CHAPTER I

INTRODUCTION

1.1 Background to the Topic

Any kinds of business, off course, needs advertising to promote their products or services. It is very important for the company, because it is one of the effective ways to give the need or desire in the people who view, read or listen to it. *"Marketing and advertising your products or services effectively is a key to the success of your business."* (Edmond A.Bruneau, 2000: 2)

There are many ways for the company to promote the products or services, such as: Electronic media; television, radio, and internet, Printed media; magazines, newspaper, brochure, and pamphlet, also with outdoor media; billboard, banner, and many others. That most media messages take an important role in advertising. "*The goal of most media messages is to persuade the audience to believe or do something*". (Introduction to media literacy, 1984: 6).

As the writer has do during job training in Ckliknet, the writer use pamphlet as a media message to promote internet café and apply all skills that the writer has, works in there for about a month. Since the writer believes that many ability he have, could be useful to help running the company.

Based on the explanation above, the writer decided to raise the topic "The Using Persuasive Sentence in Pamphlet" for job training report.

1.2 Scope

This paper described the using persuasive sentence to promote internet café by media pamphlet. The data is taken from the pamphlet that had been created during job training.

1.3 Objectives

The purposes of writing this topic and the purposes of this job training are:

1. To describes the using persuasive in advertising.
2. To give knowledge with the readers of how to make a good pamphlet
3. To analysis the using persuasive sentence in media pamphlet.
4. To fulfill the subject of job training in English Department of Indonesia University of Computer.

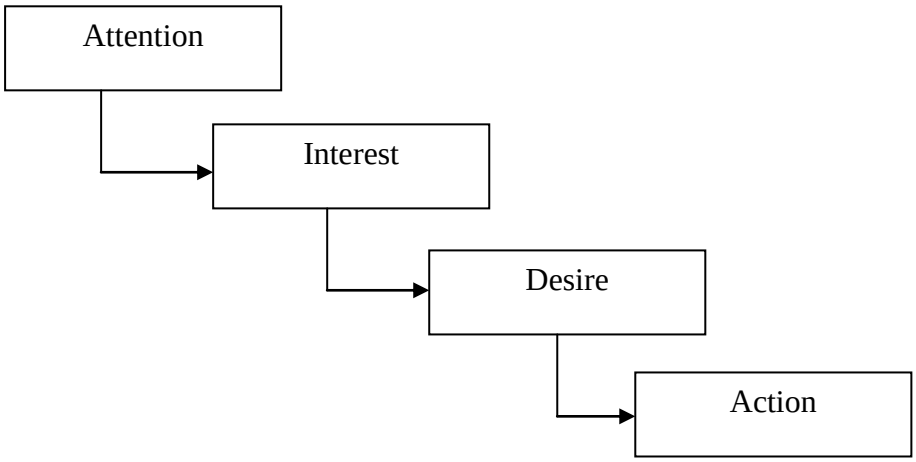
1.4 Significant to Knowledge

The writer hopes that this paper will be useful for the reader to expand their knowledge about the method using persuasive sentence in media pamphlet.

1.5 The Framework of the Theory

A promotion, in easy way means that offer something to be sell. Without promotion, how the customers know that the company sell or offer something.

There are some models in advertising of how to make good promotion to promote the products or services. One of them with using AIDA model. Then what is it? It is one of the basic guidance how to approach the customers. AIDA is acronym from Attention (Awareness), Interest, Desire, and Action



(Theorizing advertising and promotion, 2009: 39)

A for Attention (Awareness) means that attract the attention of the customer.

I for Interest means that raise customer interest by focusing on and demonstrating advantages and benefits.

D for Desire means that convince customers that they want and desire the product or service and that it will satisfy their needs.

The last A for Action means that lead customers towards taking action, after they read or view it.

Beside that advertising model, the writer also use persuasive sentence as a device communication. Persuasive sentence is the sentence or statement that presents his or her opinion and tries to convince the reader to agree. For example:

Most people would agree that exercise is good for a healthy lifestyle.

Here are two reasons why you should exercise.

Two examples above show that how to convince the reader agree with the opinion the writer that are suggested.

Therefore, the writer use AIDA's model as a basic guidance and persuasive sentence as a device communication to promote internet café in media pamphlet during job training, because both of them have the correlative in meaning.

1.6 Research Method

The method applied in this paper is descriptive method. This method describes and interprets the object of research the way it is (Best, 1982: 119). It means that this method is focuses on systematic description regarding the data found. As the source of data, the writer use what the writer has do during job training and another source.

1.7 Place and time

The writer did the job in CKLIKnet at Jl. Rancabali, Gunung Batu no.175, Cimahi. For about a month the writer works in there. Started from 24th july 2012 until 06th September 2012, from 9am-17pm.