CHAPTER 2
LITERATURE REVIEW

1.1 Discourse Analysis

Discourse analysis is a study that examines or analyzes the language used naturally, both in written and spoken form. Discourse analysis studies the language through the pattern and examines the relationship between language and its contexts (Paltridge, 2012, p. 2). It emphasizes the social context used in the discourse, especially between speakers. The language used can be accepted and understood by speakers even though the language is not arranged according to the language rules as in standard grammar.

Discourse analysis can be implemented in various forms, one of which is persuasive discourse analysis in advertising. The linguistic components such as copy of advertisement can be used as the object of study using discourse analysis to understand how a discourse is used to persuade people. Analyzing advertisements using discourse analysis is not a new matter. For example, Sari (2018) examines the persuasive techniques used in Instagram advertisements. The findings indicate that majority of techniques used in Instagram advertisements are rationalization and suggestion persuasive techniques because the language used in these techniques is more attractive. Similarly, Fernnandez (2013) investigate persuasive language in Philippine print advertising as a discourse analysis. The result shows that syntactic and semantic features of print advertising play a big role in convincing the customers. From the previous studies, it shows that the analysis of advertising discourse is needed to find out how persuasive discourse is associated with its influence.

1.2 Persuasive Discourse

Persuasive discourse is a variant of discourse focused to persuade the decoder. Persuasive discourse can be defined as the discourse that has the goal to influence the listeners or readers to do what the speaker/writer wants (Hapsari &

Setiawan, 2019, p. 455). Persuasive discourse uses persuasive language to invite or influencing others to be able to follow the persuasion of the desired by using persuasive language.

The persuasive discourse can take the form of an advertisement. Karlsson states discourse of advertising is based on the assumption that the text is produced with the intentions of persuading the viewer to buy a product or a service, or to present that product or service as desirable as possible to the viewer (Karlsson, 2015, p. 4). Persuasive discourse of advertisement includes the image and the verbal text because of the various elements found in the design of advertisement (Kress & Van Leeuwen, 2001 cited in Khoiriyah, 2016, p. 18). The use of images with the text affords complex relationships between the words and the pictures for multimodal research to explore. Often the verbal text anchors the image.

1.3 Advertisement

Advertisement can be considered as an example of persuasive discourse. Advertisement is intended to persuade the audience to decide to purchase or take some action upon the product promoted (Zain-Ul-Abideen & Salman, 2012, p. 58). To persuade customers, advertisement increase the brand awareness of customers which influences the customer behavior to buy a product. As a tool to persuade the customer by increasing brand awareness, a study conducted by Fatima and Lodhi (2015) on the impact of cosmetic advertisements in Karachi City shows that advertisements can shape the buying behaviors of the consumers while purchasing the cosmetics. It shows that an effective advertisement generates a positive attitude of the viewers and urges their interest to purchase the product/brand advertised.

One of the most effective types of advertising is online video advertisements. Compared to other types of advertisements, online video advertisements have a higher level of selectivity to attract consumer interest (Natasha et al., 2019, p. 17). Online video advertisements are advertisements made in the form of videos that are spread over the internet. Firat (2019, p. 143) insists that video advertisement must be able to increase its informativeness, contain entertainment value and credibility,

while simultaneously reducing the level of irritation for viewers. Previous research has revealed that well-designed online video advertising affecting consumer attitudes towards advertising and beliefs related to online advertising (Aqsa, 2017, p. 90). Video advertisement must be attractive and contains informative messages that can form brand awareness and of viewers.

2.3.1 Copy of Advertisement

An advertisement copy is all the written or spoken matter in an advertisement expressed in words or sentences and figures designed to convey the desired message to the target consumers. Advertising copy includes all elements of creative work in advertising. Headlines, sub-headlines, text, pictures, sounds, and other things are the elements that make up a copy of advertisement (Olubunmi & Aliede, 2013). A good or effective copy is one that succeeds in reaching the target consumers to create favorable attitudes towards the product and the producers, impelling an action on the part of consumers to take an action to purchase the product.

Copy of advertisement made by copywriters. Copywriters are the content providers for advertisement for both broadcast and print which includes tag lines and slogans, brochures, website, leaflets, direct mail, articles, marketing mails, users guide, video scripts, and many more (Petri, 2012; Bergkvist et al., 2016). Petri (2012) remarked that a copywriter is a reference to someone and who creates concepts and content for the advertisement they are working on. In other words, a copywriter is a person who writes the word, phrase, sentence structure that creates a meaningful and persuasive towards readers or listeners. Thus, it is an art of copywriting that manages to arouse interest. Nugraheni (2019) states there are 4 components of copy in the advertisement. There are:

1. **Title (Headline):** The section that is placed first and first seen by people, but not all ads include a title.
2. **Subtitles (Sub-headline):** Usually used to provide very important information to potential customers, usually containing the advantages of the product.
3. **Text (Body copy):** Body copy is detailed information that explains the sub headline using persuasive language.

4. **Baseline:** The closing part of the ad, which is the company's identity and is located at the bottom of the ad.

1.4 Persuasive Devices

A persuasive device is a tool, when used strategically and appropriately throughout the content of advertisement, works to sway the audience to a particular point of view. Persuasive device is the communication tools used to engage the audience, keep their attention, make the issue stated out clearly, and support their points (Alwan et al., 2014). In order to move, delight, and enhance the persuasiveness of an advertisement, a rhetorical device is a subconscious tool for delivering the objective. These methods are also called "persuasive devices" (Alwan et al., 2014). Rhetoric is persuasive communication. It encompasses all the techniques that humans use to influence the behavior and attitudes of others (Eid, 2012). The rhetorical persuasive device is established through language, whether verbal or visual.

2.4.1 Verbal Persuasive Devices

Verbal rhetoric is the choice of or omission of words to convey the desired meaning. This study applies the rhetoric framework developed by Michalik and MichalskaSuchanek (2016) to analyze the verbal rhetorical devices used in the samples of the study. It explains devices of verbal elements which can be used in the advertisement. The device elements of the framework are described as follow:

Table 2. 1 Verbal Persuasive Devices

No	Device	Description	Example
1	Alliteration	The repetition of initial consonants, phonemes, or sounds in a series.	Today, Tomorrow, Toyota (Toyota)

2	Hyperbole	Exaggeration of the aspects of something to reinforce the point of view of the writer.	Designed to save lives (Volvo)
3	Rhymes	The repetition of similar sounds on the last stressed syllable and any subsequent syllable of two or more words for an artful effect.	Guess where and we'll fly you there (Emirates)
4	Repetition	Reinforces certain words in a part of the text and emphasizes the point	New thinking. New possibilities (Hyundai)
5	Personification	An investing abstraction for inanimate objects with human qualities or abilities.	Jaguar. Born to perform (Jaguar)
6	Idiom	Intended to make the phrases attractive without pointing out the literal meaning.	Get your hands on Toyota (Toyota)
7	Oxymoron	Combination of words that have opposite meanings with one another.	The little big car (Renault)
8	Imperative mood	Verb form used to make a command or a request to manipulate the audience.	Do something memorable (Toyota Aygo)
9	Rule of three	The use of three descriptive words in a sentence.	Milky, creamy, and yummy (Dairy milk)
10	Rhetorical questions	Any question which does not require an answer.	Have you hugged your foot today? (Nike)
11	Pronouns	The use of pronouns to involves the audience.	Everything we do is driven by you (Ford)

12	Verbs	Zooming in the focus of the message to the readers.	Volkswagen Polo. Built to protect (Volkswagen)
13	Nouns	Emphasizing the values and characteristics.	Design. Innovation. Performance (Jaguar XF)
14	Adjectives	Giving the power of persuasion through the degree of the items.	The most agile. The most responsive. Land Rover ever (Land Rover)

2.4.2 Visual Persuasive Devices

Visual persuasive or visual rhetoric is the use of visual elements such as a person, prop, and photographic effect, and the placement of all three within a visual representation. The visual elements are generated for the purpose of persuasion (Foss, 2005). This study applies the framework of visual persuasive tools in advertising developed by Poels & Dewitte (2008). The visual persuasive devices are as follow:

Table 2. 2 Visual Persuasive Devices

No	Device	Description
1	Beautiful scene or object	A visual depicting a scene or object chosen for its aesthetic beauty.
2	Cultural icon or symbol	Symbol, logo, picture, name, face, person, building, or other images which easily recognized and generally represents an object or idea with great cultural significance to a wide cultural group.
3	Visual metaphor	Creative representation of a concept, person, place, thing, or idea through an image that uses analogy or association.

4	Logo	A brand identity that communicates broadly about a product, service, and organization quickly.
5	Attractive photo or product	The highlight of the product that illustrates the offer
6	Color psychology	The conscious use of color to affect perceptions and behaviors.
7	Subjective camera	Special camera perspectives are used to put emphasize on a specific part of the ad.
8	Typographic composition	The combination of the letters, numbers, and other writing symbols to a graphic design composition.
9	Repetition	Recurrence of a particular line, pattern, shape, or other visual elements in a single or part of the series.

1.5 AIDA as a Goal Model

AIDA model is a model that is commonly used as a standard criterion of an effective advertisement. AIDA model was developed by St. Elmo Lewis in 1898 to explain how personal selling works. It identifies the basic movements of marketing and advertising which an individual goes through during buying process as the result from the perception of customers (Li & Yu, 2013, p. 48). AIDA refers to (1) Attention, (2) Interest, (3) Desire, and (4) Action. According to Rawal (2013), the explanation is as follows:

1. **A – Attention (awareness)**

The first thing that the advertisement needs to do is grab the viewer's attention. An advertisement should immediately catch your viewers' attention and offer a clear benefit for seeing the rest of the advertisement. In developing an advertising program, marketing managers should always start by identifying the targeted audience and its reasons to purchase a specific product or service.

2. **I – Interest**

After the advertising captured the consumer's attention, the next step is capturing the consumer's interest. Interest can be the low motivation of desire.

Interest should be use emotions to address the fact that this purchase is a good bargain, the right step, a sound decision.

3. D – Desire

There is a huge difference between being interested in something and desiring it. An advertisement needs to convert the viewer's interest into a strong desire for what the advertisement is offering. An advertising must create a strong motivation and generate a need for buying the product even if the need is not there. This can happen only if the advertising has used the correct appeal in the advertisement. A Desire can develop after a consumer has an interest towards a product.

4. A – Action

When a brand promotes its image through an ad, advertisers should ensure they are able to convince their customers to make a final buy or be inquisitive to know more about the product/brand. Action is when a consumer decides whether they will use/buy or not to use/buy the product.

AIDA model can be a standard criterion of an effective advertisement (Rawal, 2013), and states by Gharibi (2012) that AIDA is a model presented for measuring the effectiveness of advertising. Rehman et al. (2014) also state that AIDA is still one of the preferred 18 models in the advertising literature. Gharibi et al. (2012) examine the effectiveness of insurance advertising using AIDA model. The result shows that AIDA model has a positive impact on advertising effectiveness in private insurance companies. Similarly, Rehman et al. (2014) conduct a study to emphasize on the effectiveness of mobile and email marketing channels using AIDA model. This study shows that the mobile marketing channel that creates greater attention, interest, desire, and purchases action is preferable. So, it concluded that the AIDA model can be used to be a model of an advertisement.

In conclusion, persuasive devices are verbal and non-verbal techniques for persuasive writing or work to lead the reader to a particular point of view. The persuasive devices are aimed to appeal to the emotions of the reader or listener. The AIDA model was used to investigate how the advertiser communicates with customers. Careful attention to each of the elements that comprise the AIDA name can maximize the success of the persuasive devices.