



Persuasive Language Analysis in Advertising in the Daily Print Media Serambi Indonesia

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Abstract

This study aims to describe persuasive language in print media advertisements in the Serambi Indonesia Daily. The method used in this study uses a descriptive analytical approach with a qualitative research type. The data in this study is persuasive language found in advertisements displayed in print media with data sources from the Serambi Indonesia Daily print media. The data collection techniques used in this study are observation and documentation. While the data analysis technique used in this study is a qualitative analysis technique with stages 1) re-reading the advertisements that have been collected, 2) identifying the language used in the advertisements, 3) classifying advertisements containing persuasive language based on persuasive language techniques identification, suggestion, rationalization, compensation, and conformity, 4) analyzing the meaning and implications of persuasive language, 5) describing the use of persuasive language in advertisements. The results of the study indicate that there are four persuasive language techniques in print media advertisements in the Serambi Indonesia Daily, namely persuasive language techniques identification, suggestion, rationalization, compensation, and conformity, and only one persuasive language technique is not found, namely the compensation persuasive language technique.

Keywords : Analysis, Language, Persuasive, Print Media

INTRODUCTION

Language is a communication tool that can be used as a medium to convey information. Information conveyed through language can be oral or written. However, in written form, language is not only used as a tool to convey information in writing. In written form, language can be used as a tool to convey various needs, one of which is for promotion. Therefore, it can be said that (1) language is a meaningful communication tool in the form of a series of systematic sounds, in the form of symbols, arbitrary, meaningful, conventional, unique, universal, productive, varied, dynamic, humane, and also a social interaction tool that replaces individuals in stating something or expressing themselves to interlocutors in

a social group as a tool to communicate and the identity of the speaker (Nuramali & Ginanjar, 2025).

As a means of communication, language can be used as a medium for conveying information in the form of advertising. Advertising itself is a medium used to convey information in the form of promotions for services or goods. (2) Advertising is a communication process carried out to persuade people or consumers to take actions that are beneficial for the advertiser. (3) Advertising is also a type of promotion with attractive elements and is widely used by companies to introduce their products (Destrian, Kumari, & Hakim, 2025).

Advertising is one of the most effective means of conveying information for promoting anything, be it goods, services, or anything else. Therefore, advertisements must be as unique and engaging as possible to attract consumers. One of the unique features of advertising is the use of language that contains an element of persuasion, which naturally attracts the public or consumers. Language that contains an element of persuasion is called persuasive language (Vitasari, 2019).

(4) Persuasive language is language that contains elements of invitation and is usually used to persuade and influence consumers to follow and tend to do what the producer wants. In order for persuasive language to be used and be optimally useful or to achieve the desired goal, it is necessary to use persuasive language that is an invitation, suggestion, recommendation or input, command, and affirmation used in advertisements. Therefore, the use of persuasive language is very effective in making advertisements. The use of persuasive language in advertisements has various benefits, one of which is so that advertisements can attract consumer interest (Andika, 2021).

Advertisements can be published in various media, one of which is print media. The print media referred to here is the Serambi Indonesia Daily. There are several types of advertisements published in the Serambi Indonesia Daily, namely classified ads, column ads, and display ads, but there are also news and announcement ads (Serli & Milawasri, 2022). Based on this, the researcher is interested in conducting research related to persuasive language in advertisements in the Serambi Indonesia Daily. Based on the background stated above, the problem formulation in this study is "How is Persuasive Language in Advertisements in the Serambi Indonesia Daily Print Media?"

Literature Review

Understanding Language

Language is a means of communication used to convey various information. It's crucial in human life because without it, the process of exchanging information would be impossible. There are two types of language: verbal and nonverbal. Verbal language is language produced through the human vocal tract, also known as spoken and written language. Nonverbal language, on the other hand, utilizes body language, also known as sign language.

Noermanzah (Ma'arif, 2022) states that language is a communication tool that can be used to convey messages in various forms of expression in certain situations and in various activities (1) . Based on this understanding, it can be said that language is a form of self-expression, both in segmental and suprasegmental forms. Language can also be conveyed in the form of sentences so that it can convey various forms of information with different expressions. Furthermore, Mailani et al. (Farras, 2023) state that language is also the identity of a country that is used as a tool for communication (5) .

Based on this opinion, it can be said that language is also a characteristic of a nation and country because it is through language that humans can interact and communicate with one another. Each language owned by a country certainly has its own uniqueness and no two languages are the same (Megawati, 2021). Judging from its diversity, language has various varieties: spoken language, written language, standard language, and non-standard language. Written language variety is the variety of language used in written form, namely, it can be used to write letters, reports, articles, advertisements, and so on. Written language variety used to convey information through writing can be done in various types of language, one of which is persuasive language.

Persuasive Language

Understanding Persuasive Language

Persuasive language is a language that is intended to persuade and influence someone so that people or consumers can believe and do something according to the wishes of the producer. Tyas et al (Setya Prihatining Tyas, Nazlah Azzahra, Bernika Meilani Ifada, & Noerma Kurnia Fajarwati, 2024) stated that persuasive communication is a type of communication that uses language to influence or persuade people (6) . Rahmasari (2023) also said that persuasive communication is a communication that aims to change or influence a person's beliefs, attitudes, and behavior so that the communicator can attract consumer interest easily (7) . Therefore, it can be said that persuasive language is a language that contains elements of invitation, especially invitations that can persuade and influence both a person's beliefs, attitudes, and behavior to attract consumer interest.

Mansur (Nainggolan, Yakob, & Nucifera, 2020) states that persuasive texts have the following characteristics: first, persuasive texts include data and facts because the main purpose of writing persuasive texts is to influence the reader. Second, persuasive writing tries to ensure that people or writers believe what is written. And third , it incorporates inviting words because it seems to invite people to attend an invitation. So, based on these characteristics, it can be seen that persuasive texts are indeed used to invite or persuade people who read them. Furthermore, Setiawati (Tahun, 2022) states that persuasive language also has the following characteristics: 1) Sentences used in persuasive language use invitation sentences. 2) Persuasive language usually uses exclamation marks (!), 3) Sentences used must use interesting language, 4) Persuasive language usually also contains rhetorical questions. So, it can be said that persuasive language is language that uses invitational language and must be made as interesting as possible to attract consumer interest.

Persuasive Language Techniques

When writing advertisements, persuasive language is essential, as it will make the advertisement more appealing. However, certain techniques must be employed to create a more effective advertisement and influence consumers more quickly. According to Maulina (Rahmasari, Dionni, & Perdana, 2023) the techniques used in persuasive language are identification, suggestion, rationalization, compensation, and conformity.

Advertisement

Definition of Advertising

Advertising is a medium used to convey information, engage, or educate the public with the ultimate goal of achieving social benefits. Advertising can essentially be categorized into two types: print advertising and electronic advertising. Print advertising is advertising delivered through printed media such as newspapers, magazines, brochures, banners, and billboards. Electronic advertising, on the other hand, is advertising delivered through electronic media such as television, radio, and the internet.

Advertisements displayed in print media can be displayed by combining text and images. The combination of text and images in print media advertisements is done so that the advertising message can appear more attractive and easier for consumers to remember. Sianipar et al. (Fitriah Aini1, 2022) said that one of the main advantages of advertisements displayed in print media is the diversity of formats offered (8) . There are various types of advertisements published in print media, namely notification advertisements, offer advertisements (commercial), and public service advertisements. Advertisements in print media are generally limited by space and place. Therefore, advertisements displayed in print media are made short, concise, and meaningful.

RESEARCH METHODS

Research Approaches and Types

The author used a descriptive-analytical approach in this study, employing qualitative research. The descriptive approach was used to collect advertising data from print media, and further analysis was used to identify the use of persuasive language in print media advertisements. This descriptive-analytical approach also facilitates understanding of how persuasive language is used in print media and how it can influence readers (consumers).

Data and Data Sources

The data in this study is persuasive language found in advertisements displayed in print media. The data source for this study was advertisements displayed in the daily print media, Serambi Indonesia (Watun, 2024).

Data Collection and Data Analysis Techniques

The data collection techniques used in this study are observation and documentation. The researcher first read and observed advertisements containing persuasive language and the researcher took pictures of advertisements in the daily print media Serambi Indonesia by documenting them for analysis. Meanwhile, the data analysis technique used by the researcher in this study is a qualitative analysis technique. The steps used to analyze the data are: 1) re-reading the advertisements that have been collected, 2) identifying the language used in the advertisements, 3) classifying advertisements containing persuasive language based on the types of persuasive language identification, suggestion, rationalization, compensation, and conformity, 4) analyzing the meaning and implications of persuasive language, 5) describing the use of persuasive language in advertisements (Wibowo, 2024).

RESULTS AND DISCUSSION

This study examines persuasive language in print advertisements in the daily newspaper Serambi Indonesia. The study examines persuasive language using the persuasive techniques of identification, suggestion, rationalization, compensation, and conformity. The results are as follows.

1) Persuasive identification techniques in advertising

The persuasive language technique of identification is a type of advertising that aims to make consumers feel connected to the product or message being advertised and as if the advertisement understands and represents them (Maulida, 2024). The use of the persuasive language technique of identification in the daily print media advertisement Serambi Indonesia found one type of advertisement using the persuasive language technique of identification, namely:

(1) Advertisement with title

"ANEUK NANGGROE PRODUCTS

WHOLE CHICKEN, WARM, CRISPY, AND JUICY

KUTA RAJA FRIED CHICKEN

The advertisement shows that the advertisement contains persuasive language techniques of identification, characterized by the presence of language or situations that are familiar to the target market. The use of persuasive language techniques of identification can be seen in the words *PRODUCT ANEUK NANGGROE WHOLE CHIKEN HANGAT CRYSTAL JUICY* (Arisetiana, T Simamora, & Perwirawati, 2023). By using this technique, consumers can immediately connect with the type of food product offered. This technique also creates an emotional connection with consumers so that consumers feel the product or brand is suitable for consumption.

2) Persuasive suggestion techniques in advertising

The persuasive technique of suggestion in advertising is an effort to influence consumers to take certain actions (such as purchasing a product) by providing suggestions or appeals that are not always based on logical or reasonable reasons (Kominfo, 2019). The following research data includes persuasive suggestion techniques:

(1) The use of persuasive language techniques of suggestion is found in advertisements which state

GIVE YOUR CUSTOMERS THE BEST COFFEE

SARENG COFFEE POWDER

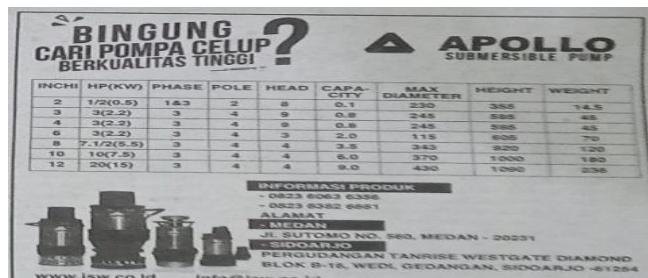
Solong Coffee

ORDER NOW AT 0813 6363 1974

SOLONG COFFEE ADMIN"

Based on this sentence, it can be seen that the persuasive language technique of suggestion in the advertisement shows an attempt to influence consumers by presenting a pleasant and comfortable atmosphere so that consumers are interested in trying the product. The sentence of suggestion is marked by the words "*Give the Best Coffee for Your Customers BUBUK KOPI SARENG Solong Coffe.*"

(2) Persuasive language techniques of suggestion are also found in advertising



The persuasive language technique of suggestion is also present in the advertisement above. The sentence in the advertisement is "*Confused About Finding a Submersible Pump?*" This persuasive sentence indicates the use of suggestion, which makes consumers curious to try the product or service being offered. It can be said that this advertisement is a type of persuasive language technique of suggestion, conveying the product's benefits without explaining in detail (Zulkarnain, Pratiwi, Satria, & Wulandewi, 2023).

3) Persuasive Language Techniques Rationalization in advertising

The rationalization persuasive language technique in advertising is a language technique that uses logic and facts to convince consumers. Advertisements using this rationalization persuasive language technique focus more on highlighting the benefits, content, and results of the product or service being offered (Jubaedah, Setiawan, & Meliasanti, 2021). The following types of advertisements use the rationalization persuasive language technique:

- (1) PT. SANG GENERAL INDUSTRI Produces and Engineers Tools/Machines for Post-Harvest Processing of Agricultural, Plantation, Livestock and Industrial Products. Spice Grinding Machine, Coffee/Spice Grinding Machine, Coffee Roasting Machine, Coconut Milk Pressing Machine, Chicken Frying Machine (Deep Frying), Chicken Seasoning Marinating Machine. **CONTACT NO: 085372295005/08116805561**
- (2) SUPERIOR QUALITY & ENVIRONMENTALLY FRIENDLY PRODUCTS
 1. ANTI TERMITE & ANTI MUSHROOM
 2. STRONG & DURABLE
 3. COR QUALITY
 4. SAFE FOR HEALTH (Low Formaldehyde Emission)

PLYWOOD. BLOCKBOARD. FILM FACED PLYWOOD produced by PT BUKIT INTANABADI www.biawood.com Get it at your nearest building materials store

From the two advertisements above, we can see that the persuasive language technique of rationalization is used in the sentences used to promote the advertisements. This is indicated by the presence of words offering products or services, production, and equipment engineering in the first advertisement, titled PT. SANG GENERAL INDUSTRI. Meanwhile, the second advertisement offers services and goods (Pratama & Syadza, 2024).

4) Persuasive Language Techniques of Conformity in Advertising

From the results of the research that has been conducted, the researcher did not find any advertising data that uses the persuasive language technique of conformity in advertisements in the daily print media Serambi Indonesia.

5) Compensatory Persuasive Language Techniques in Advertising

Compensatory persuasive language techniques in advertising are a strategy that promises certain benefits or advantages (compensation) in exchange for desired consumer actions. Compensatory persuasive language techniques are used to motivate consumers to purchase the product or service being offered. Here are some types of advertisements from the print media Serambi Indonesia that incorporate compensatory persuasive language techniques:

(1) "#KOPITANPARAGU

AVAILABLE HERE

ULEE KARENG COFFEE (moca coffee, sanger, ulee kareng, CKN)

ULEE KARENG BRAND IS PROTECTED BY LAW

BE CAREFUL...!! THOSE WHO CALL THE NAME OF ULEE KARENG COFFEE"

Based on the advertisement, in terms of the language used, it can be seen that the advertisement includes advertisements that use persuasive language techniques of compensation with a type of guarantee of quality or authenticity. This can be marked by the use of the words *KOPITANPARAGU...THE ULEE KARENG BRAND IS PROTECTED BY LAW, BE CAREFUL...!! THAT CALLS THE NAME OF ULEE KARENG COFFEE*. The language in the advertisement means promising that the product being sold is genuine and of high quality and provides a guarantee if it does not match the advertisement (Rodiah, Budiono, & Rohman, 2018).

(2) "CAR FOR SALE

EXHIBITION WITH HONDA ARIESTA MELABOH

1. UMRAH GIFT . ELECTRIC BIKE
2. 50" ANDROID TV . Free Service and Oil up to 50,000 km (4 years)
3. Down payments start from 20 million Rupiah . Installments start from 3 million Rupiah.
4. Tenor up to 6 years
5. 0% Margin

Honda Ariesta Meulaboh

Jln Nasional Meulaboh-Tapaktuan N0.293 Kel. Ujoeng Drien District. Meureubo District. West Aceh Tel (0655) 7115000

The advertisement above uses compensatory persuasive language, offering a bonus or additional prize if the consumer purchases a car from the showroom. Compensatory persuasive language, which offers bonuses or prizes, is characterized by the use of

advertising language such as "Umrah" (Prizes for Umrah), "Android TV," "Electric Bike," and several other bonuses (Lubis, Simaremare, & Harlen, 2024).

Discussion

Based on the research results, it can be concluded that advertisements in the Serambi Indonesia Daily print media use persuasive language, using the persuasive techniques of identification, suggestion, rationalization, and conformity (Pramana, Husain, La Bilu, & Anggraini, 2024). This is indicated by the discovery of several advertisements in the Serambi Indonesia Daily print media. Some of the advertisement data is as follows:

1) Persuasive identification techniques in advertising

Advertisement with title

"ANEUK NANGGROE PRODUCTS

WHOLE CHICKEN, WARM, CRISPY, AND JUICY

KUTA RAJA FRIED CHICKEN

There is one advertisement in the print media Daily Serambi Indonesia that uses persuasive language to identify food products.

2) Persuasive suggestion techniques in advertising

GIVE YOUR CUSTOMERS THE BEST COFFEE

SARENG COFFEE POWDER

Solong Coffee

ORDER NOW AT 0813 6363 1974

SOLONG COFFEE ADMIN"

One type of advertisement in the print media Lserambi Indonesia daily uses the persuasive language technique of suggestion. The advertisement offers the best coffee product.

3) Persuasive Language Techniques Rationalization

PT. SANG GENERAL INDUSTRY

Producing and Engineering Tools/Machines for Post-Harvest Processing of Agricultural, Plantation, Livestock and Industrial Products. Spice Grinding Machines, Coffee/Spice Grinding Machines, Coffee Roasting Machines, Coconut Milk Pressing Machines, Chicken Frying Machines (Deep Frying), Chicken Seasoning Marinating Machines.

CONTACT NO: 085372295005/08116805561

SUPERIOR QUALITY & ENVIRONMENTALLY FRIENDLY PRODUCTS

- ANTI TERMITE & ANTI MUSHROOM
- STRONG & DURABLE
- COR QUALITY
- SAFE FOR HEALTH (Low Formaldehyde Emission)

TRIPLEX . BLOCKBOARD . FILM FACED PLYWOOD

produced by PT BUKIT INTAN ABADI www.biawood.com

Get it at your nearest building materials store

There are two types of advertisements using persuasive language techniques in the print media, Harian Serambi Indonesia. Both types of advertisements offer engineering and production services for tools and supplies for cabinet-making.

4) Persuasive Language Techniques of Conformity

"#COPITANPARAGU

AVAILABLE HERE

ULEE KARENG COFFEE (moca coffee, sanger, ulee kareng, CKN)

ULEE KARENG BRAND IS PROTECTED BY LAW

BE CAREFUL...!! THOSE WHO CLAIM THE NAME OF ULEE KARENG COFFEE

"CAR FOR SALE

EXHIBITION WITH HONDA ARIESTA MELABOH

- UMRAH GIFT . ELECTRIC BIKE
- 50" ANDROID TV . Free Service and Oil up to 50,000 km (4 years)
- Down payments start from 20 million Rupiah . Installments start from 3 million Rupiah.
- Tenor up to 6 years
- 0% Margin

Honda Ariesta Meulaboh

Jln Nasional Meulaboh-Tapaktuan N0.293 Kel. Ujoeng Drien District. Meureubo District. West Aceh Tel (0655) 7115000

Two types of advertisements use the persuasive language technique of conformity in the print media of the Serambi Indonesia daily. Both advertisements offer a type of coffee, convincing consumers that it's delicious, and a car advertisement, which also offers various bonuses or prizes. This is done to attract consumer interest.

CONCLUSION

Based on the results of the research and data analysis, it can be concluded that advertisements published in the daily print media Serambi Indonesia have offered various kinds of products, services, food, and sales. Advertisements in the daily print media Serambi Indonesia have used persuasive language. The use of persuasive language is used to make consumers attracted to the products or services offered. The persuasive language used in these advertisements uses several persuasive language techniques, including identification persuasive language techniques, suggestion persuasive language techniques, rationalization persuasive language techniques, and conformity persuasive language techniques. Only one persuasive language technique was not found, namely compensation persuasive language techniques.

Suggestion

The recommendations based on the research findings are that they can be applied in school learning to improve students' understanding of advertising. This research can also be continued or expanded upon by other researchers, particularly in analyzing advertisements in online or electronic media. Hopefully, this research can also provide readers with new knowledge about persuasive language within the academic discipline, particularly regarding the study of persuasive language techniques in advertising

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