

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Communication is a basic need in human life. As social beings, humans certainly do have to communicate in everyday life. Communication helps to bridge the thoughts, feelings, and needs of a person with the world outside. By communicating, the aims and objectives to be conveyed can be realized. The typical objectives of communication are to motivate, to inform, to teach, to entertain, to inspire, or to persuade people.

One of the forms of persuasive communication is a video advertisement. Video advertisement can combine verbal communication, nonverbal communication as well as written communication in one video. It can be distributed through various social media platforms such as YouTube, Instagram, Facebook, etc. Ideally, an effective video advertisement is one that can explain the main points of the business and can influence the audience. But in reality, the persuasion techniques used in online advertisements are abundant and very competitive. Due to the abundant advertisements that have appeared, viewers are now becoming more selective, and they will watch virtually anything if it is relevant, attention-grabbing, and valuable for them. As a consequence, people spend less time watching advertisements. This presents a challenge in making video advertisements as a marketing strategy.

One of the various advertisements that are very often found in the mass media is advertisements for food products. There are many videos of culinary advertisements in the mass media, ranging from contemporary cuisine to traditional culinary delights. Palembang traditional food businesses also use video advertisements to promote and maintain the existence of their products. By using social media, traditional culinary businesses share video advertisements with the aim of reaching target customers. For example, the native video advertisements of Pempek and Mie Celor on YouTube.

Advertisers must be able to present a creative video for marketers who must tell a brand story in a short time. Therefore, it is important to know the strategy to make an effective video advertisement. To make a compelling ad video, advertisers need the right persuasive content. The content of advertisements is basically a form of directive or imperative discourse. The directive and imperative functions of advertising are conveyed through sound (audio), image (visual), and language (verbal) media. The language used in advertisements always gives suggestions or directs people to consume or take certain actions. In every advertisement, creating a catcher element in the form of sound (audio), image (visual), and language (verbal) is very important so that one day, by just hearing, seeing, or reading the reminder, consumers are immediately connected to the advertised product.

Various strategies are implemented to support the appeal of advertising, including the use of language and its persuasive techniques and the selection of appropriate models and illustrations. To find out which advertising message is conveyed, of course, one must understand the language and non-language signs. It is necessary to know the device of persuasive discourse used to ensure the effectiveness of video advertisement. Thus, the writer plans to analyze the two native video advertisements that promote Palembang cuisines, namely Pempek and Mie Celor as the main data and discuss about them. The study will use the method of discourse analysis to investigate the contents of video advertisements to determine the persuasive devices used, both verbal and visual. The title of this report is “**Analysis of Discourse and Visual Persuasive Devices of Pempek and Mie Celor Advertisements**”.

## **1.2 Problem Formulation**

The problem of this study is formulated into the following questions:

1. What verbal persuasive devices are used by the copywriters in Pempek and Mie Celor advertisements?
2. What visual persuasive devices are used by the copywriters in Pempek and Mie Celor advertisements?
3. How do the advertisers develop the stages of the copy that convince the

customers, and lead them to take the action their desire?

### **1.3 Research Purpose**

This report will investigate:

1. the forms of verbal persuasive devices used by the copywriters in Pempek and Mie Celor advertisements.
2. the forms of visual persuasive devices used by the copywriters in Pempek and Mie Celor advertisements.
3. the stages of the copy to convince the customers and lead them to take the action they desire.

### **1.4 Limitation of the Study**

In order that the study can be deeply explored, the writer limits the study of the advertisements of two advertisement videos focusing on the verbal and visual persuasive devices. The two advertisement videos selected for this study are video advertisements of Pempek and Mie Celor.

### **1.5 Significances of the Study**

The writer hopes that this study will benefit the study of advertising discourse especially in copy writing skill and strategy. There are two main benefits in this research:

1. Theoretically, this study can provide the reference for conducting such kind of research in the future. This research describes about the problem faced by the advertisers in copy writing that is useful for improving writing skills, especially in video script writing.
2. Practical benefit of this research is giving information about the verbal and visual persuasive devices in producing a video advertisement. This research will also give information about how to improve the video advertisement content.