

The Persuasive speech in business advertorial discourse

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Abstract

The study outlined in this article aimed to describe the language used in the advertisements discourse in the online daily news. This study analyzed the persuasive language used in the business advertorial which includes the choice of language forms and persuasion techniques in advertorial discourses that have persuasive power. The study was designed using a qualitative approach. The data source was the business advertorials text contained in online news media. Data of the study is in the form of words and sentences that are considered to have persuasive power in influencing the targeted audience. By applying content analysis, this study produced findings on language characteristics and persuasive techniques found in business advertorial discourses. The persuasive language forms in the advertorial discourses were represented in the choice of words and expressions. The persuasive words illustrated profits, self-image, heart responses. The style of words was hyperbolic, metaphorical, and language prestige. The expressions in the advertorial discourses have the meaning of suggestions for prospective customers, demeaning other products, emphasizing self-confidence, emphasizing product competition, giving evidence of product trust, and expressions to invite action. The words and expressions were chosen according to the context and product advertised to emphasize the emotional meaning of the ad reader. The persuasion techniques were used to achieve a number of changes, such as changing the knowledge, attitudes, and behavior of the readers.

Keywords: persuasive speech, advertorial discourse, business advertorial

Introduction

The basic aspects of advertising are the use of language with the right techniques following the goals and the audiences targeted. In this context, rhetoric has an important role as the basis of advertising style. Advertisers use a variety of rhetorical techniques to build their genre of discourse (Danesi, 2015). Advertising discourse uses a variety of styles in the use of language to attract audiences who are the target of the advertising discourse.

Advertorial discourse is a form of communication in business that uses persuasive language. The persuasion is built by the use of language. The right arrangement of language can attract and persuade the attention of the audience to the product or what offered by advertisers. When someone expresses an idea, they need to use persuasiveness to convince the listener or reader to accept the idea presented. To build acceptance, the right way is needed to make them adopt a new way of thinking about a phenomenon (Varpio, 2018). The point of persuasion is the way to organize the language logically. The use of persuasive language is more meaningful to change human behavior as desired than other actions. This is what causes the advertisers have to achieve the persuasive language correctly.

Language processing is one of the strategies of an advertisement so that it can attract the attention of readers and listeners. Attracting attention, in this case, affects the heart and mind of the reader and listener to do things as desired by the advertiser. To market the product, the use of language must certainly be understood by opponents. Through the language, the intent in the mind can be channeled properly and its meaning can be clearly accepted by the opponent said. In business advertising, advertisers of a product intended to provide trust, lure, and influence to make readers and listeners like, choose, to buy products offered by advertisers. The intention to persuade the target audience is done by shifting the language toward greater emotion so that it makes them act relatively spontaneously (Rocklage et al., 2018).

Various forms and advertising models are currently developing in accordance with the development of information technology. One form of advertising is advertorial. Advertorial is advertising that has a long physical form like news or article. Advertorial is one type of advertisement that uses the style of newspaper or magazine articles that are seen in terms of giving facts and do not appear to be trying to sell products (*Advertorial Definition and Meaning | Collins English Dictionary*, n.d.). Advertorial is dominated by the use of dominant language elements in delivering messages (Martutik, 2013). Based on the content of the message, advertorial can be classified into four types, including advertorial products, advertorial services, corporate advertising (corporate), and advertorial government. This study specializes in business type advertorials (products and services). This is because persuasive packaging in advertorial discourse is made in such a way that the reader seems to be reading a news story.

In general, advertisements offer additional product needs beyond the basic needs required by consumers. The company advertises these products to consumers as a solution to fulfill tertiary needs. Through advertising, business people can offer products that are deemed necessary by consumers by persuading them to buy the product. Therefore, businesses try to find products that have meaning to motivate consumers. Product considerations that are meaningful can be derived from consumer desires symbolized by the product, such as wealth, independence or beauty (Measom, 2011). This was inspired by advertisers from the changing lifestyles of a growing society, especially urban areas. These changes can be seen in aspects of technology, culture, industry, and others. Therefore, advertorial businesses tend to focus on target consumers who have a high involvement with the products advertised.

Media of advertising delivery is increasingly developing following technological developments (Gustafsson, 2006). The real manifestation of current technological developments in the existence of the internet. At present, the daily newspaper writer does not only present print advertorials, but also online through his official website. The internet also facilitates communication in advertising. First, the reach of the internet is very wide so that the distribution of advertising is also widespread and everyone can access it. Second, advertising features are more structured. Organizing topics on a website can make it easier for readers to choose the topic they want to read. Third, the merchandise sold varies, from primary, secondary, to tertiary goods.

In the business advertorial discourse, the use of language is an important part of winning the competition in business. The choice of language that has strong persuasive power can attract target audiences to follow and believe the product being advertised (Kannan, 2013). Therefore, advertisers must really have sufficient ability to choose and organize ideas into the right sequence of words. Advertisers have an authority in regulating the use of language in terms of form, technique used, and structure of discourse so that persuasion goals can be achieved. In this case, the mastery of the

choice of language forms, techniques of persuasion, and organization of ideas in advertorial discourse is the main prerequisite that must be mastered by advertisers.

Based on the description above, this study aimed to describe the use of persuasive language in the business advertorial discourses. The study focused on describing the persuasive language forms and persuasion techniques in the business advertorial discourse. This study is useful for language teachers, especially in the selection of material and sources of reference in language teaching. For business people and advertisers, this study can be a reference in considering language choices in the preparation of advertisements. As for the next researcher, the findings of this study can be used as a reference source in the development of the theoretical framework, selection of the problems studied, design determination, and data analysis.

Method

This research used a qualitative approach to content analysis. This study uses verbal data, namely language units in the form of word choices, expressions, and organizing techniques. Data collection was carried out in October-December, 2022. The source of the research data was the business advertorial discourse published on the *adv.kompas.id* page. The data source was chosen based on the requirements (a) advertorial published in October-December 2022, (b) advertorial which contains persuasive language, and (c) advertorial which refers to business affairs (goods or services). The selected data sources are arranged in the order in which they were published and coded.

The research data were analyzed using the stages of data identification, data classification, data categorization, data interpretation, and drawing conclusions. The stages of data analysis were based on the focus of the study, which includes persuasive language forms and persuasion techniques. The forms of persuasive language were analyzed based on diction and expressions used in business advertorial discourse. Meanwhile, persuasion techniques were analyzed based on the elements of persuasion contained in the advertorial discourse.

Results

Persuasive Language Forms in Business Advertorial Discourse

The form of persuasive language in business advertorial discourse can be seen from two aspects, namely the variety of choices of words and expressions. These two aspects can be described below.

The Choices of Words

The choice of words is one of the prerequisites that must be fulfilled by a speaker or writer. The right choice of words can increase the persuasive value of an idea or think presented. Through the use of persuasive words, a text or speech has an appeal to the reader or listener.

Words choice can be interpreted as a style of speaking or writing, which in reality is manifested in the choice of words used by the speaker or writer. The choice of words is often used as a reference to determine good writing from bad writing. In this study, word choice is used to describe the characteristics of words that are able to generate persuasive power in the discourse of advertorial advertising. Words that are considered to have persuasive power in the advertorial discourse can be exemplified in the quotation below.

Quotation 1

*Nissan juga menyediakan **paket penjualan eksklusif**, yaitu **gratis biaya servis dan suku cadang** sampai dengan 50 ribu kilometer atau 4 tahun untuk pelanggan pertama.* [Nissan also provides exclusive sales packages, namely free service fees and spare parts up to 50 thousand kilometers or 4 years for the first customer.]

In the quotation above, it can be noted words of *paket penjualan eksklusif* 'exclusive sales packages' and *gratis biaya servis dan suku cadang* 'free service fees and spare parts'. These words can give rise to persuasive power because the words seem to provide more benefits to someone if they want to buy and use the advertised product. These words provide more opportunities for the reader and emotionally touch the readers' expectations.

Quotation 2

*The Zora menawarkan rumah tapak dalam **desain mewah dan eksklusif** yang dibagi dalam beberapa tipe.* [The Zora offers tread houses in luxurious and exclusive designs that are divided into several types.]

The words *desain mewah* and *eksklusif* 'luxurious and exclusive designs' have persuasive power because these words make the reader imagine something more than the current condition. With the appearance of the image, it is expected that the reader has the desire and is moved to buy the product offered. These words make the reader interested in a pleasant offer that makes them imagine the hope of achieving it.

Quotation 3

*Menikmati Hong Kong untuk liburan akhir tahun dan musim dingin kali ini akan **terasa lebih menyenangkan** terbang bersama Cathay Pacific.* [Enjoying Hong Kong for year-end holidays and winter this time will feel more fun flying with Cathay Pacific]

Words *terasa lebih menyenangkan* 'feel more fun' offers more happiness to the reader/listener. These words have the power of persuasion which straightforwardly persuades the audience to be able to follow the invitation conveyed in the ad discourse.

Quotation 4

*Predator Helios 300 membawa fitur yang dipatenkan "AeroBlade 3D Fan" yaitu **bilah kipas logam tertipis di dunia** berukuran hanya 0,1 mm (lebih tipis 87,5 persen dari kipas biasa) untuk menjaga sirkulasi udara di dalam laptop tetap bersih walaupun dipakai gaming terus-menerus.* [the Predator Helios 300 brings a patented feature "AeroBlade 3D Fan" which is the thinnest metal fan blade in the world measuring only 0.1 mm (87.5 percent thinner than a regular fan) to maintain the air circulation in the laptop it remains clean even though it is used continuously.]

The words of *bilah kipas logam tertipis di dunia* 'the thinnest blade in the world fan metal' have the power of persuasion by guaranteeing convenience to the target

audience. These words offer choices that are seen to facilitate the audience in carrying the burden. Advertisers have the assumption that everyone prefers a congenial load that is light and easy to carry everywhere.

Quotation 5

*... tumbuh permintaan untuk **kendaraan cerdas** dengan ground clearance tinggi ini dapat menghadapi tantangan medan perkotaan maupun medan offroad ...* [... growing demand for intelligent vehicles with high ground clearance can face the challenges of both urban and offroad...]

The words *kendaraan cerdas* 'intelligent vehicles' illustrate a vehicle that can be used in all fields. This vehicle is assumed by advertisers to be liked by adventurous riders. These words have persuasive power for the target audience.

Quotation 6

*Kini, Kafe Betawi hadir kembali di Cilandak Town Square (Citos) dengan konsep baru yang lebih **homey** dan lebih modern.* [Now, Kafe Betawi is back in Cilandak Town Square (Citos) with a new concept that is more homey and more modern.]

The English word 'homey' illustrates that someone in that place feels comfortable because he feels he is in his own home. The use of the word is to show the prestige of language that invites audiences to be in the life of developed countries. Therefore, for audiences who like modern life, the use of the word is seen as having persuasive power by advertisers.

The Expressions

In the business advertorial discourses, there are series of words called expressions. Some of the expressions can be exemplified as the following quotations.

Quotation 7

*Mereka cukup datang ke Matahari Department Store karena di **gerai ritel terkemuka ini telah tersedia ragam busana anak dan remaja dengan karakter menggemaskan ini.*** [They simply come to Matahari Department Store because in this leading retail outlet there is a variety of clothing for children and teenagers with these adorable characters.]

Expressions that are considered to have persuasive power in the quotation above are *gerai ritel terkemuka ini telah tersedia ragam busana anak dan remaja dengan karakter menggemaskan* 'that these leading retail outlets have available a variety of clothing for children and teenagers with adorable characters'. The statement used in the advertorial offers an offer that can meet the expectations of the target audience.

Quotation 8

*Sampoerna Academy Sentul memiliki beragam fasilitas pendukung yang sangat memadai serta **membuatnya berbeda dari yang lain.*** [The Sentul Sampoerna Academy has a variety of supporting facilities that are very adequate and make it different from the others.]

The expression *membuatnya berbeda dari yang lain* 'make it different from the others' containing persuasive power for the target audience. Advertisers assume that everyone in the target audience is sure to want them to appear different and be better than others.

Quotation 9

Dalam hal ini, Rodenstock mampu mewujudkan kebutuhan Anda dengan hadirnya lensa progresif individual, yaitu Impression FreeSign 3. [In this case, Rodenstock is able to realize your needs by the presence of individual progressive lenses, namely Impression FreeSign 3.]

For fans of glasses, statements *mampu mewujudkan kebutuhan Anda* 'rodenstock are able to realize your needs' is an attractive offer because they want to look beautiful and get comfort in using glasses. Therefore, these expressions have a persuasive power for the audience.

Quotation 10

Bentuk LTO handheld, portabel, dan tidak tergantung pada daya yang besar sehingga cocok dibawa ke mana-mana saat berolahraga. [The form of a handheld, portable, and does not depend on large power so it is suitable to be carried everywhere while exercising.]

Expression of *bentuk LTO handheld, portabel, dan tidak tergantung pada daya yang besar* 'the form of a handheld, portable, and does not depend on large power' is an offer to provide ease and relief of burden to the target audience. The persuasive power used by advertisers is offering assistance that eases the burden and work of the audience.

The Persuasion Techniques in the Business Advertorial Discourse

The business advertorial in the online daily newspaper used the persuasion technique to persuade readers. The persuasion techniques can be seen at the following examples.

Quotation 11

Sering kali kita lalai atau malah abai membersihkan rumah atau benda-benda yang digunakan sehari-hari. Padahal, meski terlihat masih bersih, bukan berarti bebas dari kotoran dan noda. [Often we are negligent or even neglected to clean the house or objects that are used daily. Even though, although it still looks clean, it does not mean it is free from dirt and stains.]

In the quotation, there is an expression of *meski terlihat masih bersih, bukan berarti bebas dari kotoran dan noda* 'although it still looks clean, it does not mean it is free from dirt and stains'. The expression shows that advertisers try to convince the public by offering the product that has the advantage of detecting something that is not detected. Therefore, advertisers are satisfied by using paradoxical techniques.

Quotation 12

Dapatkan promosi spesial berupa voucher belanja hingga Rp 4 juta. Persediaan terbatas. [Get special promotions in the form of shopping vouchers up to Rp. 4 million. Limited supplies.]

In Quotation 12, the expression of *voucher belanja hingga Rp 4 juta* ‘vouchers up to Rp. 4 million. Limited supplies’ are a lure to attract the interest of the target audience. In this case, advertisers use the lure technique to persuade the public.

Quotation 13

Keistimewaannya, setiap unit rumah dibalut dengan sinergi elemen hi-tech, hi-specs, dan high quality, baik untuk rancangan hunian maupun lingkungannya. [Privileges, each home unit is covered with synergy of hi-tech, hi-specs, and high quality elements, both for residential design and the environment.]

The expression at the Quotation 13 is *setiap unit rumah dibalut dengan sinergi elemen hi-tech, hi-specs, dan high quality* ‘each home unit is covered with the synergy of hi-tech, hi-specs, and high quality elements’. In this expression, advertisers use reliable product quality. In this case, advertisers use techniques to highlight the quality of products advertised to persuade the target audience.

Quotation 14

Sajian makanan dari Kafe Betawi tidak diragukan lagi. Dalam hal cita rasa, Kafe Betawi terus berinovasi hingga saat ini. [Food from Kafe Betawi is undoubted. In terms of taste, Kafe Betawi continues to innovate to date.]

In Quotation 14, advertisers use expressions *tidak diragukan lagi* ‘undoubted’. In this context, advertisers show confidence that the product offered will provide satisfaction to the target audience. In this case, advertisers use quality assurance techniques.

Quotation 15

Penggunaannya sangat mudah dan sederhana, tetapi memberikan hasil yang sangat maksimal dalam membantu mengatasi nyeri akibat cedera olahraga dan berbagai macam nyeri lain. [Its use is very easy and simple, but provides maximum results in helping to deal with pain due to sports injuries and various other types of pain.]

In Quotation 15, advertisers guarantee benefits to persuade the target audience. Advertisers use words *memberikan hasil yang sangat maksimal* ‘provides maximum results’. In that context, advertisers use techniques to share profits to persuade the target audience.

Quotation 16

Kehadiran PermataMobile X memang membawa kekuatan tersendiri bagi masyarakat dalam mewujudkan #IndonesiaTanpaStres bersama sosok-sosok hebat, seperti Dion Wiyoko, Nadia Mulya, Chelsea Islan, Ernest Prakasa, Hesti Purwadinata, Hamish Daud, dan Adipati Dolken sebagai brand ambassador. [The presence of PermataMobile X indeed brings its own strength to the community in realizing #IndonesiaTanpaStres with great figures, such as Dion Wiyoko, Nadia Mulya, Chelsea Islan, Ernest Prakasa, Hesti Purwadinata, Hamish Daud, and Adipati Dolken as brand ambassadors.]

In the quotation, advertisers use testimonial techniques to persuade the target audience. He mentioned the names of famous people. as a reference to convince the target audience.

Discussion

Based on the data described above, it can be noted that the persuasive language used in the advertorial discourses was represented in the choice of words and expressions. The choice of the words when viewed from its meaning illustrates profits, self-image, heart responses. Viewing from the speech style, the choice of words was hyperbolic, metaphorical, and language prestige. Meanwhile, the expressions contained in the advertorial discourses have the meaning of suggestions for prospective customers, demeaning other products, emphasizing self-confidence, emphasizing product competition, giving evidence of product trust, and expressions to invite action. The words and expressions were chosen according to the context and product advertised. The choice of words is intended to strengthen the power of persuasion so that it can emphasize the emotional meaning of the ad reader.

The main purpose of an advertorial business is to encourage interested audiences and buy the products advertised. The choice of language to explain the product needs to be done as carefully as possible so that it is easy to understand and draw interest in the audience (Niazi et al., 2012). In this context, the choice of language form is an important aspect to review the use of persuasive activities in writing advertorial. The choice of persuasive language has the power to distinguish the meaning of ideas initiated and has the power to create forms that are in harmony with a situation (Ischen et al., 2022).

The use of persuasion language can be done by composing interesting words or sentences so as to attract consumer interest. Repetition of words or ideas is often used to strengthen the power of persuasion of a message. This is done so that readers can remember the products offered so that persuasive goals can be achieved as desired by advertisers. The use of persuasive language in the discourse can lead to trust in prospective customers regarding the products offered. The persuasive language in advertorial discourses contained the meaning discourse is different from other forms of communication because advertisers want the message delivered to be easily understood by ad readers (Shi Aiwei, 2010).

Advertisers utilize the choice of words and expressions that have the ability to build a self-image for their products. The introduction of a product's self-image needs to be included in a business advertorial, considering the product advertised as a tertiary level item and intended for consumers who have high involvement emotionally (Bleich, 2017). Disclosure of product superiority is an important component in persuading prospective customers. It is not only a sensory response but also involves feeling. The attraction that is very entertaining, vibrant, and/or encouraging, influences the emotions of consumers and places them in a favorable frame of mind (Haris Munandar; LEE, 2007). Product superiority must also be related to the experience that consumers will feel when using the product. Such choice of words has a meaning related to heart responses. The involvement of important feelings expressed by advertisers in creating the persuasive language to promote products that can spoil consumers.

In the advertorial discourses, the use of connotation words, for instance, the use of hyperbolic and metaphorical, was done to enhance the impression of the greatness of the product being promoted. Submission of ideas will be more interesting when using unique words rather than using ordinary words. The unique words have the power to generate advertising readers. The words are important for all human cultures and must

be thoroughly understood for effective advertising (Arkside, 2018). Advertising is essentially an activity of doing business by colliding ideas. Creativity is very necessary to create the right advertorial discourse. One characteristic of advertising creativity is being able to solve problems experienced by consumers. An advertisement is created with the aim that the reader is interested in using the product offered.

From the result of the analysis, it can be seen that techniques used in the advertorial discourses can be classified into seven types of techniques include (1) paradoxical techniques, (2) lure techniques, (3) highlight the quality techniques, (4) quality assurance techniques, (5) sharing profits techniques, and (6) testimony techniques. The persuasion techniques are used to achieve a number of changes, such as changing knowledge, changing attitudes, and changing behavior (Kuspriyono & Harmoko, 2017). Persuasion technique is an advertiser's strategy to achieve persuasion targets. The target is obtained by identifying deviations in attitudes and understandings made by the audience. This is because remembering human attitudes are relatively changing. Changing consumer attitudes is certainly done by adjusting other attitudes on a large scale (Morrison M.A, 2015).

In the advertorial, advertisers try to explain the arguments that evade the behavior of audiences with the aim of raising the desire to improve the quality of life by using the advertised products. They also often offer gifts to attract readers. Gift-giving is one of the advertiser's techniques so that readers are lured into buying products. Implicitly, advertisers force readers to buy these products (Cahaya, 2017). Advertisers do not immediately give gifts to prospective buyers because they always include terms and conditions so that buyers get the prize.

In advertising a product, advertising companies try to understand what consumers need, how consumers think, the factors that influence consumers, and the environment in which they live (Wahyoedi, 2022). This illustrates that in offering products, as stated in the advertorial business, advertisers build empathy for consumers. Advertisers show this sense of empathy by pretending they know the needs of consumers and assume that the products offered provide solutions to overcome difficulties in consumers' lives. Advertisers can express empathy directly and indirectly. The form of testimonials from consumers who have used the product is a form of expressing empathy. Positive statements from consumer experiences expressed in advertisements can strengthen their advertorial image. This technique can give the reader the impression that the advertising company is very concerned about the problems experienced by consumers. A series of sentences will produce persuasive power in advertorial discourse when it has an emotional connection (meaning) between one part and another (Lestari, 2020).

Persuasion in advertising discourse often conveys expressions that tempt readers, for example, by expressing promises. Statements or expressions in the form of promises in advertisements give a strong impression to the product being promoted (Cahaya, 2017). Promising phrases are intended by advertisers as a strategy to grow images and expectations in consumers. Through this expression of promise, advertisers hope to increase the positive image of the product to the public. Promise statements in advertisements are often coupled with positive imagery by providing product testimonials. Testimonial statements can attract consumers because through these testimonials, ad readers will believe in the superiority of the product, thereby reducing doubts about becoming new consumers and deciding to purchase the product. In this context, advertisers must really be able to determine reliable persuasion techniques so that ad readers are interested in following the flow of the message conveyed. The

effectiveness of an advertorial can also be reviewed through the focus points that are highlighted and prioritized (Lisnawati et al., 2022).

In making a decision to buy a product advertised by a company, there are factors that influence consumers, one of which is the reference group. The reference group is a group of consumers who have used the product so that it becomes a model of behavior in certain situations (Moriarty et al., 2012). The reference group that dominates and is much loved by consumers from various walks of life is the artist group. By looking at the artist's figure, most consumers have a desire and are interested in the advertised product so that it resembles the artist they see in the advertisement. Prospective buyers will feel that using the product as if they have a close relationship with the person or group that represents it (Sutherland, 2009).

Conclusion

The persuasive language in the advertorial discourses was represented in the choice of words and expressions. The words illustrated profits, self-image, heart responses. The style of words was hyperbolic, metaphorical, and language prestige. The expressions in the advertorial discourses have the meaning of suggestions for prospective customers, demeaning other products, emphasizing self-confidence, emphasizing product competition, giving evidence of product trust, and expressions to invite action. The words and expressions were chosen according to the context and product advertised to emphasize the emotional meaning of the ad reader. The persuasion techniques were used to achieve a number of changes, such as changing the knowledge, attitudes, and behavior of the readers. The persuasion techniques were a strategy to achieve persuasion targets. The target is obtained by identifying deviations in attitudes and understandings made by the audience. This findings theoretically is useful for developing scientific repertoire in the fields of discourse analysis, language analysis, rhetoric, and business communication. Practically, this study is useful for language teachers, especially in the selection of material and sources of reference in language teaching. For business people and advertisers, this study can be a reference in considering language choices in the preparation of advertisements. As for the next researcher, the findings of this study can be used as a reference source in the development of the theoretical framework, selection of the problems studied, design determination, and data analysis.

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