships. The purpose of using Facebook among young people to view posts is primarily for the sake of social interaction (Serafinelli, 2018).

4. Advertisement

Advertisements not solely furnish records about merchandise marketed to promote that product however can also alternate people's views perspective in society, in other words advertising can persuade humans to buy merchandise they don't need. Advertisement is considered as persuasive discourse because the language used id advertisement are heavily influenced by linguistic communicative means (Diantanti et al., 2018:92).

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, 2007:8).

4.1 Language of Advertisement

Language is a conversation tool that people use to interact with other people. Through language, human beings can create actuality and prepare it.

Language is additionally used to furnish records to different human beings about something, to convince other human beings about a fact or something and the behavior and opinions of others. It language is also used to describe or tell how to form or present something or object, and to describe the feeling of the object.

In advertisement, language has a role to persuade consumers. The power of language which has brought the colonization of human cultural symbolic in advertisement. Actually, is one of prove that the friction of language represent of one ability which can poison the existence of civilization at the future.

4.2 The Function of Advertisement

Advertising serves as an interest grabber, so that consumers interested, the desire to purchase and determine to buy. Advertising is one of the most famous and most broadly used forms/models of advertising communication by using various companies. Advertising has many media preferences (electronic and non- electronic), many editions and many goals. Purpose of advertising creations should be able to inform, persuade and remind customers about the product provided by using the agency thru the marketing media.

According to Atmaja (2022), where is the function of advertisements is as follows:

1. Providing information (informing), namely making consumers aware of new things brands, educating them about the features and benefits of brands, and facilitate the creation of a positive brand image.

2. Persuading, meaning that effective advertising will be able to persuade customers to try advertised products and services.

3. Remind (remind), where advertising serves to keep the company brand fresh in the minds of consumers.

4. Adding value, advertising adds value to consumers by influencing consumer perception.

B. The Relevance of The Study

In conducting this research, the researcher was influenced by the other parties researchers who had the same theme as this research:

1. "Persuasive Strategies Used in Slogan of Cigarette's Advertisement" by Fauzan (2013), Faculty of Humanity and Culture, State Islamic University of Malang. The researcher used descriptive qualitative research design and analyzed the speech, sentence and phrases from the slogan. The researcher analyzed the data by using the persuasion theory proposed by Aristotle. The research findings found that persuasive strategy used on slogans of cigarette's advertisement could be divided into three categories, namely Ethos, Pathos, and Logos. Through those strategies, slogans of cigarette's advertisement convinced the viewers.

   The difference of this research with Fauzan's research was the use of theory and data. Fauzan used only Aristotle's theory and cigarette's slogans, while this research used Keraf and Aristotle's theory and cosmetic's slogans.

2. "Persuasive Strategies in Woman Cosmetics Advertisement of Skin Whitening Product on Television Commercial" by Dewi Anjani Purba (2017), published

by Faculty of Languages and Arts State University of Medan. This research used a qualitative design. The researcher analyzed the data through describing and explaining data based on persuasive strategy by Aristotle (1954). There were about 50 female sample cosmetics in skin whitening products from various brands. The advertisements were taken from the official website. The results of this study found that 32 utterances categorized as Ethos, 12 as Pathos, and 6 as Logos.

The difference of this research with Dewi's research was the use of theory and data. Dewi used only Aristotle's theory and cosmetic's advertisements on television commercial, while this research used Keraf and Aristotle's theory and cosmetic's slogans on Facebook.

3. "The Analysis of the Language Style used in Maybeline New York's Written Advertisements" by Martha Lovina Melynda (2017), published by Faculty of Teacher Training and Education Sanata Dharma University Yogyakarta. This research was a qualitative design. The llinguistic features were found in Maybelline New York brochure were analyzed based on Gray's theory. Maybelline New York brochure also used ten features, namely short sentence, long noun phrase, ambiguity, use of imperative, present tense, association, and in complete sentence.

The difference of this research with Martha's research was the use of theory and data. Martha used Gray's theory and Maybelline cosmetic products in written advertisement, while this research used Keraf and Aristotle's theory and cosmetic's slogans on digital advertisement (Facebook).

C. Conceptual Framework

The persuasive strategies used in advertising is an important part of the marketing process to persuade the consumer. The persuasive strategies were usually found in the slogan of the products. The producers of the company used the slogan to attract consumers' attention. While in linguistics, there were theories that could classify and described how to apply persuasive strategies well. These theories were from Keraf and Aristotle which classified the persuasive based on its types and meaning.

This research examined the types of persuasive strategies and the way how to persuade consumers through slogans of beauty cosmetics advertisement from Wardah official account on Facebook. Here was the conceptual framework which Keraf and Aristotle's theories were as the reference of classifying the data that would examined.

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                        │          Persuasion          │
                        └─────────────────────────────┘
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Types of Persuasive Strategy by Keraf's Theory (2017)	The Way How to Persuade Consumers by Aristotle's Theory (1954)

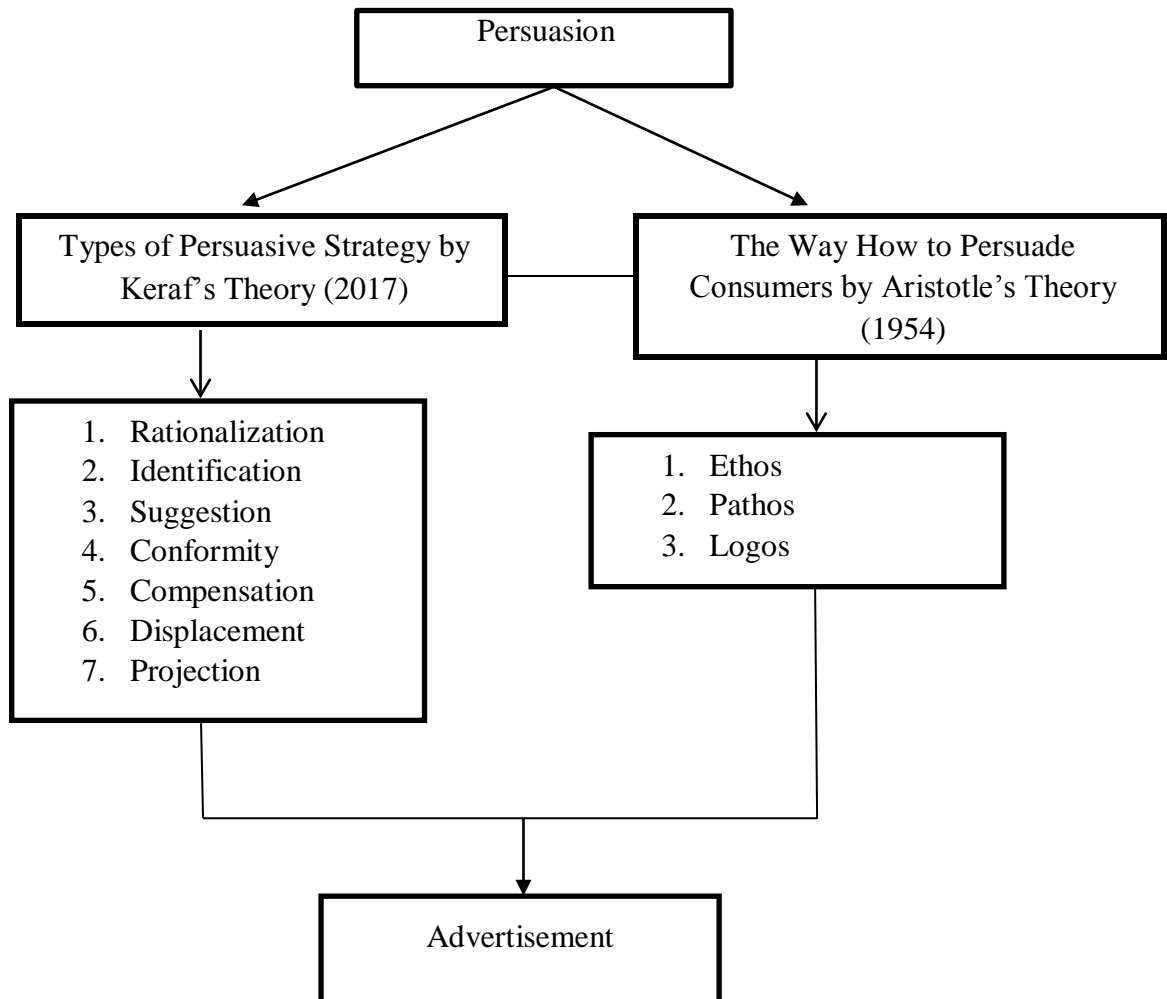| 1. Rationalization 2. Identification 3. Suggestion 4. Conformity 5. Compensation 6. Displacement 7. Projection	1. Ethos 2. Pathos 3. Logos

Advertisement

Figure 2. Conceptual Framework

CHAPTER III

METHOD OF RESEARCH

A. Research Design

Qualitative methods were used in this research. The definition of qualitative research was an in-depth and thorough analysis of phenomena using a flexible study design and a large collection of narrative material. The goal of qualitative research was to provide in-depth knowledge and insight into real-world problems. Qualitative research did not replace, add to, or measure any treatment of the subjects or objects that were used in the research (Moser & Korstjens, 2019:89).

B. Source of the Data

The researcher used text in the slogan of advertisement of Wardah products as the source of the data. The data were collected from the photo posts on Facebook account: https://www.facebook.com/wardahbeauty/ which were taken from January 2022 up to January 2023. There would be around 50 posts in total that were taken from the official Facebook account of Wardah. The researcher used slogans, which were statements and phrases to analyze the data.

C. Technique of Collecting The Data

There were three steps used in this research to collect the data, they were: firstly, taking advertisements from the Facebook account; secondly, classifying the slogans into each category; and lastly, interpreting the advertisements based

on Keraf and Aristotle's theory which are focused on the persuasive strategies (Losi et al., 2022). The researcher also used the collecting data steps by following Muninggar's research (2019) with the same steps that were explained before.

D. Technique of Analyzing The Data

The systematic procedure in conducting the data analysis used Miles and Huberman theory as following:

1. Data Condensation

   Data referred to the process of choice and simplification of data. The researcher looked for Wardah product accounts on Facebook social media which contained slogans to be analyzed.

2. Data Display

   Data display was an organized collection of information that allowed drawing conclusions and action. This research explained about the types of persuasive strategies and the ways how to persuade consumers.

3. Drawing and Verifying Conclusion

   From the data condensation and data display, the researcher got the conclusion from the research about the types of persuasive strategies and the way how to persuade consumers based on the slogans in Wardah advertisement (Miles & Huberman, 2020:67).

CHAPTER IV

DATA AND DATA ANALYSIS

A. Data Collection

The data were collected and selected randomly from Wardah official account on Facebook through this website https://www.facebook.com/wardah_beauty/. There were 50 posts which consisted product pictures and slogans. Those slogans were analyzed by using Keraf's theory for the persuasive strategies and Aristotle's theory for the ways how to apply persuasive strategies (how to persuade consumers). The data about persuasive strategies were listed in the table 1.

Table 1. The Types of Persuasive Strategies (Keraf, 2017)

No.	Data	Types	Definition
1	Find your personalized shades lip cream.	Suggestion	Suggesting to find the best lipstick for the consumers' own preference
2	Let's have a picnic!	Rationalization	Presenting a belief that their products could give consumers the happy feeling like going to a picnic while using their products
3	Meet our main character: Perfect smooth Matte.	Rationalization	Showing the best quality of the product that it was said "perfect" lipstick that gave the consumers the smooth texture on the lips

4	Our hero! Glow finish without feeling oily.	Rationalization	Making the consumers believe that by using the cushion, they would be free from oily face condition
5	Best ombre lips.	Identification	Being identified as various kinds of lipstick that could be done in ombre style which was mostly created by teenagers or young woman
6	Your skin barrier repair routine.	Displacement	Aiming to promote the product that could be used to repair skin problems
7	Glow finish for campus look.	Identification	Targeting university students to buy the products
8	Your on-the-go makeup look.	Identification	Being identified as simple and beneficial products that could be brought anytime the consumers went to somewhere without feeling terrible preparing another makeup
9	Treat your sensation well.	Suggestion	Suggesting the consumers that they could feel or treat the scent of Wardah perfume well by having the various scents that they had
10	Reminder: Don't forget to wear SPF today.	Suggestion	Suggesting the consumers to use the product for avoiding sunburn condition

11	Glowing and fabulous: Take your makeup game to the next level.	Compensation	Offering a glowing and fabulous makeup for the better look on consumers' face
12	Your daily hero for every skin concern.	Projection	Trying to give different thing by offering a treatment that could be used by all women in all skin condition
13	All skin type night routines.	Projection	Trying to give different thing by offering a night treatment that could be used by all women in all skin condition
14	New color, new formula.	Compensation	To advert the better color with the better formula of the products
15	Perfect smooth, comfort matte.	Identification	To identify the products as the perfect, smooth, and comfort lipstick to wear
16	Keep your makeup fresh all day long.	Conformity	To give benefit to consumers that by using Wardah products, they can be looked fresh during the day
17	Finest scent in every drop.	Rationalization	Ensuring the consumers about their best quality in perfume scent
18	The color experts.	Identification	The product identified itself as the expert of color that could be used by the consumers

19	Relax your skin and get real protection.	Suggestion	Suggesting to use Wardah mask products to relax the consumers skin face
20	Always ready.	Identification	To identify that the product was always ready whenever the consumers wanted to wear it
21	Advanced glowing skin.	Rationalization	Showing the reason why Wardah advertised about glowing skin to fulfil the consumers' need
22	Beauty moves you.	Displacement	Aiming to change the consumers to be looked more beautiful and healthier by using their product
23	Wardah crystal secret.	Rationalization	The product tried to offer the quality of crystal formula in their composition of the make up
24	Beauties, don't skip your night routines.	Suggestion	Suggesting the consumers to keep their skin healthy by applying their product every night
25	No drama dry lips.	Conformity	Adapting the consumers condition who felt uncomfortable to use lipstick
26	Stay glowing in Ramadan.	Displacement	Aiming to motivate the consumers to stay beautiful by keep using their product even they had to not eat and

			drink (fasting)
27	Wardah renew you.	Compensation	Offering a treatment that can change their skin become the new healthy and beautiful one
28	Your every night treatment.	Rationalization	It offered the quality of night treatment that could be used every day by the consumers
29	Intense crack free.	Identification	The product identified as the lipstick that could not be cracked easily if the consumers wore it
30	Find the best eyebrow color for you.	Suggestion	Suggesting the consumers to choose the best color of their favorite eyebrow
31	Berry bright ready to glow!	Rationalization	It offered the benefit of various of berries to make consumers' face were looked glowing
32	Hijabers approved.	Projection	This product was different and special in the product formula to make Hijabers women felt fresh and clean for their heir even it was covered by hijab
33	Open a new flawless look.	Rationalization	It emphasized the consumers' look to be flawless as the quality of the product
34	Say hello to our new packaging.	Compensation	Targeting consumers' interest who would be pleased buying

			the products by looking at beautiful and eye-catching packaging
35	Start your day with us!	Suggestion	Suggesting the consumers start their activities by using Wardah makeup
36	Lips up your day.	Compensation	To give a difference than other lipstick that this one was perfect to use along the day
37	Makeup with skincare benefit.	Conformity	To give the benefit for the consumers that they would feel the skin be well-treated even they used it as makeup
38	Paint it like the sky.	Displacement	Aiming to illustrate that by using their lipstick products, the consumers could feel to paint the lip like the sky
39	Mousse on, worries gone.	Identification	To identify that this product would make the consumers felt no worry if they wore the lipstick
40	The powerful drop of youthfulness.	Rationalization	Offering the quality of the product that the serum would make you looked younger
41	Wardah UV shield real protection.	Rationalization	Offering the quality of the best sunlight protection of the product
42	Entrust your skincare to the experts.	Suggestion	Suggesting the consumers to believe in Wardah makeup

			quality for their skincare
43	Beauty isn't created, but discovered. Be yourself.	Displacement	To emphasize the different thing that this product let you to be beautiful as the way you wanted to by using their products
44	Protect and calming from sunburn and UV light.	Rationalization	Offering the best sunlight cream to protect sunburn
45	Intense color, easy to blend.	Identification	Tried to identify the product had the intense color and easy to use
46	Elevate your makeup with perfect skin preparation.	Suggestion	Suggesting the consumers wear the skin preparation products to get their skin better than before
47	Freshen up your day!	Compensation	To give benefit as the fresh products that could be used for the consumers' daily routine
48	Get your Ramadan longlasting look.	Conformity	Offering the benefit for the consumers that the products would be stay during the day even in Ramadan
49	Look bold, look sharp, look alive.	Identification	To identify that the product could make the consumers looked bold, sharp, and alive in their appearance
50	Start your day with glowing and fresh look!	Suggestion	Suggesting the consumers to start their activities by

			wearing Wardah makeup that could make their face was looked glowing and fresh

The data about the ways to apply persuasive strategies were listed in the table 2.

Table 2. The Way to Apply Persuasive Strategies (Aristotle, 1954)

No.	Data	Types	Definition
1	Find your personalized shades lip cream.	Logos	Showing logic or fact
2	Let's have a picnic!	Pathos	Tried to touch consumers' feeling or emotion
3	Meet our main character: Perfect smooth Matte.	Ethos	Showing credibility or quality of the product
4	Our hero! Glow finish without feeling oily.	Pathos	Tried to touch consumers' feeling or emotion
5	Best ombre lips.	Ethos	Showing credibility or quality of the product
6	Your skin barrier repair routine.	-	-
7	Glow finish for campus look.	Ethos	To show credibility or quality of the product
8	Your on-the-go makeup look.	Ethos	Showing credibility or quality of the product
9	Treat your scentsation well.	-	-
10	Reminder: Don't forget to wear SPF today.	Logos	Showing logic or fact
11	Glowing and fabulous: Take your makeup game to the next level.	-	-
12	Your daily hero for every skin concern.	Pathos	Tried to touch consumers' feeling or emotion

13	All skin type night routines.	-	-
14	New color, new formula.	Logos	Showing logic or fact
15	Perfect smooth, comfort matte.	Ethos	Showing credibility or quality of the product
16	Keep your makeup fresh all day long.	Logos	Showing logic or fact
17	Finest scent in every drop.	Ethos	To show credibility or quality of the product
18	The color experts.	Ethos	To show credibility or quality of the product
19	Relax your skin and get real protection.	Pathos	Tried to touch consumers' feeling or emotion
20	Always ready.	Pathos	Tried to touch consumers' feeling or emotion
21	Advanced glowing skin.	-	-
22	Beauty moves you.	Pathos	Tried to touch consumers' feeling or emotion
23	Wardah crystal secret.	-	-
24	Beauties, don't skip your night routines.	Logos	Showing logic or fact
25	No drama dry lips.	Pathos	Tried to touch consumers' feeling or emotion
26	Stay glowing in Ramadan.	Ethos	Showing credibility or quality of the product
27	Wardah renew you.	Ethos	Showing credibility or quality of the product
28	Your every night treatment.	Logos	Showing logic or fact
29	Intense crack free.	Ethos	Showing credibility or quality of the product
30	Find the best eyebrow color for	Ethos	Showing credibility or quality

	you.		of the product
31	Berry bright ready to glow!	Logos	Showing logic or fact
32	Hijabers approved.	Logos	Showing logic or fact
33	Open a new flawless look.	-	-
34	Say hello to our new packaging.	Logos	To show logic or fact
35	Start your day with us!	Pathos	Tried to touch consumers' feeling or emotion
36	Lips up your day.	Pathos	Tried to touch consumers' feeling or emotion
37	Makeup with skincare benefit.	Ethos	To show credibility or quality of the product
38	Paint it like the sky.	-	-
39	Mousse on, worries gone.	Pathos	Tried to touch consumers' feeling or emotion
40	The powerful drop of youthfulness.	Ethos	Showing credibility or quality of the product
41	Wardah UV shield real protection.	Ethos	To show credibility or quality of the product
42	Entrust your skincare to the experts.	Ethos	Showing credibility or quality of the product
43	Beauty isn't created, but discovered. Be yourself.	Pathos	Tried to touch consumers' feeling or emotion
44	Protect and calming from sunburn and UV light.	Logos	Showing logic or fact
45	Intense color, easy to blend.	-	-
46	Elevate your makeup with perfect skin preparation.	Ethos	To show credibility or quality of the product
47	Freshen up your day!	-	-
48	Get your Ramadan long lasting look.	-	-

49	Look bold, look sharp, look alive.	Logos	To show logic or fact
50	Start your day with glowing and fresh look!	-	-

B. Data Analysis

After identifying the data, the types of persuasive strategy and the ways how to apply persuasive strategies (how to persuade consumers) were classified by using Keraf and Aristotle theory. There are seven types of persuasive strategy, they were: Rationalization, Identification, Suggestion, Conformity, Compensation, Displacement, and Projection. There were the ways how to apply persuasive strategies (how to persuade consumers) persuade consumers, they were: Ethos, Pathos, and Logos.

1. The Types of Persuasive Strategy

There were found seven types of persuasive strategy from 50 data which were collected. The distribution of the data classification was made in Table 3.

Table 3. The Distribution of Data Classification

No.	The Types of Persuasive Strategy	Data Found
1	Rationalization	12
2	Identification	10
3	Suggestion	10
4	Conformity	4
5	Compensation	6
6	Displacement	5

7	Projection	3
Total		**50**

a. Rationalization

It is a process of using basic mind to provide a justification. This technique used to make the consumer feel confident with the product by some statements. The advertiser needed to know what the consumer's needs, wishes, wants were and how their attitude and belief were. By knowing those things, the advertisement can justify the quality of the product. This strategy was found in data 2, 3, 4, 17, 21, 23, 28, 31, 33, 40, and 44.

Data 2

"Let's have a picnic!".

The data above could be classified as rationalization strategy because the slogan symbolized to have makeup like doing a picnic. Wardah offered their products as the things that consumers need to go picnic. Wardah would like to present a belief that their products could give consumers the happy feeling like going to a picnic while using their products.

Data 3

"Meet our main character: Perfect smooth Matte".

The data above could be classified as rationalization strategy because the slogan pointed out that Wardah had a main product which served the best quality that it was said "perfect" lipstick that gave the consumers the smooth texture on the lips.

Data 4

"Our hero! Glow finish without feeling oily".

The data above could be classified as rationalization strategy because the slogan emphasized the words "our hero!". This symbolized that the product could be the best product that could save the consumers to use the cushion on their face without making them worries looked oily. This slogan tried to make the consumers believe that by using the cushion, they would be free from oily face condition.

Data 17

"Finest scent in every drop".

The data above could be classified as rationalization strategy because the slogan tried to prove that Wardah had the best scent in their perfume products. They justified that they had given the finest scent in every drop of various perfumes that they have offered to the consumers. The words "finest scent" showed that Wardah tried to ensure the consumers about their best quality in perfume scent.

Data 21

"Advanced glowing skin".

The data above could be classified as rationalization strategy because the slogan labeled their product as a continuance skincare that could make the consumers having the glowing skin. The glowing skin was the consumers need in showing their beauty. The consumers wanted to be looked pretty by

having glowing face and that was the reason why Wardah advertised about glowing skin to fulfil the consumers' need.

b. Identification

It is a key of success for advertiser to analyze the consumers situation. The advertiser should be relevant to the target market whether they are girl, man, teenagers, adult, or children. This strategy was important because the advertiser should know what the appropriate concept for the product. This strategy was found in the data 5, 7, 8, 14, 15, 18, 20, 29, 39, 45, and 49.

Data 5

"Best ombre lips".

The data above could be classified as identification strategy because the word ombre can be identification as a concept which is used mostly by teenagers or young women. Ombre is the blending of one color hue to another, usually moving tints and shades from light to dark. By mentioning ombre style, Wardah offered various kinds of lipstick that could be done in ombre style which was mostly created by teenagers or young woman in combining lipstick color that the liked to wear.

Data 7

"Glow finish for campus look".

The data above could be classified as identification strategy because the word "campus look" was definitely identified the character of young women who studied in university level. This kind of look gave a concept of having light

makeup but still be pretty to go to campus. This identification strategy tried to target university students to buy the products.

Data 8

"Your on-the-go makeup look".

The data above could be classified as identification strategy because the word "on-the-go" identified that the products could be brought when you went or travelled somewhere. The concept of the product was identified as simple and beneficial products that could be brought anytime the consumers went to somewhere without feeling terrible preparing another makeup.

c. Suggestion

It is an attempt to persuade someone. In everyday life, a suggestion is usually given by beautiful words and tone of voice. Suggestion can be direction forms that involve getting consumers to accept the product without thinking idea, belief, or action. This strategy was found in data 1, 9, 10, 19, 24, 30, 42, 46 and 50.

Data 1

"Find your personalized shades lip cream".

The data above could be classified as suggestion strategy because the slogan suggested choices or preferences to the consumers about the lipstick that met their needs. Wardah had many choices of lip cream that could give various shades or color that the consumers wanted to use.

Data 9

"Treat your scentsation well".

The data above could be classified as suggestion strategy because the slogan suggested that the consumers could feel or treat the scent of Wardah perfume well by having the various scents that they had.

Data 10

"Reminder: Don't forget to wear SPF today".

The data above could be classified as suggestion strategy because the slogan suggested that the consumers should use the SPF (Sun Protection Factor) gel to protect their skin. As we know that sunlight consisted ultraviolet that could burn our skin. We should use sunscreen gel to protect our skin from sunburn when we did outdoor activities. This slogan suggested and advertised consumers to use the product for avoiding sunburn condition.

Data 19

"Relax your skin and get real protection".

The data above could be classified as suggestion strategy because the slogan suggested to use Wardah mask products to relax the consumers skin face. Wardah also combined another product to suggest a skin protection from sunlight. To feel relax and be protected, Wardah suggested various products to attract the consumers' interest.

Data 24

"Beauties, don't skip your night routines".

The data above could be classified as suggestion strategy because the slogan suggested the consumers to not skip their skin treatment routine at night. That was common for women to use skincare before going to sleep to make their face relax or healthy for the next days and so on. Through the slogan, Wardah suggested the consumers to keep their skin healthy by applying their product every night.

d. Conformity

It is an action to make something similar with others. In advertisement, conformity is a way of thinking to adapt the advertiser' condition to the consumers'. This strategy was found in data 16, 25, 37, and 48.

Data 16

"Keep your makeup fresh all day long".

The data above could be classified as conformity strategy because the slogan tried to give benefit to consumers that by using Wardah products, they can be looked fresh during the day. This was also similar to the condition that consumers wanted, which was to be fresh all day long.

Data 25

"No drama dry lips".

The data above could be classified as conformity strategy because the slogan tried to adapt the consumers condition who felt uncomfortable to use lipstick. Wearing lipstick everyday could cause dry lips and made consumers not confident. Through the slogan, the products tried to give benefit by giving

comfortable feeling to wear lipstick without experiencing dry lips.

e. Compensation

It is about an action or result of an attempt to seek a substitute for a condition that cannot be maintained. The advertiser tries to influence the consumers that they will find other better situation by using the product. This strategy was found in data 11, 14, 27, 34, 36, and 47.

Data 11

"Wardah renew you".

The data above could be classified as compensation strategy because the word "renew" symbolized a better action in making a change to the consumers skin. By the slogan, the advertiser tried to offer a treatment that can change their skin become the new healthy and beautiful one.

Data 14

"New color, new formula".

The data above could be classified as compensation strategy because the words showed the better concept or idea of the product that tried to attract teenagers in using new color and formula of the products. The products offered bright color lipsticks that were targeted to be used by teenagers.

Data 27

"Say hello to our new packaging".

The data above could be classified as compensation strategy because the

slogan offered a better packaging for their products than before. This offer tried to target consumers' interest who would be pleased buying the products by looking at beautiful and eye-catching packaging.

f. Projection

It is a technique to make a subject become an object. The advertisers try to answer the weakness of other advertisers. Projection strategy will show the advantage of products to show that the product is different than others. This strategy was found in data 12, 13, and 32.

Data 12

"Your daily hero for every skin concern".

The data above could be classified as projection strategy because the slogan was different than other products. Another product offered a treatment for oily face, acne, dry skin, black spots or others, but Wardah tried to be different by offering a treatment that could be used by all women in all skin condition.

Data 13

"All skin type night routines".

The data above could be classified as projection strategy because the slogan was different than other products. Another product offered a treatment for oily face, acne, dry skin, black spots or others, but Wardah tried to be different by offering a night treatment that could be used by all women in all skin condition. The product could also be used every night as the routine skin treatment.

Data 32

"Hijabers approved".

The data above could be classified as projection strategy because the slogan was different than other products. By emphasizing "Hijabers approved", this slogan obviously offered the product only for Hijabers women. This product was different and special in the product formula to make Hijabers women felt fresh and clean for their heir even it was covered by hijab.

g. Displacement

It is a process of convincing the consumers by diverting a certain object or purpose to another purpose. This strategy was found in data 6, 22, 26, 38, and 43.

Data 6

"Your skin barrier repair routine".

The data above could be classified as displacement strategy because the slogan aimed to promote the product that could be used to repair skin problems.

Data 22

"Beauty moves you".

The data above could be classified as displacement strategy because the slogan aimed to change the consumers to be looked more beautiful and healthier by using their product.

Data 26

"Stay glowing in Ramadan".

The data above could be classified as displacement strategy because the slogan aimed to invite consumers to stay beautiful even in Ramadan. As we know that, Moslem people was fasting during Ramadan by holding themselves to not eat, drink, feeling angry, etc. Through this slogan, Wardah aimed to motivate the consumers to stay beautiful by keep using their product even they had to not eat and drink (fasting).

Data 38

"Paint it like the sky".

The data above could be classified as displacement strategy because the slogan aimed to illustrate that by using their lipstick products, the consumers could feel to paint the lip like the sky. They were free to create any color as they wanted to.

2. The Way to Persuade Consumers

Marketers and advertisers use the way to persuade consumers in their advertisement to inspire and attract the consumers to take the product easily. There are three types of the way to persuade consumers, they are: Ethos, Pathos, and Logos.

There were thirty eight data that were classified by the way to persuade consumers from fifty data which were collected. The distribution of the data classification was made in Table 4.

Table 4. The Distribution of Data Classification

No.	The Types of The Way to Persuade Consumers	Data Found
1	Ethos	16
2	Pathos	10
3	Logos	11
Total		37

a. Ethos

Ethos refers to authority and credibility. It highlights the credibility and trustworthiness of the advertisements that can help to persuade the consumers to buy the product. This type was found in data 3, 5, 7, 8, 15, 17, 18, 26, 27, 29, 30, 37, 40, 41, 42, and 46.

Data 3

Source : https://www.facebook.com/wardahbeauty/photos

"Meet our main character: Perfect smooth Matte"

The data above could be classified as ethos type because the slogan emphasized "the main character" of Wardah product that showed the credible product they had to be offered to give perfect smooth texture as the lipstick to

the consumers.

Data 5

"Best ombre lips"

The data above could be classified as ethos type because the slogan emphasized "the best lipstick" to make ombre style. The credible product was proved by showing the color of the lipsticks that could be mixed well to create new beautiful colors.

Data 7

Source : https://www.facebook.com/wardahbeauty/photos

"Glow finish for campus look"

The data above could be classified as ethos type because the slogan emphasized "campus look". Those makeup on the photo showed that by using the choice of colors and products, Wardah ensured that the consumers would get the campus look which meant the simple look yet beautiful that can be worn by the consumers to go to campus.

a. Pathos

Pathos refers to emotions and feelings. It allows marketers or advertisers to appeal to people's emotions and beliefs. This type was found in data 4, 12, 19, 20, 22, 25, 35, 36, 39, and 43.

Data 4

Source : https://www.facebook.com/wardahbeauty/photos

"Our hero! Glow finish without feeling oily"

The data above could be classified as pathos type because the slogan labeled the product as a hero. The word choice influenced the consumers' feeling and emotion about a hero that helped everyone sincerely. Then, the advertiser wanted to create a good image as a hero on the product so the consumers would feel touched and bought the product.

Data 19

Source : https://www.facebook.com/wardahbeauty/photos

"Relax your skin and get real protection"

The data above could be classified as pathos type because the slogan emphasized that the product would give calm and protection to the consumers. The word choice influenced the consumers' feeling and emotion to feel calm and safe after using the product.

Data 39

Source : https://www.facebook.com/wardahbeauty/photos

"Mousse on, worries gone"

The data above could be classified as pathos type because the slogan emphasized that the product would give comfortable and calm feeling if the consumers wear the lipstick. They claimed that the product would make the consumer's worry away after using the lipstick.

b. Logos

Logos is an appeal to logic. The consumers can be persuaded if the advertiser can present a factual argument that's based in reason. This type was found in data 1, 10, 14, 16, 24, 28, 31, 32, 34, 44, and 49.

Data 1

Source : https://www.facebook.com/wardahbeauty/photos

"Find your personalized shades lip cream"

The data above could be classified as logos type because the slogan offered the products that could be chosen by the consumers by their own need and intention. It was very logic that the consumers would choose one of the products based on their preference.

Data 10

Source : https://www.facebook.com/wardahbeauty/photos

"Reminder: Don't forget to wear SPF today"

The data above could be classified as logos type because the slogan informed a logic information that the consumers must wear the sunscreen gel to avoid the sunburn. Everyone must apply the sunscreen to protect their skin. The statement was logic and it could make the consumers bought the product because of its benefit.

Data 14

Source : https://www.facebook.com/wardahbeauty/photos

"New color, new formula"

The data above could be classified as logos type because the slogan informed a logic information about new color of the lipstick would give the new formula as well. This statement invited the consumers' curiosity to try the new product.

C. Research Findings

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

1. From this research, the researcher found there were seven types of persuasive strategies using on Wardah Beauty Cosmetics advertisement. They are: rationalization (12 data), identification (10 data), suggestion (10 data), conformity (4 data), compensation (6 data), displacement (5 data), and projection (3 data).

2. From the slogan advertisement of Wardah Beauty Cosmetics the researcher found the way to persuade consumers, those are: ethos (16 data), pathos (10 data) and logos (11 data).

3. Mostly, in the slogan advertisement of Wardah Beauty Cosmetics, the types of persuasive strategy use are rationalization strategy and the way to persuade consumers used is ethos type.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

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

1. There were seven types of persuasive strategy used in the slogan advertisement, there are: rationalization (12 data), identification (10 data), suggestion (10 data), conformity (4 data), compensation (6 data), displacement (5 data), and projection (3 data).

2. The way to persuade consumers in the slogan advertisement, there are: ethos (16 data), pathos (10 data) and logos (11 data).

B. Suggestion

1. The researcher hopes for the next researcher can find a new subject of the persuasive strategy such as in the classroom, court, politics, etc. and how it is applied. It can also find another aspect of the persuasive strategy not only use the types of persuasive t strategy and the way to persuade consumers. It will be more helpful to provide the knowledge to this study and can make a better research.

2. For the readers or students, it can be used as a references in analyzing types of persuasive strategy in advertisement, speech, education, politics, etc. to get a better understanding and knowledge relate to persuasive strategy.

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APPENDICES

Appendix 1. Slogan Woman Cosmatic Wardah

Appendix 2. Slogan Woman Cosmetic Wardah

Appendix 3. Slogan Woman Cosmatic Wardah

**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

PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan ini saya:
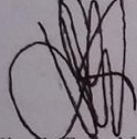
Nama Mahasiswa : Ayu Ani Indrian Syafitri

NPM : 1702050007

Program Studi : Pendidikan Bahasa Inggris

Judul	Diterima
An Analysis of Persuasive Strategies Used in Slogan Woman Cosmetic Product "Wardah" Advertisement on Facebook	Approved, 10/8/2022

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang diajukan kepada Program Studi Pendidikan Bahasa Inggris.

Medan, 10 Agustus 2022

Disetujui Oleh
Dosen Pembimbing

Hormat Pemohon

Halimah Tussa'diah, S.S., M.A

Ayu Ani Indrian Syafitri

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Appendix 4. Permohonan Persetujuan Judul Skripsi

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

UMSU
Unggul | Cerdas | Terpercaya

Form : K-1

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

Perihal: **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat yang bertanda tangan di bawah ini:

Nama Mahasiswa : Ayu Ani Indrian Syafitri
NPM   : 1702050007
Prog. Studi   : Pendidikan Bahasa Inggris
Kredit Kumulatif : 152 SKS

IPK = 3,35

Persetujuan Ket/Sekret. Prog. Studi	Judul yang Diajukan	Disahkan Oleh Dekan Fakultas
10/ 08-2022	An analysis of persuasive strategies used in slogan Woman Cosmetic Product " Wardah " Advertisement on Facebook	
	Analysis The Character in novel " Laskar Pelangi " by Andrea Hirata	
	An analysis of Experiential Function in Maher Zain's Album Song Lyrics Forgive Me	

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

Medan, 10 Agustus 2022
Hormat Pemohon,

Ayu Ani Indrian Syafitri

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

Appendix 5. K – 1

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

Form K-2

Kepada Yth : Bapak Ketua & Sekertaris

Program Studi Pendidikan Bahasa Inggris

FKIP UMSU

Assalamu'alaikum Wr, Wb

Dengan hormat, yang bertanda tangan dibawah ini;

Nama Mahasiswa   : Ayu Ani Indrian Syafitri

NPM   : 1702050007

Prog. Studi   : Pendidikan Bahasa Inggris

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

An analysis of persuasive strategies used in slogan Woman Cosmetic Product " Wardah " Advertisement on Facebook

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu:

Halimah Tussa'diah, S.S., M.A

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

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

Medan, 10 Agustus 2022

Hormat Pemohon,

Ayu Ani Indrian Syafitri

Keterangan:

Dibuat rangkap 3   : - Untuk Dekan Fakultas

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

Appendix 6. K – 2

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

Nomor   : 1768 /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   : **Ayu Ani Indrian Syafitri**
N P M   : 1702050007
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : **An Analysis of Persuasive Strategies Used in Slogan Woman**
                 Cosmetic Product " Wardah " Advertisement on Facebook.

Pembimbing   : **Halimah Tussa'diah, S.S., M.A.**
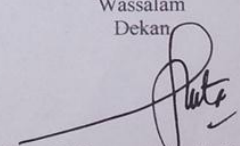
Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :
1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan **BATAL** apabila tidak selesai pada waktu yang telah ditentukan.
3. Masa daluwarsa tanggal : **3 Agustus 2023**

Medan 27 Muharram   1444 H
      25 Agustus   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

QS STARS
★ ★ ★ ★

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Appendix 7. K – 3

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

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

BERITA ACARA BIMBINGAN PROPOSAL

Perguruan Tinggi	: Universitas Muhammadiyah Sumatera Utara
Fakultas	: Keguruan dan Ilmu Pendidikan
Jurusan/Prog.Studi	: Pendidikan Bahasa Inggris
Nama Lengkap	: Ayu Ani Indrian Syafitri
NPM	: 1702050007
Program Studi	: Pendidikan Bahasa Inggris
Judul Skripsi	: An Analysis of Persuasive Strategies Used In Slogan Woman Cosmetic Products "Wardah" Advertisment On Facebook

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
10 / 10 /2022	Table of Content, Chapter I, Chapter II, Chapter III, References	
31/10/2022	Table of Content, Chapter I, Chapter II, Chapter III, References	
14/02/2023	Table of Content, Chapter I, Chapter II, Chapter III, References	
28/02/2023	Table of Content, Chapter I, Chapter II, Chapter III	
7 / 03/2023	ACC	

Medan, Maret 2023

Diketahui/Disetujui :
Ketua Prodi Pendidikan Bahasa Inggris

Dosen Pembimbing

Pirman Ginting, S.Pd., M.Hum

Halimah Tussa'diah, SS., MA

Appendix 8. Berita Acara Bimbingan Proposal

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

BERITA ACARA SEMINAR PROPOSAL

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

Nama Lengkap	: Ayu Ani Indrian Syafitri
N.P.M	: 1702050007
Program Studi	: Pendidikan Bahasa Inggris
Judul Skripsi	: An Analysis of Persuasive Strategies Used in Slogan Woman Cosmetic Products "Wardah" Advertment on Facebook

No	Masukan dan Saran
Bab I	include Primary data in the background
Bab II	-Include an example of Slogan in the Proposal
Bab III	
Lainnya	The PowerPoint display should be shorter and show only the Point
Kesimpulan	[ ] Disetujui [ ] Ditolak [✓] Disetujui Dengan Adanya Perbaikan

Dosen Pembahas

(Dr. Khairun Niswa, M.Hum.)

Dosen Pembimbing

(Halimah Tussa'diah, S.S., M.A.)

Panitia Pelaksana

Ketua

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

Sekretaris

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

Appendix 9. Berita Acara Seminar Proposal

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

SURAT KETERANGAN

بِسْمِ اللهِ الرَّحْمَنِ الرَّحِيمِ

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

NamaMahasiswa   : Ayu Ani Indrian Syafitri
NPM   : 1702050007
Program Studi   : Pendidikan Bahasa Inggris

Adalah benar telah melaksanakan Seminar Proposal Skripsi pada :

Hari   : Rabu
Tanggal   : 12 April 2023
DenganJudul Proposal   : An Analysis of Persuasive Strategies Used In Slogan
                            Woman Cosmetic Products "WARDAH" On Facebook
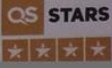
Demikianlah surat keterangan ini kami keluarkan/diberikan Kepada Mahasiswa yang bersangkutan, semoga Bapak/Ibu Pimpinan Fakultas dapat segera mengeluarkan surat izin riset mahasiswa tersebut. Atas kesediaan dan kerjasama yang baik kami ucapkan banyak terimakasih. Akhirnya selamat sejahteralah kita semuanya. Amin.

Dikeluarkan di : Medan
Pada Tanggal : 7 Juni 2023
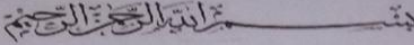
Wassalam
Ketua Program Studi
Pendidikan Bahasa Inggris

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

Appendix 10. Surat Keterangan Seminar Proposal

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

بِسْمِ اللَّهِ الرَّحْمَٰنِ الرَّحِيمِ

LEMBAR PENGESAHAN PROPOSAL
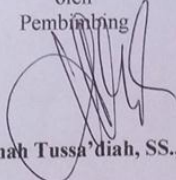
Proposal yang diajukan oleh mahasiswa dibawah ini :

Nama Lengkap   : Ayu Ani Indrian Syafitri

NPM   : 1702050007

Program Studi   : Pendidikan Bahasa Inggris

Judul Proposal   : An Analysis of Persuasive Strategies Used In Slogan Woman
                                   Cosmetic Products "Wardah" Advertisment On Facebook

Sudah layak diseminarkan

Medan,   2023

Disetujui
oleh
Pembimbing

Halimah Tussa'diah, SS., MA.

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Appendix 11. Lembar Pengesahan Proposal

MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH

UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

UMSU Terakreditasi Unggul Berdasarkan Keputusan Badan Akreditasi Nasional Perguruan Tinggi No. 1913/SK/BAN-PT/Ak.KP/PT/XI/2022
Pusat Administrasi: Jalan Mukhtar Basri No. 3 Medan 20238 Telp. (061) 6622400 - 66224567 Fax. (061) 6625474 - 6631003
https://fkip.umsu.ac.id fkip@umsu.ac.id umsumedan umsumedan umsumedan umsumedan

UMSU
Unggul | Cerdas | Terpercaya

Bila menjawab surat ini agar disebutkan nomor dan tanggalnya

Nomor	:2221 /II.3/UMSU-02/F/2023	Medan, 18 Dzulqaidah 1444 H
Lamp	: ---	7 Juni 2023 M

H a l : **Izin Riset**

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

Bismillahirrahmanirrahim
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 :

Nama	:	**Ayu Ani Indrian Syafitri**
N P M	:	1702050007
Program Studi	:	Pendidikan Bahasa Inggris
Judul Penelitian	:	**An Analysis of Persuasive Startegies Used in Slogan Woman Cosmetic Products "Wardah" Advertisment on Facebook.**

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

BAN-PT   MQA   QS STARS
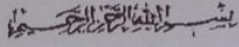
Scanned by TapScanner

Appendix 12. Surat Izin Riset

MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH

UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
PERPUSTAKAAN

Terakreditasi A Berdasarkan Ketetapan Perpustakaan Nasional Republik Indonesia No. 60059/LAP.PT/IX.2018
Pusat Administrasi : Jalan Kapten Mukhtar Basri No. 3 Medan 20238 Telp. (061) 66224567
NPP. 1271202D1000003 ● http://perpustakaan.umsu.ac.id ✉ perpustakaan@umsu.ac.id ● perpustakaan_umsu

SURAT KETERANGAN
Nomor : 796 /KET/II.3-AU/UMSU-P/M/2023

بسم الله الرحمن الرحيم

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

Nama	: Ayu Ani Indrian Syafitri
NIM	: 1702050007
Univ./Fakultas	: UMSU/Keguruan dan Ilmu Pendidikan
Jurusan/P.Studi	: Pend. Bahasa Inggris

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

"An Analysis of Persuasive Strategies Used in Slogan Women Cosmetic Product "Wardah" Advertisments on Facebook"

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya

Medan, 22 Dzulhijah   1444 H
11 Juli   2023 M

Kepala Perpustakaan

Muhammad Arifin, S.Pd, M,Pd

Appendix 13. Surat Keterangan Balasan Riset

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

SURAT PERNYATAAN

Assalamu'alaikum Warahmatullahi Wabarakaatuh
Saya yang bertanda tangan dibawah ini :

Nama Mahasiswa	:	Ayu Ani Indrian Syafitri
NPM	:	1702050007
Program Studi	:	PendidikanBahasaInggris
Judul Penelitian	:	An Analysis Of Persuasive Strategies Used In Slogan Woman Cosmetic Products "WARDAH" Advertisment On Facebook

Dengan ini saya menyatakan bahwa :

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

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

Medan,   Agustus 2023

Hormat saya,
Yang membuat pernyataan

(Ayu Ani Indrian Syafitri)

Diketahui oleh Ketua Program Studi
Pendidikan Bahasa Inggris

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

Scanned by TapScanner

Appendix 14. Surat Pernyataan Orientasi Riset

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

بِسْمِ اللهِ الرَّحْمٰنِ الرَّحِيمِ

BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi	: Universitas Muhammadiyah Sumatera Utara
Fakultas	: Keguruan dan Ilmu Pendidikan
Jurusan/Prog.Studi	: Pendidikan Bahasa Inggris
Nama Lengkap	: Ayu Ani Indrian Syafitri
NPM	: 1702050007
Program Studi	: Pendidikan Bahasa Inggris
Judul Skripsi	: An Analysis Of Persuasive Strategies Used In Slogan Woman Cosmetic Products "Wardah" Advertisment On Facebook

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
1. 5-08-2023 Chapter I	B. The Identification of the Problem (kalimat diubah ke bentuk Past tense)	
2. Chapter II	B. Relevan of the Study	
3.	C. Conceptual Framework (kalimat diubah ke dalam bentuk Past tense)	
4 Chapter IV danV	A. Data Collection B. Data analysis A. Conclusion B. Suggestion	
5. 10-8-2023	ACC	

Medan, lo agustus2023

Diketahui/Disetujui
Ketua Prodi Pendidikan Bahasa Inggris

Dosen Pembimbing

Pirman Ginting, S.Pd., M.Hum

Halimah Tussa'diah S.S., M.A.,

Appendix 15. Berita Acara Bimbingan Skripsi

Appendix 16. Surat Keterangan Bebas Pustaka

CURRICULUM VITAE

PERSONAL IDENTITY

Name   : Ayu Ani Indrian Syafitri

Place/Date of Birth   : Simpang Kanan, 31 March 1999

Religion   : Islam

Status   : Singel

Nationality   : Indonesia

Address   : Suka Damai Rt/Rw 004/004 Desa Simpang Kanan

Phone Number   : 082295481159

Email   : ayuaniindrian1@gmail.com

PARENTS' DATA

Father   : Misnan

Mother   : Alia Sutriani

Address   : Jl. Muajo Lelo Km. 07 Rt/Rw 002/005 Desa
                                       Pinggir

EDUCATION HISTORIES

2003 – 2005   : TK Ar – Ridho Simpang Kanan

2005 – 2011   : SDS Muhammadiyah Simpang Kanan

2011 – 2014   : SMP Negeri 1 Simpang Kanan

2014 – 2017   : SMA Negeri 1 Simpang Kanan

2017 – 2023   : Universitas Muhammadiyah Sumatera Utara

Appendix 17. Curriculum Vitae (CV)