

ANALYSIS OF VERBAL PERSUASIVE TECHNIQUES USED IN SKINCARE ADVERTISEMENTS OF NIVEA

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ABSTRACT

Advertising is crucial for human life, influencing mass through various media. Skincare brand like Nivea utilize persuasive techniques to attract consumers, ensuring trustworthiness and understanding. This research analyses persuasive techniques in men's and women's skincare video advertisements, offering valuable insights into effective advertising strategies. This research is a case study that studies a phenomenon in more depth, in this case video advertisements. The total data in this study are six skincare advertisements from the Nivea. In collecting data, researchers observed the skincare advertisements from Nivea. furthermore, this study analysed the verbal persuasive techniques. The data collection method used is direct observation done by the researcher. The typology used in this study is Keraf's (2007) typology of verbal persuasive techniques.

The results of the analysis indicate that identification technique (42%) is the most common verbal persuasive technique while the least common verbal persuasive technique is projection (2%). Finally, more than 50% of the respondents also shared the same opinion with these findings. Through this study, the researcher hopes that this research can benefit the advertiser to make a good skincare advertisement for men and women.

Keywords: *Case study, Nivea, Persuasive Techniques, Skincare Advertisements,*

INTRODUCTION

Everyone communicates with each other. Communication is the process of conveying information, ideas, and messages verbally and non-verbally from one person to another person or group. Rogers and Kincaid (1981) define communication as a process in which two or more people form of exchange information between each other, which in turn results in deep mutual understanding. Communication activities will occur when human interacts with other humans, therefore it can be said that communication occurs as a result of social relations. This understanding implies that communication cannot be separated from human life, both as individuals and as a group. English plays a crucial role in the field of communication and advertising in today's globalized era. As stated by Crystal (2018), a prominent language expert, "English has become a global communication tool that dominates the worlds of business, technology, and entertainment." In the realm of communication, English enables individuals from diverse cultural backgrounds to effectively communicate, facilitating the exchange of information and cross-border understanding. In advertising, English is paramount in crafting influential campaigns and creating captivating slogans and taglines for consumers worldwide. As emphasized by Levinson (2021), an advertising expert, "English allows advertisers to reach a wider audience and influence them with the right words." Thus, understanding and mastering English are essential for professionals in the fields of communication and advertising to achieve success in engaging with an interconnected global market.

Advertising is a commercial and non-personal communication about an organization and its products that is transmitted to a target audience through mass media such as television, radio, newspapers, magazines, direct mail (direct mailing), outdoor billboards or public transport (Faber et.al, 2004). According to Basuki (2000), advertising is divided into two types, namely commercial and non-commercial advertising. Commercial advertising itself or often called business advertising, aims to increase company profits and also increase sales figures. While non-commercial advertisements are advertisements containing educational information for the public not for economic gain but for social gain. In addition, the purpose of advertising is to provide information, remind, add value, accompany and persuade consumers and potential customers.

Persuasive comes from the English word, to persuade which means to invite, persuade or order. Therefore, persuasion is a strategy used so that the message someone want to convey is understood and trusted by others when communicating. According to Devito (2011) most communication or talks are persuasive. Talks of politicians, trials, religious leaders and advertisers. In most conversations persuasive communication is carried out by letting other people (persuadee) be free to do whatever they want after the persuader (persuader) tries to convince what is expressed through spoken and written language. Spoken language is a form of language that is expressed directly using spoken words while written language is a form of language that uses written text as an intermediary. The role of persuasive in advertising as an effort to invite someone to accept an attitude or belief through logical (reasoning) and emotional appeal (Shimp, 2003). In advertisements, there are usually invitation sentences that can build a person's attraction to buy an item. Language in advertisements contains persuasive techniques and language styles that have their respective goals in attracting consumer interest.

According to the Top Brand Index 2022 released by the Top Brand Awards on its official website, it states that in the category of sun care Nivea is in the first place as well (Top Brand Award, 2022). Furthermore, in the category of hand & body lotion; male & female deodorant; and moisturizer crème, Nivea are in the upper rank. This shows how popular and trusted the products of Nivea are. For this reason, the researcher chose Nivea as the object for the current research because they are already very well known. Besides that, another reason the researcher uses this brand because Nivea have a good marketing communication strategy that can attract a lot of customers to used or repurchase goods from Nivea.

This study aims to analyse the use of verbal persuasive techniques in skincare video advertisements of Nivea. There are six video ads selected by the researcher. There are several reasons for the researcher to take English-language advertising videos to analyse in this study, namely, English is a global language widely understood and spoken across different regions. Analysing these ads provides insights into strategies used to engage a broad international audience. Secondly, it reflects the influence of globalization on advertising practices, showcasing how brands adapt to resonate with diverse markets and the role of English as a global language. Additionally, studying English-language ads helps investigate the impact of English language on consumer behavior, as linguistic elements shape perceptions and buying decisions. This research analyses the verbal and nonverbal persuasive techniques used in the advertisements by adopting typology from experts. Verbal persuasive techniques adopt Keraf's (2008) typology.

METHOD

This study is qualitative research applying a case study method. Descriptive method was used by exposing the state of the object in the form of video data from YouTube. This explanation describes the verbal persuasiveness used in skincare advertisements of Nivea on YouTube media based on existing facts. There was no manipulation on the data taken from skincare advertisements of Nivea on YouTube. Phenomena in real-life contexts in the current study was explored from the

real data. Multiple sources of evidence were taken from observation (questionnaire with total of 35 respondents and direct observation).

For the brand, this research used video advertisements from Nivea on its official YouTube account with the total of six video. In detail, the six video advertisements advertise face wash, night cream, body lotion and crème products.

This research has several steps which are mentioned as follow: collecting the video advertisements, transcript the video, watching the video advertisements, preparing worksheet, identifying the verbal persuasive techniques, classifying the verbal persuasive techniques, rechecking and drawing conclusion. To make the analytic process easier, worksheets were used to help identify contexts involving verbal persuasive strategies. The example of the provided table is as follows:

Table 1 Worksheet for the analysis of verbal persuasive techniques used in Nivea skincare advertisements

Advertisement 1								
Brand Name: product name (Youtube Link)								
No.	Detail	Verbal Persuasive Techniques						Sentences/ Utterances
		RAT	IDT	SUG	COF	COM	DIS	
1.	Scene 1							
2.	Scene 2							
3.	Scene 3							
4.	Scene 4							
Amount		0	0	0	0	0	0	0
Percentages		0%	0%	0%	0%	0%	0%	0%
Total		0						

Notes:
 RAT: Rationalization
 IDT: Identification
 SUG: Suggestion
 COF: Conformity
 COM: Compensation
 DIS: Displacement
 PRO: Projection

Table 2 The Coding System for The Verbal Persuasive Techniques

Codes	Colour	Verbal persuasive techniques
RAT	Red	Rationalization
IDT	Orange	Identification
SUG	Yellow	Suggestion
COF	Green	Conformity
COM	Blue	Compensation
DIS	Pink	Displacement
PRO	Purple	Projection

For the data analysis, the researcher adapts the data analysis theory from Miles and Huberman (1994) by organizing data, describing into units, synthesizing, structuring into patterns, choosing which ones are important and which was studied, and making conclusions that can be told to others. Activities in data analysis are data collection, data reduction, data display and data conclusion drawing / verification.

FINDINGS AND DISCUSSION

What are the verbal persuasive techniques used in Nivea skincare advertisements?

There were six videos released by Nivea that were analysed in the current study. Three videos from Nivea are skincare videos about milk delight face wash, Q10 anti-wrinkle replenishing night cream and body lotion. Then the other three videos are from Nivea Men's skincare products, namely mud serum foam, dark spot reduction face wash, and crème. Each video was analysed in term of its verbal persuasive techniques.

DATA 1

Table 3 Analysis of Verbal Persuasive Techniques Use in Video “Nivea Milk delight face wash”

Advertisement 1								
Nivea Milk Delight Face Wash								
No.	Sentences / utterance	Verbal Persuasive Techniques						
		RAT	IDT	SUG	COF	COM	DIS	PRO
1	It's time to awaken your senses							
2	Smell the goodness of milk and rose water							
3	So good to touch							
4	Your skin will love that healthy look							
5	Available in rose, gram flour, saffron, and honey for your skin type							
Amount		3	3	2	0	0	0	1
Percentages		33%	33%	22%	0%	0%	0%	11%
Total		9						

As seen in the table 3, In the first sentence, the voice actor says "It's time to awaken your senses". The advertiser tries to use the first-person pronoun "you" referring to the audience - buyers and potential buyers that it is the right time to awaken your senses. The advertiser is trying to position themselves as the target market that the product will appeal to. Therefore, this sentence belongs to the identification type.

The next sentence that was said by the voice-over is "Smell the goodness of milk and rose water". Here the advertiser is trying to tell the audience that Nivea's latest face wash product is made from a mixture of milk and rose water which produces a fragrant and soft fragrance. Based on this explanation, this sentence belongs to the rationalization type because the advertiser mentions the main ingredients of this product and the benefits of the product, namely the fragrance produced from this product.

After displaying the product main ingredients, the advertiser moves to the sentence "So good to touch" which means that the combination of milk and rose water contained in this face wash product can produce soft and supple facial skin so it is very comfortable to the touch. The advertiser is also trying to convince the audience with this sentence so that the audience - buyers and potential buyers - are interested in buying this product. Therefore, this sentence is included in the rationalization type because the advertiser mentions the benefits of this face wash product. In addition, the researcher also found that this product is also included in the suggestion type because the advertiser tries to convince the audience and instill confidence in the audience that this product has benefits that can make their skin soft and supple.

The next sentence is "Your skin will love that healthy look" which means that after using this product, the audience - buyers and potential buyers - will get satisfying results, namely their facial skin looks healthy. Here, the advertiser tries to put themselves as the audience by using the first-person pronoun "you" which will make the audience feel privileged. In addition, from the sentence, the advertiser is also trying to tell if this product is suitable for the audience who want healthy facial skin. Based on this description, this sentence is included in the identification type because the advertiser tries to position himself as the audience. In addition, this sentence also contains target market aspect, namely people who want to have healthy facial skin. The use of first-person pronouns is also used in this sentence to make the audience feel privileged. In addition, this sentence is also

included in the type of suggestion where the advertiser tries to instill confidence in the audience that after using this product, the audience will get healthy facial skin. Furthermore, this sentence is also included in the projection technique because the benefits offered are future-oriented and involve the feelings of the audience.

The last sentence on this advertisement said that "Available in rose, gram flour, saffron, and honey for your skin type" which means that this Nivea face wash product is available in various options including rose, gram flour, saffron, and honey. The advertiser also mentions that these product choices are suitable for your face type ranging from oily to sensitive to dry to normal. Therefore, the researcher includes this sentence in the rationalization type because the advertiser mentions the variety of this product. In addition, this sentence is also included in the identification type because the sentence "for your skin type" refers to the target market of this product where the sentence indicates that this product is suitable for people with all types of facial conditions such as oily, dry, sensitive to normal. First-person pronouns are used again here to make the audience feel privileged.

DATA 2

Table 4 Analysis of Verbal Persuasive Techniques Use in Video “Nivea Q10 Anti-Wrinkle Replenishing Night Cream”

Advertisement 2							
Nivea Q10 Anti-Wrinkle Replenishing Night Cream							
No.	Sentences/utterance	Verbal Persuasive Techniques					
		RAT	IDT	SUG	COF	COM	DIS
1	Maximize your skin's night time hydration						
2	With a double concentration of Q10						
3	To reduce the look of deep wrinkles						
4	For smoother visibly firmer skin in just 7 days						
Amount		3	3	1	0	0	0
Percentages		43%	43%	14%	0%	0%	0%
Total		7					

According to the table 4 displayed, this video starts with the first sentence which was said "Maximize your skin's night time hydration". Here the advertiser is trying to tell the audience that night time is the right time to maximize facial skin hydration. In addition, this sentence also implies the intention that this product is very suitable for people who like to use skin care before bed or at night. Therefore, this sentence is included in the identification type because the advertiser tries to attract the audience's interest by mentioning the problem of skin conditions that are less hydrated at night. In addition, the use of the first-person pronoun "you" will make the audience feel privileged. Then, the researcher also finds that this sentence is also included in the suggestion type because the advertiser tries to instill trust or belief in the audience if night is the appropriate time to hydrate facial skin to make the audience interested in buying the product.

The next sentence that was said by the voice-over is "With a double concentration of Q10" which means that this product contains a double concentration of Q10 main ingredients and is not or has never been used by other brands or products. Based on this, the researcher finds that this sentence belongs to the rationalization type where the advertiser mentions the main ingredients used in the mini mala cream product, namely Q10.

The third sentence in this advertisement said that "To reduce the look of deep wrinkles". In this sentence, the advertiser mentions the benefits of this product which can reduce the appearance of visible wrinkles. This sentence also means that this product is suitable for people who have facial conditions that have wrinkles and are usually 30 years old and above. Therefore, the researcher classifies this sentence as a rationalization type because the advertiser is trying to convey to the audience the benefits of this product. In addition, this sentence is also included in the identification

type because there is a sentence "wrinkles" which indicates the target market of this product, namely women 30 years and over with obvious wrinkle problems.

The last sentence of this ads said that "For smoother visibly firmer skin in just 7 days" which means that after using this product, in addition to reducing wrinkles, this product can also make the skin look smoother and firmer in just 7 days. In this sentence, the advertiser is also trying to tell the audience that if they want soft and firm skin in a short time, this product is a suitable choice. In addition, the advertiser tries to attract interest and convince the audience that this product has advantages that do not exist or have never been offered by other products or brands in the sentence "in just 7 days". Based on this explanation, this sentence belongs to the rationalization type because the advertiser mentions the benefits of this product. In addition, this sentence is also included in the identification type because the advertiser tries to attract and interest the audience by mentioning their target market, namely women who want smooth and firm skin in a short time.

DATA 3

Table 5 Analysis of Verbal Persuasive Techniques Use in Video “Nivea Nourishing - Wear your skin with pride”

Advertisement 3								
Nivea Nourishing - Wear your skin with pride								
No.	Sentences/utterance	Verbal Persuasive Techniques						
		RAT	IDT	SUG	COF	COM	DIS	PRO
1	Why do we do it? Cover up... tone down... Hide. Instead of choosing boldness							
2	Celebrate the skin you're in with NIVEA rich nourishing							
3	Our triple layered care of deep moisture serum							
4	Natural almond oil and vitamin E							
5	Enriches your skin for 48 hours							
6	It's time to show off your best skin							
7	Choose to wear your skin with pride every time							
Amount		6	4	1	0	0	0	0
Percentages		55%	36%	9%	0%	0%	0%	0%
Total		11						

As seen in the table 5 displayed, this ad is narrated with the first sentence which was said "Why do we do it? Cover up... tone down... hide. Instead of choosing boldness" which indicates the problem that every woman has which is dry and problematic skin. The use of first-person pronouns makes the audience feel privileged. In this sentence, the advertiser tries to position himself as a viewer who experiences skin problems that make him insecure. Therefore, this sentence belongs to the rationalization type as the advertiser tries to start this ad by describing the problems faced by almost all women who become less confident because of skin problems and offers solutions to become more confident by using this product. In addition, this sentence is also classified as identification type because it uses personal pronouns and indicates the target market, namely women who have skin problems so that they become less confident.

The next sentence said that "Celebrate the skin you're in with Nivea rich nourishing" which means if the audience loves their skin, this Nivea product is perfect for women who care about their skin. The researcher then classifies this sentence into the rationalization type because it mentions the name of this Nivea product so that the audience can know, remember and be interested in buying this product. In addition, this sentence is also included in the identification type because the words "Celebrate the skin you're in" refer to the target market of this product, namely women who pay more attention to their skin. In addition, the advertiser uses the first-person pronoun "you're" so that the audience feels privileged.

After mentioning the product name, the advertiser tries to mention the main ingredients used in this product in the sentence "Our triple layered care of deep moisture serum". In this sentence, the

advertiser mentions that this product contains a moisturizing serum with three layers of protection. The advertiser is also trying to mention the benefits of this product which offers three layers of protection after using this product. Based on this, this sentence belongs to the rationalization type because the advertiser mentions the main ingredients and benefits of the product.

The next sentence said "Natural almond oil and vitamin E" where the advertiser tries to highlight the main ingredients of this product, namely natural almond oil and vitamin C. the use of the word "natural" by the advertiser aims to convince the audience that the almond oil contained in this product is pure. Therefore, this sentence is included in the rationalization type because it mentions the main ingredients of this product with convincing words to attract the audience to be interested and buy this product.

Then, in the next sentence which was said "Enriches your skin for 48 hours" the advertiser tries to convey the message that after using this product, the audience will get healthy skin that can last up to 48 hours. Therefore, this sentence is included in the rationalization type because the advertiser mentions the benefits of using this product which can nourish the skin for a long time.

The next sentence said "It's time to show off your best skin" where the advertiser tries to convince the audience that now is the right time for them to be more confident and show their best skin by using this product. The use of the first-person pronoun "your" is also intended by the advertiser to make the audience feel that this product is intended for them. Based on the explanation above, the researcher finds that this sentence is included in the rationalization type because the advertiser mentions the benefits of this product that can nourish the skin and make the audience more confident in showing their nourished skin after using this product. In addition, this product is also included in the identification type because of the use of personal pronouns to make the audience feel privileged.

After showing the benefits of this product, in the next sentence, the advertiser tries to convince the audience with the sentence "Choose to wear your skin with pride every time". In this sentence, the advertiser is trying to convince the audience that this product can help them to get nourished skin and help them increase their confidence level every time. This sentence also uses first person pronouns to make the audience feel that this product is only for them. Therefore, the researcher finds that this sentence belongs to the identification type because it uses first-person pronouns and the target market of this product is women who want nourished skin. This sentence is also included in the suggestion type because the advertiser tries to convince and suggest the audience to choose this product if they want their skin to be always nourished and be confident.

DATA 4

Table 6 Analysis of Verbal persuasive Techniques use in video “Nivea Men Mud Serum Foam”

Advertisement 4								
Nivea Men Mud Serum Foam								
No.	Sentences/utterance	Verbal Persuasive Techniques						
		RAT	IDT	SUG	COF	COM	DIS	PRO
1	Sunlight causes uneven skin tone							
2	Will you fix it like a lady? No!							
3	Fix it the men with mud, foam, serum							
4	The first three-in-one cleanser							
5	Your brightening mud serum foam							
6	One, apply mud. Two, add water, Mud turns to foam. Three, wash off while serum hydrates and brighten skin 10 times more easy							
Amount		4	5	0	0	0	0	0
Percentages		44%	56%	0%	0%	0%	0%	0%
Total		9						

According to the table 6, this video starts with the sentence "Sunlight causes uneven skin tone" where this sentence states the consequences of sun exposure that makes the skin mottled. Therefore, this sentence is included in the identification type because this sentence states the problem faced by most people who do a lot of activities under sun exposure, namely striped skin.

The next sentence said "Will you fix it like a lady? No!" where the actor tries to convey the message that men can also eliminate these skin problems in a different way than women usually do. In this sentence the advertiser is trying to attract male viewers, especially those who have skin problems exposed to the sun but are confused because they don't want to be labeled feminists. In this sentence there is also a gender issue where the advertiser is trying to attract men to buy this product which is made specifically for men. The use of personal pronouns, namely "you", is used by the advertiser so that the audience feels that this product is intended for them. Therefore, this sentence is included in the identification type because there is the use of personal pronouns and the target market of this product is men who have skin conditions exposed to the sun.

The next sentence is "Fix it the men with mud, foam, serum" which means that when men's skin is exposed to the sun, the right way to get rid of the skin condition is to clean the face with a mixture of mud, foam, and serum. Therefore, this sentence belongs to the rationalization type because it mentions the main ingredients of this product so that the audience can know what ingredients are contained in this product. In addition, the researcher also finds that this sentence belongs to the identification type because the advertiser uses personal pronouns, namely "men" to indicate their target market.

The next sentence said "The first three-in-one cleanser" where the advertiser tries to highlight the advantages of this product which is the first facial cleanser that has 3 main ingredients namely mud, foam, and serum. Based on this, this sentence is included in the rationalization type because the advertiser tries to highlight the advantages of the product being advertised.

The next sentence is "Your brightening mud serum foam" where the advertiser is trying to convey the message that this mud serum foam product can help the audience in brightening their face. In this sentence, the advertiser tries to emphasize the benefits and also the main ingredients in this product. In addition, the use of the personal pronoun "Your" also indicates that the advertiser is trying to get closer to the audience so that the audience can feel that this product is indeed suitable for them. Therefore, this sentence is included in rationalization with the element of benefits and main ingredients in the sentence. In addition, this sentence is also included in the identification type because there is a target market in this sentence.

The last sentence in this ad said "One, apply mud. Two, add water, mud turns to foam. Three, wash off while serum hydrates and brightens skin 10 times easier" where in this sentence, the advertiser tries to show how to use this product and how the benefits are produced after using this

product. Therefore, this sentence is included in the rationalization type because the advertiser is trying to provide information on how to use the product. In addition, this sentence is included in identification because the target market of this product is for men who often do activities outside the home and are often exposed to sunlight and for those who want bright facial skin.

DATA 5

Table 7 Analysis of Verbal persuasive Techniques use in video “Nivea Men Dark Spot Reduction Face Wash”

Advertisement 5								
Nivea Men Dark Spot Reduction Face Wash								
No.	Sentences/utterance	Verbal Persuasive Techniques						
		RAT	IDT	SUG	COF	COM	DIS	PRO
1	You never know when the spotlight falls on you	Red	Orange	Yellow				
2	So make sure it's not your dark spots that get noticed		Orange	Yellow				
3	Use this			Yellow				
4	It has lucy net which is 10 times more effective than vitamin C	Red						
5	it reduces dark spots for clean clear skin	Red	Orange					
6	be spotlight ready every day		Orange	Yellow				
Amount		3	4	4	0	0	0	0
Percentages		27%	36%	36%	0%	0%	0%	0%
Total		11						

Based on Table 7, the first sentence in this advertisement said "You never know when the spotlight falls on you" trying to convey the problem that most men face where they do not know when they will be in the spotlight at an event or activity so they must be aware of it. This sentence also uses the personal pronoun "you" which is addressed to the audience so that they feel privileged. In addition, the advertiser uses Ranveer Singh to show the audience that this product has been trusted by the artist and can make you as confident as the artist. Based on the explanation above, the sentence is included in the rationalization because the advertiser tries to start this ad by bringing up the problems faced by most men. In addition, this sentence is also included in the identification type because there is the use of personal pronouns and the target market of this product is people who like the spotlight or attention and want to look perfect. The researcher also finds that this sentence uses the suggestion type where the advertiser uses a model/brand ambassador and testimonials from the model to convince the audience to be more interested in the product.

The next sentence said "So make sure it's not your dark spots that get noticed" meaning that the model is telling the audience not to let the dark spots on their face steal the show. In this sentence, the advertiser is trying to tell viewers who have black spots on their face to treat the problem immediately so that it does not make people focus on the dark spots. Therefore, this sentence is included in the identification type because the advertiser tries to say that this product is suitable for men who have black spots on their face so that it makes the wrong focus on it. In addition, this product is also included in the type of suggestion because the advertiser tries to convince the audience of the problem that men often face, namely black bitterness.

Then the next sentence said "Use this" where the model suggests the audience, especially men who have black bitnik problems on the face, to use this product. Based on this, this sentence is included in the identification type because in addition to using the model/brand ambassador, the advertiser is also trying to persuade the audience to use this product with this sentence.

The next sentence said "It has lucy net which is 10 times more effective than vitamin C" which means that this product contains lucy net which is more active up to 10 times than vitamin C. The researcher finds that this sentence belongs to the rationalization type because it mentions the main ingredient of this product, namely lucy net.

In the next sentence which was said "it reduces dark spots for clean clear skin" the advertiser tries to emphasize the benefits of this product which can reduce black spots and make facial skin cleaner and clearer. This sentence is also suitable for men who have skin problems, namely black

spots on the face and want clean and clear facial skin. Based on this, the researcher finds that this sentence belongs to the rationalization type because the advertiser tries to show the benefits of this product. In addition, this sentence is also included in the identification type because there is a target market that the advertiser is trying to highlight.

Then in the last sentence, the advertiser tries to persuade the audience to be interested in this product with the sentence "be spotlight ready every day" which means that by using this product, the audience will become more confident with clean facial skin and avoid black bitniks so that they can become a stunning spotlight. Therefore, the researcher finds that this sentence belongs to the identification type where this product is perfect for men who are confident, like to be highlighted, and be the center of attention. In addition, this product is also included in the suggestion type because the advertiser is trying to convince the audience to buy this product.

DATA 6

Table 8 Analysis of Verbal persuasive Techniques use in video "Nivea Men Crème"

Advertisement 6		Verbal Persuasive Techniques						
Nivea Men Creme								
No.	Sentences/utterances	RAT	IDT	SUG	COF	COM	DIS	PRO
1	When it comes to what men want	■	■					
2	We went back to basics		■	■				
3	Men like convenience		■	■				
4	So we created a tool they can take anywhere	■	■					
5	Men like attention to detail		■	■				
6	Men like masculine colors		■	■				
7	So we made it dark blue and silver		■	■				
8	Men like a fast-absorbing		■	■				
9	So we made it without any grease	■						
10	Men, this is your cream		■	■				
11	Nivea Men it starts with you		■	■				
Amount		3	9	7	0	0	0	0
Percentages		16%	47%	37%	0%	0%	0%	0%
Total		19						

Based on the table 8, this ad starts with the phrase "When it comes to what men want" which means that the advertiser is trying to mention a problem or issue that exists in the lives of men. The use of the word "men" also indicates that the advertiser is trying to grab the audience's attention that this product is specifically aimed at men. Based on this, the sentence is included in the rationalization type because the advertiser tries to mention a logical statement to attract the audience's attention. In addition, there is a target market element that the advertiser is trying to convey that this product is intended for men so this sentence is also included in the identification type.

The next sentence said "We went back to basics" which means that the Nivea brand is trying to convince the audience that their product is going to match the wishes of most male audiences who like something "basic" which is simple and uncomplicated. The use of the personal pronoun "we" also indicates that the brand specifically made this product to meet the needs of the male audience so that the audience can feel privileged. Therefore, this sentence belongs to the identification type because there is an aspect of the target market that the advertiser wants to bring in, which is men who like simple and uncomplicated products. This sentence is also included in the suggestion type because the advertiser is trying to convince the audience that on average, most men like basic thing.

This third sentence said "Men like convenience" which means that men like something or things that are comfortable and provide ease of use. Based on this, the sentence is included in the identification type because the advertiser mentions the target market of this product which is men who like cream products that are comfortable and provide convenience when used. In addition, this product is also included in the suggestion type because the advertiser tries to instill confidence in the

audience that men like something that provides comfort and convenience so that the audience can agree with that belief and be interested in buying this product.

The next sentence said "So we created a tool they can take anywhere" which means that Nivea made this cream product with a product design or packaging that can be taken anywhere by the audience. The advertiser is also trying to tell the audience that this product is suitable for men who like products that are simple and easy to carry anywhere. Therefore, this sentence is included in the rationalization type because the advertiser tries to highlight the benefits of this product, namely packaging that can be carried anywhere. In addition, this product is also included in the identification type because there is a target market targeted by this product, namely men who like convenience or comfort.

The next sentence said "Men like attention to detail" where this sentence means that most men like something or something detailed. The use of the personal pronoun "men" also indicates that this product is specifically for men. In this sentence, the advertiser is also trying to understand the behavior and needs of its audience, namely men who pay attention to the details of something or something and in this case is the packaging of this product. Based on the explanation above, the sentence is included in the identification type because there is a target market, customer behavior and the use of personal pronouns. In addition, this product is also included in the suggestion type because the advertiser tries to convince the audience those men like details.

The next sentence said "Men like masculine colors" which means men like masculine colors. In this sentence the advertiser again tries to use customer behavior and beliefs to attract the attention of the audience to be interested in trying and buying this product. This sentence also means that for men who like masculine colors. Masculine colors themselves are often associated with men because they are related to strong, manly, firm, formal and other manly things. Advertisers also use "men" to indicate their customers so that the audience is attracted to this product. Therefore, this sentence is included in identification because there is a target market, the use of personal pronouns and the advertiser's attempt to incorporate customer behavior into this advertisement. In addition, this sentence is also included in the suggestion type because the advertiser tries to convince the audience those men like masculine colors.

The next sentence said "So we made it dark blue and silver" meaning that Nivea made the packaging of this cream product silver and dark blue so that it can represent the meaning of the masculine color in question. therefore, this sentence is included in the identification type because this product is suitable for men who like masculine and solid colors and represents men. the combination of silver and dark blue also adds a simple and basic impression to the product so that it is not too flashy.

The next sentence said "Men like a fast-absorbing" which means that most men like the type of product that easily or quickly absorbs into the skin. In this sentence, the advertiser also uses the personal pronoun "men" to attract male viewers to try and buy this product. The advertiser is also trying to use customer behavior into this sentence and ad where they instill a belief or trust in the audience those men like something that absorbs easily. Therefore, this sentence belongs to the identification type because there is a target market, the use of personal pronouns and the use of customer behavior to attract the audience to try and buy this product. This sentence is also included in the suggestion type because the advertiser is trying to instill trust in the audience.

The next sentence said "So we made it without any grease" which means that Nivea made this product without oil content so that it is easily or quickly absorbed into the skin. Based on this explanation, this sentence is included in the rationalization because the advertiser tries to highlight the benefits of this product, namely without containing oil so that it easily absorbs into the skin.

The next sentence said "Men ... this is your cream" which means that this cream product is intended specifically for men. In this sentence the advertiser tries to convince the audience that this

product is indeed specialized for them. In this sentence, the advertiser tries to tell the audience that this product is suitable for men who like something that absorbs quickly, is easy to carry around, and with a masculine design and solid color.

The last sentence in this ad said "Nivea Men it starts with you" which is also the slogan at the end of every Nivea Men fish video which means that Nivea wants to promote skincare to men by reminding them that 'It starts with you'. Nivea also wants to promote the fact that when men feel positive, they will see it reflected in their appearance and attitude. Therefore, this sentence falls into the suggestion type because the advertiser is trying to convince the audience that change in men starts with themselves.

What are the most common verbal persuasive techniques found (dominant) in Nivea skincare advertisements?

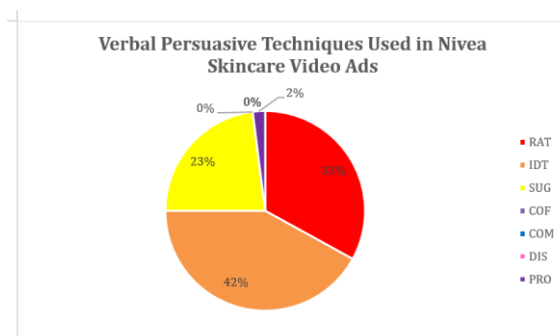


Figure 1 Verbal persuasive techniques used in Nivea skincare advertisements

Based on the pie chart on figure 4.1, it can be concluded that skincare products from the Nivea brand often use verbal persuasive techniques in the form of identification (42%), rationalization (33%), and suggestion (23%). This can be seen from their skincare product advertisements that display the benefits, ingredients, and product names that aim to increase brand awareness to the audience so that they can recognize and remember the advertised product so that they are interested in trying or buying the skincare products. In addition, Nivea also often uses personal pronouns and mentions the needs and problems that the audience often faces so that the audience feels special. Last, Nivea uses beliefs and influences the audience to want to try and buy its products with appealing sentences and testimonials from product users.

CONCLUSION

Conclusion

From the discussion, it is concluded that the six skincare advertisements of Nivea's used persuasive strategies in verbal communication after performing this research. The skincare video advertisements of Nivea's used the four verbal persuasion strategies of rationalization, identification, suggestion, and projection. The most prevalent approach utilized in those advertising out of the four verbal persuasion strategies founded was rationalization, whereas projection received the least amount of use. However, not all of the advertisements used the seven approaches simultaneously.

Since the persuasive strategies used by Nivea in their advertisements are considered appealing, they are considered to attract many customers. Persuasive strategies in skincare advertisements on Nivea are used because persuasive techniques have a meaning to influence a person's thoughts, attitudes or opinions with some reasons and evidence. By using persuasive

strategies, advertisements will look more attractive so that it will make consumers more confident to buy products offered by advertisers.

Suggestion

For advertisers, researchers hope that this thesis can be a reference or a benchmark for them when creating skincare advertisements for both male and female skincare products that can attract and persuade the audience. In addition, the researcher also hopes that advertisers can make more interesting and creative advertisements because there are still many strategies that can be used.

The researcher expects that future researchers will analyze other aspects related to persuasive techniques in advertisements because there are still many persuasive fields that can be analyzed. In addition, for future researchers who want to conduct similar research, to use the theory or typology of persuasive techniques from other experts so that it can be compared with this thesis. In addition, future researchers are expected to be able to discuss with fellow researchers who investigate similar topics to reduce the objectivity of its analysis.

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