

**FINAL REPORT
RHETORICAL MOVES AND PERSUASIVE LANGUAGE OF COPY IN
TWO CUISINE VIDEO ADVERTISEMENTS**



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

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STATE POLYTECHNIC OF SRIWIJAYA

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Palembang, August 2021

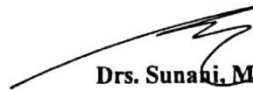
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PREFACE

First of all, the writer would like to express the gratitude to ALLAH SWT for his blessing so the writer can finish the final report entitled “Rhetorical Moves and Persuasive Language of Copy in Two Cuisine Video Advertisements”. This final report is written to fulfil the requirements of final report in English Department of State Polytechnic of Sriwijaya.

The writer also would like to say thank you to everyone that has helped the writer in finishing this final report, especially the writer’s advisors who have given comments, support, energy and time. The writer also realised that this final report is far from perfect, but it is expected that it will be useful not only for the researcher, but also for the readers. For this reason, constructive thoughtful suggestion and criticism are welcomed.

Palembang, July 2021

The writer.

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First of all, the writer would like to express her highest gratitude to Allah SWT for his blessing, opportunity, and mercy to complete this final report. In completing this final report, many people have provided motivation, advice, and support for the writer. In this valuable chance, the writer intended to express her gratitude and appreciation to:

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3. The head of English Department, Dr. Yusri, S.Pd., M.Pd, and other lecturers.
4. My advisors, Mr. Drs. M. Nadjmuddin, M.A and Mr. Drs. Sunani, M.M., for their advice and guidance from the early stage of this final report.
5. The owner and the seller of Pempek Cek Eha, Mrs. Mega Nivita, and Mie Celor Ujuk Imam 26, Mr. Muhammad Imam Hambali, who allowed me to do research about their business and product.
6. My beloved friends, Dklings.
7. BC Class.
8. BTS, for their music.

ABSTRACT

RHETORICAL MOVES AND PERSUASIVE LANGUAGE OF COPY IN TWO CUISINE VIDEO ADVERTISEMENTS

This final report was aimed to apply rhetorical moves and persuasive linguistic features on how to analyse the video advertisement to seek linguistic features on two cuisine video advertisements. There were Pempek and Mie celor copies of the advertisements were participated in this research. This research was using qualitative approach. The data were collected by using documentation analysis. Then the data were analysed using the Miles & Huberman (1994) theories to answer the research questions. The findings revealed that the copies of Pempek and Mie Celor did not consist all the rhetorical moves and the linguistic features. In the copy of Pempek there was one moves absent meanwhile in the copy of Mie Celor there were two moves absent. For the linguistic features, in the copy of Pempek seven features did not appear and in the copy of Mie Celor six features did not appear. It is expected that the result of this final report able to help the next researchers to give them knowledge how to analyse and make good advertisements.

Keyword: *Linguistic Features, Persuasive Language, Rhetorical Moves, Video Advertisement*

ABSTRAK
GERAKAN RETORIS DAN BAHASA PERSUASIF SALINAN VIDEO IKLAN
DUA MASAKAN

Laporan tugas akhir ini bertujuan untuk menerapkan gerak retorika dan fitur kebahasaan persuasif tentang cara menganalisis iklan video untuk mencari fitur kebahasaan pada iklan video dua masakan. Terdapat salinan iklan pempek dan mie celor yang diikutsertakan dalam penelitian ini. Penelitian ini menggunakan pendekatan kualitatif. Pengumpulan data dilakukan dengan menggunakan analisis dokumentasi. Kemudian data dianalisis dengan menggunakan teori Miles & Huberman (1994) untuk menjawab pertanyaan penelitian. Temuan menunjukkan bahwa salinan Pempek dan Mie Celor tidak terdiri dari semua gerak retorika dan unsur kebahasaan. Pada salinan Pempek ada satu jurus yang tidak ada sedangkan pada salinan Mie Celor ada dua jurus yang tidak ada. Untuk ciri kebahasaan, pada salinan Pempek tujuh ciri tidak muncul dan pada salinan Mie Celor enam ciri tidak muncul. Hasil dari laporan tugas akhir ini diharapkan dapat membantu peneliti selanjutnya untuk memberikan pengetahuan tentang bagaimana menganalisis dan membuat iklan yang baik.

Kata Kunci: *Bahasa Persuasif, Fitur Linguistik, Gerak Retorika, Iklan Video*

MOTTO AND DEDICATION

“NO MATTER HOW HARD YOUR LIFE, LIFE GOES ON”

This final report is dedicated to:

My family

My beloved friends

English Department

State Polytechnic of Sriwijaya

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