CHAPTER III

THE DESCRIPTION OF THE TOPIC

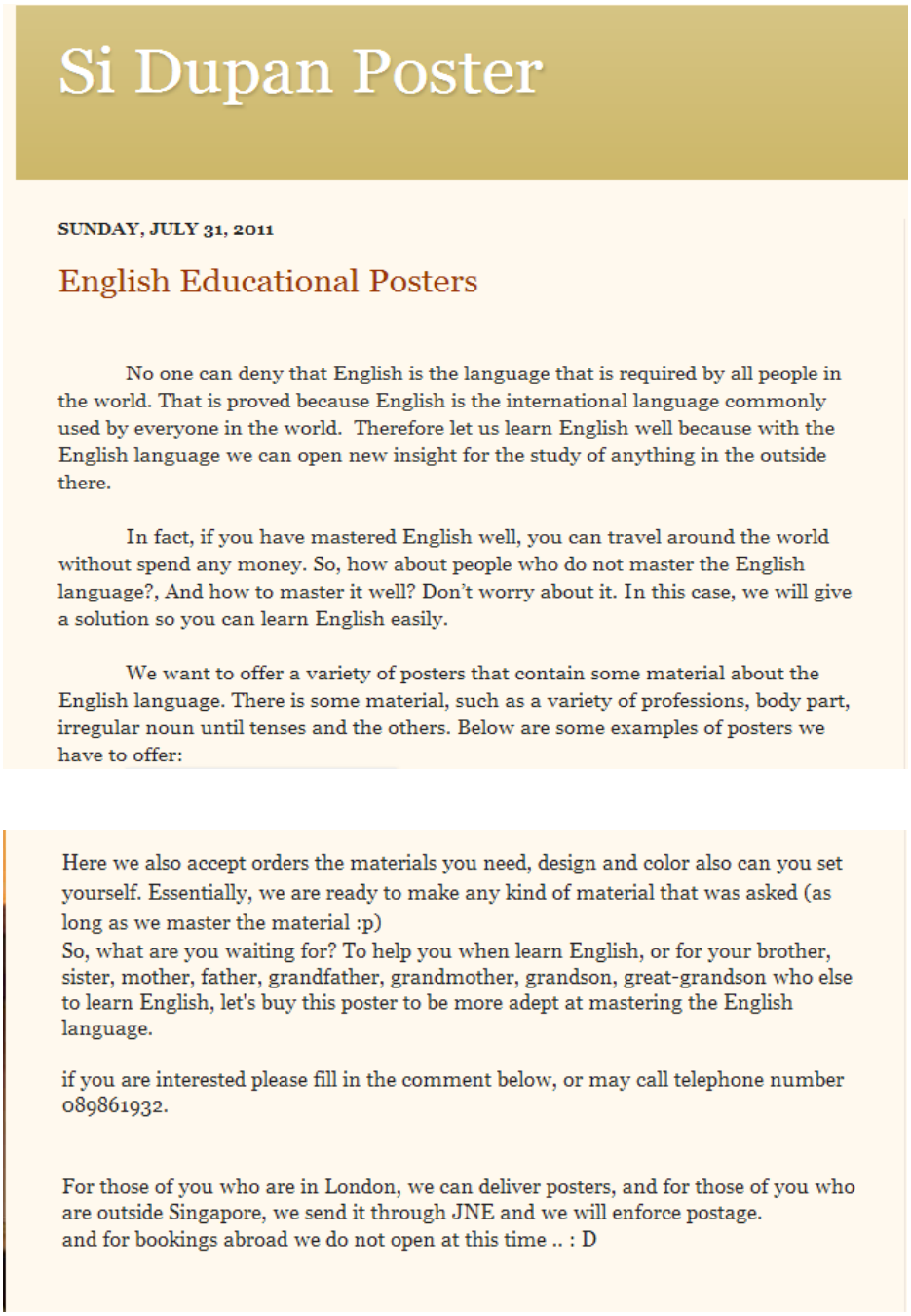
3.1 The use of persuasive essay on Blog to promote poster

3.1.1 Explanation

In this modern era, the huge number of internet user has grown the popularity of internet marketing. There are many places that the company can promote the product on social media network, such as Facebook, Twitter, Blog and other media. The social media networks are the favorite places for promoting because the product will be viewed by millions users. Therefore, the writer chooses the social media Blog to promote the poster.

Social media Blog is abbreviation from Weblog, it is one of application web containing with several texts. The text is entered by using a posting. On blog we can easily find several links of the other website. This media is usually visited by internet users according to the subject and the purpose of the users.

On social media Blog, promoting the poster can be done not only by using the simple sentence but also can use in a paragraph or essay to make promoting more detail. Therefore, the writer chooses to make a persuasive essay as a tool to promote the poster. The persuasive essay made in promoting the poster, is:



Si Dupan Poster

SUNDAY, JULY 31, 2011

English Educational Posters

No one can deny that English is the language that is required by all people in the world. That is proved because English is the international language commonly used by everyone in the world. Therefore let us learn English well because with the English language we can open new insight for the study of anything in the outside there.

In fact, if you have mastered English well, you can travel around the world without spend any money. So, how about people who do not master the English language?, And how to master it well? Don't worry about it. In this case, we will give a solution so you can learn English easily.

We want to offer a variety of posters that contain some material about the English language. There is some material, such as a variety of professions, body part, irregular noun until tenses and the others. Below are some examples of posters we have to offer:

Here we also accept orders the materials you need, design and color also can you set yourself. Essentially, we are ready to make any kind of material that was asked (as long as we master the material :p)
So, what are you waiting for? To help you when learn English, or for your brother, sister, mother, father, grandfather, grandmother, grandson, great-grandson who else to learn English, let's buy this poster to be more adept at mastering the English language.

if you are interested please fill in the comment below, or may call telephone number 089861932.

For those of you who are in London, we can deliver posters, and for those of you who are outside Singapore, we send it through JNE and we will enforce postage.
and for bookings abroad we do not open at this time .. : D

The data above is persuasive essay used to promote all poster made by the writer. This data were directly taken from Blog which the writer printed screen as image format (JPG) to explain how to make a good persuasive essay in promoting.

When making the promoting, the writer found several ways to make a good persuasive essay and it will be explained with several data that the writer had.

Data 1:

> No one can deny that English is the language that is required by all people in the world. That is proved because English is the international language commonly used by everyone in the world. Therefore let us learn English well because with the English language we can open new insight for the study of anything in the outside there.

The data above is the first paragraph of persuasive essay used to promoting. In this case, the writer tries to tell to the costumer about general English. It's because the first way to make a good persuasive essay is by explaining the thing that will be promoted. And then, the writer puts the strong statement that can make the costumer feels more convenient that English is very important to our life.

Data 2:

> In fact, if you have mastered English well, you can travel around the world without spend any money. So, how about people who do not master the English language?, And how to master it well? Don't worry about it. In this case, we will give a solution so you can learn English easily.

This data is the second paragraph. In this data the writer states that *"you can travel around the world without spend your money"*. This state shows that the

writer is trying to convince the costumer that it's all fact. And then, the writer states *that "so, how about people who didn't master the English? And how to master it well?"* this state is some problem that stimulate costumer desire. This data are key part to make a good persuasive essay because after the writer convinces the costumer about English, the data are closed by giving the solution of the problem.

Data 3:

> We want to offer a variety of posters that contain some material about the English language. There is some material, such as a variety of professions, body part, irregular noun until tenses and the others. Below are some examples of posters we have to offer:

In this paragraph, the writer starts to offer the product for the costumer and explain several materials that content in the product.

Data 4:

> Here we also accept orders the materials you need, design and color also can you set yourself. Essentially, we are ready to make any kind of material that was asked (as long as we master the material :p)

In this case, the writer offers another way to order the product. The writer receives the order according what the customer wants. However, the order is limited (not in all English lessons).

Data 5

> For those of you who are in London, we can deliver posters, and for those of you who are outside Singapore, we send it through JNE and we will enforce postage.
> and for bookings abroad we do not open at this time .. : D

The data above is the last data to make a good persuasive essay. In this paragraph the writer explains how to send the product ordered by the costumer.

3.1.2 Problem and Solution

During promoting on Blog, the writer faced the problem in making an appropriate sentence will be used in persuasive essay to promote the product. It's caused since the sentence usually used in the essay seems too force the reader to follow what is suggested by the writer.

To treat the problem, the writer has to read many books about persuasive essay, especially in internet marketing. In addition, the writer also reads some examples of persuasive essay around the internet. Then, the writer chooses the simple words in order to easily be understood.