

PERSUASIVE LANGUAGE USED ON ADVERTISEMENTS OF INSTAGRAM POSTS

Bahasa Persuasif yang Digunakan oleh Iklan pada Postingan Instagram

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Abstract

This study aimed to find out the persuasive language on Starbucks advertisements on Instagram posts. The category of persuasive language was referred to Lamb's theory (2014). By using descriptive qualitative method, the researcher collected seventy data of Starbucks advertisements on Instagram posts. Then, the data were analyzed by categorizing and interpreting them into the correct categories. The research result and discussion showed that from 70 data which were taken from Starbucks advertisements on Instagram posts, there were 60 data found by the distribution as follow: 5 data of Alliteration, 6 data of Colloquial Language, 7 data of Connotation, 6 data of Evidence, 6 data of Hyperbole, 8 data of Inclusive Language, 5 data of Imagery, 7 data of Pun, 4 data of Repetition, and 6 data of Simile. The most used of persuasive language on Starbucks advertisements on Instagram posts was Inclusive Language because Starbucks company often use pronoun "we" or "our" to express the same point of view on both the company and customers. Starbucks tries to show the same feeling and sense to the customers to make their connection closer.

Keywords: Persuasive Language, Advertisement, Instagram Posts

Abstrak

Penelitian ini bertujuan untuk mengetahui bahasa persuasif pada iklan Starbucks di postingan Instagram. Kategori bahasa persuasif mengacu pada teori Lamb (2014). Dengan menggunakan metode deskriptif kualitatif, peneliti mengumpulkan tujuh puluh data iklan Starbucks di postingan Instagram. Kemudian, data dianalisis dengan mengkategorikan dan menginterpretasikannya ke dalam kategori yang benar. Hasil penelitian dan pembahasan menunjukkan bahwa dari 70 data yang diambil dari iklan Starbucks di postingan Instagram, ditemukan 60 data, dengan sebaran sebagai berikut: 5 data Alliteration, 6 data Colloquial Language, 7 data Connotation, 6 data Evidence, 6 data Hyperbole, 8 data Inclusive Language, 5 data Imagery, 7 data Pun, 4 data Repetition, dan 6 data Simile. Bahasa persuasif yang paling banyak digunakan pada iklan Starbucks di postingan Instagram adalah Inclusive Language karena perusahaan Starbucks sering menggunakan kata ganti "kami" atau "milik kami" untuk mengekspresikan sudut pandang yang sama baik terhadap perusahaan maupun pelanggan. Starbucks mencoba menunjukkan perasaan dan rasa yang sama kepada pelanggan untuk membuat hubungan mereka lebih dekat.

Kata Kunci: Bahasa Persuasif, Iklan, Postingan Instagram

INTRODUCTION

Persuasion is one of the ways that people communicate with one another. Persuasion as "the process of altering and affirming other people's attitudes, beliefs, values, or behavior." Persuasion is the process of persuading someone to change their mind, views, values, or behavior (Kubro & Suyitno, 2019).

Persuasive language is a form of communication meant to persuade someone to do or believe something. It also encourages people to share your viewpoint and agree with you. Persuasive language, according to Yuliah et al., (2021), is a text that invites or influences someone or the reader to follow the writer's feelings.

Persuasion is described as "the transmission of diverse points of view in the context of making personal, collective, or organizational decisions in order to attract client attention and advertise a product". Persuasion is a difficult and impersonal process. Persuasive communications are designed for a wide range of audiences and captivate the audience fast. While the methods of delivering commercials have evolved to include social media, the fundamentals of effective persuasion have not. Researchers have been interested in the subject of persuasion information through advertising strategies for many years, notably in the last few decades (Miksa & Hodgson, 2021).

Advertising is a type of information or message created by a person, institution/agency, or company to convince and influence people to buy or use a product or service marketed to the general public. The commercial also seeks to deliver information that informs consumers about a product's brand and reminds them of it. The language used in the

commercial should be simple to comprehend and engaging. Drawing attention to something or telling or informing someone about something is what advertising entails. In advertising, a firm or agency would typically choose a slogan that is memorable and appealing to the target audience (Atmaja, 2022).

Persuasive language has been discovered in several articles (Alkhaldeh, 2021)(Romanova & Smirnova, 2019). Emails (Ahangar & Zeynali Dastuyi, 2017), advertising (Romanova & Smirnova, 2019), social e-commerce settings (Luo et al., 2021), and Instagram commercials were all investigated. On the other hand, researches of persuasive language which were done on Instagram advertisement posts appears to be lacking. As a result, the focus of this study was persuasive language used on Instagram advertisement posts, especially from Starbucks advertisement. Starbucks Corporation, headquartered in Seattle, Washington, is an American global coffeehouse and roastery business. It is the largest coffeehouse chain in the world. This corporation are really famous in the society, especially in teenagers and adults. They use their official Instagram account (@starbucks) to promote their advertisements.

There are 21 features that Lamb (2014) has revealed in persuasive language, those are Alliteration, Allusion, Appeals, Analogy, Anecdotes, Colloquial Language, Cliches, Connotation, Emotive Language, Evidence, Expert Opinion, Hyperbole, Inclusive Language, Imagery, Jargon, Metaphor, Pun, Repetition, Rhetorical Question, Sarcasm, and Simile.

- a. Alliteration is the use of words that begin with the same sounds or letters to emphasize a point.
 - b. Allusion is a figure of speech that refers to something indirectly, such as a novel, song, drama, TV show, poem, religious text, historical figure, or event. Because allusions are made in an indirect manner, the reader must draw the link for themselves.
 - c. Appeals. Writers frequently appeal to a reader's awareness of or desire for a variety of emotions, including: fairness, sympathy, nostalgia, compassion, etc.
 - d. To demonstrate a point, an analogy makes a contrast between two items.
 - e. Anecdotes are personal stories that serve to explain a topic in a short amount of time.
 - f. Colloquial language is language that is used in everyday situations. Writers will frequently utilize common language to make themselves appear more approachable.
 - g. Cliches are overused phrases. Cliches, while they should be avoided, allow writers to swiftly explain an idea to their audience.
 - h. Every word has a meaning or connotation. For example, certain words may have the same literal meaning yet have completely distinct implications. Negative or positive connotations are possible.
 - i. Emotive words are words that elicit a strong emotional response in the audience.
 - j. Evidence — such as facts, numbers, statements, or graphs — is frequently used by writers to support their arguments.
 - k. Expert opinions are sometimes used by writers to add weight to their arguments.
 - l. To persuade readers of their point of view, writers frequently exaggerate or overstate something by using hyperbole.
 - m. To capture a reader's attention, utilize inclusive language, such as the words 'we' or 'us.'
 - n. Imagery works on descriptive writing that can be an effective persuasion tool. It is possible to persuade readers by eloquently describing something.
 - o. Jargon is a term that refers to highly specialized terms or phrases that are frequently connected with specific fields of study or research. Jargon aids in the exploration and communication of complicated topics among specialists.
 - p. When one item is described as another, metaphors can help persuade by describing it.
 - q. Pun is a wordplay that frequently uses homophones, homonyms, or rhymes.
 - r. Repetition are words, phrases, and concepts that can be repeated to support an argument and convey a message to the reader.
 - s. Rhetorical question is a question with a clear answer can drive readers to a specific conclusion.
 - t. Sarcasm shows a sarcastic tone.
 - u. Simile works when one object is contrasted to another, discussing it can help persuade.
- There was a research done by Mukarromah (2016) about “Persuasive Strategies Used in iPhone Advertisement Slogans”. There are two goals: to identify the types of persuasive methods utilized in iPhone ad slogans and to describe how those persuasive strategies are deployed. In this study, a qualitative method was used. As a guiding theory, this study uses Keraf's seven persuasion methods (rationalization, identification, hypnosis, conformity, compensation,

projection, and displacements), as well as Aristotle's persuasion theory (pathos, logos, and ethos).

The researchers were interested in doing more discovery on persuasive language on advertisements of Starbucks because there was not any research that used Starbucks as their data.

METHOD

This research was done in qualitative research. Qualitative research is described as the investigation of phenomena, often in-depth and holistically, employing a flexible study methodology and the collecting of rich narrative materials (Moser & Korstjens, 2017). In contrast to quantitative research, qualitative research strives to provide in-depth insights and understanding of real-world problems. It does not introduce treatments, modify, or quantify specified factors.

This method was adopted by the researchers because this study employed text as data and included several processes in data analysis. The information was obtained from this website

<https://www.instagram.com/starbucks/> in the form of photo posts. There were 70 posts taken from the official instagram of Starbucks (@starbucks). The researchers employed photo posts, which were statements and phrases, to assess the data for this study. Reading the photo posts in order to grasp the content of the posts, categorizing the photo posts in line with advertisements/promoting lines, and producing a list of data that have been selected were the three processes taken by the researchers in collecting the data.

The researchers' initial steps in examining the data were to classify it according to Lamb's persuasive

language theory (2014). The next step was to interpret the classified information. The final step was to draw a conclusion to the investigation.

RESEARCH RESULT AND DISCUSSION

The data in this research were analyzed based on Lamb's theory about persuasive language. There are 21 categories of persuasive language. The researcher were taken 70 advertisements on Instagram posts of Starbucks. The distribution of persuasive language used by advertisements of Starbucks on Instagram posts was formed in Table 1.

Table 1
The Distribution of Persuasive Language Used by Advertisements of Starbucks on Instagram Posts

No.	Category of Persuasive Language	Data Found
1.	Alliteration	5
2.	Allusion	0
3.	Appeals	0
4.	Analogy	0
5.	Anecdotes	0
6.	Colloquial Language	6
7.	Cliches	0
8.	Connotation	7
9.	Emotive Language	0
10.	Evidence	6
11.	Expert Opinion	0
12.	Hyperbole	6
13.	Inclusive Language	8
14.	Imagery	5
15.	Jargon	0
16.	Metaphor	0
17.	Pun	7
18.	Repetition	4
19.	Rhetorical Question	0

20. Sarcasm	0
21. Simile	6
Total Findings	60

The data interpretation which were taken from advertisements of Starbucks on Instagram posts were discussed below. Each of category was explained by only one example of advertisements of Starbucks on Instagram posts.

Alliteration

The use of words with similar sounds or letters in order to create a nice sound and to stress the main point.

Image 1.

Source:

<https://www.instagram.com/starbucks/>



53,113 likes
starbucks Brake for coffee breaks. ☺☺☺ #ColdBrew

“Brake for coffee breaks”.

This information was used to introduce the bikers to coffee. Starbucks supports many consumers who want to switch from driving a car to riding a bike since go-green is a program to rescue the world. The statement "Brake for coffee breaks" demonstrated the use of alliteration. Both "Brake" and "Break" had a similar sound. "Brāk" was the similar pronunciation for both

of the words. It was designed to familiarize buyers with the product and made it easy to remember. The words "brake" and "break" were also used to describe the new cycling trend.

Colloquial Language

Colloquial language is a language that is used in everyday situations. It is used by the author to make them appear more authentic, down-to-earth, and practical.

Image 2.

Source:

<https://www.instagram.com/starbucks/>



“To all our Starbucks moms, Happy #Mothersday”.

This information was used to congratulate women on the Mothers' Day. The Colloquial Language could be seen from the word "moms". That word was the informal word of mother. Instead of saying mother, they chose to say mom, to make the customers felt so close to Starbucks. It also showed how Starbucks appreciated all mothers around the world like their own moms.

Connotation

Connotation refers to the meanings of words that are not literal in

nature and are related with sentiments and concepts.

Image 3.

Source:

<https://www.instagram.com/starbucks/>



1,207,927 views
starbucks Meet your new summer crush. 🍫 The all new Chocolate Cream Cold Brew. ❤️ (US & Canada)

“Meet your new summer crush. The all new Chocolate Cream Cold Brew”.

This data introduced a new product of Chocolate Cream Cold Brew. In this data, the researcher used Connotation to persuade the customer. The using of Connotation could be seen in the word "crush". The word crush has a literal meaning as an intense feeling of affection toward another person, but in this context, the word crush was associated with the idea of new drink that is special, attractive and tasty. This data was promoting a new Chocolate Cream Cold Brew, which was be loved by many people. So it was fit into the word "crush" because the drink was wanted and loved by many people.

Evidence

Evidence is a tactic for supporting a topic's argument and persuading the reader when they read the argument

about the issue by employing statistics or other types of evidence in an argument.

Image 4.

Source:

<https://www.instagram.com/starbucks/>



184,804 views
starbucks Starting today, Starbucks® Rewards members will get 25 Stars when you bring your clean, reusable cup into our cafés for your drink order. We'll also continue to take 10¢ off your drink! ❤️

“Starting today, Starbucks Rewards members will get 25 Stars when you bring your clean, reusable cup into our cafes for your drink order. We’ll also continue to take 10\$ off your drink!”.

The using of Evidence could be seen in numbers that were used in the advertisement. The numbers showed the reward (25 Stars) and discount (10\$) for Starbucks members if their bring their own reusable cup for the coffee.

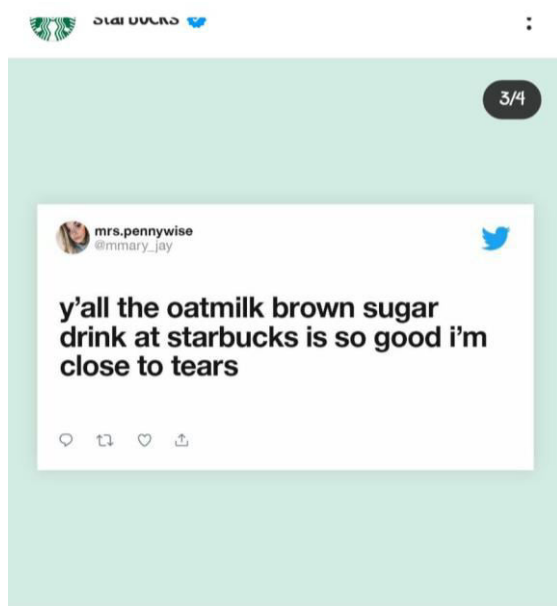
Hyperbole

Exaggeration is synonymous with hyperbole. The writer use this method to emphasize the effect issue or the primary point of the topic. The reader is mobilized to agree to the problem as a result of this intensification of the issue's influence.

Image 5.

Source:

<https://www.instagram.com/starbucks/>



“The oatmilk brown sugar drink at Starbucks is so good I’m close to tears”.

The using of Hyperbole could be seen from the statement "I’m close to tears". The customer has tasted the drink which became her favourite drink but it was so exaggerating when she said that she almost cried after tasting it. How could a drink make people cry for it.

Inclusive Language

The kind of language that gives the idea that both the writer and the reader are on the same page. The reader and the author share the same viewpoint on the subject. The use of "we" and "our" to convey a sense of shared thought between the writer and the reader is a distinguishing feature of this language.

Image 6.

Source:

<https://www.instagram.com/starbucks/>



“Can we get a first day of spring vibe check?”.

Inclusive Language was found in the statement “Can we get a first day of spring vibe check?”. In this statement, Starbucks used pronoun “we” in order to create an impression that they were in the same side with the customers. They had the same issue and they understood about it. The issue that they faced was the question that whether they got the same spring vibe by drinking Starbucks coffee in spring edition.

Imagery

Imagery is a type of descriptive writing that can be used to persuade others. By elegantly describing something, you can persuade readers.

Image 7.

Source:

<https://www.instagram.com/starbucks/>



108,863 likes

starbucks The new Impossible™ Breakfast Sandwich: an @impossible_foods plant-based sausage patty, aged cheddar cheese and a cage-free fried egg on artisanal ciabatta bread. 😊 You've gotta taste it to believe it. US Only

“The new Breakfast Sandwich: a plant-based sausage patty, aged cheddar cheese and a cage-free fried egg on artisanal ciabatta bread. You’ve gotta taste it to believe it”.

Imagery was found in the statement “The new Breakfast Sandwich: a plant-based sausage patty, aged cheddar cheese and a cage-free fried egg on artisanal ciabatta bread. You’ve gotta taste it to believe it”. In this statement, Starbucks introduced their new food which was a plant-based sandwich. The advertisement described the ingredients of the food and how the food was served. It made customers to imagine the taste of the sandwich.

Pun

The use of a word or terms that have similar sounds but different meanings. A joke might be made out of a disparity in meaning in order to lighten a situation.

Image 8.

Source:

<https://www.instagram.com/starbucks/>



“You’re a pump-CAN, not a pump-CAN’T”.

This data used Pun in promoting the menu related to pumpkin. The used of Pun could be seen from the words “pump-CAN and pump-CAN’T”. Those words referred to “pumpkin” since Starbucks promoted about pumpkin coffee, but they played on the words. To make it memorable, Starbucks called it pump-CAN to motivate the customers to be able or can do everything. That’s why, instead of saying pumpkin, they chose “pump-CAN” to make their drink was easy to remember.

Repetition

The use of repeated words or phrases to emphasize the main idea is known as repetition. The writer hopes that repeating the words or phrases will persuade the reader to concur with the point of view.

Image 9.

Source:

<https://www.instagram.com/starbucks/>



“Toasted vanilla: the heart of a vanilla bean with the soul of a crème brûlée. New Iced Toasted Vanilla Oatmilk Shaken Espresso”.

Repetition strategy could be seen from the advertisement “Toasted vanilla: the heart of a vanilla bean with the soul of a crème brûlée. New Iced Toasted Vanilla Oatmilk Shaken Espresso”. There was a repetition of “vanilla”. Vanilla referred to Starbucks new flavour drink. They wanted to emphasize the product by using the repetition of the characteristics of the drink. They emphasized how the vanilla was made into a drink with the additional tasty flavour.

Simile

A comparison of two distinct items. The words “as” and “like” are frequently used in simile.

Image 10.

Source:

<https://www.instagram.com/starbucks/>



“Today feels like an Iced Matcha Latte day”.

The use of Simile could be seen from “Today feels like an Iced Matcha Latte day”. Starbucks wanted to compare the drink like the weather at that day. The drink in the photo was so bright and cool so they wanted to tell the customer that it felt like bright and cool day.

From the previous data results, it was found that from 70 Starbucks advertisements on Instagram posts, there were only 60 categories found related to persuasive language. There was not any data found in Allusion, Appeals, Analogy, Anecdotes, Cliches, Emotive Language, Expert Opinion, Jargon, Metaphor, Rhetorical Question, and Sarcasm category. From the findings, it was found that Inclusive Language occurred the most in 8 times. This happened because Starbucks often uses word “we” or “our” to express that Starbucks have the same point of view, feeling and sense to the customers.

Starbucks makes their connection to be closer.

This research was in line with a research which was done by Rudito & Anita (2020). They found 39 data of persuasive strategies in Burger King's Instagram post caption. They only found 13 out of 25 categories, they are Anecdote, Assonance, Cliché, Connotation, Evidence, Everyday/Colloquial Language, Hyperbole, Imagery, Inclusive Language, Pun, Repetition, Rhetorical Question, and Simile.

CONCLUSION

Based on the research result and discussion, it was found that persuasive language was used in Starbucks advertisements on Instagram posts. Referring to Lamb's theory, there are 21 categories of persuasive language. In this research, there were 10 categories of persuasive language were found. They were Alliteration, Colloquial Language, Connotation, Evidence, Hyperbole, Inclusive Language, Imagery, Pun, Repetition, and Simile. From 70 data which were taken from Starbucks advertisements on Instagram posts, there were 60 data found, by the distribution as follow: 5 data of Alliteration, 6 data of Colloquial Language, 7 data of Connotation, 6 data of Evidence, 6 data of Hyperbole, 8 data of Inclusive Language, 5 data of Imagery, 7 data of Pun, 4 data of Repetition, and 6 data of Simile.

The study intends by no means to be an exhaustive treatment of persuasive language. It calls for further linguistic studies to shed more light on persuasion in other discourse as the present study hopefully it paves the way for future work on this underexplored area of research.

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