CHAPTER II

LITERATURE REVIEW

In this chapter discusses about some related theories with this research.

2.1 Genre

Genre is a catagory to identify some different objects through characterictics. According to Begthtol (2000), the word genre comes from the same Latin root as the word genus. The meaning of the word genre itself is a "kind of" or "sort of" (p. 17). Additionally, Toms (2000: 20) states that the term of "genre" comes from literacy studies and refers to the classification of texts. Furthermore, Swales (1990 : 58) tries to formulate the systemic genre concept. The aim of this formulation is to illustrate if the genre has specific communicative goals that definded by a discourse community member who afford rationale and limit the discourse structure, content, and goals of a particular genre, and define its rhetorical function (1990, p.58) as quoted in Hanganu (2015). From those definitions of genre above it can be concluded that genre is as a tool to identify the composition of different classes based on their characteristics. This can be classified by some indicatiors such as structure, content or purpose.

2.2 Theoretical Framework
2.2.1 Generic Structure

Generic structure refers to the text's overall structure, which is made up of phases in which the text progresses. The beginning, middle, and ending stages are common in generic structures (Martin, 1990) as cited in Dalimunte (2020). On the other hand, the definition above is contradicting to Setiawan (2021) which states that "*Struktur generik merupakan struktur umum yang menggabungkan beberapa kalimat ke dalam paragraf atau naratif. Generic struktur terdiri dari, introducing atau identifikasi dan deskripsi.*" It means generic stucture is the general stucture which combine several sentences into a paragraph or narrative. Usually the generic structure consists of introduction or identification and description. After

all, generic stucture means the structure which commonly has three stages (beginning, middle, and end) and there are also two part in generic structure called as introduction or identification and description.

There are many framework to analyze the stucture in advertising, one of them is framework propose by Bhatia (2004). Bhatia Model adopted CARS Model coined by Swales (1990). Bhatia modified CARS model into nine moves complete with each steps (Bhatia, 2004 p.65). Furthermore, Barron revised these nine moves into seven moves (Barron, 2012: p. 109). This study utilized Barron Model for move analysis of the two advertisements. The differences between two frameworks are shown in the table below :

Table 2.1 The comparison of Bhatia's Framework and Barron's
Framework as cited in (Usman, Rizki & Samad, 2019)

Move	Bhatia's Model	Barron's Framework
Move 1	Attracting readers' attention	Capture attention
Move 2	Targeting the market	Give audience detailed of recent/upcoming change
Move 3	Justifying the product or service	Detailed strategies for participation
Move 4	Detailing the product or service	Justifying change
Move 5	Establishing credential	Incite audience participation
Move 6	Celebrity or typical user endorsement	Solicit further action
Move 7	Offering incentives	Establishing credibility
Move 8	Using pressure tactics	
Move 9	Soliciting responses	

According table 2.1, it presents the comparation between Bhatia's Model and Barron's Model. In Bhatia's Model, there are nine moves while Barron

summarizes those moves into seven. The nine moves of Bhatia's Model are move 1: attracting readers attention; move 2: targeting the market; move 3: justifying the product or service; move 4: detailing the product or credibilty; move 5: establishing credibilty; move 6: celebrity or typical user endorsment; move 7: overing incentives; move 8: using pressure tactics; and move 9: soliciting responses. However, the seven moves proposed by Barron are move 1: capture attention; move 2: give audience detailed of recent/upcoming change; move 3: detailed strategies for participation; move 4: justifying change; move 5: incite audience participation; move 6: solicit further action; and move 7: establishing credibilty.

First move is capture attention. This move is as the important aspect in the advertisement. Barron (2012, p. 110) states that "without attention of the target audiences, a text cannot fulfill any of its other function(s)….". Next is giving audience details of recent/upcoming change. This move means the advertisers offer incentives to the customers when buying the product (Usman, Rizki & Samad, 2019). According to Kesrul (2004:18) as cited in (Septemuryantoro & Dima, 2018), incentive is form of appreciation from the company which given to employees, clients, or customers. The examples of incentive are reward, money, travel or gift. Then in move 3, detailed strategies for participation means giving additional information about how to participate in the particular community (Barron, 2012, p.129). Meanwhile in this research, move 3 is used as the strategy about how to make customers participate, for example giving informations about the products and the advantages of it. Next Barron (2012) states there are three sub-moves in move 4 which is justifying change, namely claim change is good, detailed problematic situation and detailed benefits of change. Claim change is good is the same as slogan which states something offered is good. In detailed problematic situation describes about the situation in detail. Detailed benefits of change is good offers something new as the benefits. Move 5 which is incite audience participation is everything that can incite the audience to do the action. In this study, this move can be seen if the structure has some persuasive

languanges. Next move is solicit further action. The aim of this move is to persuade people to give further respond toward the particular message (Usman, Rizki & Samad, 2019). Last move is establishing credibility which accustomed to create trust-building with the readers or consumers.

2.2.2 AIDCA Model

There are many models to identify the advertisement structure; some people usually use AIDCA model as the framework. According to Kitson (1921) as cited in (Yu & Natori, 2020), AIDCA Model consists of variables namely Attention, Interest, Desire, Conviction, and Action to describe the psychological condition of consumers to produce the final decision, which is purchasing.

Then Kotler (2001) as cited in (Swarsono & Kancana, 2017) explains five variables of AIDCA as follows;

1. Attention. First, the promotion through advertising should attract potential customers attention.
2. Interest. After capturing customers' attention, it is also hope that customers are interested to the product advertised.
3. Desire. If the customers interested, it means customers have willing or desired to buy the product.
4. Conviction. The next step is convincing the customers. The customers have to believe with the product chosen by themself, if customers do not, means there will be no purchasing step.
5. Action. This is the last step in AIDCA model which is affect the customers to do the act of buying.

The framework compiled by Barron is a framework intended to see the structure of an advertisement through its persuasiveness (Table 2.2). For example, this framework is used for political advertisements, public services or other advertisements which aim to invite public or target viewers to participate. While the AIDCA model is a framework that is used to review the structure of

advertising from a commercial perspective. This is because each variable in the AIDCA Model deals specifically with its customers, as explained by Kotler 2001.

Table 2.2 The comparison of Barron's Model and AIDCA Model

Barron's Model	AIDCA Model
Move 1: Capture attention	Attraction
Move 2: Give audience detailed of recent/up coming change	Interest
Move 3: Detailed strategies for participation	Desire
Move 4: Justifying change	Conviction
Move 5: Incite audience participation	Action
Move 6: Solicit further action	
Move 7: Establishing credibility	

2.3 Advertising

Advertising is as media where companies can attract target consumers. Kotler and Keller (2008) as cited in (Muller, Alt & Michelis, 2011) state advertising is anything related to delivery of paid promotional thoughts, items or services by an identified sponsor. The advertiser produces its advertising not only covered to the business but also it can be for charitable, non profit or government agencies. According to Stanton (1984) as cited in (Kumar & Gunaseelan 2016: 476),

"Advertising consists of all the activities involved in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, service or idea; this message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor".

It means that advertising is related to the activity which offered message regarding to item, service or thought that promoted throught more than one media and is paid. Additionaly, Wheeler (2004) as cited in (Shoaib & Ali, 2018) describes advertising is as any kind of paid non- personal form of offering about the ideas, products or services which has purpose to persuade people to purchase.

From the definitions above, it can be concluded that advertising is an activity aims to introduce the ideas, products or services to the customers through many kinds of medias and it is paid.

2.3.1 Type of Advertising

According to Queensland Business (2020), there are eight types of advertising:

1. Newspaper

   Making advertising through newpaper can reach more reader. Usually the picture of something advertised is put in the paper.

2. Magazine

   Advertising the product which the interect some group for example like women, man, or different industry, through magazine can be the best option. It is because usually magazine reaches the reader with grouping. One thing to be remember is that, magazine does not serve the product advertised in small area. It means that, if the reach of the product that convey to the public is not too broad using a magazine, it will have an ineffective impact in advertising itself.

3. Radio

   Radio is one of the types of advertising used to extend the potential customers. The problem comes up when the customers can not remember what is being advertised. Dealing with this problem, the seller should make the advertisement repeatation which influenced the cost. If the cost is inadequate and advertising has to stop halfway, that means it will have an unsatisfactory result.

4. Television

   The product is offered to the consumers through television mostly the item which needs to demonstatre. In television, the product can be advertised in a good way by having audio and visual. It can attract the wider target consumers. The expensive cost offered by using this types of advertising

because of the some factors such as the duration of the advertisement, the television program and etc.

5. Directories

In this case, usually consumers has known what they are going to buy but not know where they have to buy the product. Directories provide the list of bussinesses based on the catagories. This can help the consumers easier to find the place of the product.

6. Outdoor and Transit

The other option to advertised is by using outdoor and transit advertisement. Outdoor advertising is something put in the road for example like billboard. Meanwhile the example of transit advertising is poster on the taxi. These two advertising give big influence to the consumers. The product which offered from billboard or poster on taxi will remembered as the reference when they want to buy that product.

7. Direct Mail, Catalogues and Leaflets

Direct mail is more profitable advertising because sellers know who target buyers are and provide more information on the products being offered. Direct mail is more personal. Apart from direct mail, sellers can also provide brochures, catalogs and leaflets to target buyers.

8. Online

Online advertising provides the advantage of being able to reach a wider range of potential buyers at a low cost. Online advertising can be in the form of paid advertising or also by promoting the product to social media, blogs and others.

2.3.2   Native Advertising

Native advertising is a very popular advertising format. This advertising format is different from other online advertising where native advertising aims to minimize the impact on the consumer experience of online advertising (Campbell and Marks, 2015). Then, Harahap (2020) states that "*Native advertising adalah*

iklan yang ditampilkan dengan mengikuti format sesuai layout website atau media placement yang bersangkutan. Native ads adalah revolusi besar di dunia periklanan karena tampilannya lebih menyerupai konten daripada iklan." It means that native advertising is advertising which followed the format based on website layout or designed media placement and its display resembles content than video. From the definitions above, it can be summarized that, native advertising is unlike the usual video advertising. Native advertising is made like a content rather than a video.

According to Harahap (2020), there are five advantages of native advertising:

1. Increasing consumers interest in the business without irritating them, as is the case for traditional advertisment.
2. Making native advertising content more special because it can be adapted to things that are trending or viral.
3. Adding consumers insight if native ads itself acted as an innovative and short-duration instructional video.
4. Raising business income because target consumers on social media who see the advertisement are interested in learning more about the business as its potential.
5. Reaching out to potential consumerss from various background.

Based on the explanation above, there are five advantages of using native advertising as the promotion media such as increasing customer interest, making native advertising content more special, adding consumers insight, raising business income, and reaching out to potential consumers.

2.4 Copy Writing

Copy writing is written text that usually comes up in the advertising. According to Bowdery (2008), copywriting is the activity of making the text for advertisements or publicity material. Meanwhile Albhrigton, (2013) states that copywriting is the most effective use of language to encourage or convince. Then

Ogilvy (1985) as cited in Faradhiba (2018) claims that copywriting is more than just the creative process. It also discusses how it is used to persuade people to purchase goods. From those definitions above, it is can be summarized that copywriting is the activity of making the text for advertisment which used to persuade people to purchase the products.

2.4.1   Copy Element Theory

Copy element is the detail that makes text or paragraph in advertising become great. According to Maslen (2009), understanding the readers and setting the goals are the important part in making the copy. There are three elements need to be concerned which are feature, benefit, and call to action. Feature represents about the information or the fact offered for the readers, benefit shows the value of the product, and call to action is the way to make readers purchace the product.

There are genres, functional text and transactional, commercial or interpersonal dialog text. One of functional text is advertisements. Advertising as a tool of communication and mostly as a marketing media is subject to many theories and explanatory and normative models. Its contents and performed functions need to be defined in general recognized theory. This study focuses on the analysis of advertising in terms of its text structure specific persuasive effort and communication process. Advertising seen as a construction process is based on the generic structure of the persuasive process, with a number of specific features related to its copy content. This study has explored the connection between persuasion and identified possible moves that the advertisers deployed in their advertisements.