CHAPTER III

THE DESCRIPTION OF THE TOPIC

3.1 Explanation and Analysis

3.1.1 Persuasive sentence in advertising

In advertising, persuasive sentence is use to persuade the costumers to try, think about and buy something. The idea that it is important, because the persuasion can be found almost everywhere in the human society, such as mass media/media message.

"All media messages try to persuade us to believe or do something. To do this, they use specific techniques (like flattery, repetition, fear, and humor) we call the language of persuasion techniques." (Introduction to media literacy, 1984: 3)

The statement above show that in persuasion, there are some techniques of how mass media/media message take an important role in the promotion. These techniques have a purpose to grab the costumers attention, to establish credibility and trust, to stimulate desire for the product or services, and to motivate to act (the costumers, weather, the costumers will buy or order our products or services). Below is a table that the writer took from ("introduction to media literacy, 1984: 7")

Rhetorical Question	A question that is asked which makes the reader think. *e.g. How would you feel is you had 2 hours of homework every night?*
Repetition	Words or phrases are repeated so that they stick in the reader's mind. *e.g. remember what is was like to be at school, remember how much work you had.*
Emotive Language	When words are used to make the reader feel a certain emotion, like sadness or anger. *e.g. We are the poor, helpless children who are forced to do hours and hours of homework every night.*
Exaggeration	When information is given that is over the top, or slightly untrue. *e.g. If I get set one more homework I am going to move to the moon!*
Facts and Statistics	When truthful information is given to back up a point. *e.g. 95% of pupils feel that there is too much homework.*
Groups of words	When two or more words used to emphasize a point. *e.g. Homework is boring, dull and uninteresting.*

3.1.2 Persuasive sentence in pamphlet and the analysis

If we take a look to the AIDA model and the using persuasion techniques in advertising. Both of them have the same purpose. The purpose is that they persuade the costumers or the readers to try, think about and give the need or desire in the people who view, read or listen to it. For example, when the writer took job position as promotion advertisement during job training in Ckliknet, the writer has responsibility to promote the company. It is not easy when the writer got that position, because the writer still lack experience about it. Therefore, the writer searches for the information about advertising, and interested in media message pamphlet. Beside it is no take any cost, pamphlet also easy in use, especially for a small business. Therefore, the writer wants to share his experience of how to make a good pamphlet based on the writer‘s experience during job training:

First, start with deciding the purpose, the message, the target audience and the content of a pamphlet. After it has been accomplished, use the words for pamphlet short and simple, such as keep the language simple by avoiding long words and difficult to be read by the readers. Then make sure that all the facts are right, if it is not, off course, the costumers will disappointed.

If the pamphlet printed on both side, in the one side should have an interesting headline, therefore, to get people’s attention. Moreover, the readers will be confused which side of the pamphlet that is the front side or the backside.

On the other hand, if the pamphlet printed just one side, do not make the layout too dense with lots of small typing. It has been mentioned above that, it will make the readers difficult to get the information. After that, play around with fonts in the computer, then use which are easiest to read. Also use bold and italics as well as different size letters for headings, captions and so on. On the top of that, use bold for the headlines that catch people's attention and sound interesting.

The last is printing, however, before it takes to the printer, check again spelling and read the pamphlet carefully. Also, make a copy to avoiding lose or damage the master copy.

Here are the examples of data and it's analysis. All of the data use printed screen, and the format of the data use image format (JPG). In addition, the writer uses some pamphlet from another source, therefore to compare from one to another for the analysis.

Data 1

This data is taken from the writer's work during job training in Ckliknet.



The sentence **"Your connection to slow? you feel dizzy about it?"**. It is one of the examples for rhetorical question. It aims to get the reader awareness/attention. Moreover, it has been mentioned above that the rhetorical question has the function to make the readers think, in other words, makes the reader curious about the information. So, they can stop and read the information completely.

The sentence **“Your problem has been solved”.** This sentence included as exaggeration. It means that the information over the top and make things sound better than the others. When the information convince the costumers, such as give a good solution or satisfy their needs. It will trigger the costumer desire.

The sentence **“Ckliknet open 24 hours, fast, clean, and comfortable place for gamers”**. Looked to the words, **fast, clean and comfortable**. It is kind of group of words. It means that two or three words or phrases are used together to make them stand out. It aims to makes the costumer’s interest about the condition from the product and services.

The Sentence **“visit us at Jl. Rancabali, Gunung Batu no.175, Cimahi, www.ckliknet.blogspot.com”** It is for the information that leads customers towards taking action after they read the information.

Data 2

This data is taken from http://gallerico.blogspot.com/2009/03/pamphlet-design-of-internet-cafe.html



The sentence "**Get the true cyber life style here**" included as exaggeration. The aim from this sentence is to catch the attention/awareness of the

readers which is strike to the point directly. The information tells that those make things sound better than the other.

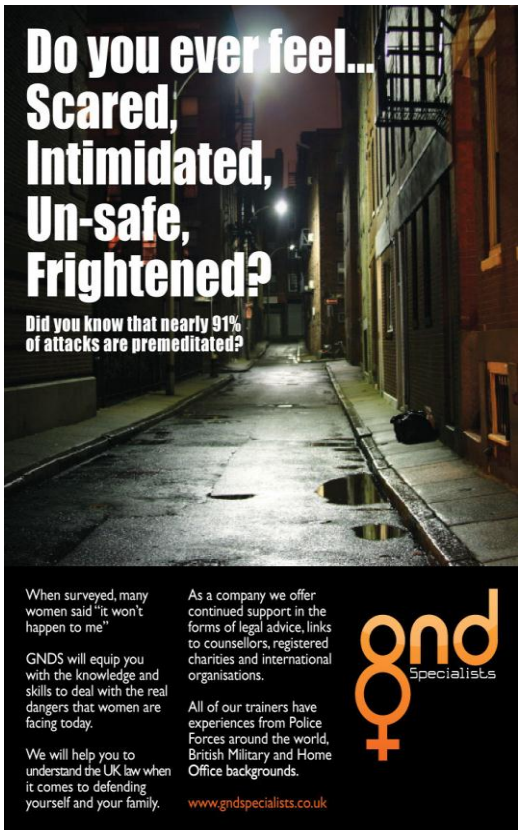
The sentence "**Get our economical offer**" is aim to make the readers interest by focusing on advantage or benefits, it can be seen from the next sentence such as, "**member discounts 15%**", "**package of 1,5$ / hours**".

The sentence "**Connection up to 500 kbps**" included as fact and statistic, the information is given to back up a point. in this case with fact that connection up to 500 kbps. It is aim trigger the readers desire.

The sentence "**visit us Raden Fatah road 45 Demak**". It is for information that leads customers towards taking action after they read the information.

Data 3

The data is taken from http://www.behance.net/gallery/Pamphlet-for-Advertising-Company/5614037.



The Sentence "**Do you ever feel…**" included as emotive language, when words are used to make the readers feel a certain emotion, then it followed by group of words, "**Scared**", "**intimidated**", "**un-save**", "**frightened**", with the rhetorical question. It aims attention/awareness the readers mind. Also, it make the reader interest with certain question that why we must scare, intimidate, un-save, or frightened.

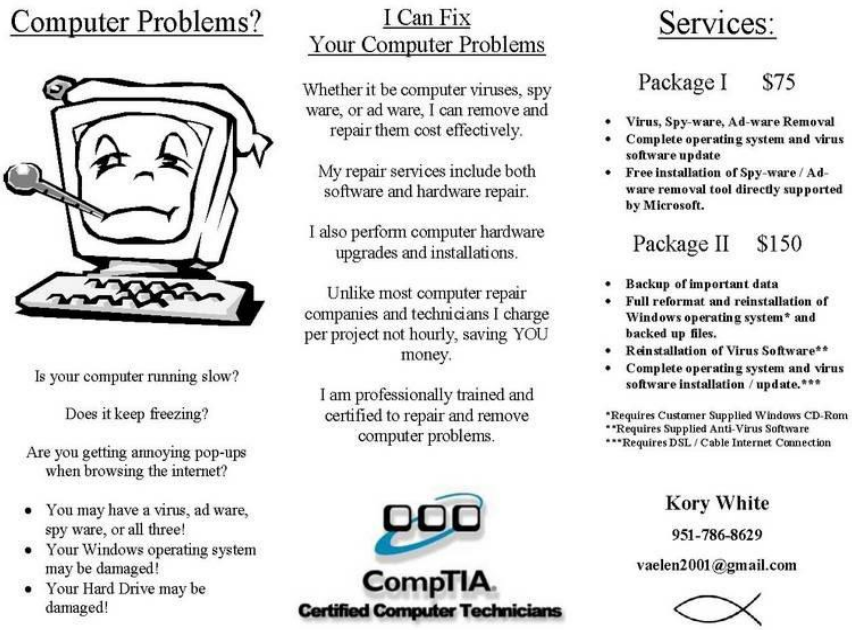
The sentence "**Did you know that nearly 91% of attacks are premeditated**" included as fact and statistics, when truthful information is given

to back up a point, in this case with the statistic of data that 91% of attacks are premeditated. Moreover, it triggers the reader's desire because they curious with the information.

In this pamphlet that is aim the readers to take actions is to visit their site, that is in the bellow of the pamphlet "(visit our site) **www.gndspecialists.co.uk**."

Data 4

The data is taken from http://mumbai.olx.in/computer-hardware-engineering-course-fast-track-iid-389300712



The sentence "**Computer Problems**?**"** included as rhetorical question. It aims to get the reader awareness/attention and make the reader curious about the information. In the next information, it's talking about the business beneficiary

such as; “**Is your computer running slow**?”, “**Does it keep freezing**?”, **Are you getting annoying pop-ups when browsing the internet?**”. All of them are rhetorical question and aims the reader interest.

The sentence “**I can fix your computer problems**” included as exaggeration, because the information tells that those make things sound better than the other. This sentence also triggers the readers desire, which is too exaggerate something.

In this pamphlet that is aiming the readers to take action is to call the technician itself, that is in the bellow of the pamphlet “(call us) **Kory White 951-786-8629**.

Data 5

The data is taken from http://swa-roopa.com/2012/vacation-camp-2/vacation-camp-pamphlet-2/



The sentence "**what are the 10 special talents?**" included as rhetorical question, that is make the readers think about it. It aims to get the reader attention. The words "**10 memory techniques**" and "**10 special talents**", aims to get the reader interest. This is example for repetition, words or phrases are repeated so that they stick in the reader's mind.

In this pamphlet, the information which is trigger the readers desire are the beneficiary from their study, the packages for each educational. Beside that,

which is aim the readers to take action is to come directly to the camp, that is in the upper of the pamphlet “(visit us at) **Swaroopa, Adhayaya kendra**.

Data 6

The data is taken from http://3.bp.blogspot.com



The sentence “**Let us clean up for you!**” included as common persuasive sentence, that aiming the reader to belief with the statement. It is aiming the reader’s attention/awareness.

The sentence “**we tailor our cleaning services to meet your needs**” aims the reader interest and for the sentence “**facilities we services:…**”, it is the beneficiary from the company, so it’s trigger the readers desire.

To take the reader taking action, their use “**For contact**”, including phone number, e-mail, and location.

3.2 Problems and Solutions

During the job training, first the writer had a problem with the media that the writer will applies in his job training. Second, the writer also have a problem with determining where is a pamphlet and where is a brochure. The writer thought that both of them are same.

In order to find that problem, the writer must read many books about marketing and searching for the information in internet about kinds of mass media/media message for media promotion. For the second problem, the writer also read many books about the differences from both of them.