

CHAPTER I

INTRODUCTION

In this chapter, the researcher presents a comprehensive overview of the study. This section encompasses the research background, statement of problems, research objectives, research significance, conceptual framework and the previous study.

A. Research Background

With the rapid growth of the media social, online shopping has evolved from a luxury to an essential part of many people's daily lives. According to recent on Statista (2024), encompassing 67,1% of the global population, media social usage has become an integral element to the lives of many people across he world. In 2024 5.07 billion, or 62.6 people were active social media users worldwide. For many consumers arounds the world, social media platforms have a evolved into more than just a place to interact but also a primary shopping destination. Social media is recognized as a powerful platform that fosters empowered and interconnected consumers (Yuksel et al., 2016). Social media is also used to sell a business product. These platforms use customized language as strategically crafted sentences, often specifying the type of product, to pique the curiosity of potential customers. Advertisements use persuasive language to motivate and engage individual, driving interest in the product offered.

Instagram serves as a prominent social media platform utilized for product promotion, boasting notably high levels of engagement for businesses. According to Statista (2024), Instagram ranks among the five larges social networks worldwide, with more that 2 billion users browsing the app each day. This is one of the reasons why Instagram has various benefits for business people to build as develop business brands through "persuasive communication". When viewed in linguistics studies, Instagram is also one of the media that can be explored how the use of persuasive language itself in advertising.

Advertising is frequently linked with persuasive communication, as its primary objectives are to invite, encourage, and influence the target audience. According Terkan (2014), advertising is a form of commutative activation. It can be informative and persuasive in nature utilizing the mass or new media to persuade

the consumers to purchase goods and services. Persuasive aims to affect individuals by altering their behaviors, attitudes, and thinking patterns. Specifically, social media has reshaped consumer behavior by providing conveniences in information search, alternative assessment, and ultimate decision to make a purchase (Karimi & Naghibi, 2014). Specifically advertising is defined as the paid, non-personal form of communication about products or ideas by an identified sponsor through the mass media so as to inform, persuade or influence the behavior of the target audience (Richards & Curran, 2002). Advertising is directed to a large number of people and not to one individual. In addition, advertising language is a special phenomenon and a special field of study of public relations in the field of modern science. It is being studied by experts in various fields: linguists, psychologists, economists and others. Besides, nowadays we can see many advertisements in social media.

Social media advertising itself is a form of advertising using social media platforms such as Facebook, Twitter, Instagram, TikTok, and many more. Using social media platforms, the advertisement will decrease the use of advertisement costs, however, they are able easily to reach their target audience. Advertisements have five main parts to support the purpose of advertisements, such as headline, sub-headline, benefits image and call to action (Contributor, 2020). According to Martutik, (2013), advertising language is one form of social practice. The language of persuasion is most important for a successful advertising campaign. To market the product, the use of language must certainly be understood by the customer because through language the intended in the mind can be channeled properly and its meaning can be easily accepted by the customer.

Brands aware of this shift, are continually seeking new strategies to persuade their digital customers. A crucial aspect of this effort is the strategic use of social media, which involves integrating key components such as customer engagement, attractive visual design, and compelling copywriting to enhance their impact on customers' online purchasing decisions. The creation of creative digital messages is a critical component in this quest. The discipline of copywriting is at the heart of this content-focused approach.

Copywriting is not about copying-it's about communicating in an original way. You can put a sentence together, and your imagination is alive and well (Shaw, 2009). Copywriting in essence, in the craft of persuasive and compelling text, often referred to as "copy", with the goal of promoting a product, service, or idea. It is a fundamental aspect of marketing and advertising that aims to capture the audience's attention, engage their interest, and motivate them to take a specific action, such as making a purchase or subscribing. It's not just about stringing words together it's about evoking emotion, sparking interest, and compelling action. The appeal of well crafted copy lies in its attractiveness and ability to grab the customers attention (Sheriff et al., 2019). On social media platforms, where competition for attention is intense, compelling copy can attract customers and influence their buying decisions. The key is to use effective writing strategies to capture potential customers and achieve successful sales by highlighting a brand's exceptional qualities. Persuasive language in copywriting is fundamental. Persuasive strategies used in copywriting include appealing to emotions, using social proof, creating urgency, and highlighting benefits over features. Effective copywriting requires understanding the audience, building trust, establishing credibility, and crafting compelling calls to action. In essence, persuasion is at the heart of successful copywriting, driving the intended actions from the audience.

Persuasive is a type of communication used to influence and persuade others. Some scholars, however have proposed more details definitions. Kubro & Suyitno (2019), defines persuasion as "the process of altering and affirming other people's attitudes, beliefs, values, or behaviour. The researcher can create and interesting word in order to get many customers. The researcher uses figurative language too make it more interesting. However, persuasive strategies in copywriting is a crucial powerful. Particularly favoured on platforms like Instagram. Persuasive is an action that has a purpose to influence or encourage mind, manner or opinion of someone with some reasonable reasons. The producers can create an interesting words in order to get many customers.

Indonesian beauty brand Scarlett is a great example of a persuasive strategy in action. Established in Indonesia's growing beauty market, Scarlett became one

of the most desirable and in demand local beauty brand line ups used by people. An important observation, based on research conducted by Kompasiana.com (2022), shows that the success of Scarlett products now, is inseparable from the persuasion language use in communication they do. It seems that the use of media such as Instagram as a persuasion channel to promote and introduce these products is very influential.

Based on the explanation above, the researcher choose the title “Persuasive Strategies Used In Scarlett’s Copywriting on Instagram Posts 2023” to accurately reflect the scope of the research, seeking to explore the nuances of Scarlett’s copywriting on Instagram, specifically examining the types of persuasive language and persuasive strategies in the advertisements they use and the relationship with the use of persuasive language used by brands in their advertisements.

The previous discourse about persuasive strategies in advertisement analysis that the researcher first read is “An Analysis of Persuasive Techniques Used in Maybelline New York Instagram Captions” by Auliya, S. & Hastuti, S. (2022). This research aims are to find the persuasive techniques, the most persuasive techniques, and the meanings of the persuasive sentences used in Maybelline New York’s Instagram captions. This result is that the most used persuasive techniques are Everyday/colloquial language (16.12%), rhetorical questions (7.74%), hyperbole, and connotation have the same percentage (7.09%). The second is Rudito & Anita (2020), the title is “Persuasive strategies used in Burger King’s Instagram Posts Caption” used Lamb theory. There are 13 strategies that are found in this study; Anecdote, Assonance, Cliche, Connotation, Evidence, Everyday/Colloquial Language, Hyperbole, Imagery, Inclusive Language, Pun, Repetition, Rhetorical Question, and Simile, and the most used strategy is Everyday/colloquial language. Also, Romanova & Smirnoca (2019), work titled, “Persuasive techniques in advertising which use logos, pathos, and ethos principles to analysed commercial advertisement”. According to them, it is necessary to use combinations of persuasive approaches to maintain a balance between the ethos, logos, and pathos components of reasoning in advertising. Being aware of various consumer types is also crucial for achieving the intended impact.

However, despite these rich contributions, there's a gap in the specific analysis of how beauty brands, especially those in emerging markets like Indonesia utilize persuasive strategies on social media platforms. The dynamics of Instagram, which is visually focused yet offers a significant persuasive language for encase their voice, seems to be underexplored in the existing literature. Specifically, how these brands, such as Scarlett, employ persuasive strategies in their copywriting strategy to navigate the competitive landscape of e-commerce remains unclear.

Thus, the exploration into Scarlett's copywriting on Instagram seeks to bridge this gap by offering a more nuanced understanding of persuasive strategies application in the beauty industry's digital marketing strategies, especially on platforms like Instagram. This approach not only complements the existing research but also provides a fresh, industry specific perspective on the efficacy of persuasive language in digital advertising.

B. Statements of Problems

The main problem in this research is related to the persuasive language used by brands in Instagram advertisements. Based on the research background that has been presented, there are various types of persuasive language used by brands as communication to influence consumers regarding the products they offer. Based on this, the research questions are formulated as follows:

1. What are the types of persuasive language used in Scarlett's copywriting on Instagram posts?
2. How are these strategies of persuasive language used in Scarlett's copywriting to persuade their target customer on Instagram?

C. Research Objectives

Based on the formulation of the research questions above, the researcher is intended:

1. To find out the types of persuasive language used in Scarlett's copywriting on Instagram posts
2. To analyze the strategies of persuasive language used in Scarlett's copywriting to persuade their target customer on Instagram posts

D. Research Significance

This research holds both theoretical and practical significance:

1. Theoretical Significance

In the study on SCARLETT's use of persuasive language in Instagram copywriting offers significant contributions to the broader academic discourse on digital marketing and linguistics. By exploring the specific types and the strategies of persuasive language employed by a contemporary beauty brand on a global renowned social platform. Such a focus can pave the way for understanding the linguistic dynamics at use language in modern e-commerce based businesses, thereby updating and enriching the academic literature on the subject.

2. Practical Significance

Practical standpoint, insight from this study can be immensely valuable to brands, advertisers, and digital marketing professionals. As businesses continually seek effective strategies to connect with their audience in an ever-crowded digital landscape, understanding the nuanced application and impact of persuasive strategies can serve as valuable tool. For brands operating on platforms like Instagram, the findings can offer actionable guidance on crafting compelling copy that resonates with their target demographic. Moreover, given the proven success of SCARLETT in the Indonesian e-commerce scene, such insights could be especially beneficial for brand operating in similar markets or those looking to expand into them.

E. Definition of Key Terms

1. Persuasion

Persuasion is the language that mostly found in an article and on the top of that in advertisement. It is same with the persuasive text, but persuasive text is usually found in academic writing. Besides, persuasion inundated society with messages of persuasion and influenced them in all aspects of live. Relational, social, political, and economic. Borman (1991) stated persuasion is an effort to change believe of someone, getting friends, influence somebody, and sell idea or product. It is evident that persuasion is a strategy

used to influence people or customers to follow what the persuader says without using force.

2. persuasive language

Persuasive language is a type of communication designed to convince someone to adopt a particular belief or take a specific action. It aims to encourage other to share your perspective and agree with your viewpoint. Persuasive language, according to Yuliah et al., (2021), is a text that invites of influences someone or the reader to follow the researcher's feelings.

3. Strategies of persuasive

The discussion of strategy of the speaker or advertiser to influence the other called persuasive strategy. Frederick claims, that: "persuasive writing is any writing that aims to get a result" (Frederick, 2011). This may involve business letters, advertisements, job applications, covering letters or emails. In consequence, persuasion strategies are needed in writing.

4. Copywriting

According to some of the researchers (Bly, (2007); Maslen, (2010); Shaw, (2009) copywriting is typically associated with advertising. Besides Harmoko & Hermawan (2023), emphasize that while some people may define copywriting narrowly as simply related to marketing and advertising, it actually encompasses a broader range of written communication. Irrespective of how it is defined, copywriting combines both artistic and scientific aspects to communicate effectively with an audience and achieve specific objectives. It requires a deep understanding of the target audience, the ability to employ persuasive techniques effectively, and skillful use of language. These skills are vital not only in traditional advertising and marketing but also across digital communication channels. In the current digital era, where online content is essential for businesses and individuals, copywriting has become an increasingly valuable skill.