# CHAPTER I

# INTRODUCTION

This chapter will cover the background of the research, statement of problems, research objective, research significance and definition of key terms.

## 1.1 Research Background

In this day and age, internet has become an integral part of society's lifestyle. Many activities such as trading, learning, playing, even socializing can involve the internet. Especially during the Covid-19 situation, internet is more useful than ever. Main daily activities such as school or college learning and even some jobs are done from home due to Covid-19 health protocols. Learning platforms such as Edmodo and Google Classroom and conference meeting platforms such as Zoom and Google Meet are crucial in maintaining the process of learning and working.

One of the products of internet is social media, which has become the hobby of many people. Browsing social medias such as Facebook, Twitter, Instagram, Reddit, Youtube, etc. has become a daily activity. Most, if not all social medias are used mainly for entertainment. Although the average user uses social media for entertainment only, some creators in social platforms use social media as a way to earn money for a living. This is most noticeable in Youtube where creators upload videos to gain ads and sponsors in order to earn money. Due to Covid-19 restriction that prohibit people from going outside (without an urgent business), the internet has become one of the main sources of entertainment, especially

Youtube. The creators utilized Youtube's algorithm to gain as many views and watch time as possible because more views and watch time means more money.

One of the many strategies that can be used in medias such as Youtube to attract audiences are persuasive titles. These persuasive titles sometimes exaggerate the content to the point that it could be misleading. Some even straight up lying on the title about its content. On the internet, this kind of title is called clickbait. Clickbait titles are first used in online news headline in social media platforms. These clickbait headlines are used to attract the readers to click a link related to malicious and questionable content (Kertanegara, 2018). As the time goes, clickbait titles are used on more social media platforms, such as Youtube. Even though clickbait title is a relatively distasteful method to gain traction on the internet, it is still highly effective. Many videos with clickbait titles have hundreds of thousands or even millions of views. For clickbait titles to work, the creator must use the right words that represent the content of their video (even though if only a little) while being persuasive at the same time.

This research will use the theory of semantics. Semantic is the systematic study of meaning (Kreidler, 1998). After understanding the meaning of the video titles, the researcher will analyze the persuasive aspect of them by using the persuasive language theory. Persuasive language is the use of language to persuade and convince the readers of the writer's point of view (Lamb, 2019). In persuasive language, there are also tones that convey the overall feel of a writing. These tones can determine what emotions that the audience will have after reading

a piece of writing (Lamb, 2019). Utilizing the persuasive technique and using the right tone is important for writers who aims to persuade their audience.

Important aspect to take note of is that while it is true that persuasive language could also be studied from pragmatics perspective, this specific research will specifically use semantics perspective. This is due to the fact that this research will only study the meaning and persuasive language from the video titles themselves without focusing on external contexts. Therefore, it has been decided that the semantics theory would be suffice to use for this research.

There are some previous studies that have done researches that have a similar topic to this research, which is the study of persuasive language.

Kubro & Suyitno (2019) in their journal titled Persuasive Language in Advertisement Discourses (Business Advertorial Analysis) discusses the persuasive language in an online daily news business advertorial advertisement. For this research, Kubro and Suyitno uses a qualitative approach with content analysis study. The researchers found that persuasive language and persuasive technique in business advertorial are used to gain profit, explain product competition, and establish product quality.

Meanwhile, Malabar (2020) in his journal titled Persuasive Language in Political Campaign explores the use of persuasive language strategies by mayor candidates in Gorontalo mayoral election campaign 2018. The data for this research is utterances from the candidates' speeches in the political campaign, taken by video recording. The researcher found that similar strategies are used by

the candidates, namely reason and logic, evidence, attack, appeal to a sense of justice, appeal to the hip-pocket nerve, appeal to patriotism, repetition, and colloquial language. There are some differences however, that seemed to have been influenced by each candidate political background. The candidates' difference in political background influenced the way they used persuasive language.

Lastly, Rezaei & Nourali (2016) in their journal titled Language and Power: The Use of Persuasive Techniques in Iran and U.S. President Speeches focuses on the use of persuasive techniques such as simile and metaphor, mixed metaphor or simile, extended metaphor, allusion, lists of three, repetition, parallelism, puzzled or redundant questions, alliteration, and wordplay. In this research, the researchers compare the speeches of Iran President Mr. Rouhani and U.S. President Mr. Obama. The researchers found that the two speakers used mostly the same technique. The difference is that Mr. Rouhani used more persuasive technique more than Mr. Obama did. The result of this research also shows that the use of persuasive language could differ depending on the speaker's cultural background.

The similarity between these previous studies is that they all discuss about the study of persuasive language. Kubro and Suyitno (2019) analyzed the persuasive language in an online daily news business advertorial advertisement. Malabar (2020) analyzed the use of persuasive language strategies by mayor candidates in Gorontalo mayoral election campaign 2018. Lastly, Rezaei and Nourali (2016) compare the use of persuasive language in Iran President and U.S. President speeches.

This research on the other hand, has its own uniqueness even though the topic is relatively similar. Unlike said previous studies that analyze persuasive language in advertisements and speeches, this research will analyze clickbait titles, mainly from Morgz' Youtube channel. Firstly, this research will analyze the titles in terms of how the words used could persuade the audience to click on the video by using the persuasive language theory. The researcher will use Lamb's theory to determine what types of persuasive technique used by Morgz. Secondly, by using the same theory, the researcher will determine what tone was delivered to persuade the audience.

The researcher chose this object and topic in order to understand how clickbait titles can persuade the audience. Specifically, this research will study the persuasive language used in clickbait titles from Morgz Youtube channel and determine what types of persuasive technique that was used along with the tone that was delivered.

## 1.2 Problem Statement

Based on the background of the research, the researcher has found that persuasive language was utilized in clickbait titles from Morgz's Youtube channel. Therefore, the research questions are formulated as follows:

1) What persuasive language techniques are used in Morgz' Youtube channel to persuade the viewers to click the video?

2) What are the tones used in clickbait titles from Morgz's Youtube Channel to persuade the audience to click the video?

**1.3 Research Objective**

Based on the problem statements, the research objectives are as follows:

1) To find out the persuasive language techniques in clickbait titles used in Morgz' Youtube channel

2) To find out what tones were used in the title to persuade the audience to click the video

**1.4 Research Significance**

Theoretically, this research is important due to the fact that the ability to write and understand persuasive language is important, especially for English Department students. By understanding persuasive language, one could think more critically when writing and reading not only in regards to persuasive language, but also in regards to any topics in general. The researcher intends for this research to be of use in further study to understand persuasive language.

Practically, this research is important because it is useful to a number of groups and people. For other students and the common people, this research could improve understanding on the subject of persuasive language. Meanwhile, for English speaking community, this research could give education regarding the use of persuasive language so that it could be used for many purposes. Lastly, this research could be used as a reference for other researchers.

## 1.5 Definition of Key Terms

In this paper, the term *clickbait title* refers to "an exaggerated and misleading title that is used primarily to persuade the audience to click". The term *persuasive language* refers to "the use of language to persuade the readers of the writer's point of view". The term *writer* refers to the subject of this research who uses clickbait titles. The term *persuasive technique* refers to "the kind of persuasive technique used to persuade the audience". Lastly, the term *tones* refer to "the emotion and overall feel that was conveyed in the video title".