CHAPTER III

THE DESCRIPTION OF THE TOPIC

3.1 The use of declarative sentence in promoting poster on Twitter

3.1.1 Explanation

Today, the huge number of internet user has grown the popularity of internet marketing. There are many places that the company can promote their product on internet, such as blog, forum, news portal, or even commercial site. The rapid grown of social networking sites also has a contribution to the internet marketing popularity. The social networking sites such as Facebook, Twitter, and Google Plus are the favorite places for promoting because their products will be viewed by millions users. Therefore, the writer chooses the social media Twitter for promoting the poster.

Twitter is a social networking and microblogging that gives you the ability to post messages of 140 characters or less. The message which is posted is known as "tweets". Thus, promoting on twitter is different with other social networking services. We have to promote the product in a tweet below 140 characters. It is very challenging because we need to share our ideas, to tell our products, and to get the customer's attention only in a tweet. In the book "Twitter Marketing for Dummies", Lacy states:

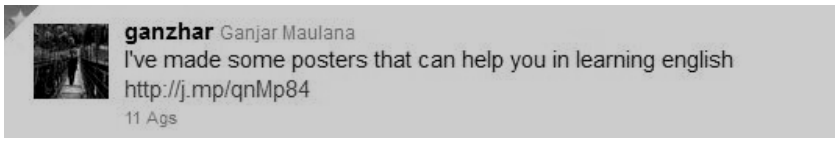
> *You've probably heard the term elevator pitch, which comes from the idea that you're on an elevator with a potential client, and you have about ten seconds to explain what you and your company do.* (2011: 322)

Therefore, we have to promote our products simply and briefly as if we were on the elevator. In addition, we have to make a promotion tweet looks natural. We don't have to make it too commercial because people can easily tell that you are an advertiser, and people usually don't like their Twitter timeline is loaded by advertisings.

The writer then made a declarative sentence below 140 characters which promote the posters in a simple and friendly style. It also contains a link to the blog which provide more information about the poster. The promotion is made in a Twitter account @ganzhar, which is owned by the writer.

There are four kinds of poster which is promoted by the writer: body part poster, tenses poster, family tree poster, and question tag poster. In addition, the writer also made two tweets that promotes all posters. Below are tweets that were made in promoting the posters:

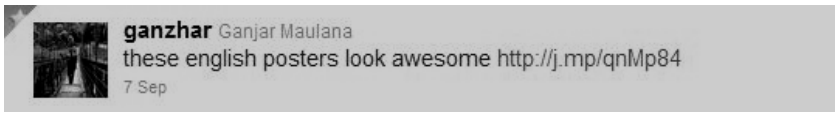
Promotion 1:



I've made some posters that can help you in learning English

This is the promotion about all posters which are made by the writer. The writer wrote that the poster can help the customer in learning English because many people think that learning English is very difficult, and this poster will help them in understanding various kinds of English material. In addition, the writer also wrote the promotion in the first person to make it more friendly because the customer usually feel comfortable when getting the friendly-style promotion than the conventional advertisement.

Promotion 2:

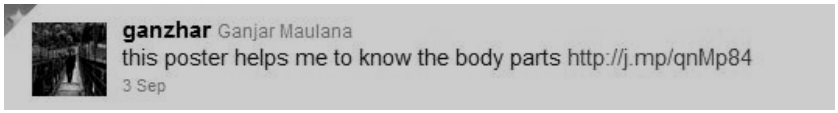


These English poster look awesome

This is also the promotion about all posters, but it emphasizes on the appearance of the poster. The writer stated that "posters look awesome" because the poster is made in a nice and simple design. The poster must be nice-looking because the customer usually put it on the wall. In other word, this promotion

informs the customer that they will not only get a useful poster, but also the nice one.

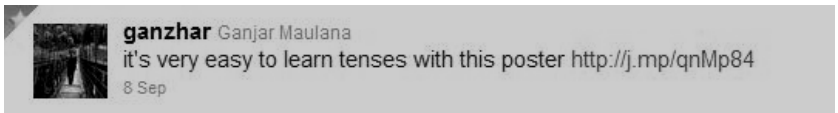
Promotion 3:



This poster helps me to know the body parts

This is the promotion about body parts poster. The writer wrote that this poster would help the customer to know the body parts because body part is the important subject in elementary school, but there are many elementary school students don't know how to tell the body parts in English. Therefore, this promotion told them that this poster will help them to know the body part in English. This promotion is made like a testimonial from the customer because it will increase the customer's attention to this poster.

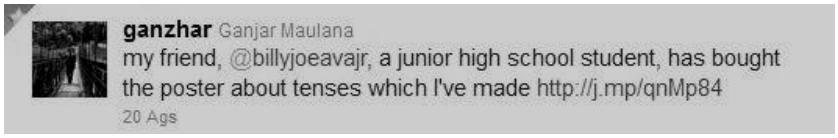
Promotion 4:



It's very easy to learn tenses with this poster

This is the promotion about tenses poster. This promotion is also made in a testimonial style like in previous promotion. The writer stated that learning tenses would be easier with this poster because many people think that learning tenses is very difficult. Therefore, it will persuade the customer who has a problem in learning tenses to buy the poster.

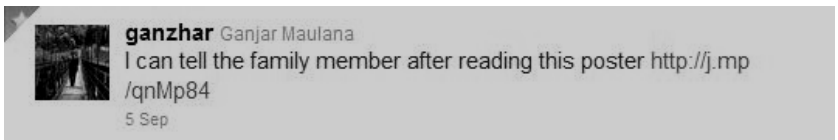
Promotion 5:



My friend, @billyjoeavajr, a junior high school student, has bought the poster about tenses which I've made

This is also the promotion about tenses poster. The writer made a tweet which mention another Twitter user who had bought the poster to inform that there is an elementary school who bought the poster, so it will encourage other Twitter users, especially junior high school students, to buy it.

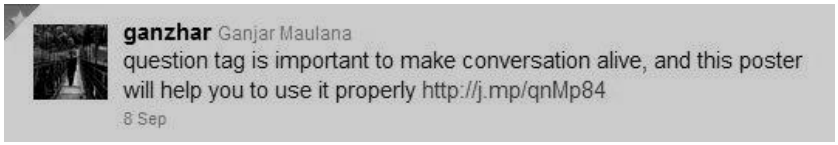
Promotion 6:



I can tell the family member after reading this poster

This is the promotion about family tree poster. The writer found that many beginners in learning English such as the elementary school students are usually asked to tell the family tree, so the writer told the consumer that they will be able to tell the family tree after reading the poster. This promotion is also made like a testimonial from the customer to show that this poster has really helped the customer in learning the family tree.

Promotion 7:



Question tag is important to make conversation alive, and this poster will help you to use it properly

This is the promotion about question tag poster. In this promotion, The writer stated that the function of question tag is to make the conversation alive. However, in fact, many people cannot use it properly because they usually use the wrong question tag in their conversations. Therefore, in the end of the sentence, the writer wrote "*and this poster will help you to use it properly"* in order to inform the customer that they can learn how to use the question tag properly by this poster.

1.1.2 Problems and Solutions

During promoting on Twitter, the writer faced the problem in making an appropriate sentence which is usually used for advertising in English language because the style of sentence used for advertising in English language is different with the one used for advertising in Bahasa Indonesia. In addition, the writer also faced the problem in making the promotion for specific customer because the Twitter users came from various social classes, so it's hard to make the promotion for a specific target market.

To treat the first problem, the writer had to read many books about marketing in English language, especially about internet marketing. In addition, the writer also read some examples of promotion around the internet. For the second problem, the writer had to make the language of the promotion appropriate for the specific customer, such as elementary student, junior high school student, and college student for gaining more customer from the specific target market.