

**ANALYSIS OF DISCOURSE AND VISUAL PERSUASIVE DEVICES OF
PEMPEK AND MIE CELOR ADVERTISEMENTS**



**This Final Report is submitted to fulfill one of the requirements to complete
the Diploma III Degree of English Department
State Polytechnic of Sriwijaya**

**By:
TRIANA PUTRI
061830900633**

STATE POLYTECHNIC OF SRIWIJAYA

2021

FINAL REPORT APPROVAL SHEET
ANALYSIS OF DISCOURSE AND VISUAL PERSUASIVE DEVICES OF
PEMPEK AND MIE CELOR ADVERTISEMENTS



By:
Triana Putri
061830900633

Palembang, July 2021

Approved by:

First Advisor

Drs. M. Nadjmuddin, M.A.
NIP 196209071988031001

Second Advisor

Drs. Sunani, M.M.
NIP 196305181990031002

Acknowledged by:

Head of English Department

Dr. Yusri, S.Pd., M.Pd.
NIP 197797952006041001

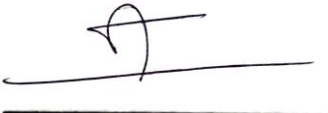
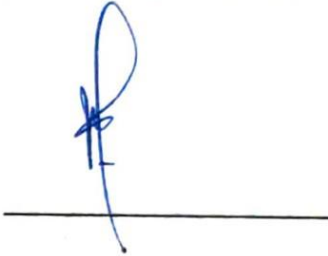

APPROVAL SHEET OF EXAMINERS

**ANALYSIS OF DISCOURSE AND VISUAL PERSUASIVE DEVICES OF
PEMPEK AND MIE CELOR ADVERTISEMENTS**

The Final Report By :

Triana Putri

061830900633

Examiners	Approved by	Signature
Dr. Yusri, S.Pd., M.Pd. NIP. 197707052006041001		
Munaja Rahma, S.Pd., M.Pd. NIP. 197405162002122001		
Koryati, S.Pd., M.Pd. NIP. 198108312005012003		

**ENGLISH DEPARTMENT
STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG**

2021

PREFACE

First of all, the writer would like to express gratitude to Allah SWT for giving the blessing, mercy, and guidance in finishing this final report. This final report is entitled “Analysis of Discourse and Visual Persuasive Devices of Pempek and Mie Celor Advertisements”. The purpose of this report is to fulfill one of the requirements for the subject of job training of English Department.

The writers realize that this final report still has many weaknesses and is far from perfect. It is caused by the limitation of experiences, ability, and knowledge that the writer has. That being case, the writer would also be delighted to welcome any criticisms and suggestions to make this final report better.

Finally, the writers expect that this job training report can give useful information and advantages for the readers, especially for the students of English Department at State Polytechnic of Sriwijaya.

Palembang, July 2021

The writer

ACKNOWLEDGEMENT

The writer is aware that this final report can be completed without any significant obstacles because of the help, guidance, and enthusiasm of other parties. Therefore, the writer would like to express many thanks to:

1. My beloved family who always support, give motivation and advice.
2. My Advisors, Drs. M. Najmuddin, M.A. and Mr. Sunani, M.M. for giving the suggestions, corrections, advice, and new knowledge related to this final report.
3. My team-mates for this final report (Winda, Wulan, Nana) for the support and jokes during the hectic time related to the final report.
4. My besties (Amel, Lia, Bunga) who always encourage me through my ups and downs when doing this final report.
5. My best squad (Kikik, Dion, Kevin, Fiya, Sutris, Iqbal) who always share knowledge and support to each other.
6. My all-nighter buddy, who always gives me comfort and makes my day when I feel tired.
7. The Simpony team that has become home for me and help me to grow up.
8. My dearest friends of 6BA class at English Department of State Polytechnic of Sriwijaya.
9. And many more parties who are very influential in the process of finishing this final report that the writer cannot mention one by one.

MOTTO AND DEDICATION

Motto:

“Hakuna Matata”

This final report is dedicated to:

My beloved father and mother

My beloved family

My beloved best friends

English Department

State Polytechnic of Sriwijaya

ABSTRACT

ANALYSIS OF DISCOURSE AND VISUAL PERSUASIVE DEVICES OF PEMPEK AND MIE CELOR ADVERTISEMENTS

This final report was aimed to investigate the forms of verbal and visual persuasive devices used by the copywriters in Pempek and Mie Celor advertisements, and the stages of the copy to convince the customers. In this report, the writer informed about the persuasive devices used by the advertisements and the AIDA model used on each stage of advertisements. In this case, the writers found there were five types of verbal persuasive devices and four types of visual persuasive devices used by the copywriter. The four stages of the AIDA model, namely Attraction, Interest, Desire, and Awareness were also applied to both advertisements. The writer discussed the relevance between the data on the persuasive devices used in advertisements and the theories given by some experts. To sum up, the two advertisements were used verbal and visual persuasive devices effectively and were following the four stages in the AIDA Model. The writer also gave suggestions to take advantage of various persuasive devices so that the ad content is more varied and not bland.

Keyword: *Discourse Analysis, Visual Persuasive Devices, Verbal Persuasive devices, Copy Writing.*

TABLE OF CONTENT

COVER	i
FINAL REPORT APPROVAL SHEET	ii
APPROVAL SHEET OF EXAMINERS	iii
PREFACE	iv
ACKNOWLEDGEMENT	v
MOTTO AND DEDICATION	vi
ABSTRACT	vii
TABLE OF CONTENT	viii
LIST OF FIGURES	x
LIST OF TABLES	1
CHAPTER I INTRODUCTION	Error! Bookmark not defined.
1.1 Background.....	Error! Bookmark not defined.
1.2 Problem Formulation.....	Error! Bookmark not defined.
1.3 Research Purpose.....	Error! Bookmark not defined.
1.4 Limitation of the Study.....	Error! Bookmark not defined.
1.5 Significances of the Study	Error! Bookmark not defined.
CHAPTER 2 LITERATURE REVIEW	Error! Bookmark not defined.
2.1 Discourse Analysis	Error! Bookmark not defined.
2.2 Persuasive Discourse	Error! Bookmark not defined.
2.3 Advertisement.....	Error! Bookmark not defined.
2.3.1 Copy of Advertisement.....	Error! Bookmark not defined.
2.4 Persuasive Devices	Error! Bookmark not defined.
2.4.1 Verbal Persuasive Devices.....	Error! Bookmark not defined.
2.4.2 Visual Persuasive Devices	Error! Bookmark not defined.
2.5 AIDA as a Goal Model.....	Error! Bookmark not defined.
CHAPTER III RESEARCH METHODOLOGY ..	Error! Bookmark not defined.
3.1 Research Method.....	Error! Bookmark not defined.

3.2 Sample of Data Sources.....	Error! Bookmark not defined.
3.3 Technique for Collecting Data	Error! Bookmark not defined.
3.4 Technique for Analyzing Data	Error! Bookmark not defined.
CHAPTER IV FINDINGS AND DISCUSSIONS	Error! Bookmark not defined.
4.1 Findings	Error! Bookmark not defined.
4.1.1 Verbal Persuasive Devices used in The Video Advertisements	Error! Bookmark not defined.
4.2.2 Visual Persuasive Devices used in The Video Advertisements	Error! Bookmark not defined.
4.3.3 The Stage of AIDA Model in The Video Advertisements	Error! Bookmark not defined.
4.2 Discussions	Error! Bookmark not defined.
4.2.1 Verbal Persuasive Devices Analysis.....	Error! Bookmark not defined.
4.2.2 Visual Persuasive Device.....	Error! Bookmark not defined.
4.2.3 Analysis of AIDA Model.....	Error! Bookmark not defined.
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....	Error! Bookmark not defined.
5.1 Conclusions	Error! Bookmark not defined.
5.2 Suggestions.....	Error! Bookmark not defined.
REFERENCES.....	Error! Bookmark not defined.
APPENDICES.....	Error! Bookmark not defined.

LIST OF FIGURES

Figure 4. 1 Logo Advertisement 1	Error! Bookmark not defined.
Figure 4. 2 Logo Advertisement 2	Error! Bookmark not defined.
Figure 4.3 Attractive product in advertisement 1(1).....	Error! Bookmark not defined.
Figure 4.4 Attractive product in advertisement 1(2).....	Error! Bookmark not defined.
Figure 4.5 Attractive product in advertisement 1(3).....	Error! Bookmark not defined.
Figure 4.6 Attractive product in advertisement 2(1).....	Error! Bookmark not defined.
Figure 4.7 Attractive product in advertisement 2(2).....	Error! Bookmark not defined.
Figure 4.8 Color Psychology in Advertisement 1(1)	Error! Bookmark not defined.
Figure 4.9 Color Psychology in Advertising 1(2) ..	Error! Bookmark not defined.
Figure 4.10 Color Psychology in Advertisement 2(1)	Error! Bookmark not defined.
Figure 4.11 Color Psychology in Advertising 2(2)	Error! Bookmark not defined.
Figure 4.12 Typographic composition in A1(1)	Error! Bookmark not defined.
Figure 4. 13 Typographic composition in A1(2) ...	Error! Bookmark not defined.
Figure 4. 14 Typographic composition in A1(3) ...	Error! Bookmark not defined.
Figure 4. 15 Typographic composition in A2(1) ...	Error! Bookmark not defined.
Figure 4. 16 Typographic composition in A2(2) ...	Error! Bookmark not defined.
Figure 4. 17 Typographic composition in A2(3) ...	Error! Bookmark not defined.

LIST OF TABLES

Table 2. 1 Verbal Persuasive Devices**Error! Bookmark not defined.**

Table 2. 2 Visual Persuasive Devices**Error! Bookmark not defined.**

Table 4. 1 Verbal persuasive devices of the two advertisements **Error! Bookmark not defined.**

Table 4. 2 Visual persuasive devices of the two advertisements **Error! Bookmark not defined.**

Table 4. 3 Stage of AIDA Model in the two advertisements **Error! Bookmark not defined.**