

**PERSUASIVE LANGUAGE FEATURES ON  
MULTIMODAL TEXT OF INDONESIAN VERSION OF  
ORIFLAME PERFUME CATALOGUE OF  
JULY 2014 EDITION**

**THESIS**

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## ABSTRACT

Ulfa, Maria. 2015. **Persuasive Language Features on Multimodal Text of Indonesian Version of Oriflame Perfume Catalogue of July 2014 Edition.** Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Esti Junining; Co-supervisor: Eni Maharsi

Keywords: discourse analysis, multimodal text, mode, Indonesian version of Oriflame perfume catalogue, persuasive language.

Advertisement is applied to persuade the viewer within several modes. Therefore, advertiser should consider attracting images and persuasive texts. The writer conducts a study concerning on some theories of persuasive language features proposed by Lakoff (1982) about linguistic novelty, Geis (1982) about linguistic techniques, and Searle (1999) about speech acts. The problem of the study is what the features of persuasive language related to multimodal texts on Indonesian version of Oriflame perfume catalogue of July 2014 edition are.

This study used qualitative approach in relation to the use of phenomenon description. It is included into document analysis because it is applied in written advertisements by analyzing the texts.

The present study reveals that within four multimodal advertisements, there are ten findings about absence of subjects and verbal auxiliaries, eight uses of semantic anomaly, and two uses of pragmatic novelty, seven uses of imperative structures, one term of announcing, one rhetorical question, one elliptical comparative, one finding of constituting product name, seven assertives, eight directives, one expressive, and one declarative. It is shown that all of advertisements employ all theories of persuasive language features. It indicated that advertiser considers the strategy and effectiveness of persuasive language features in order to obtain act of the reader to purchase a particular product.

The writer suggests for the next researchers who will conduct a study about persuasive language feature to employ the other aspects in analyzing the text, like stylistic analysis, word formation process, and language functions.

## ABSTRAK

Ulfa, Maria. 2015. **Karakteristik Bahasa Persuasif pada Multimodal Text dari Katalog Parfum Oriflame Berbahasa Indonesia Edisi Juli 2014**. Program Studi Bahasa Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Esti Junining (II) Eni Maharsi

Kata Kunci: analisis wacana, multimodal teks, sistem tanda, katalog parfum Oriflame berbahasa Indonesia edisi Juli 2014, bahasa persuasif.

Iklan digunakan untuk mengajak masyarakat melalui berbagai sistem tanda. Oleh sebab itu, pembuat iklan harus memperhatikan gambar yang atraktif dan bahasa yang persuasif. Penulis melakukan sebuah studi yang memfokuskan pada beberapa teori tentang karakteristik bahasa persuasif dari Lakoff (1982) tentang linguistik kebaruan, Geis (1982) tentang teknik linguistik, dan Searle (1999) tentang tindak tutur. yang ada pada multimodal teks dari katalog parfum Oriflame berbahasa Indonesia edisi Juli 2014. Rumusan masalah dalam penelitian ini, yaitu: Apa saja karakteristik dari bahasa persuasif pada multimodal teks dari katalog parfum Oriflame berbahasa Indonesia edisi Juli 2014.

Studi ini menggunakan pendekatan kualitatif yang berhubungan dengan deskripsi fenomena. Hal ini termasuk ke dalam analisis dokumen karena diaplikasikan pada iklan tertulis dengan menganalisis gabungan dari sistem tanda.

Studi terkini mengungkapkan bahwa di dalam empat data dari multimodal teks, terdapat tujuh penemuan tentang ketidakadaan subjek dan kata kerja pelengkap, delapan penggunaan arti kata yang aneh, dua penggunaan kebaruan pragmatis, tujuh struktur dari bentuk perintah, satu istilah mengumunkan, satu penggunaan pertanyaan yang tidak perlu dijawab, satu penggunaan perbandingan, satu penggunaan dari pengubahan nama produk, tujuh pernyataan penegasan, delapan pernyataan bentuk perintah, satu pernyataan bentuk ekspresif, dan satu pernyataan deklarasi. Hal ini menunjukkan bahwa semua iklan menggunakan semua teori dari karakteristik bahasa persuasif. Hal ini menunjukkan bahwa pembuat iklan mempertimbangkan strategi dan keketifan dari berbagai macam karakteristik bahasa persuasif agar memperoleh suatu tindakan yang diharapkan dari pembaca untuk membeli produk tersebut.

Penulis menyarankan pada peneliti berikutnya yang akan mengambil sebuah studi tentang karakteristik bahasa untuk menggunakan berbagai macam aspek dalam menganalisis teks, seperti analisis gaya bahasa, proses pembentukan kata, dan analisis fungsi bahasa.

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