

THE ANALYSIS OF NONVERBAL PERSUASIVE TECHNIQUES USED IN SHARK TANK'S PITCH PRESENTATION

¹Abdul Hamid Satrio Pinasthiko, ²Mariana Ulfah Hoesny, ³Pritantina Yuni Lestari, ⁴Isnaini Nur Safitri

Politeknik Negeri Malang, Indonesia
Corresponding author: ah.satrio0@gmail.com
089503310132

ABSTRACT

This study addressed the analysis of persuasive techniques employed in pitch presentations found on the official Shark Tank YouTube account. The analysis of persuasive techniques was conducted within the domain of nonverbal communication. The research objective is to identify the nonverbal persuasive techniques utilized in pitch presentations on Shark Tank. The research adopted a case study design. Data collection methods encompassed observation and documentation, while tables served as instrumental tools within this research. Content analysis was applied as the analytical framework. The research drew upon Adler and Rodman's theory of nonverbal communication as its guiding theoretical foundation. The results of the study can be summarized as follows; first, out of the eight identified nonverbal communication elements, only four were found to be present in pitch presentation: posture and gesture, face and eye movements, voice, and physical appearance and attractiveness.

Keywords: *nonverbal communication, persuasive techniques, pitch presentation*

INTRODUCTION

According to Hall, Horgan, & Murphy (2019), the common element of social life is the absence of verbal signals; there is almost no domain of social experience that is not linked to it. Without any linguistic content or everything but the word, nonverbal clues are determined as expressions of face, body and voice. Manusov (2016) also defined non-verbal cues are defined as anything other than language that we use to communicate with others. In conclusion, in day-to-day life, verbal communication played an inseparable role, as it was connected to all aspects of social existence. Therefore, non-verbal cues were perceived as supporting elements in the communication process, distinct from the use of language itself. Non-verbal cues encompassed diverse examples of codes, including kinesics (body movements), proxemics and territory (personal space and spatial arrangements), haptics (touch), facial expressions, gaze behavior, and vocalics or paralanguage (tone, pitch, and vocal cues). Additionally, there were other classifications, such as olfactics (smell), objectics (personal possessions and appearance), and environmental elements. Therefore, non-verbal cues played a significant and integral role in the communication process.

Persuasion techniques are a powerful set of language tools for changing attitudes and influencing responses, which do not explicitly impose views upon the recipient. Instead of raising sales, persuasive techniques are employed in advertising for building rapport and increasing brand awareness (Cockcroft et al., 2014) cited in (Romanova & Smirnova, 2019). Besides, based on (Adler & Rodman 2006)'s statement in their book *Understanding Human Communication*. Nonverbal communication appears to mean "communication without words" if non means "no" and verbal means "words". It's a good starting point, considering the difference between vocal communication by mouth and speech communication with words. When this is the case, it's obvious that some nonverbal messages are spoken while others aren't. This can also be divided into several categories; posture and gesture, face and eyes, voice, touch, physical appearance and attractiveness, distance and

territory, time and physical environment. So, nonverbal communication was a method of conveying information to others without using words. It proved to be a powerful means of communication, capable of conveying various types of information in an indirect and subtle manner. Therefore, employing this channel could assist its users in achieving their communication goals effectively.

Aulet and Anderson (2012), as cited in Williams (2013) stated that any generic pitch can be evaluated in general based on the content or delivery of the pitch. The pitch consists of twenty minutes slide presentation, giving an overview of the new enterprise to investors. The term "pitch" was first used in this context around the mid-nineteenth century ("Pitch," 1989) cited in (Coughter, 2012), at the tail end of the Western Industrial Revolution and the concurrent globalization of previously geographically constrained markets. It can be inferred that a pitch consisted of a concise presentation aimed at introducing the company and its various novel aspects to potential investors. The primary goal of such promotional efforts was to attract investors and secure investments in the product.

The author stumbled upon a segment of a Shark Tank pitch presentation video on the social media platform TikTok. This indicates that social media can indirectly serve as a learning medium for its users. Although such content may not receive much attention, it is essential to be given more consideration, especially by the younger generation. It is possible that today's young individuals are the potential future entrepreneurs who may encounter situations similar to the content found in the Shark Tank video. Persuasion is a skill that can bring advantages to its users and can be applied in various contexts, including pitch presentations. Proper application of persuasive techniques enables the user to prompt the audience to take the desired actions. Therefore, the author has an idea to delve further into the implementation of persuasive techniques, with pitch presentations as one of the specific areas of application. Persuasive techniques and pitch presentation are the main topics in this research, as explained by the author above. As a result, using shark tanks as object of the research is a relevant option that can help this research achieve its objectives.

Furthermore, the author intends to seek additional findings while staying within the scope of this research. This will be accomplished by searching for material or conducting data analysis on two categories: FNB (foods and beverages) and Daily Necessities industry. The fields were chosen with a comprehension that the two fields have a significant influence. As it

is well known, the two fields are related and have become the needs of today's society. As a result, the data to be analyzed will be divided equally between the two topics. The goal is to discover whether the use of specific persuasive techniques in each field is different or the same. The research's findings are expected to be helpful to readers by providing an overview of nonverbal persuasive techniques in pitching that can be applied in everyday life.

METHOD

This research used a case study as the research design and qualitative research was deemed as an appropriate method for this research. Persuasive techniques and pitch presentations were two examples of social phenomena that were prevalent in contemporary society. the focus of analysis was on pitch presentation videos from Shark Tanks's Global official YouTube account. To be more specific, the focus was only on the pitch presentation. These videos were published in 2022. A total of 2 videos were analyzed and in order to collect data, the author utilized observation and documentation methods. The researchers also utilized worksheets as a research's instrument to facilitate the analysis of the collected research data.

Data Analysis

Typically, content analysis is performed on forms of human communications; this may include permutations of written documents, photographs, film or video, and audiotapes, but can also include street signs, graffiti, personalized license plates, and names of online avatars (Lune & Berg, 2017). This aligns with the subject of the current research, specifically focusing on video pitch presentations. Tables were employed to facilitate the analysis process, aiding in the identification of some cases related to persuasive techniques, encompassing both verbal and nonverbal cues. The following is an example of the provided table:

Table 1 Table for The Analysis of Nonverbal Persuasive Techniques used in Shark Tank’s Pitch Presentation

No	Utterance	Persuasive techniques

FINDINGS AND DISCUSSION

Research Question #1 What kind of non-verbal persuasive techniques used in Shark Tanks’ pitch presentation?

Table 2 The Result of Analysis on Nonverbal Persuasive Techniques used in Daily Necessities Presenter

No.	Nonverbal Communication	Amount	Percentage
1	Posture and gesture	13	48%
2	Face and eye	6	22%
3	Voice	7	26%
4	Physical appearance and attractiveness	1	4%
Total		27	100%

Based on the data in the table 2, the video pitch presentation ‘A Bidding War Breaks Out During Scrub’ Daddy’s Pitch, Shark Tank US, Shark Tank Global’ contains nonverbal communication such as; 13 times posture and gesture, 6 times face and eye, 7 times voice, and 1 physical appearance and attractiveness. The findings indicated that nonverbal communication in the form of posture and gesture had a higher frequency of usage compared to others. For instance, the images below were a cut scene taken from video 1:



Figure 1 Finding of Nonverbal Communication in the form of Hand Pointing

Based on figure 1, it can be observed that the presenter in video 1 utilized nonverbal communication in the form of posture and gesture, specifically hand pointing. The presenter held the product with his left hand and pointed to it using his right hand. This was intended to showcase and emphasize their product. The presenter aimed to capture the audience's attention and make them focus more on the product. Therefore, this finding can be classified into nonverbal communication in the form of posture and gesture.



Figure 2 Finding of Nonverbal Communication in the form of Using Hands

Furthermore, in figure 2, the presenter is conducting a demonstration by using a spatula to scrub a stain. It can be observed that this figure illustrates the use of nonverbal communication in the form of hand movements. In the demonstration, the presenter aimed to persuade the audience by making them aware that their product is capable of removing various types of stubborn stains that even resist removal with a spatula. Based on this explanation, this scene can be categorized as nonverbal communication through posture and gesture.

Table 3 The Result of Analysis on Verbal Persuasive Techniques used in Food and Beverage Presenter

No.	Nonverbal Communication	Amount	Percentage
1	Posture and gesture	15	46%
2	Face and eye	9	27%
3	Voice	9	27%
Total		33	100%

Based on table 3, it can be found several nonverbal communications that is used in ‘Wicked Good Cupcakes are Left with a Wicked Choice, Shark Tank US, Shark Tank Global’. There are 15 times posture and gesture, 9 times for face and eye and voice. Based on these findings, it can be stated that posture and gesture represent the most prevalent discoveries in the realm of nonverbal communication. As an example, a segment from video 4 will be presented in the following image:



Figure 3 Finding of Nonverbal Communication in the form of Nodding Gesture

Based on the depiction in figure 3, the presenter demonstrated a nodding gesture. This gesture was used by the presenter to confirm the statements made by the audience, expressing agreement. Furthermore, the presenter employed the nodding gesture to clarify the information under discussion. The audience sought to validate the presenter's earlier statements concerning store ownership, and the presenter reciprocated this confirmation using the nodding gesture. Hence, the aforementioned excerpt exemplifies the utilization of nonverbal communication through posture and gesture.



Figure 4 Finding of Nonverbal Communication in the form of Making a Showing her Body Gesture

From figure 4, the presenter exhibited an attention-grabbing gesture by gesturing towards her body. The presenter aimed to capture the audience's attention using this gesture. This gesture was made when one of the audience members appeared to be uncertain about the business being discussed. The presenter responded to this by employing the aforementioned gesture. Based on this explanation, the excerpt in image 8 can be classified as an instance of using nonverbal communication through posture and gesture.

Discussion

Regarding the aspect of nonverbal communication, the utilization of nonverbal communication elements such as posture and gesture, face and eye movements, and voice was evident in pitch

presentations across both industry categories. These findings were supported by previous research conducted by Al-Ghamdi and Alghofaily (2019), which stated that there were findings on the use of nonverbal persuasive techniques. Among all American participants, nonverbal persuasive techniques using hands were found with a percentage of 100%, and nonverbal persuasive techniques hand pointing accounted for 50%. As for Saudi participants, the use of nonverbal persuasive techniques using hands was found to be 100%, while nonverbal persuasive techniques hand pointing accounted for only 25%.

Previous research conducted by Gozalova et al. (2016) highlighted the significance of facial expressions as a vital source of information, especially regarding an individual's emotions. The interlocutor's facial expressions provide insights into their emotional responses and serve as a means of regulating the communication process. Additionally, eye contact can convey assurance and sincerity, although in certain cultures, prolonged eye contact is considered highly rude. Direct eye contact (face to face) can indicate assurance, interest, agreement, and respect. However, there is another perspective suggesting that intense eye contact may indicate hesitation, shame, or even negative thoughts, revealing emotions such as neglect, disregard, and scorn. Fleeting glances, on the other hand, can convey arrogance and haughtiness.

These findings are consistent with previous research conducted by Valeiras-Jurado (2019). In his findings, she discussed the subject of persuasion in pitch presentations, which can be divided into intonation, word choice, and gestures. The findings highlight the presence of all three nonverbal communication aspects in pitch presentations. This observation underscores the undeniable significance of these elements in the persuasive process. The utilization of nonverbal communication aids in enhancing the likelihood of success in the persuasive endeavor. It further emphasizes the crucial role played by nonverbal cues in effectively conveying messages and fostering positive audience responses during pitch presentations.

However, when it comes to the findings related to physical appearance and attractiveness, these findings are supported by previous research conducted by Mayer (2021). The dress styles of the pitchers were categorized, and no significant differences were observed. The majority of pitchers, 18 (69%) in both groups, utilized their company logo or uniform to convey a cohesive brand image. In total, ten (19%) pitchers opted for business casual attire, while five (10%) pitchers chose formal clothing. This indicates that physical appearance and attractiveness can be used as persuasive strategies.

However, the findings from previous research conducted by Santiago-Guervos (2019) revealed a lack of correlation between nonverbal communication in the form of physical appearance and attractiveness in the analyzed pitch presentations. A similar outcome was also evident in the research conducted by Valeiras-Jurado (2019), where no instances of nonverbal communication related to physical appearance and attractiveness were found in the results. These collective findings suggest that the utilization of nonverbal communication in the context of physical appearance and attractiveness remains relatively overlooked in pitch presentations. Additionally, these disparities in findings might be attributed to differences in the guiding theoretical frameworks for analysis, as the current research employs Adler and Rodman's theory of nonverbal communication.

CONCLUSION

After conducting the analysis, conclusive insights have been drawn from the current research. Out of the eight identified nonverbal communication elements, only four were found to be present in pitch presentation: posture and gesture, face and eye movements, voice, and physical appearance and attractiveness. Body gestures emerged as the most prominent nonverbal communication aspect,

showcasing its potential in supporting pitch presentations. Fundamentally, persuasive techniques are employed to convince the target audience, a principle that also holds true in pitch presentations. Utilizing persuasive techniques in pitch presentations significantly enhances the likelihood of success. Consequently, crafting appropriate strategies for employing persuasive techniques is essential to achieving successful pitch presentations.

ACKNOWLEDGEMENT

All praise and gratitude to God, as His mercy enabled the author to complete this report. The author would also like to extend his heartfelt thanks to all the individuals who dedicated their valuable time and provided guidance throughout the process. Lastly, the author acknowledges that this research was a work in progress and recognized the need for further improvement. Hence, the author warmly welcomed any constructive criticism and valuable suggestions aimed at enhancing the overall quality of the thesis. The author's aspiration was that this thesis would offer a comprehensive perspective to a wider audience, enriching their understanding of the subject matter.

REFERENCES

- Al-Ghamdi, N. A., & Alghofaily, R. (2019, September 9). Cross-Cultural Linguistic Analysis of Persuasive Techniques in Shark Tank. *International Journal of English Language Education*, 7(2). doi:10.5296/ijele.v7i2.15416
- Coughter, P. (2012). *The Art of The Pitch: Persuasion and Presentation Skills that Win Business* (1st ed.). New York, United States of America: Palgrave Macmillan. doi:10.1007/978-1-137-51233-8
- Gozalova, M. R., Gazilov, M. G., Kobeleva, O. V., Seredina, M. I., & Loseva, E. S. (2016, July). Non-Verbal Communication in the Modern World. *Mediterranean Journal of Social Science*, VII(4), 553-558. doi:10.5901/mjss.2016.v7n4p
- Hall, J. A., Horgan, T. G., & Murphy, N. A. (2019). Nonverbal Communication. *Annual Review of Psychology*, 70, 271-274. doi:https://doi.org/10.1146/annurev-psych-010418-103145
- Lune, H., & Berg, B. L. (2017). *Qualitative Research Methods for the Social Science* (9th ed.). Edinburgh Gate, Harlow, England: Pearson Education.
- Manusov, V. (2016, October). Nonverbal Communication. *The International Encyclopedia of Communication Theory and Philosophy*, 1-2. doi:10.1002/9781118766804.wbiect096
- Mayer, L. M. (2021, June 9). Shark Tank: The Influence of the use of Rhetoric and Non-Verbal Communication on Investment Outcome. *Bachelor's Thesis*, 1-57. doi:10.21256/zhaw-24570
- Romanova, I. D., & Smirnova, I. V. (2019). Persuasive techniques in advertising. *Training, Language and Culture*, III(2), 55-70. doi:10.29366/2019tlc.3.2.4
- Santiago-Guervós, J. d. (2019, November). Rhetorical Analysis of a Discourse Model in the Business World: Elevator Pitch. *Círculo de Lingüística Aplicada a la Comunicación*. Retrieved from <https://dx.doi.org/10.5209/clac.66597>

Valeiras-Jurado, J. (2019). a case study of persuasive oral presentations in business and academia.
Modal coherence in specialised discourse.

Williams, A. (2013, May). A Study on The Art and Science of Pitching New Businesses. 16-17.