

PERSUASIVE STRATEGY ON ADVERTISING SLOGAN ON INSTAGRAM "WARDAH" COSMETIC

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ABSTRACT

This study deals with the analysis of Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram. Wardah is the one famous brand of the beauty from local brand and also every woman use the product of Wardah. It is be a reason why the researcher use a Wardah as an object in the product can be the research. Wardah product has a several slogan in to advertising their product. The objectives of this research is to identify the kinds of persuasive strategies and describe the way or modes persuasive strategy used in slogan advertisement of Wardah Cosmetics. Qualitative research is applied to analyze the data. That the qualitative research is focused on analyzing the data in the form of words, and not about numerical data. The researcher is used 14 slogan advertisement on official account Wardah on Instagram. In collecting the data the researcher browsed the slogan advertisement by search on Wardah official account on Instagram, and then the researcher chosen the slogan advertisement of Wardah to be analyzed. Then next, the researcher identified the slogan, understanding what the kinds of persuasive strategies used in the slogan and the way or modes to persuade consumers. The result of the data analysis show the researcher found and analyzed. The types of persuasive strategies, there are: rationalization (5 data), identification (7 data), suggestion (11 data), conformity (5 data) and compensation (3 data). And the way to persuade consumers, those are: ethos (7 data), pathos (2 data) and logos (5 data).

Keywords: *Persuasive Strategy, Slogan Advertisement, Wardah.*

INTRODUCTION

The one important thing that owned between a connection with human being especially people is language. In making a relationship with the other, people use a language for communication. It is suitable with the definition of the language itself. Language is a system of arbitrators used by humans for communication (Language is an arbitrary vocal symbol used by human being for communication). The study is discuss about the use of language in persuading people in communication on social media or in real life. In the persuasive has an areas that using a persuasive technique or strategies it is an advertising. Advertising is a way to make consumers interested in the form of writing, images, sound and intended to persuade a consumers. In advertisement, slogan is important to emphasize a phrase that the company wish to be remember by consumers. Moreover, slogans often have special language patterns to deliver message of a product. The advertisers can not remove the importance of the sentence structure for slogans since without a good sentence structure the reader will not be able to understand the message of an advertisement.

Marketing and advertising is used in social media especially Instagram, such as the company of product a brand beauty cosmetics from Indonesia it is a very popular in among the women the name is "Wardah". Wardah is one brand of beauty Cosmetics is very popular in among the women, especially in Indonesia. It is be a reason why the researcher use a Wardah as an object in the product can be the research. Wardah product has a several slogan in to advertising their product for example is: inspiring

beauty, feel the color, feel the glow. That slogan has into strategies to make consumers interested with their product, so that the consumers want to buy their product. Nowadays, advertising is become very popular used to sell a product in our society. A company promote their products by using advertising to make consumers interested in their products. A various ways can do to advertise a product is introduce the product by a label, pack, and slogan to make the product different from others. In era today many media can be used to promote their products to consumers, that is a social media. Social media can be used as a tools to introduce a product to a public. One of the social media is Instagram. Many company are compete to create an Instagram account to introduce their products to consumers, no exception is "Wardah".

In digital era everything doing with a mobile phone, especially the slogan from beauty cosmetic by Wardah was chosen in this research because it was very interesting to study. This research is considered important because the product from Wardah very enthused by women. Therefore, the researcher used the slogan to make the consumer. This research aim to investigating about types of the persuasive strategies, what a meaning in the persuasion strategies and what modes persuasion are used in advertisements in a product. While, the results of this study are expected to give a contribution in Discourse Analysis on persuasive strategies in advertisements in a product. The persuasive strategies is very important in daily life, especially in advertisement. This research focused on persuasive strategies used in slogan

advertisements woman Cosmetics Wardah on Instagram. And what a meaning in the persuasion that apply in Wardah Beauty Cosmetics product in their advertising.

METHOD OF RESEARCH

This research was conducted used qualitative design. This research was identified and analyzed persuasive strategies used in advertisements of beauty product Wardah. The qualitative method research procedure which described data. So the results of the analysis will take the form of a variations the language and the meaning used in slogan of persuasive strategies. According to Daymon and Holloway, qualitative research focused on expressions of words even though sometimes the numbers also appear and are used to indicate frequencies. This means that qualitative research is focused on analyzing the data in the form of words, and not about numerical data.

This study was taken the data from the post picture products of Beauty Cosmetics on Wardah official account on Instagram. From this study the researcher found all the advertisements of Wardah from the official account Instagram Wardah (@wardahbeauty). Those account consists of all about the products, picture of the slogan, model in the slogan. In the Wardah beauty cosmetics slogan advertisement. Then, she take a picture of Wardah advertisements slogan from the Wardah official account.

In collecting the original data and valid data. The first, the researcher browsed the slogan advertisement from the Wardah advertisements by search on Wardah official account on Instagram, changes it to text form. The second,

the researcher identifying the slogan advertisement of Wardah to be analyzed. The third, the researcher classifying the slogan, understanding what the kinds of persuasive strategies used in the slogan and the way or modes to persuade consumers that how is used in those advertisements based on the problem of study.

The systematic procedures in conducting the analysis are as follows:

1. Collect the picture about the slogan in Wardah beauty cosmetics advertisements, and then identify the persuasive strategies used in slogan advertisement of Wardah beauty cosmetics.
2. Classifying the data based on the kinds of persuasive strategy, meaning and the way to persuade consumers.
3. Analyzing the data of slogan based on the kinds of persuasive strategy, meaning and the way to persuade consumers.

RESULT AND FINDINGS

After analyzing all the data in the slogan advertisement, the research findings can be reported as follows:

1. From this research, the researcher found there are five types of persuasive strategies using on Wardah Beauty Cosmetics advertisement. They are: rationalization (6 data), identification (7 data), suggestion (10 data), conformity (5 data) and compensation (3 data).
2. From the slogan advertisement of Wardah Beauty Cosmetics the researcher found the way to persuade consumers, those are: ethos (7 data), pathos (2 data) and logos (5 data).

Mostly, in the slogan advertisement of Wardah BeautyCosmetics the types ofpersuasive strategy used in the slogan are rationalization strategy and suggestionstrategy and each advertisement used more than one persuasive strategy in the slogan. And also in the slogan advertisement Wardah Beauty Cosmetics the way to persuade consumers used in the slogan advertisement is ethos.

DISCUSSION

The researcher analyzed them based on the kindsof persuasive strategy such as: rationalization, identification, suggestion,conformity, compensation, projection, and displacement. And the way to persuadeconsumers such as: ethos, pathos and logos.

a. Kinds of Persuasive Strategy

In the data the researcher analyzed found 5 type that the advertiser used inthe slogan advertisement, namely: rationalization, identification, suggestion,conformity and compensation. Mostly, used the rationalization and suggestionstrategy and each advertisement used more than one strategy on the slogan. The following strategies are persuasive strategy which are found this research:

1. Rationalization Strategy

This method also used persuasive word such as impossible words but still make sense or have logical reason. The advertiser should know well about what is needed by their consumers. This kind of persuasive strategy can be found in the data 1, 3, 4, 6, 12 and 13. The statements of the product draw the quality of each product with using convincing words. The following data are which used rationalization strategy:

Data 1: Inspiring Beauty

Analysis: Inspiring Beauty explains that the slogan is included in the rationalization strategy, Based from the sentence "Inspiring Beauty" it shows a logical statement that Wardah products will be an InspiringBeauty for Indonesian women. That way consumers will be interested in the products offered with the slogan Inspiring Beauty.

Data 3: Feel the Brighter You

Analysis: This type of advertising used rationalization strategies based on the functionality of the advertised product. This advertisement tried to show consumers the benefits of the product with a logical statement. The word "Brighter You" in the slogan that means the product have the benefit to give a bright effect on your face when using the product, By making a slogan that fits meaning of the product will easily to persuade the consumer with the quality offered and easily consumers will believe and trust with the product.

Data 3: Feel the New You

Analysis: This kind of advertisement used the rationalization strategy. Rationalization strategy is showing something by giving a logical statement. "Feel New You" By this sentence, consumers will know that there is a new product from Wardah and can give a new you from yourself, In this slogan show the product is a one of skincare from Wardah, that the slogan means want to give a new you from yourself, it can said a new skin condition. With the slogan "Feel the New You" Wardah invites Indonesian women to take care of skin rejuvenation and prevent premature aging. Thus, it is expected that Indonesian women will no longer be worried and remain confident in the face of change according to the slogan, "Feel the New You".

Data 6: Feel Flawless

Analysis: The advertisement from slogan "Feel Flawless" used rationalization strategy and it was logical statement. It is a representation of the benefit or quality of the product it can use on face, and then the product can give flawless look, as needed for the consumer who want the look of the flawless look on the consumer's face. It can be accepted by the consumer's logic.

Data 12: Be Bright Be Ready

Analysis: The strategy used in this slogan advertisement is rationalization strategy. Which can be seen from the slogan "Be Bright Be Ready" used the logical statement which explains about the product. In this slogan of the product can be seen that the product want to give for consumer who have a short time to get ready it can be used this product, The advertising make a slogan so that consumers can choose according to their needs.

Data 13: Simply Shine Simply Chic

Analysis: The slogan advertisement in "Simply Shine, Simply Chic" used the rationalization strategy is representation the quality or the benefit of the product. This product is lipstick, "Simply Shine, Simply Chic" explain that this product give a convenience to consumer who do not want to complicated but want to be instantly beautiful, but with a simple which match the slogan which means shining and beautiful simple which is meant for the convenience in the given the look.

2. Identification Strategy

Identification strategy is the process of identifying consumers. Identification is also required for advertisers and can be

the second key to making their ads successful in the market, because of identification techniques, advertisers know about consumers, namely: young or old, male female or, educated or uneducated, etc. The advertiser also have to analyze the consumer's needed and based on the situation accurate. This kind of persuasive strategy can be found in data: 1, 2, 3, 5, 7, 13 and 14.

Data 1: Inspiring Beauty

Analysis: In this advertisement used an identification strategy, where the identification strategy is for whom the advertisement is formulated or intended, be it for women, men, teenagers, and others. And for the advertisement slogan "Inspiring Beauty" it is clear that the slogan is intended for women from the word beauty contained in the slogan. And also the advertisers try to attract women to use Wardah products in inspiring women in the beauty. So the goal or target in consumers about this product is women or girl.

Data 2: Feel the Color Comfort

Analysis: The type of persuasion used in this slogan is the identification strategy, which is the slogan "Feel the Color Comfort" which is also intended for women who want comfort when they use a lipstick, can be seen from the word "comfort" in the slogan and not only that it is also intended for women who want to use lipstick with colors that are very safe to use every day or certain events that can be seen in the image in the slogan. So the target of this slogan is women or girl who want to keep using lipstick with a safe color without making lips dry and also do not look excessive. That way it will certainly be easier to influence consumers.

Data 3: Feel the Brighter You

Analysis: The next slogan also still used identification strategy in its advertising. In this advertisement, the advertisers use a beautiful women with their hijabs, that have been seen that the product is intended for women, the use of models in the slogan picture to attract to consumers when viewing the advertisement and believe that the product can provide brightness when used on the face that matches the slogan created which is "Feel the Brighter You" and also most of women want a bright looking face.

Data 4: Feel the New You

Analysis: In this advertisement also used strategy identification. The slogan is "Feel the New You" with Wardah Renew You products aimed for women aged 25 and older. This product offers skin cell rejuvenation treatment solutions and prevents premature aging. And also, this product is clearly aimed for women. With the word "new you" which when using the product gets a new skin condition with this facial treatments to prevent premature aging, give bright effects, tighten skin, and disguise fine lines on the face, and can make this product a goal or target for women aged 25 years and older.

Data 5: Feel the Perfection

Analysis: The slogan advertisement in "Feel the Perfection" used the identification strategy in the advertisement. Advertisers used a beauty influencer as an advertising model in it, which the aims to attract consumers when they see beauty influencers are using makeup products from Wardah. The product is certainly targeted at women who work in the office, or an artist, etc. who must look beautiful or perfection in the word "perfection" in the advertisement.

Data 7: Feel The Glow

Analysis: This kind of advertisement used identification strategies in advertisement. This product included in the skincare product. Which is targeted at women who want a bright face, a glowing face, and useful to keep skin healthy, smooth, soft and supple. Women are referred more to teenagers or adults with benefits offered to attract consumers. The advertiser's purpose to make the consumers feel they need the product.

Data 13: Simply Shine Simply Chic

Analysis: The advertisement with the slogan "Simply Shine, Simply Chic" use identification strategies in their advertising slogans. The slogan is contained in lipstick products from Wardah that are means for women who use simply to still look beautiful shining. With a simple product and also the quality resulting from the product that also appears to make the glossy lip.

Data 14: Perfect Line in One Stroke

Analysis: And the last one that used identification strategy is "Perfect Line in One Stroke" the product is intended for women who like to use eye makeup products such as eye liner. The product fits the slogan which means the perfect line in one swipe which is when using the product will make the perfect line easily without having to fuss or difficulty in using it as well as a firm line in one swipe. With the slogan will make consumers feel easier when using eye liner products.

3. Suggestion Strategy

Suggestion is key in persuading consumers. Advertisers must choose the right words to make them acceptable in the minds of

consumers. An attempt to persuade or influence others to accept a particular belief or establishment without providing a logical basis of belief in people who want to be influenced. In this strategy be found in data: 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 which begins with the word feel in front of it. In data from 2-11 the word "feel" can make a consumer to persuade with the product, cause word of feel can bring consumers closer to the existing slogan, the word "feel" will make consumers drift away and feel more involved when using the product. The word will also make consumers that when they use the product will look or feel like what is mentioned in the slogan so that easily consumers will be interested. And for data 12 (Be Bright Be Ready) this slogan can make consumer confident and confident when using the product will speed up in getting ready and also brighten up instantly, with the use of sentences that fit the product will certainly make it easier for consumers to be interested in the product.

4. Conformity Strategy

Conformity is a desire or an act to make itself similar to something else or a mental mechanism to conform to something that is desired. This technique has similarities with identification. Advertisers present only a few things in the same way as the reader, whereas in conformity the author shows that he is capable of acting as the reader himself. Conformity aims to provide an idea of how a product has real capabilities as expected by potential consumers. In the advertisement found conformity strategy in the data: 5, 9, 11, 13 and 14.

Data 5: Feel the Perfection

Analysis: In this slogan used a conformity strategy, which in

this section advertisers want to provide the same product as other brands that also have the same product, with new innovations and with different advantages. With the word perfection in the slogan, the consumer will find a perfection same like another brand.

Data 9: Feel the Refreshed

Analysis: The type of strategy used in this section is a conformity strategy, in this ad advertisers also make the same products as other brands but with better product quality, advertisers just don't want to look less update to products that will be much in demand by consumers. With the word refresh in the ad of course the ad will provide freshness as well as comfort when using the product.

Data 11: Feel the Sun

Analysis: In this ad shows the new advantages and innovations that exist in the product with the benefits in the product. Wardah also wants to provide the same products as other brands but with new innovations and with much better composition. In advertisement used conformity strategy. This product is also intended for those who have outdoor or indoor activities.

Data 13: Simply Shine Simply Chic

Analysis: In this advertisement, Wardah also issued the same product that is lipstick but with different shapes, with different packaging and also with new innovations. This product gives a slogan that will make the consumer easier to stick with the given slogan and also the image of the product in the advertisement. In this advertisement used a conformity strategy.

Data 14: Perfect Line in One Stroke

Analysis: This type of strategy used in advertising is a conformity strategy. This ad with the slogan "Perfect Line in One Stroke" is an eye product from Wardah that is eyeliner, this product is also made to follow the trend, this product also offers with a single swipe obtained perfect line and firm color, thus will keep consumers interested especially for lovers who like to use eyeliner.

5. Compensation Strategy

Data 2: Feel the Color Comfort

Analysis: In this ad shows a product with a new formula, which will provide comfort, which is in the word in the slogan "Feel the Color Comfort" consumers who use this product will feel comfortable with the formula, with the color of the lipstick as well. In this ad use a compensation strategy. In the ad also shows shade color and also full color in packaging. That will not necessarily have advertising other products.

Data 8: Feel the Light

Analysis: Compensation strategies are used in these ads, these ads show the difference in time in the products offered and with different functions as well as new formulas, which this product used not to with the packaging and benefits that as it is now, the ad will make consumers interested in the word "light" which indicates that when using the product it will make the face brighter.

Data 10: Feel the Difference

Analysis: In this advertisement, compensation strategy is applied, in the case give something better and different from the situation before, this product a new benefit in the product. The advertiser uses the word "different" which refers to the differences in formulas or benefits given from previous

products, thus what consumers expect with new formulas already in the product and will make consumers interested in new formulas or benefits.

b. Ways to Persuade Consumers

The second part of research problem in this research is identifying the way to persuade consumers. In this part, the researcher discusses about the way to persuade consumers, the advertiser used persuasive strategies in each data based on theory of Aristotle those are: ethos, pathos and logos. The following table is the list of the slogan and the way to persuade consumers.

1. Ethos

In this research ethos can be found in data 2, 4, 7, 8, 12, 13 and 14. The way to persuade consumer by showing the credibility and the quality of the product. The slogans in the advertisement are representing of the benefit and superiority of the product. In the advertisement, the advertiser also add a picture of the product which can make the advertisement more interest and persuade. For example in the Simply Shine Simply Chic advertisement, the advertiser show the benefit and quality of the product by giving a logical meaning and the picture of the product show the quality of the product. That way consumer can belief and interest to buy a product.

2. Pathos

Pathos in this research found in data 3 and 5. The advertiser persuade or influence the consumer used a function of the consumer emotion. In data 3 and 5 the advertiser show a picture of the woman with a smile in their face. The advertiser tried to show to consumer about this product about this product that people will be happy when using

such products. By using two women who smile sweetly in the ad. It is used to appeal to consumers by looking at the product with a big smile.

3. Logos

Logos in this research can be found in data 1, 6, 9, 10 and 11. The way to persuade the consumer by a logical information and show evidence as the way to attract the consumer. The advertiser also inform about the product. For example in the advertisement: Feel the Difference, the advertiser claimed about the product and give some evidences evidence contained in the product with the benefits contained in the product listed in the advertisement.

CONCLUSION

Based on the research findings. It is obtained some conclusions as follows:

1. There are 5 kinds persuasive strategy used in the slogan advertisement, there are: rationalization (6 data), identification (7 data), suggestion (10 data), conformity (5 data) and compensation (3 data). And mostly used rationalization and suggestion as kind of persuasive strategy.
2. The way to persuade consumers in the slogan advertisement, there are: ethos (7 data), pathos (2 data) and logos (5 data). Mostly, used ethos as the way to persuade consumer.

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