

An Analysis Persuasive Language Used in Sony Global Advertisement

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ABSTRACT

In this digital era, accessing mass media is increasingly easy through the internet, sparking interest among people. Some even rely on technology for their daily lives. Advertising plays a significant role in persuading audiences to act on products, services, and ideas. The key aspect of effective advertisements lies in using persuasive techniques. Brands like Sony utilize persuasive language techniques to attract consumers, especially given the accessibility of technology-based products. This research analyses persuasive techniques in Sony's video ads, offering valuable insights for effective advertising content.

This research is a case study that investigates a phenomenon in more depth, in this case a video advertisement. The data of this research are ten video advertisements from Sony. In collecting data, the researcher observed verbal persuasive techniques. The data collection instrument used is direct observation conducted by researchers on ten video ads from Sony taken from the official YouTube account. The typology used in this study is a typology of verbal persuasive techniques from (Kannan and Tyagi 2018)

There are two techniques mostly used by Sony namely, avoidance of negative and association. To describe the products, Sony gives a positive impression of the product and how to use it. besides that, Sony also links a product or service with something already liked by the viewers to create a rational transfer.

Keywords: *advertisement, persuasive, video*

INTRODUCTION

In this digital era, people are increasingly easy to access mass media. The ease of accessing mass media using the internet makes people interested in using it. Even some of them do live depending on technology, for example in industry. makes it easier for them to advertise the products they sell. Advertising is mass media content intended to persuade audiences and viewers to take action on products, services, and ideas (Abdelaal 2014).

Advertising helps to inform the customers about the brands available in the market and the variety of products useful to them. Furthermore, advertising is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited. (Kannan and Tyagi 2018) also stated that everything matters in an advertisement. The kind of colour, background, people who are appearing, the words used by the people are all matters in advertisements. Advertisers need to be aware of the persuasive language that will best sell a given product to consumers (Permatasari and Yulia 2016). The most important aspect in making advertisements is the aspect of persuasive techniques.

Persuasive means to persuade or influence subtly to the other person. The key idea is that in a free society, reasoning is a method of decision-making. Compared to other behaviours, the use of persuasion is more effective and significant in changing human behaviour (Kubro and Suyitno 2019). 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. The methods of delivering commercials have evolved to include social media, the fundamentals of effective persuasion have not (Losi and Rosida 2022).

Understanding and analysing persuasive language used in high involvement product advertising is crucial. High involvement products are those that require significant consumer consideration and decision-making due to their complexity, high cost, or potential impact on the consumer's life Jain (2019). Analysing persuasive language in this context can provide valuable insights into how these techniques influence consumer behaviour and decision-making processes. By conducting a comprehensive analysis of these persuasive techniques, the research aims to provide insights into the effectiveness of different strategies in influencing consumer behaviour and decision-making in the context of high involvement products. The findings of this study can be valuable for marketers and advertisers in developing more impactful and persuasive advertising campaigns for high-end products, ultimately leading to increased brand awareness, customer engagement, and sales.

This research analyses persuasive language in advertisements from a company in the field of technology called Sony. According to www.statista.com Sony sold 20 million camera units in 2021. It is an interesting fact since the price of the camera is approximately 15 until 100 million. Therefore, the study was inspired to investigate how Sony persuaded customer through the advertisement of camera product. It is expected that this research can benefit the reader for being referenced and can gain more knowledge about persuasive techniques used in advertisements. Besides that, the researcher also hopes that the reader can get a better understanding of what kind of persuasive techniques are used to make effective advertisements.

METHOD

This research used case study research method with qualitative approach. Doing case study research would be the preferred method, compared to the others, in situations when (1) the main research questions are “how” or “why” questions; (2) a researcher has little or no control over behavioral events; and (3) the focus of study is a contemporary (as opposed to entirely historical) phenomenon. The current research identifies and analyzes persuasive strategies used in sony global advertisement. the method of analysis uses Kanan tyagi theory which refers to the analysis of verbal language in an advertisement. In qualitative research the main instrument is researcher. According to (Miles, Huberman, and Saldana 2014), the primary instrument in the study is the researcher himself or herself. The method of data collection were observation and documentation. The observations were made through analyzing persuasive language in Sony product commercials.. The analysis focuses on verbal persuasive technique and also the characteristics of the advertisements used. Document analysis focuses on analyzing and dealing with communication research. The researcher concentrated on examining the transcript of the "Sony" advertisement video acquired from its official YouTube channel.

FINDINGS AND DISCUSSION

What are the types of persuasive language strategies used in Sony Global advertisement?

Verbal Persuasive Techniques Used in Sony Global

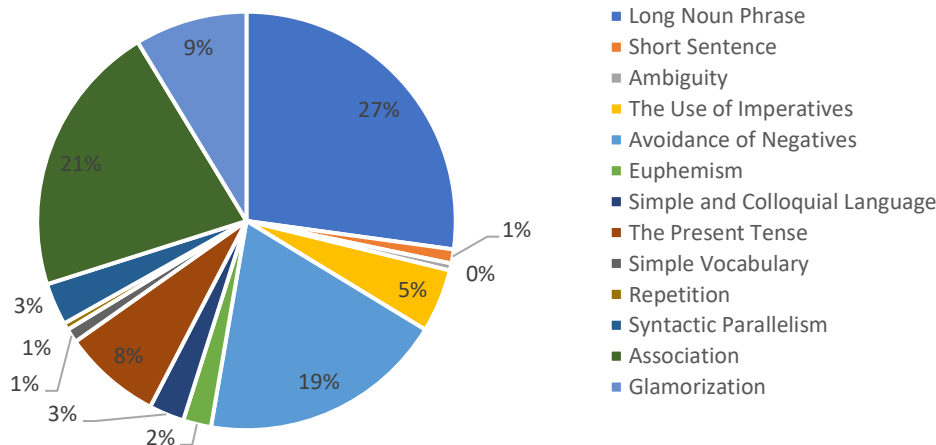


Figure 4. 1 verbal persuasive techniques used in Sony video ads

Based on the pie chart above, it can be concluded that Sony products often use verbal persuasive techniques in the form of long noun phrase (27%), short sentence (1%), ambiguity (1%), the use of imperatives (5%), avoidance of negatives (19%), euphemism (2%), simple and colloquial (3%), the present tense (8%), simple vocabulary (1%), repetition (1%), syntactic parallelism (3%), association (21%), glamorization (9%). There were two techniques mostly used by Sony namely, long noun phrase and association. To describe the products, Sony gives a positive impression of the product and how to use it. Besides, Sony also links a product or service with something already liked by the viewers to create an Rational transfer. Long noun phrase and association strategy was displayed by the words used in the video advertisement that stating the product name, specification, function, and linked to the product. in addition to increase brand awareness and used to link products or services with something that was already liked or desired by the audience to create an emotional transfer or positive impression from the liked aspect to the promoted product or service.

Upon analysing the findings, the current researcher found that long noun phrase technique was the most used technique in the videos; this is not in line with research conducted by (Nggara, Jayantini, and Candra 2021) who analysed the persuasive techniques used in Frankie Magazine Ads. Nggara et. al used Keraf's typology and identified that the verbal persuasive techniques that appeared in this previous study were identification, suggestion and compensation with the most dominant persuasive technique being the suggestion technique. but in this study, the researchers used Kannan and Tyagi's theory which is the same in definition and function. in this study only found the most dominant long noun phrase verbal persuasive technique which means the same as rationalization in Keraf's typology. The different results may be due to product differences, whereas in the research of Nggara et. al, the advertising product is Frankie Magazine advertisement, while in the current research, the advertising product is Sony.

Furthermore, there were discrepancies from this study in the investigation conducted by Kubro and Suyitno (2020). The verbal persuasive components of word choice and phrases were investigated. However, the research findings were similar to this study in that persuasive language had to be great in order to retain the product's favourable image. In the current investigation, long noun phrases were shown as domestically intended techniques in every sentence. When describing the device, Sony painted a positive picture of it and how to use it. Changes in the promotional media employed could

explain the hypothesized results. Unlike Kubro and Suyitno's study, which employed daily newspapers as promotional media, the current study used video advertising as promotional media.

Next, there were 13 techniques used in the ads of Sony as found in the current study was in line with Brier and Jayanti (2020) Research. Their research was proposed to identify the types of persuasive language used in advertisements in Forbes magazine and to analyse the dominant types of persuasive language found in the advertisements. As in the current study, according to Brier and Jayanti, there are 13 types of persuasive language used in Forbes magazine advertisements: long noun phrases, short sentences, avoidance of negative, use of imperatives, weasel words and repetition, hyperbole, simple and colloquial language, alliteration, ambiguity, repetition, glamorization, and syntactic parallelism. The analytical results suggest that the most dominating persuasive tactic used was a long noun phrase, which is consistent with the current study. Previous research and the current study employed the same idea to evaluate verbal persuasive strategies used in commercials. In compared to the previous research, the present researcher has chosen video advertising.

This study also has similarities and differences with some previous studies which had been conducted by Rozalina (2020), Permatasari and Yulia (2016). The similarities are on the persuasive technique used to analyse verbal communication. The next similarity is about the object that is analysed its persuasive language. Research conducted by Rozalina (2020) and Permatasari and Yulia (2016) has similar results, namely the long noun phrase as the type verbal persuasive techniques that are the same as the current research. The previous studies and the current study also investigate verbal persuasive techniques applied in advertisements. In comparison to the research, the current researcher choosing the video advertisement.

CONCLUSION

In conclusion, it can be concluded that Sony used verbal persuasive strategies in its advertisements that convey detailed information about their products, including features, specifications, and benefits that can be obtained by consumers. By providing clear explanations and convincing facts, Sony Global builds trust in their products and leads the audience to make decisions based on logic and a deep understanding of the product's advantages. This rational persuasive strategy helps Sony to differentiate itself from its competitors and influence consumers' purchasing decisions by providing compelling reasons why their products are worth choosing. This is evidenced by the identification of thirteen uses of verbal persuasive strategies, namely the techniques of long noun phrase, short sentence, ambiguity, use imperatives, avoidance of negatives, euphemism, simple and colloquial language, the present tense, simple vocabulary, repetition, syntactic parallelism, association, glamorization. The dominating usage is long noun phrase and also association which by definition and function are used to provide additional information and details about the object or feature being described. and also, to connect the product being advertised to a desirable set of values or trait

The researcher has some suggestions that are recommended to utilize the full potential of persuasive techniques in their advertisements, especially by relying on the appeal of technology-based products that are currently more accessible. In addition, this study suggests continuously monitoring consumer trends and preferences to create advertising content that is effective and relevant to the audience, so as to increase brand competitiveness and influence viewers more effectively. The researcher believes that future researchers will investigate other parts of persuasive strategies in advertisements because there are numerous compelling domains that can be investigated. It is also preferable to use the theory or typology of persuasive strategies developed by other specialists so that it can be compared to this thesis. Furthermore, future researchers are expected to be able to discuss their findings with other researchers who are working on similar topics in order to reduce the objectivity of their analysis.

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