

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Local cuisine is one of the main reasons for tourists to visit the destinations. As stated by Henderson (2009), local food is an important tourist attraction and central to the tourist experience, not only for those who have a special interest in food but also for those who have a more casual attitude to food and eating. Besides, the taste of local cuisine attracts the tourists. In addition, “Makanan diakui sebagai alat promosi dan positioning destinasi yang efektif” (Hjalager & Richards, 2002). Therefore, local cuisine can be used to attract the visitors.

Indonesia is not only famous with its destinations but also with its local cuisine. Indonesia is a home to over 300 ethnic groups, it offers a varied range of delicacies, many of which use herbs and spices to enhance the flavour (The Ministry of Tourism, 2020). One of the destinations is Palembang. Palembang has Pempek and Mie Celor as its famous local cuisine (The Ministry of Tourism, 2021).

Advertisement can influence people perspectives’ in purchasing the product. Cook (2001) points out that advertisement inform, persuade, remind, influence and perhaps change opinions, emotions and attitudes. Thus, to promote pempek and mie celor, the advertiser can use advertisement as their marketing strategy to increase their sales. There are many kind of advertisements. One of them is video advertisement. Video advertisement generally can be found in social media such as Instagram, YouTube, Facebook and many more.

Unfortunately, in fact many advertisements failed to engage the customers’ attention. As stated by I Gede Pitana, Deputy of Development of International Tourism Marketing of Tourism Ministry of the Republic of Indonesia in For News .Co February, 11<sup>th</sup> 2017 as cited in Khairani (2019), "South Sumatra has a

lot of potential in tourism but its promotion is lacking. South Sumatra has a lot of things that do not for sell so the outsiders do not know. " . It means, the advertiser still do not know how to attract customers' prospective.

In advertising, any strategy employed by an advertiser to advance an argument or strengthen a persuasive appeal can be identified by using rhetorical moves (Swales, 1990). Besides, advertisement is a persuasive media of communication that has function to help company to achieve marketing target (Gilson and Berckam, 1986). It will help the advertiser, through this language to take an action to buy the advertised product. Thus, the writer analysed the two cuisine video advertisements, to find out kind of rhetorical moves and persuasive language used in online advertisement.

The purpose of this research is to explore the rhetorical moves and persuasive language in the subtitle online video advertisements. Based on the explanation above, the writer made the final report with title "Rhetorical Moves and Persuasive Language of Copy in Two Cuisine Video Advertisements"

## **1.2 Problem Formulation**

Based on the background, the problem formulation in this final report formulated as follow:

1. What is the rhetorical moves used in Pempek and Mie Celor video online advertisements?
2. What is persuasive language used in Pempek and Mie Celor video online advertisements?

## **1.3 Problem Limitation**

In order to make this research more focused and detailed, the scope of this study was limited to the analysis of rhetorical moves and the persuasive language used in the subtitle of Pempek and Mie Celor video advertisements. This research has purpose to examine kind of the moves and linguistic features so that these advertisements are able to persuade the customers to buy the advertised products.

Besides, this research also has purpose to find the linguistic features in the two copies of the advertisements. According to the research purpose, the writer used framework modified by Bhatia (2004), Kathpalia (1992) and Labrador et. al (2014) to analyse the rhetorical moves and framework proposed by Grey (2008) to find the linguistic features.

#### **1.4 Research Purpose**

The purpose of this research is to know what kind of rhetorical moves and persuasive language used in two cuisine video advertisements. These video advertisements advertised two cuisine produced by two vendors, Cek Eha and Ujuk Imam, who run their business in Palembang.

#### **1.5 Research Benefit**

##### 1. For the next researchers

This report can be a reference for the researchers to extend a study in the field. Researchers can better understand the text structure of online advertisement, including the way in which persuasion works in commercial context. Moreover, the results from this study can raise awareness about the persuasive language of online advertisements.

##### 2. Advertiser

The benefit from this research are expected could help the advertiser to make the advertisement look attractive and better. Therefore, the advertiser able to reach their goals.