

CHAPTER I

INTRODUCTION

This chapter is divided into some subject matters. In this chapter, the researcher explains about the background of the study, research questions, research objective, research significance and definition of key terms.

1.1. Background

The development of technology in this globalization era gives impact in human's life. People are easier to communicate with others. Communication is very important in social human life because one aim of the communication is to inform messages or ideas. Communication as the transference of thoughts from one person's mind to another person's mind (Davis and Talbot, 2005:25). A person's thought can give influence to another person through many kinds of the devices. One of them which can influence the person's mind is through an advertisement.

An advertisement is one of the most effective media to communicate messages or ideas to everyone in this world. In the same way, an advertisement is used to introduce and promote products or services to the public. According to Klepper (1986:22), an advertisement is a part of marketing that helps a company to get the product into consumer's hand. Advertisement becomes media of marketing or promoting products or services of a company. The kind of advertisement which is used to marketing or promoting products or services is a

commercial advertisement. A commercial advertisement strives at persuading the reader to buy the advertised product or service (Vaicėnonienė, 2006:3). The goals of commercial advertisement is to get economic advantages.

One kind of commercial advertisement that take big role in the daily life is insurance advertisement. People can find it in magazines, newspapers, radios, televisions, internets or other places. There are many kinds of insurance advertisements promoting their services. Recently, insurance becomes one of the devices to prepare for any emergency. According to Willet (1951:89) insurance as the distribution of losses, is to put the emphasis on a comparatively unimportant aspect of it; to call it gambling is to confuse forms or activity fundamentally different both in their purpose and in their consequences. Insurance means that a contract with a company or government to pay money but that money can used in the future today because of loss, illness, death or other return forms.

Most of the people think that they do not need insurance for their life. According to (Willet, 1951:81), insurance is the transfer of risk, gambling the creation of risk. It means that insurance has some benefits and profits to people in their life such as insurance company will help people who have some problems like accident or other problems. In any case, many of insurance companies promote their services in advertisement. The companies should make some interesting advertisement which is constructed in attractive words and ways that make people interested in it.

The language in an advertisement is different from the language that people commonly use. Language in advertisement is simple, unique and clear.

Besides it, the goals of language in an advertisement is to convince. It means that advertisers, as the copywriter of the advertisement try to influence the others' beliefs, desires and actions to what they offer in the advertisement. According to Crystal (1993), the language of advertisement uses effective illustration and contains special powers that are allowed to control the viewers' behavior to make attention to a product or service in order to sell it. It means that advertisement should have high creativities language and strong imaginations to make an advertisement more interesting.

Language is powerful to influence over people and their behaviour (Kannan and Tyagi, 2013:3). An advertisement has some powerful words to get the attention of the consumers because an advertisement contains persuasive language. In persuasive language, the words are constructed in more attractive words and it is easier to get attention from people.

Advertisers use persuasive language to create an advertisement. They use persuasive language to influence the consumers' attention to buy or use what they offer. Persuasion is the process of changing or reinforcing attitudes, beliefs, or behavior (Mills, 2002:2). Persuasion can help people to extend their message and purpose. According to Mulholland (1994:14), persuasion is a factor of ordinary everyday's life, and it is what can make people feel more or less comfortable, improve or weaken cooperation between colleagues and friends, and maintain relations with family and the community. People think that persuasion gives some meaning for them such as devices to improve or weaken cooperation and maintain relation with their families, friends, colleagues or community.

An advertisement can be analyzed using rhetoric. Rhetoric as the faculty of observing in any given case the available means of persuasion (Aristotle, 2008:10). Every art has own particular subject-matter to make known. An art shows its own character which is used to influence the others. According to Keraf (1992:3), rhetoric means the use of language as an artistic technique, both oral and written, based on a well-structured knowledge. It means that rhetoric has two aspects, there are oral and written. Both of them are often used to influence people directly or indirectly. The art of influence through emotional touch to form a belief new “a technical art of persuasion, that act on emotions to form beliefs (Grassi, 1980: 159). It means that rhetoric style is a way of expressing ideas and feeling with typical language.

Likewise, advertisers use rhetorical discourse to create an advertisement. Discourse crafted according to the principles of the art of rhetoric (Herrick, 2000:7). It means that rhetorical discourse bears a certain mark of this crafting. Some ways of rhetorical discourse show the persuasion, there are argument, appeals, arrangement and aesthetics. An argument, they show what the reasoning made public with the goal of influencing the audience in insurance advertisements. Appeals, advertisers show symbolic strategies that aim either to elicit an emotion or to engage the audience. An arrangement, planned to ordering of message to achieve the greatest effect, whether of persuasion, clarity or beauty. Then aesthetics, elements adding form, beauty and force to symbolic expression. Every insurance advertisement has different sentences or utterances which is used to persuade the consumer to join with the insurance company.

There are some researchers who also concern their research on the persuasion such as Wida Widiawati (2016), who observed *“The Usage of Rhetoric Expression in The Slogan of Beauty Product Advertisement on The Internet”*. She used Fromilhague and Michel theories in analyzing the data collection. The findings of the research shows that the types of rhetoric expression, shape of construction and shape of mind. Shape of construction, there are alliteration and climax. Shape of mind such as rhetorical question, hyperbole and personification. Even so, she found several functions of rhetoric expression that are used in advertisement, there are function of expression, function of information and function of persuasion.

Another relevant reseachers carried by Evin Maya Aulia Rizka (2016) who investigated the *“Persuasive Techniques Used in Nike Advertisements”*. She used Keraf and Aristotle theories in analyzing the data collection. After doing analysis, the researcher found that language in Nike advertisement used some types of persuasive strategies, they are rationalization, identification, comformity, hypnotic, compensation and displacement. In addition, the researcher also found the techniques in implementing the persuasive startegies such as ethos, pathos and logos. Alike, personal character is the best strategies that used by Nike advertisement. Thus, Nike advertisement always uses sportpeople to endorse their product.

Renni Sagala (2017) also focused her research on *“Persuasive Startegies of Samosir Promotion in ‘Visit Samosir’ Facebook Page”*. In this research, she used Keraf and Aristotle theories. The result of research is the types of persuasive

techniques, there are rationalization, identification, suggestion, compensation, projection and displacement. Correspondently, the researcher also found the mode of persuasion such as ethos, pathos and logos. Mostly, the user uses the logical reason (logos). It caused the user need to show the fact or logic reason to get believe from the visitor.

From the discussion above, the researcher will analyze rhetorical discourse shows the persuasion and the types of rhetoric expression that are used in several insurance advertisements. The advertisements consist of eight videos according to Indonesian Insurance Consumer Choice Award 2017 “Best Consumer Category” including *Life Insurance, Health Insurance, Education Plan Insurance, Vehicle Insurance and Home or Building Insurance*. Although some researchers had investigated rhetorical discourse shows the persuasion and the types of rhetoric expression in a company but the researcher assumed that every company has its own rhetorical discourse and rhetoric expression to make their service well-known. It can get consumer’s attention and interest to join with one of an insurance company. Therefore, the title of this research is “Persuasive Language in Insurance Advertisements”.

1.2. Research Questions

Based on the background of the study, the primary goal of the present research is to seek the answers to the following questions:

1. How does rhetorical discourse show the persuasion in insurance advertisements?

2. What are the rhetoric expressions used in insurance advertisements?

1.3. Research Objective

Based on the research questions above, this research aims to:

1. To describe rhetorical discourse show the persuasion in insurance advertisements.
2. To find out of the rhetoric expression used in insurance advertisements.

1.4. Research Significance

Theoretically, it can give contribution to analyze rhetorical discourse and rhetoric expression. It is on how rhetorical discourse shows the persuasion and how people persuade the others through language in an advertisement.

Practically, it can be benefit for the researcher as a beginner to analyze rhetorical discourse and rhetoric expression in insurance advertisements. It also gives a contribution to the advertisers in writing an advertisement. On the other hand, the researcher hopes that this research can give additional information for the researchers who interest on rhetorical discourse and rhetoric expression used in advertisements.

1.5. Definition of Key Terms

To avoid misunderstanding about some basic concepts in this research, there are some explanation about the key terms used in this research that can help the readers in understanding this thesis.

Persuasion : An art of verbal with the intention to assure someone to do something appropriate with the speaker's purpose for this moment of the present time (Keraf, 2004:118).

Persuasive Language : A very powerful device for getting what you want. Persuasive language is used for many reasons, for example to help people sell products or services or to convince people to accept a view or idea.

Insurance : Insurance as the distribution of losses, is to put the emphasis on a comparatively unimportant aspect of it; to call it gambling is to confuse forms or activity fundamentally different both in their purpose and in their consequences (Willet, 1951:89).

Advertisement : A part of marketing that helps a company to get the product into consumer's hand. (Klepper, 1986: 22).

Rhetoric : Rhetoric means the use of language as an artistic technique, both oral and written are based on a well-structured knowledge (Keraf, 1992:3).

Rhetorical Discourse : Discourse crafted according to the principles of the art of rhetoric (Herrick, 2000:7).

Rhetoric Expression : The art of influence through emotional touch to form a belief new "a technical art of persuasion, that act on emotions to form beliefs" (Grassi, 1980:159).