

CHAPTER I

INTRODUCTION

This chapter presents general information about the starting point of the research. It consists of the background of the research, statement of the problem, research objectives, research significance, conceptual framework, definition of key terms, and previous studies.

1.1 Background of Research

The use of language in advertising serves as a medium of communication between sellers and consumers (Widyahening, 2015). An innovative concept and attractive language are essential to effectively communicate the message to the audience. Asher (1994) argued that advertising language is utilized to convince individuals to purchase commercial products. Umida (2021) characterizes advertising language as persuasive language used to influence customer beliefs, product perceptions, and emotional experiences.

According to Perloff (2017) persuasion is a form of social interaction that seeks to influence or change attitudes within an environment of individual decision-making. Advertisements can influence consumers' desire for a product or service in society by using persuasive language. Then, Permatasari & Yulia (2016) add that companies express persuasive messages through the use of linguistic features. Therefore, word selection, language style, and sentence structure must be considered to effectively convey the message in the advertisement to the intended audience and capture their interest in purchasing the promoted goods or services.

In offering an advertising product, a medium is needed to advertise an advertisement made by a company. Trends in advertising continuously change as technology advances. From traditional print ads produced with printing machine technology to modern online commercials created with digital devices and the internet. The development of technology and the change in consumer behavior, especially in terms of using digital media, encourage companies to utilize social.

media platforms as a strategic marketing tool. The most widely used social media to promote businesses is Instagram.

Instagram is a social networking application designed for sharing images and videos with other users. It includes features such as feeds, captions, filters, stories, reels, live streaming, advertisements, and the explore section. According to Napoleon Cat's data (2023), there are 96.965.500 Instagram users in Indonesia until November 2023. This presents a valuable chance for companies to engage with their specific consumer base. Gaber et al. (2019) demonstrated that advertising on Instagram can enhance the relationship between customers and brands, potentially influencing their purchasing behavior.

Women's fashion is one type of product that is commonly advertised on Instagram (Ahdiat, 2023). According to Bolich (2006, as cited in Luqyana & Imperiani, 2021) women today are more involved with clothing and have a greater interest in fashion. As a result, many Indonesian companies are competing to present exclusive and up-to-date trends in women's clothing. Several stores that sell women's fashion by utilizing social media technology as a promotional tool are Divérs Collective, Pass The Trend, and Happy Go Lucky House. The three stores are collective local stores, which sell various women's fashion needs from clothes, pants, skirts, bags, shoes, and hats, to accessories and perfumes from various local brands with a one-stop-shopping concept.

Divérs Collective, Pass The Trend, and Happy Go Lucky House, are collective local stores that are very popular among women, especially in Bandung. This can be proven by the many recommendation reviews about the must-visit collective stores in Bandung that mention the three collective stores in the lemon8 application. Lemon8 is an app for the community to share content about lifestyle. Moreover, the popularity of these three collective stores can be seen from the number of followers on Instagram. It is a reason why the researcher uses these three collective stores as an object in the research. The @diverscollective Instagram account has 20.1k followers. Then, the @pass.the.trend account has 51.1k followers on Instagram. The Instagram account of @hglhouse has reached 196k followers. In addition, the

followers of the account show that the majority of Collective Local Store's followers are young women. This indicates that they are the main target audience of the Collective Local Store.

Marketing through Instagram carried out by the three collective stores is in the form of various promotional content related to products or services. The content is equipped with a caption. The description presented in the caption is very important when promoting a product because the consumer will get more detailed information from the caption. Variations in the choice of language in the caption will make someone interested in seeing the product being marketed and possibly choosing the product. In advertisements on social media, especially on Instagram, the use of compelling language in Instagram captions plays a central role in building consumer perceptions of products and services. The use of language in advertisement is organized through linguistic features contained in a text which will form persuasive techniques that influence consumers. Therefore, research on linguistic features and persuasive techniques used in Instagram captions is important and interesting for further research.

1.2 Statement of Problem

How collective local stores create compelling persuasive messages through language features and persuasive techniques in Instagram captions that can influence consumers. Based on the background problem, the researcher formulated the following research question:

1. What are the linguistic features used in Instagram captions of collective local stores?
2. What are the persuasive techniques used in Instagram captions of collective local stores to engage and persuade their customer?

1.3 Research Objectives

Based on the research question formulation above, the objectives to be achieved in this study are as follows:

1. To identify the linguistic features used in Instagram captions of collective local stores.
2. To analyze the persuasive technique used by the advertiser in Instagram captions of collective local stores.

1.4 Research Significance

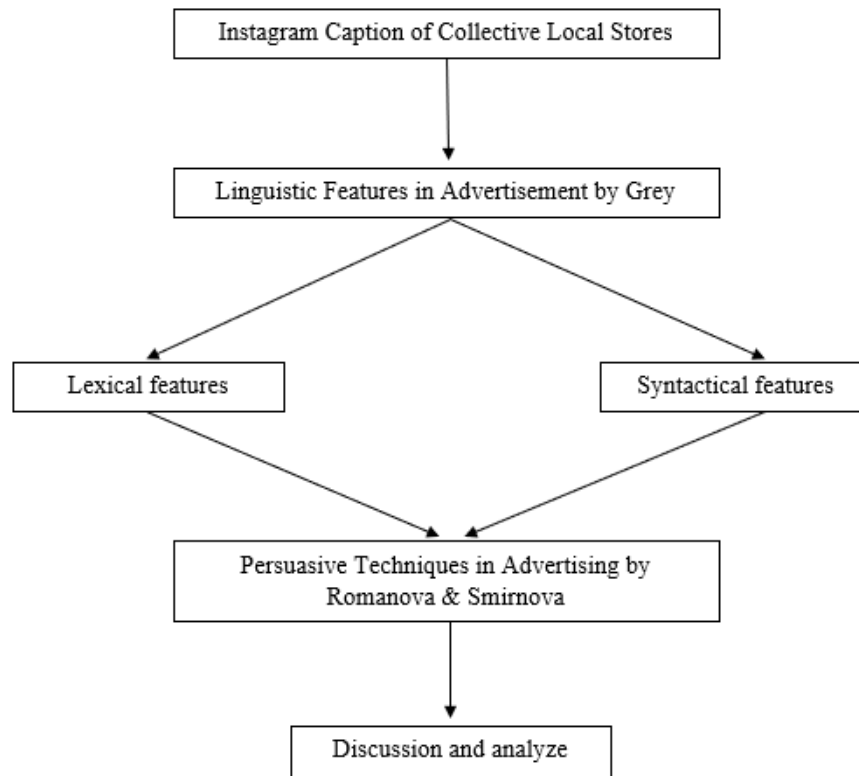
The results of this study are expected to be useful theoretically and practically. Theoretically, this study is expected to contribute to the development of digital marketing and linguistics studies especially in language and advertisement about the types of linguistics features and persuasive techniques in advertising.

Practically, this study is expected to be useful for students, other researchers, and advertisers. For students, this research makes it easier to know the use of linguistic features and persuasive techniques in advertisements found in their daily lives. For another researcher, this current research will serve as a reference and comparison study for those interested in the study of linguistic features and persuasive techniques. For advertisers, this research will provide an understanding of how linguistic features and persuasive techniques are used in collective local store Instagram captions to attract consumers. Therefore, it can later be practiced in making advertisements for their brands.

1.5 Conceptual Framework

This study focuses on analyzing the linguistic features in the collective local store ads on Instagram using Grey's (2008) theory. Grey classifies linguistic features in advertisements into two types. There are (1) lexical features including hyperbole, familiar language, euphemism, neologism, simple vocabulary, potency, humor, weasel word, repetition, and glamorization. (2) Syntactical features include short sentences, ambiguity, simple and colloquial language, syntactic parallelism, ellipsis, long noun phrases, use of imperative, present tense, association, and incomplete sentences. Furthermore, the researcher is also interested in finding out what types of persuasive techniques are used in collective local stores on Instagram captions. Based on Romanova & Smirnova's (2019) theory, persuasive techniques are classified into three groups, namely; logos, ethos, and pathos.

Figure 1.1 Flowchart of Conceptual Framework



1.6 Definition of Key Term

To ensure a clear comprehension of the study and prevent any misinterpretations, it is crucial to provide definitions for the key terms utilized in this research. These are the keywords explained:

- Digital advertising is a persuasive message created to promote a product or service to specific consumers on digital media.
- Linguistic features refer to the characteristics or elements related to language.
- Persuasive techniques are tools and strategies used to influence and change someone's opinion, belief, or behavior

- Instagram captions are text or sentences to describe the uploaded photo. By adding Instagram captions, it will make it easier for someone to understand the context of the uploaded photo.
- Collective Local Stores is a local store that sells a variety of fashion products from various Indonesian brands in one place.

1.7 Previous Studies

There are several previous studies about linguistic features in advertisements that have correlations or support the analysis of this study. The first study is entitled “Language Style Used in Cigarette Advertisement” written by Rizqiyah et al., (2020). This study was carried out to see what linguistic features are present in Marlboro cigarette advertisements using the theories of Gray (2008) and what types of persuasive techniques are used in Marlboro cigarette advertisements using Aristotle's (1954) theory. According to the findings of this study, the linguistic features found in Marlboro cigarette advertisements are (1) lexical features, namely hyperbole, simple vocabulary, potency, humor, familiar language, neologism, weasel words, repetition, euphemisms, and glamorization. (2) syntactic features include the use of short sentences, present tense, ambiguity, simple and colloquial language, imperative, association, long noun phrases, incomplete sentences, syntactic parallelism, and ellipsis. The results also reveal that two types of persuasive techniques are found in Marlboro cigarette advertisements, namely pathos and ethos.

The second study was conducted by Rahmani (2019). In her thesis, entitled, “Advertisement Language in Persuasive Captions of @Jeffreestarcosmetics and @Kyliecosmetics Instagram Accounts” this thesis focuses on the study of persuasive strategies used which was developed by J. Scott Armstrong's (2010) and linguistics features in advertising in the two Instagram accounts adapted from Grey (2008). Rahmani concluded that the two accounts' Instagram captions use different persuasive strategies. In @Jeffreestarcosmetic persuasive techniques used include providing information, influencing customers, appealing to emotions, conveying messages, ensuring acceptance, and attracting attention. While persuasive

techniques on the @kyliecosmetic account are providing information, influencing customers, and ensuring acceptance. In this thesis also found some lexical features including hyperbole, weasel word, familiar language, simple vocabulary, repetition, euphemism, humor, glamorization, and potential word. Whereas the syntactical features are short sentences, ambiguity, simple and colloquial language, long noun phrases, use of imperative, present tense, and incomplete sentences.

The last study from Luqyana & Imperiani (2021) which discussed “An Analysis of Language Features in Local Fashion Brands’ Advertisement on Instagram”. In their findings, Luqyana and Imperiani. found that there are three persuasive techniques based on Klepner's (1986) theory used by advertisers, namely; the pioneering stage, competitive stage, and retentive stage. In addition, based on Grey’s (2008) theory they also found 12 out of 20 linguistic features in Cotton Ink and Look Boutique Store advertisements on Instagram. These features are hyperbole, familiar language, simple vocabulary, potency, weasel words, glamorization, short sentences, present tense, long noun phrases, use of imperatives, association, and incomplete sentences.

The present research is different from previous research. It can be seen from the selection of objects and theories used in analyzing the data. In the first previous study, the object used was a printed advertisement, while in this study researcher used Instagram captions as the object of research. Although there have been studies that use the same type of object, Instagram captions, like in the second and third previous studies. But there are differences in the type of account chosen. This study will examine Instagram accounts of collective stores that sell various local brands in one store, which of course will have a renewal with Instagram accounts that only sell their brands. On the other hand, differences in the use of theory occur in analyzing the persuasive techniques used. The first previous study used Aristotle’s theory, the second previous study used J. Scott Armstrong's theory and the third previous study used Klepner's theory in analyzing the persuasive techniques used. In this study, the researchers use Romanova & Smirnova's (2019) theory to analyze the persuasive techniques used in advertising.