ABSTRACT

Nuriel Shiami Indiraphasa. 1155030187. *Persuasive Language in Maybelline Advertisement.* An Undergraduate Thesis. English Literature Departement. Faculty of Adab and Humanity. Islamic State University of Sunan Gunung Djati Bandung. Advisor: 1. Dr. Hj. Ruminda, M.Hum.; 2. Otong Setiawan Djuharie, M.Pd.

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In promoting a product, an advertiser should recognize the persuasion term in order to show its purpose and good value. It is because the persuasion can arise the persuasiveness of a product and through it, such an interactive and communicative action exist between the advertiser and prospects. This case is so happen to Maybelline advertisement. Maybelline is an American cosmetic brand. It has been taking place in Indonesia since 1979. Thus, this researcher aims to analyze how Maybelline stands for the selling activity in long ages, seen from the way it promotes its products in every ad it makes. It starts by questioning; 1. What types of rhetorical discourse are found in Maybelline advertisement, 2. How persuasive meanings constructed through the features of rhetoric. The theories applied are rhetoric discourse by Herrick (2000) and feature of rhetoric by Gill and Karen (1996). This research is designed in a qualitative approach using content analysis method. The data are amounting to 68 utterances in 17 Maybelline advertisements. The researcher analyzed the data by determining the data, identifying the data, categorizing the data, analyzing the data, and concluding the data. The result shows there are 13 data enrolled into argument, 31 data are enrolled into arrangement, and 19 data are enrolled into aesthetic type. The result also shows the construction of persuasive meanings that are brought by feature of rhetoric through argument, metaphor, and iconicity. Thus, this research found that types of rhetoric discourse used are argument, arrangement, and aesthetics. And the persuasive meanings are constructed by three features; argument, metaphor, and iconicity.