

What are Persuasive Languages and Strategies for Advertorial Advertising in Indonesia? Critical Discourse Analysis

Apa Bahasa dan Strategi Persuasif untuk Periklanan Advertorial di Indonesia? Analisis Wacana Kritis

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Abstract: To make people aware not to be influenced by discursive practices carried out by capitalists, this study seeks to explore the forms and persuasive strategies of advertorial advertisements found in the newspapers of Jawa Pos, Kompas, and Republika. Through this research, it is expected that people can use the goods and services offered according to their needs, not because they are influenced by persuasive language that is deliberately used by advertising producers. To examine these efforts in discourse can be dismantled through the theory of Critical Discourse Analysis (CDA). This qualitative research shows that persuasive diction in advertorial advertisements uses superlative construction, comparative construction, nominalization, transitive verbs, and adjectives as symbols. In terms of strategy, persuasive diction in advertorials is conveyed by the strategy of providing scholarly images, images of using high technology, images of product effectiveness, images of modern life, prestigious and luxurious images, and images of enjoyment and satisfaction. Advertorials generally have meanings that can represent the experience and knowledge of the community. In short, the findings show that persuasive language aims to build a positive image to potential consumers, through which they can get as much profit as possible. Without realizing what is done by advertising producers through persuasive forms and the strategies they use is a form of hegemony.

Keywords: advertising, persuasion, mass media, critical discourse analysis

Abstrak: Dalam upaya menyadarkan masyarakat agar tidak terpengaruh dengan praktik diskursif yang dilakukan oleh pihak kapitalis, penelitian ini berupaya mengeksplor bentuk dan strategi persuasif dari iklan advertorial yang terdapat dalam koran Jawa Pos, Kompas, dan Republika. Melalui penelitian ini diharapkan masyarakat dapat menggunakan barang dan jasa yang ditawarkan sesuai dengan kebutuhan mereka bukan karena terpengaruh oleh bahasa persuasif yang sengaja digunakan oleh produsen iklan. Untuk mengkaji upaya-upaya tersebut dalam wacana dapat dibongkar melalui teori Critical Discourse Analysis (CDA). Penelitian dengan jenis kualitatif ini menunjukkan bahwa diksi

persuasif dalam iklan advertorial menggunakan bentuk konstruksi superlatif, konstruksi komparatif, nominalisasi, verba transitif, dan ajektiva sebagai simbol. Dari segi strategi, diksi persuasif dalam advertorial disampaikan dengan strategi pemberian citra cendekia, citra penggunaan teknologi tinggi, citra tentang efektivitas produk, citra tentang kehidupan modern, citra bergengsi dan mewah, dan citra kenikmatan dan kepuasan. Strategi diksi persuasif dalam advertorial pada umumnya mempunyai makna yang dapat merepresentasikan pengalaman dan pengetahuan masyarakat. Singkatnya, berdasarkan temuan menunjukkan bahwa bahasa persuasif bertujuan membangun citra positif kepada calon konsumen, melalui itu mereka dapat mendapatkan keuntungan sebanyak mungkin. Tanpa disadari apa yang dilakukan oleh produsen iklan melalui bentuk persuasif dan strategi yang mereka gunakan merupakan wujud dari hegemoni.

Kata kunci: iklan, persuasif, media massa; analisis wacana kritis

1. Introduction

The existence of advertising today is very easy to find, for example in open spaces, magazines, newspapers, and the internet have been filled with the presence of advertisements. This indicates that advertising has become a part of society and an interesting linguistic phenomenon to be discussed (Camino & Saiz, 2012; Prastio et al., 2021). Advertising producers have many ways to get potential consumers to buy or use their services. Advertising producers are very creative in using persuasive language with the aim of influencing the psyche of potential consumer (März, 2019; Prastio et al., 2019). In addition, persuasive language is very important to support ad success. Persuasive communication has enormous potential in attracting potential customers. Although potential customers are influenced by the communication power of persuasive marketing language, not all individuals can understand it. There are some groups who are most vulnerable in knowing the objective and purpose of persuasive language because they do not have adequate mundane or cognitive abilities in commercial content (Carter et al., 2011). Therefore, persuasive expressions used in advertisements need to be studied further.

One type of persuasive advertisement is advertorial advertising. Advertorial advertising is a discourse that is used to regulate society to become a society that adheres to consumerism for the sake of production continuity. Thus, advertisements are structured in a way that is neither neutral nor full of partiality to the interests of capitalism (Deghani et al., 2017). By definition, advertorials are paid messages in the media sponsored by organized interests to create and maintain a favorable political environment to pursue their respective goals. According to Brown & Waltzer (2005), advertorial advertising is divided into advertorials, a form of external lobbying, taking two broad forms: (a) image advertorials designed to create a positive impression of the sponsor and a favorable opinion climate, and (b) advocacy advertorials that intended to win support for an interest point of view on the controversy. In addition, advertorials are an advertising phenomenon that utilizes paid media that presents information on a product such as news. Advertorial advertising discourse is built by verbal elements, images, messages, and graphics. These elements are utilized to support the power of persuasion (Deng et al., 2021). The discourse of print media advertorial advertisements is dominated using language. The verbal element is very

dominant so that it allows the message conveyed in advertisements to be more detailed (Martutik, 2013).

Advertorial advertising is very popular and is increasing (Deng et al., 2021). This certainly makes the variety of persuasive language communication in advertorial advertising more diverse and can be used in language research. The emergence of diversity in the form of words in the language of advertorial advertising is one of the creativity of producers to attract consumers' attention (Bittencourt et al., 2021). Producers of advertorial advertisements provide offers regarding goods and services by presenting verbal and nonverbal language as markers to influence consumers. That of course requires a good understanding in understanding the words that appear in advertisements in mass media by connecting the context in the advertisements (Nurhusna, 2017; Ashabai & John, 2015).

In addition, advertising words reflect products on language, meaning on audiences and social practices. Of course, such a case can use a CDA study. According to Meyer (2001); Puspitasari et al., (2021), the first principle of CDA is to use a different and critical approach to the problem in each case that is not carried out by other approaches, because CDA tries to reveal explicit power relations that are usually hidden and other discursive practices. The use of CDA in this study focuses on studying persuasive language by paying attention to linguistic tools or texts guided by micro-linguistic or textual studies from (Fairclough, 2013).

It is believed that the emergence of CDA is rooted in Critical Linguistics (CL). In particular, critical linguistics was developed into CDA which broadens the perspective of criticism in the study discourse analysis. CL and CDA do not only focus on texts, spoken or written, as objects of investigation, but also relate to discursive practices (Meyer, 2001; Evianda et al., 2019). CDA is a process of describing and explaining the text being studied by revealing social reality that has various concerns. In the context of this research, the use of CDA can not only reveal the news content semantically but also the motives and messages presented. Furthermore, it will reveal the hegemonic practices carried out and produced by advertising producers implicitly in the ad text. According to Van Dijk (1993) CDA is used to measure analyze, among others, hegemony, social class, race, gender, and politics. Meanwhile, Fairclough (2013) explain the characteristics of CDA, namely discussing social, interpretative and explanatory issues, describing discursive, ideological power relations, revealing culture and society, historically, revealing correlations between texts and society.

There are three dimensions in the CDA study according to Fairclough (2013) namely textual, discourse practice, and social practice. This article only focuses on textual analysis, dealing with linguistic analysis, description of content and form in language. Thus, CDA has a close relationship with discourse, text, and context. Text is all forms of language, both in the form of printed language realization and certain symbols that are expressed in communication. While the context is matters relating to circumstances outside the text that can affect the use and meaning, meaning that it is related to the environment in which language is produced and certain functions. While discourse is the meaning of the text and context parts, it is because discourse analysis is a tool that can be used in describing texts and conversational contexts both orally and in writing.

In the context of this kind of research, describing the textual dimensions of persuasive advertising language also requires understanding text, context and discourse (Ashabai & John, 2015; Evianda et al., 2019).

CDA is very broad in terms of its scope, methodology, and meaning. There are several figures who are considered important in the development of this theory, such as the work of Fairclough (1989); Van Dijk (1993), and research has been carried out in various contexts such as in the context of education by Puspitasari et al., (2021); Turhan (2017), in the mass media such as politics is done by Pramita et al., (2019) and gender bias is carried out by Romiyati (2020). Based on this, the CDA has contributed to various research contexts and also in the field of advertising studies, both nationally and internationally.

CDA research on the context of the world of advertising, which will be discussed comprehensively, has also been carried out by both foreign and domestic researchers. Several examples abroad were carried out by Labrador et al., (2014) who discussed bilingual, English and Spanish electronic advertisements by focusing on the rhetorical structure and linguistic features of persuasive languages, Ashabai & John (2015) which focused on studying language choice and ideology in the use of Malay in English-language newspaper advertisements in Malaysia, Turhan (2017) by focusing on banking advertisements in Turkey and the implications for language learning. All these studies have proven that language tools aim to influence potential consumers and aim to gain profit from marketing.

Furthermore, advertising research using CDA theory has attracted the attention of several researchers, such as video advertising research conducted by Cahaya (2018) which focuses on text structure in hegemony, Susanti (2019); Rohmah & Suhardi (2020). In addition, in the context of advertisements in newspapers conducted by (Evianda et al., 2019). Adapun penjelasan lebih lanjut sebagai berikut. Cahaya's research on how capitalist culture dominates potential customers. The focus of this research is to look at the structure of the text used to make hegemony happen. The results of this study concluded that the structure of the text is divided into 3, namely text that contains the main text, contents, and closing. Meanwhile, the research by Susanti (2019), This research examines TV advertisements for beauty products on local ten channels in 2019. The advertisements taken and analyzed were advertisements for facial beauty products from various brands and types. The results from the focus show advertisers are not only promoting their products but highlighting society's standards of beauty and cultural values in the viewers' lifestyle and how the advertisements have shaped the beauty ideology of social practice in Indonesia. Other research by Rohmah & Suhardi (2018) focuses on advertising beauty products by looking at textual, social practices, and discourse strategies which are focused to describe strategies to manipulate women and control women's thoughts. Furthermore, research by Evianda et al., (2019) focused on the position of women in advertisements based on the Sara Mills and Theo van Leeuwen perspective. The research is different from the proposed one, both based on the data source, research objectives, and research focus.

Finally, based on the previous explanation. This research explores persuasive language in advertorial advertisements published in newspapers by focusing on the forms and

strategies of the persuasive language, the study as proposed seems to be still very limited based on the research of researchers to date, therefore it needs to be studied further or comprehensively. This research is expected to enrich the treasures of CDA studies. In addition, the results of this study are expected to provide insight to the public about how the capitalists, advertising producers, influence their thoughts and decisions on the goods or services offered. In short, based on the research findings, it is hoped that the public will know how the capitalists hegemonize them through persuasive language so that they can buy according to their needs.

2. Method

This study used a qualitative research design with a critical approach. This type of research collects, analyzes, and interprets comprehensive narrative and visual data with the aim of revealing certain interesting events (Gay et al., 2006). As a descriptive qualitative research, this study aims to collect, analyze, and interpret data related to the phenomenon of the form and meaning of persuasive advertising language. Furthermore, Phenomenology is a philosophical basis of which application is through various critical and scientific thinking phases starting from inductive thinking, in which researcher catches a number of social phenomena in the field, analyzes such phenomena, and then tries to theorize based on the observed phenomena (Pratiwi et al., 2023).

The research data are in the form of words, phrases, clauses, and sentences contained in the written discourse of advertorial advertisements published in the mass media of national newspapers that contain persuasive messages. Based on this, this research also includes content analysis. This type of research involves examining documents, texts, or speeches to see what themes emerge (Pratiwi et al., 2022), such as focusing on certain things that describe certain meanings of texts or concepts. As a content analysis design, this study analyzes advertorial advertisements published in the mass media newspapers of Jawa Pos, Kompas, and Republika. Data collection is carried out until the saturation point, with indicators that all research problems can be answered completely. To examine the data comprehensively, the CDA from Fairclough (2013) was used by only focusing on micro-linguistics or the textual realm. There are two research considerations in utilizing the CDA design (1) the demands required by the research object and the relationship of research dimension within CDA and advertorial.

The advertorial advertisement data in Indonesia was collected during those published from September 2016 to December 2016. Some criteria of the selection of data sources was based on the reason that (1) the newspaper has a wide distribution coverage area (2) a very large number of readers, and (3) the selected texts are assumed to contain persuasive languages . If the practice of persuasion is applied in the discourse of advertorial advertisements in the mass media, of course the impact it will have is also very broad in society.

In collecting data, non-partial observation methods were used, the researchers were present only as observers and were not directly involved in the discourse-telling activities (Winingsih et al., 2022), meaning that in the context of this study the researchers were not involved in the process of the advertisement being produced.

The first step in the process of collecting data for this research is to carefully read each news item that has been collected based on a predetermined time span. The careful reading of the data carried out has the aim of finding persuasive forms and strategies carried out by the capitalists in hegemonizing society. Second, discussions with the peers were comprised the all authors in this study. Third, categorize the data according to the research focus that has been set. fourth, re-checking the data. fifth consultations with linguist or peers associated with the field of CDA.

Finally, the data were then analyzed following the opinion of Creswell (2014) about two steps in analyzing qualitative data data, (1) describing and analyzing data that has been categorized according to the research objectives, and (2) connecting the data that has been found, in this context with critical theory, advertising, psychology, as well as other relevant literature studies, so that it eventually becomes a comprehensive report.

3. Result and Discussion

Based on general findings, advertorial advertisements in Indonesia have the characteristics of describing the product to be sold using words or linguistic tools that aim to provide a positive evaluation to convince consumers to buy it. In line with that, Labrador et al., (2014); Susanti (2019), stated that such findings were intentional by advertising producers with the aim of convincing potential consumers to use their products. Another finding is that persuasive language in advertorial advertisements often uses a foreign language, especially English, in influencing the attitudes of potential consumers. When language is mixed in advertising, it can be seen as a deliberate persuasive strategy because the use of multiple languages in advertising can enhance brand recall, increase attractiveness, and create positive psychological effects in consumers (Labrador et al., 2014; Nederstigt & Hilberink-schulpen, 2018). In short, based on the findings, there are a lot of advertorial ads mixed code, cases like that often occur in the world of advertising, research results from Hua (2012)said that it was used as a marketing strategy. It seems that persuasive language in advertisements is only argumentative, the truth cannot be ascertained (Prastio et al., 2021). Based on the findings, in convincing potential consumers, advertorial advertisements use certain linguistic tools that can be seen from the form and strategy.

3.1. Form of Persuasive Diction

Word choice is an important part of the advertising persuasion system. Words in advertorials are used to convey messages to consumers, even as a tool to give a positive image of the product. With that image, consumers are invited to meet the needs raised by advertisers by promising to provide solutions to meet their needs in a pleasant and satisfying way, even though the solution may be just an illusion that is far from reality. In that way, potential consumers accept the presence of the product as something natural and logical, this process is called hegemony (Vizcaíno, 2011). Based on its form, persuasive diction in advertorials is used in the following forms.

Comparison Degree Construction

There are two categories of comparison degree found, namely superlative and comparative. textual element *superlative degree* is used by advertisers to describe

their views about their beliefs about the products offered (Susanti, 2019). In advertorials, one finds the use of superlative constructions—to express more than others. There are various superlative constructions in advertorials. Superlative constructions can use verbs affixed to *ter-* and adjective phrases with the *most* construction, *more* construction as well. The affix *ter-* in Indonesian means 'most'. In advertorials, the affix *is* is used to express the superiority of the product by showing the superlative level (top level of comparison) of the advertised goods/services. The findings of the data are in line with the opinion of Labrador et al., (2014), information that gives the advantage of a product over another in persuasive advertising language has the aim of influencing the attitude of potential consumers to be interested in the advertised product.

Data 1

- a) Paket Blueberry Me Telkomsel merupakan solusi layanan social networking “*terlengkap*” bagi pengguna ponsel Blueberry. [Telkomsel Blueberry Me package is *the “most” complete* solution for social networking service for Blueberry user]
- b) PT Petrokimia Gresik, produsen pupuk dengan kapasitas produksi lebih dari 5,76 juta ton per tahun, kini mengeluarkan inovasi “*terbaru*”, Probiotik Petrofish. [PT Petrokimia Gresik, a fertilizer producer with a production capacity of more than 5.76 million tons per year, is now releasing the “*latest*”, Probiotic Petrofish]

The choice of the word *est* in 1a and 1b is a superlative construction, one of the rational ways to make consumers interested in their services. In advertising something, companies tend to use rational techniques in giving suggestions or influencing consumers to use their services (Vizcaíno, 2011). Other types of data, the use of other superlative forms used in the form of adjective phrases with adjective construction preceded by the word *most* (called *the most construction*), see data 2. *Most* has a function to place the advertised thing in the best position compared to similar products.

Data 2

- a) *Keramik di sini dijamin “paling” murah dan “paling” lengkap, sehingga bisa memenuhi keinginan pelanggan.* [“Ceramics here are guaranteed to be the cheapest and *most* ample, so they can fulfill customer desires.]
- b) *Tak terbersit pikiran apa pun di benaknya saat akhirnya memilih sebuah bank sebagai tempat menyetor dan mengambil uang, kecuali satu hal: lokasi bank “paling” dekat dari rumah.* [No thoughts crossed his mind when he finally chose a bank as a place to deposit and withdraw money, except for one thing: the location of the bank *closest* to home.]

The findings, the use of superlative constructions is generally not given sufficient reasons. Most advertorials state that the product advertised is the best quality product. However, the reasons and evidence given in the advertorial are not sufficient. This strategy is one way of affirmation by advertisers in order to convince consumers regarding the advantages of their products compared to others. In line with that, Maulina (2018) also states that words or sentences of affirmation in advertising

language can make potential consumers curious so that they are interested in buying the product.

In addition to the superlative construction above, there are other types of data that is adjective *va* which is formed with *very+adjective construction*. The word *very* is an adverbial word that can form an adjective phrase. Adjective phrases with construction *be* used to express the advantages of the product by showing the effectiveness of using the advertised goods/services, see data 3.

Data 3

- a) *Pengoperasian aplikasi Blueberry Me “sangat” mudah.* [Operation of the Blueberry Me application *is very easy.*]
- b) Klinik kesehatan TCM “sangat” *berpengalaman* membantu mengobati berbagai penyakit [TCM health clinics *is very experienced* in helping treat various diseases.]

The phrase *very easy* in sentence (3a) tries to convince the reader that the Blueberry application has advantages in terms of how it operates, namely the operation of the application is very easy so that users will have no difficulty in understanding its operation. Phrase *very experienced* in sentence (3b) tries to convince the reader that the TCM health clinic has a history of sufficient experience to help treat various diseases so that consumers do not need to doubt the quality of treatment at the clinic. Based on data 3, the form *really* can be used as a persuasive diction to show the quality of the goods/services advertised to potential consumers. The use of superlative constructions is very/most followed by adjectives that have a positive nature, usually based on feelings and related to emotional characteristics. Cahaya (2021) states that advertising texts based on their own views or derived from feelings are a subjective reason so that potential consumers are interested in the advertised product.

The next construction found is comparative degree, in which advertorials use phrase construction consisting of *more* followed by adjectives (adjectives) or stative verbs. Construction with *more* generally reveals the advantages of the product by showing the level of comparison of the advertised goods/services with other goods/services. The use of construction *is more* in advertorials, it can be seen in data 4.

Data 4

- a) *Kinerja Gio yang dijual Rp 2.149 juta menurut penulis, justru “lebih” prima “daripada” Fit yang diberi harga Rp 2.299 juta.* [Performance of Gio which is sold for IDR 2,149 million according to the author, is actually *more* prime than The Fit is priced at IDR 2,299 million]
- b) *Starter clutch tipe basah (terendam oli) membuat proses starting mesin menjadi “lebih” lembut “daripada” kompetitor.* [The wet type starter clutch (submerged in oil) makes the engine starting process *smoother* than competitors]
- c) *Bagaimana dengan sistem pengeringnya? Sanken Tornado anyar ini mengeringkan pakaian “lebih” cepat “dari pada” mesin cuci satu tabung sekelasnya.* [How about the drying system? This new Sanken Tornado dries clothes *faster* than a single-tube washing machine in its class]

The construction of adjective phrases *more* on the data above is a form of compensation technique that can make consumers think that the advertised product has better quality than others. This finding was also found in other types of advertising, Nainggolan et al., (2020) discussing commercial advertisements, Susanti (2019) on beauty advertisements. They conclude that advertisers can use construction *as* a persuasive diction to express the advantages of their products by comparing their goods/services with other similar goods/services. These data clearly compare their products with others, the goal is to clearly convey the advantages offered. Persuasive language tends to be creative and eye-catching, making maximum use of language resources with catchphrases, emotive words, informal expressions and striking metaphors and comparisons to attract readers (Labrador et al., 2014).

Construction of Nominalization

Based on the findings that nominalization is widely used in advertorials in newspapers, it clearly has a very important role in the world of advertising. Nominalization generally means as an actor as in its basic form. The use of nominalization in advertorials as shown in data 5. The use of nominalization generally emphasizes the role of the agent (agent). The perpetrators are generally occupied by the advertised product. Here the product is given a meaning/role as if it were human, even though the product is in the form of objects such as *a player, dryer, and humidifier*. By using this nominalization, it is as if the advertised product is an actor, even though it is not actually an agent (agent). This is often called *agencyization*. According to Cahaya (2021), nominalization usually changes the form of a verb/adjective into a noun so that the sentence does not require an agent/doer or target. The example above shows that nominalization is derived from a predicative verb. Other analyzes related to positive adjectives, for example in data (5a) *elegant* (adjective) and *big pulsator, powerful motor, and strong body* (Noun phrase).

Data 5

Hadir dalam dua varian, tipe QWS-990 dan QWS-890, produk ini memiliki tampilan "elegant" dan mengandalkan teknologi mesin pemutar QWS X-Tor dengan big pulsator, "powerfull motor", dan "strong body". Nilai tambah inilah yang membuat Tornado Series patut dimiliki oleh keluarga modern. [Comes in two variants, type QWS-990 and QWS-890, this product has an elegant appearance and relies on QWS X-Tor engine technology with big pulsator, powerful motor, and strong body. This added value makes the Tornado Series a must-have for modern families.]

Adjective

Forms are words that are able to form an image. In advertisements including advertorials, adjectives are used to form an identity marker (totem). Apparently, adjectives are used by advertisers to describe their views on their beliefs about the products or services offered, see data 6.

Data 6

- a) *Ditambah polesan berlian pada jarum penunjuk angka, konsep “elegan” pun segera terpancar.* [Added diamond polish on the dial, the concept of *elegance* immediately radiates.]
- b) *Nutrive Benecol juga telah dinyatakan aman karena berasal dari bahan “alami” dan “moderen” mendapatkan status GRAS (Generally Recognized as Safe) dari Food and Drugs Association (FDA) Amerika Serikat.* [Nutrive Benecol has also been declared safe because it comes from *natural* ingredients and *modern* which has GRAS (Generally Recognized as Safe) status from the United States Food and Drugs Association (FDA).]

Elegant, natural, modern, simple are adjectives. By using these adjectives, the recipient's imagination about the advertised product is formed as an important item to overcome the problems he faces. Of course, that is in line with the purpose of advertising, that the use of language in advertising must be ensured to arouse the curiosity of potential consumers so that they are motivated to use the products or services offered. When advertisers use adjectives in illustrating products, these positive adjectives will be inserted in the minds of people/audiences (Cook, 2001). In the data above, adjectives not only give properties, but also become symbols. Those words became a symbol of the identity of the upper class group. Prastio et al., (2019) states that advertising language needs to pay attention to language games through slogans or symbols of a product in informing the superiority of the product compared to others. The presence of advertorials has become a force capable of engineering society to do what the capitalists want. In other words, the product in the advertorial is displayed not only for its function. Here the product becomes a social symbol in society.

Verb form

In advertorial verbs are often used to describe the benefits of a product or the process of making goods. Verbs used are generally active-transitive verbs, pay attention to data 7.

Data 7

- a) *Sekarang, Mido kembali “menghadirkan” seri baru yang mengusung desain streamline lendaris, yaitu Mido Multifort Special Editions.* [Now, Mido is back *with a* new series that carries a legendary streamlined design, namely Mido Multifort Special Editions.]
- b) *Hadir dengan “mewujudkan” desain yang elegan pada sebuah produk adalah kunci keberhasilan para desainer arloji.* [available with *Embodying* an elegant design on a product is the key to the success of watch designers].

In accordance with the results of research from Cahaya (2021) there are active verbs that are often used in advertisements. These words give the imagination the benefit of the product as if it is active and can do as the verb says. Cahaya (2017) states that the active verb form in the ad text seeks to present human imagination. According to Rahmah & Martutik (2020) the form of a verb can be in the form of a connotative meaning which refers to not the actual meaning, but has a meaning in the form of

imagination or the taste value of the product. Examples: relieve, delicious, scary, increase, help, treat, eradicate, liberate, shape, captivate, eliminate, avoid. By using the active verb, it is as if the advertised product can be used to meet needs or solve problems faced by consumers. Those words have the potential to create an imagination of a life full of optimism. The meaning is the practice of psychological manipulation and logic.

3. 2. Persuasive Diction Strategy

Strategy analysis focuses on how the text is produced, how it is consumed, and how power relations are carried out. Based on the strategy used, advertorial advertising uses words that generally have meanings that can represent the experience and knowledge of the community. Words that contain knowledge and experience in advertorials can be traced from content *words* whose references can be seen, demonstrated, and shown. Words that show knowledge and experience in advertorials can describe a system of knowledge and experience as a reflection of the reality that exists in society. These words of knowledge and experience can arouse imagination about the expected life, such as a life that has high prestige, an easy and enjoyable life. This high-prestige life is raised by imagination to become an intellectual (intellect), modern (advanced), and upper (superior) group. An easy and enjoyable life can be created by exploiting the gift giving (which seems great) and the extraordinary effectiveness of the product. This can be seen in the results of research on the use of words in advertorials that provide images of intellectual attitudes, high technology, sexism, getting prizes, and product effectiveness. Based on the findings, advertisers apply various strategies that can promote their products.

A persuasive diction strategy that gives the image of a scholar

In advertorials, many technical terms are used in certain fields—which Goddard (1998) refers to as academic words commonly used in the scientific field. This technical term has a special meaning that is relatively context-free, note data 8.

Data 8

- a) *Secara endogen (dibentuk tubuh secara alami) sebesar 70-80 persen "kolesterol" diproduksi di hati.* [Endogenously by the body naturally) 70-80 percent of cholesterol is produced in the liver]
- b) *"Plant Stanol"* sendiri merupakan kandungan alami pada tumbuhan yang strukturnya mirip kolesterol dalam tubuh manusia. [*Plant Stanol* itself is a natural ingredient in plants whose structure is similar to cholesterol in the human body.]
- c) Nutrive Benecol juga telah dinyatakan aman karena berasal dari "bahan alami" dan mendapatkan status GRAS (Generally Recognized as Safe) dari Food and Drugs Association (FDA) Amerika Serikat. [Nutrive Benecol has also been declared safe because it comes from natural ingredients and has GRAS (Generally Recognized as Safe) status from the United States Food and Drugs Association (FDA)]

The italicized term *endogenous cholesterol*, is a technical term that is widely used in the health sector. Other technical terms used: prebiotic, PPA, protein, fig, nutrient,

inacetol, taurine, and antitoxin. The terms in the data are commonly used by scholars in their fields. Therefore, the term gives a scholarly image to the users of the product. The image of a scholar is a human need in fulfilling self-actualization needs. Scholars relate to the nature of science. Rahmah & Martutik (2020) stated that persuasion in advertising also uses scientific terms, namely terms used by researchers, educated people, or the scientific name of a substance. The image is explored by using terms that require cognitive aspects. Nida (2014) states that persuasion in a rational way in the form of the use of cognitive aspects if it can influence potential consumers related to the product or service. In addition, Kristanti & Marta (2021) stated that the advertisement text was attempted to be educative in order to increase knowledge and change people's behavior. In fact, the term is not well understood by ordinary people. However, people believe in the benefits contained in these elements. In other words, the term is understood as something useful, even though the general public does not know the reference to the term. As a result, people can not act critically, because of the great belief about the benefits of these elements in a product. The results of research from Susanti (2019) also report that the use of scientific words greatly influences the public in taking action in using the products or services offered.

A Persuasive Diction Strategy that Gives an Image of Technology Users

Words related to the use of technology are the choice of words in advertorials. As it is known that high-tech and high-tech goods were originally used by upper class people. This community group is generally a potential group that can afford high-tech products. As a result, words related to technology have the power to attract attention. The word *technology* itself is the choice of advertisers. Words related to the use of technology in advertorials can be seen in Data 9.

Data 9

- a) Sektor industri padat modal dan “*teknologi*” ini bisa melejit antara lain karena kental dengan unsur inovasi. [This intensive industrial sector *technology*- can skyrocket, partly because it is thick with elements of innovation]
- b) Mobil-mobil “*berteknologi tinggi*”, efisien, dengan harga relatif terjangkau datang silih berganti. [*High-tech* cars, efficient, relatively affordable come and go]
- c) CooperVision misalnya, telah menemukan “*teknologi terbaru*” yaitu lensa kontak Avaira. [CooperVision, for example, has invented *the latest technology*, namely the Avaira contact lens]

For ordinary people, the word *technology* can arouse imagination that leads to admiration for the creation of tools based on the development of science and technology. The word can arouse curiosity which ultimately has the desire to use or possess. Sulistyningtyas (2008) states that the advertising language must bring up a good reminder element so that potential consumers can immediately remember and connect with the product. The above technology words are directed at forming imagination about product quality. That is, the word can be understood by consumers as a guarantee of quality because the product is produced using technology. According to Cahaya (2021), the use of technology vocabulary in promoting a product is considered to have more value in marketing and is a positive strategy. These words

refer to the use of modern technological tools. In line with Fitria's opinion (2021), advertising text uses one strategy by persuading potential consumers to focus on the quality and technology of the products offered. By using words related to technology it can bring up the imagination about guaranteeing high quality products. Thus, potential consumers judge that the product is appropriate to use.

Another finding based on these data, signs of modern culture have been described in the words used in advertorials. In advertorials, it looks at the use of words such as *modern, technological, sophisticated*, and so on. Those words serve as icons of modern culture. In advertorials there is also a tendency to use modern cultural signs such as cellphones, *malls*, luxury places, magnificent and aesthetic buildings. The closeness of the existence of modern culture with modern tastes is a cultural index that is also shown in the advertorial.

A Persuasive Diction Strategy that Provides an Image of The Effectiveness of The Product

A product is purchased by consumers because it has the intended use or impact. Therefore, the word *effective* is often used in advertorials, pay attention to data 10.

Data 10

- d) Hula Chair yang memiliki gerakan memutar ke kiri dan ke kanan secara konstan dinilai "*efektif*" dalam menghancurkan lemak. [The Hula Chair which has a constant left and right twisting motion is considered *effective* in destroying fat]
- e) Bahan ini terbilang "*efektif*" dalam membunuh kuman dan bibit penyakit. [This material is fairly *effective* in killing germs and germs]
- f) *Kalau melamik saja bisa dikupas dengan mudah dan "efektif," apalagi cat lainnya.* [If melamine can be peeled off easily and effectively, let alone other paints.]

To show the effectiveness of a product, action verbs are often used to indicate the results or effects that occur after using the product. In general, people consider using *values* as the main thing in deciding buying behavior, because benefits become value in someone's decisions. Astuti (2017) states that advertising discourse sometimes implicitly (indirectly) orders potential consumers to buy products, but the advertised product is fully informed about the benefits of the product in the hope that consumers can choose it. In line with the opinion of Hennita et al., (2020), the relevance of providing information on the effectiveness of products that are able to influence the level of awareness of potential consumers regarding their suitability and needs. Thus, to strengthen the decision to buy a product, the image of the benefits in an advertorial is presented excessively in the advertorial.

This benefit image is used by advertisers as input to consumers in making decisions to buy or not about a product. However, the benefit image can also give a more positive assessment of a product so that it can create people's needs for the product offered in the advertorial. Whereas previously consumers did not need these products. The creation of this need becomes an important target in advertorials, because the need is the beginning of a person's action to make a purchase decision, and the purchase

decision starts from a person's knowledge of the product he knows (Prastio et al., 2021).

A persuasive diction strategy that gives an image of modern life

Advertorials take advantage of *modernity* by presenting something new and something unusual in society. Historically, the word *modern* appeared related to the Enlightenment movement (*renaissance*) in the 19th century in France. The word is often contrasted with *ancient* or *traditional*. Therefore, modernity is often contrasted with traditional orders and values (Rani, 2006). Meaning *modern* emphasizes the use of ratios and is progressive in the social world. Modernity is driven by new technologies and is characterized by information as the center of change. Therefore, the words *modern* and *new* are widely used in advertorials, pay attention to data 11.

Data 11

- a) *Inovasi arsitektur "modern" Skyline Towers merupakan rancangan terkini yang rama lingkungan dan hemat energi.* [architectural innovations *Modern Skyline Towers* are the latest designs that are environmentally friendly and energy efficient]
- b) *Skyline Towers dibangun dengan dua tower mewah yaitu Skyline Towers office towers, sebuah office building setinggi 25 lantai dengan 120 unit office space dengan premium grade A serta dirancang dengan fleksibilitas tinggi dengan dukungan berbagai fasilitas "modern".* [Skyline Towers was built with two luxury towers, namely Skyline Towers office towers, an office building as high as 25 floors with 120 office space with premium grade A and designed with high flexibility with the support of various *modern*]
- c) *Hotel dengan 29 lantai dan 250 unit kamar ini dirancang dengan gaya minimalis "modern nan elegan".* [This hotel with 29 floors and 250 rooms is designed with *modern* and *elegant* minimalism style]

In general, advertorials are presented with words that lead to a modern lifestyle. The meaning of the word is certainly based on phenomena in society. In society, the attitude of showing off the modern status has developed. According to Cahaya (2021), the ad text containing the word *modern* becomes a marker related to a product that is up-to-date, reliable, and the community has indirectly carried out a modernization. In line with the opinion of Nainggolan et al., (2020), the use of modern words is commonly used in advertising language. Therefore, the use of a lifestyle that is more directed at showing modern status is becoming popular in advertorials. In addition, the product is also a symbol of an unconscious lifestyle. Even though the benefits or use values obtained from the product may not be visible. Words that give the image of modern life are widely used in advertorials related to the formation of lifestyles such as body care, housing, accessories or other life support tools.

Advertorials generally present imaginations about modern lifestyles so that people's lifestyles are formed. One source of reference value in advertorials is the community. As is known, every society has a reference value that regulates the behavior of its citizens. For the people of Indonesia, especially the middle class in urban areas, a more dominant reference value can affect society. This reference value can be sourced from

social changes that occur in society. Social change in society continues to develop. Developments in the middle class, for example, are related to the idea of modernity.

Advertorials tend to take advantage of this modernity by presenting something new that is not common in society. Therefore, many sentences in advertorials reveal about *new* such as the following example.

Data 12

- a) Tenggok saja koleksi terbaru dari Mido, yaitu Mido Multifort Gent Special Edition. [Just look at the latest collection from Mido, namely Mido Multifort Gent Special Edition]
- b) Mido pun dikenal memiliki seri koleksi yang legendaris yaitu seri Multifort yang awalnya tercipta pada tahun 1934 sebagai bagian dari perayaan 75 tahun Mido Multifort, kini hadir seri terbaru Multifort Gent Special Edition. [Mido is also known to have a legendary collection series, namely the Multifort series which was originally created in 1934 as part of the 75th anniversary of Mido Multifort, now comes the latest series Multifort Gent Special Edition.]
- c) Bagaimana tidak, selain memiliki teknologi yang mendukung kinerja mesin yang optimal skutik terbaru Yamaha ini memiliki beberapa keunggulan yang tak dimiliki skutik lainnya, salah satunya TPS (throttle position sensor). [How not, apart from having technology that supports optimal engine performance, this latest Yamaha scooter has several advantages that other scooters don't have, one of which is TPS (throttle position sensor)]

From this it appears that the advertorial is trying to change the existing value system. Sentences in advertorials often present something that refers to things that are usually considered modern. Modern is actually an attitude that tends to leave what is traditionally applicable. However, in reality modern has a number of connotations. Modern often refers to Western culture, capitalism, materialism, industrialization (as opposed to traditional). Modern is a dynamic attitude in the process of cultural renewal. This process occurs because there is courage to give a certain connotation to a sign that has become a myth. Modernity tends to open a society to new conventions, including conventions about something that is suggested from the outside (Hoed, 2001:124).

Persuasive Diction Strategies that Give the Image of Prestige and Luxury

Prestige or prestige is often used to place individuals into certain classes. Prestige is a form of self-actualization needs. Luxury and exclusivity are the realities coveted by many people in people's lives. Therefore, in advertorials many words related to prestigious and luxurious life are used, such as *luxury, rich, lots of money, famous, prestigious, bear, and close to the mall*. Many people work hard and struggle to live to obtain the reality of luxury and exclusivity. Therefore, the advertorial reproduces this reality into advertorials with the intention of giving symbols of luxury to the advertorial object, see data 13.

Data 13

- a) *Ditambah polesan berlian pada jarum penunjuk angka, konsep "elegan" pun segera terpancar.* [Added diamond polish on the numeral needle, the concept of *elegance* immediately radiates.]

- b) *Klasik, berteknologi tangguh, dan "elegan", adalah kata kuncinya.* [Classic, technologically tough, and *elegant*, are the keywords.]
- c) *Desainnya pun menyiratkan identitas *elegan* dan *sporty* bagi pemakainya.* [The design also implies an *elegant* and *sporty* identity for the wearer.]

Consumer society reflects luxury into their choices. Unconsciously, with advertorial (14) above, the symbols of exclusive luxury are transferred to people's choices. This kind of reality can be seen in various advertorials with words such as *exclusive, dream house, the most modern, and international*. These words can give rise to the imagination of a life of prestige as well as luxury. Here, consumers are brought back to the direction of life that they aspire to. The advertorial shows a new life that marginalizes manually produced goods (not the production of big capital holders). Manual production is considered to have no prestige value.

In this context, people who want an elegant or luxurious concept can be influenced by their thoughts by having words in advertising language that have *prestige values*. Sulistyanyngtyas (2008); Hennita et al., (2020), states that advertising language needs to know the target *audience*. Meanwhile, according to Nainggolan et al., (2020), this is included in the identification technique, namely the seller as the advertiser using special words to arrive at the intended individual target. Home appliances and body care advertorials tend to use a prestigious image. Words such as *exclusive, executive, prestigious, beautiful, ideal*, are used to invite the target community to become prestigious people in a luxurious life.

Persuasive Diction Strategies that Give the Image of Pleasure and Satisfaction

Enjoyment is the biggest part of the world of luxury and high social class. Therefore, enjoyment becomes a high social symbol. In advertorials, the imagination of enjoyment can move a person from a certain social class to a social class above it. Thus, expressions related to 'enjoyment and satisfaction' are often used in advertorials, see data 14, such as the words *favor, satisfied, comfortable*.

Data 14

- a) *Namun, lama kelamaan saya merasa "nyaman".* [However, over time I feel *comfortable*]
- b) *Secara keseluruhan, iPad 2 berhasil mengatasi masalah ergonomis yang selama ini menjadi hambatan kami "menikmati" iPad.* [Overall, the iPad 2 managed to overcome the ergonomic problems that have been a barrier for us *to enjoy* the iPad]
- c) *Hanya dengan Rp1.000 per hari, kini anda bisa menikmati layanan chatting, mengirim foto dan voice note, push e-mail, penerjemah bahasa, serta update status di facebook dan twitter "sepuasnya".* [For only IDR 1,000 per day, now you can enjoy chatting services, sending photos and voice notes, push email, language translators, as well as status updates on Facebook and Twitter to your *heart's content*]

In everyday life, *comfort, enjoyment, and satisfaction* are highly coveted by many people regardless of their social class. In fact, *comfort, enjoyment, and satisfaction* that advertorials offer is generally a pseudo-reality. That is, the thing in the advertorial is

just an illusion. However, with the image of *comfort*, *enjoyment*, and *satisfaction* a person will have the illusion that he can move from a certain social class to a social class above it. This is a hyper realistic thing created for the purpose of imaging the advertised product. Cahaya (2018) states that prospective consumers generally tend to seek satisfaction and benefits related to the necessities of life so that they obtain greater satisfaction and profits.

A Persuasive Diction Strategy that Provides an Image of an Alternative Lifestyle

In today's society, alternative lifestyles have emerged such as the movement to return to nature. This movement is considered as a return to simple life. This alternative lifestyle is considered to be a kind of antithesis of a life that is completely artificial, factory-made, and the use of technology that can interfere with human life. As a result, there is an attitude of longing for things that have not been contaminated. Things that develop in society such as returning to nature, the environment, and actual events become part of the advertorial. Words that contain issues in society become an interesting choice of words. Words such as *natural*, *natural*, *nature* which have the meaning of 'related to nature' are used according to the pattern of living back to nature (*back to nature*). These words are used in the following examples.

Data 15

- a) *Plant Stanol sendiri merupakan “kandungan alami” pada tumbuhan yang strukturnya mirip kolesterol dalam tubuh manusia.*[Plant Stanol itself is a *natural* in plants whose structure is similar to cholesterol in the human body]
- b) *Nutrive Benecol juga telah dinyatakan aman karena berasal dari “bahan alami” dan mendapatkan status GRAS (Generally Recognized as Safe) dari Food and Drugs Association (FDA) Amerika Serikat.* [Nutrive Benecol has also been declared safe because it comes from *natural* and has GRAS (Generally Recognized as Safe) status from the United States Food and Drugs Association (FDA)]

Persuasive diction *natural* increasingly being exploited in advertorials. This word originally meant 'to be like nature' (has not been changed by human activity). However, this word has become popular since the *return to nature*. Furthermore, the *natural* used undergoes a change in meaning. The word was finally understood as 'healthy and comfortable, no risks/side effects'. This is because the conditions in society have undergone extraordinary changes, especially the environment. According to Cahaya, (2017), natural vocabulary in advertising texts is an effort to attract potential consumers to care about food elements that are safe for themselves because products derived from natural products usually have health benefits and without side effects. Fitria (2021) states that advertising usually tries to persuade consumers by focusing on natural sources of products and their uses. With human activities, the nature around humans is now unhealthy, such as the emergence of soil, water, air, and noise pollution. As a result, food and beverage ingredients have been contaminated.

In addition, many foods around the community are now in the form of factory processed materials. As a factory product, food is certainly given additional substances (additives) that can preserve the food. As a result, many processed foods are

considered to have side effects, due to the presence of these additives. Thus, they yearn for the natural. Things are *Natural* considered *healthy* and *comfortable*. Therefore, the meaning of *natural* or its synonyms is becoming more frequent.

A Persuasive Diction Strategy that has an Easy

Advertorial image can provide an optimistic life expectancy. Consumers are promised to be able to overcome life's challenges with ease. The ease in dealing with challenges and obstacles is certainly something that attracts attention. This is based on the consideration that consumers do not want to do things that are difficult. Therefore, the offer of convenience is a solution to overcome difficulties, see data 16.

Data 16

- a) *Perumahan Permata Jingga hadir di tengah kota Malang, dengan suasana alamnya yang asri, akses yang "mudah", dan lokasi yang strategis.* [Permata Jingga Housing is present in the middle of Malang city, with its beautiful natural atmosphere, *easy access*, and strategic location]
- b) *Intinya, semua serba "mudah, praktis", dan tentunya menyenangkan.* [The point is, everything is *easy*, practical, and of course fun]

The use of 'easy' vocabulary has a positive image for potential consumers. These words can influence their thoughts regarding the ease of the product or service offered and reduce the tendency to lose. This is an effort to invite or persuade potential consumers to something advertised. According to Fitria (2021), advertising language always tries to evoke an emotional sense so that the target/consumer can act according to the purpose of the advertisement in the form of providing convenience information related to the product or service. Consumers often imagine as promised by advertorials. The constant advertorials all the time cause them to be unable to distinguish between the real and the virtual. Even though the world presented in the advertorial is a virtual world full of imagination. The product effect shown in the advertorial is not an actual effect, but an imaginative effect. In addition to having a creative, innovative, and reference side, advertorials also address issues that can affect people's emotions in meeting standards and lifestyles.

A Persuasive Diction Strategy that Gives a Frugal Image

One of the considerations in buying a product is price. The ability to buy a product is determined by how high the price it offers. Therefore, words related to low prices are used by advertisers such as *efficient* and *economical*.

Data 17

- a) *Mobil-mobil berteknologi tinggi, "efisien", dengan harga relatif terjangkau datang silih berganti.* [High-tech, *efficient*, and relatively affordable cars come and go.]
- b) *Untuk melengkapi kebutuhan rumah lengkapi dengan alat penyedia air panas dan air con water heater dari Wika yang "hemat energi".* [To complement the needs of the house, complete it with a hot water supply and air con water heater from Wika -*efficient energy*]

Conserving is a fundamental principle in economics. Therefore, the imagination to spend money sparingly becomes an option in advertorials. Here it is as if the advertorial becomes a wise adviser so that buyers can act frugally. According to März (2019), this strategy has an expectation regarding the advertised product with a low price or favorable product characteristics so that consumers can avoid losses or feel satisfied with the product.

The frugal image built in the advertorial has restored public awareness in using their money. Most people want to be able to manage money efficiently. Thrifty is a commonly understood principle of economic management. When the advertorial recalls that awareness, the imagination of money management will arise in accordance with that economic principle (Ain et al., 2021). As a result, when buying the advertised product, a feeling of unwillingness to buy arises unconsciously. Savings or efficiency is one part of the law of economics. Almost everyone knows this principle. In general, people want to live a frugal or efficient life. Saving is characterized by the use of goods in moderation and if you buy goods, they should be cheap with good quality. Therefore, savings are important. One of the considerations in buying a product is price. The ability to buy a product is determined by how high the price it offers. Therefore, information related to low prices is the advertiser's choice, thus giving the impression that the advertised goods seem *frugal*, *economical*, or *cheap*. To give consumers the imagination of saving life, usually in advertorials the words *only* or *only are given*, although sometimes they are expensive (Labrador et al., 2014).

4. Conclusion

Advertisements are formed and developed by texts that aim to emphasize profits, questions that demand more attention, arouse curiosity, give orders/orders, and attract the attention of special potential consumers. In addition, advertising is developed with subjective and objective reasons. Subjective reasons are related to the excessive description of excellence and do not provide certainty, while objective reasons lead to definite advantages. In carrying out its objectives, advertising producers use various forms of linguistic tools as well as positive strategies in describing what they offer. In short, persuasive diction is used to create the needs of potential consumers to a higher level, without them realizing this is a form of hegemonic process.

It is recommended that potential consumers have a critical attitude towards the language used in advertising because it is persuasive and provocative. Through things like that, potential consumers are invited to buy a product and fulfill their needs more than what is needed. In fact, consumers are encouraged to switch from other products to the products they offer, through the icons and symbols of the language used. In other words, all advertisements aim to invite consumers to use the products or services they offer, the public must have resistance to the persuasion generated by advertisements, so as not to become victims of advertising persuasion. The language in advertising must be understood as initial information in determining the decision to buy a product. Attitude to survive (*resistance*) needs to be developed in consumers, so that the fulfillment of needs is still based on real needs, not desires. Based on this, it

seems that future research can focus on the hegemony of the capitalists as well as further studies that focus on other dimensions of CDA.

Declaration of Conflicting Interest

I hereby declare that there is no conflict of interest in this research.

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