

PERSUASIVE LANGUAGE IN ADVERTISING FASHION PRODUCTS OF FASHION E-COMMERCE COURSE AT UNIVERSITAS NEGERI PADANG

NURUL INAYAH HUTASUHUT¹, SITI ISMA SARI², SAMUEL MARTIN PRADANA³

Faculty of Tourism and Hospitality, Universitas Negeri Padang^{1,2,3}

inayahutasuhut@fpp.unp.ac.id¹,sitiismasarilubis@gmail.com²,

samuelmartinph@fpp.unp.ac.id³

Abstract: *This research was conducted to analyze the persuasive language used by fashion design students Universitas Negeri Padang for fashion products advertisement in e-commerce fashion courses. Fashion students promote their products on e-commerce websites, such as Facebook, Instagram, Shopee and other e-commerce applications or websites. Researchers want to know the persuasive language used in the ad because there is no previous research. To be a reference for local entrepreneurs in using persuasive language in advertisements for fashion businesses. And become a reference for learning material for fashion students in fashion e-commerce courses. This research uses qualitative methods. This method was chosen by the researcher because this research uses text as data and includes several processes in data analysis. This information was obtained from several fashion business e-commerce websites used by Universitas Negeri Padang fashion design students to promote their products in fashion e-commerce course. The researchers used posting and descriptions, which are statements and phrases, to assess the research data. The researcher's initial step in analyzing the data is to classify it according to the theory of persuasive language. The next step was to interpret the message contained in the ad. And the last step was to conclude the research. The sample group included 100 descriptions and slogans from students' e-commerce addresses. Alliteration was found to be the most often employed literary device, followed by imagery and assonance. The persuasive was mostly used in advertising captions to describe product attributes, illustrate the items, actions or feelings, and emphasize.*

Keywords: *persuasive, advertising, e-commerce, fashion*

Abstrak: Penelitian ini dilakukan untuk menganalisis bahasa persuasif yang digunakan oleh mahasiswa tata busana Universitas Negeri Padang untuk iklan produk fashion pada mata kuliah e-commerce fashion. Mahasiswa mempromosikan produknya di website e-commerce, seperti Facebook, Instagram, Shopee dan website e-commerce lainnya. Peneliti ingin mengetahui bahasa persuasif yang digunakan dalam iklan oleh mahasiswa karena belum ada penelitian sebelumnya. Penelitian ini diharapkan dapat menjadi referensi bagi pengusaha lokal fashion dalam menggunakan bahasa persuasif untuk produk mereka. Serta menjadi referensi materi pembelajaran bagi mahasiswa tata busana dalam mata kuliah fashion e-commerce. Penelitian ini menggunakan metode kualitatif. Metode ini dipilih oleh peneliti karena penelitian ini menggunakan teks sebagai data dan mencakup beberapa proses dalam analisis data. Langkah awal peneliti dalam menganalisis data adalah mengklasifikasikannya menurut teori bahasa persuasif. Langkah selanjutnya adalah menafsirkan pesan yang terkandung dalam iklan. Dan langkah terakhir adalah menyimpulkan penelitian. Kelompok sampel termasuk 100 deskripsi dan slogan dari alamat e-commerce siswa. Aliterasi ditemukan sebagai perangkat sastra yang paling sering digunakan, diikuti oleh citra dan asonansi. Persuasif sebagian besar digunakan dalam keterangan iklan untuk menggambarkan atribut produk, menggambarkan item, tindakan atau perasaan, dan menekankan.

Kata Kunci: *persuasif, periklanan, e-commerce, fashion*

A. Introduction

Language can affect what people think or feel when they decide something. People usually use persuasive techniques to make someone share feelings or opinions about something. Persuasive language can found in many aspects of the field, such as print media advertising, online media advertising, speech in public, and even sales promotions in

traditional markets. persuasive techniques used to persuade and influence others. Every person tries to influence opinion and other people's expectations through persuasion.

Persuasive language is usually found in advertisements. Advertising is a form of communication that is mediated and supported by an identifiable source, for example a manufacturer of a product or brand whose purpose is to persuade the recipient of the advertisement (consumer) to take a certain action (eg buying the advertised product) immediately or shortly. Nowadays, it is rare to find advertisements in newspapers, magazines, or in print or other offline media. However, advertisements will be found easily on social media, websites, online media or various e-commerce media. Therefore, in the Padang State University fashion design study program there is an E-commerce Fashion course to learn about laws, regulations, strategies and knowledge about the world of E-commerce that continues to grow. E-commerce or electronic commerce is a way to sell and buy goods and services over the Internet. The convenience offered by e-commerce makes it the main choice for consumers in transacting through the network. Likewise for consumers of fashion, fashion or clothing.

E-commerce or electronic commerce is a way to sell and buy goods and services over the Internet. E-commerce is a component of e-business, whose reach extends beyond only trade. The development of e-commerce is very rapid in the current era. There are successful start-up shopping applications and websites in e-commerce businesses. The convenience offered by e-commerce makes it the main choice for consumers in transacting through the network. Likewise for consumers of fashion, fashion or clothing. Based on data from the Central Bureau of Statistics on e-commerce statistics for 2021, there has been a massive increase in the percentage of business actors starting to do e-commerce.

Provinsi	Tahun Mulai Melakukan E-Commerce			Total
	<2010	2010-2016	2017-2020	
Aceh	2,51	15,40	82,09	100,00
Sumatera Utara	1,17	11,62	87,21	100,00
Sumatera Barat	1,92	13,38	84,70	100,00
Riau	0,69	12,09	87,22	100,00
Jambi	3,36	13,08	83,56	100,00
Sumatera Selatan	0,56	14,64	84,80	100,00
Bengkulu	2,11	16,70	81,19	100,00
Lampung	0,58	18,19	81,23	100,00
Kep. Bangka Belitung	1,45	7,52	91,03	100,00
Kepulauan Riau	0,25	16,35	83,40	100,00
DKI Jakarta	2,18	24,79	73,03	100,00
Jawa Barat	2,55	19,86	77,59	100,00
Jawa Tengah	1,98	25,68	72,34	100,00
D.I. Yogyakarta	3,32	26,06	70,62	100,00
Jawa Timur	2,43	18,97	78,60	100,00
Banten	1,53	22,02	76,45	100,00
Bali	4,79	19,93	75,28	100,00
Nusa Tenggara Barat	0,90	22,70	76,40	100,00
Nusa Tenggara Timur	2,88	14,38	82,74	100,00
Kalimantan Barat	1,24	18,43	80,33	100,00
Kalimantan Tengah	1,14	18,29	80,57	100,00
Kalimantan Selatan	0,74	13,19	86,07	100,00
Kalimantan Timur	1,16	21,15	77,69	100,00
Kalimantan Utara	-	13,79	86,21	100,00
Sulawesi Utara	1,09	8,89	90,02	100,00
Sulawesi Tengah	1,58	10,40	88,02	100,00
Sulawesi Selatan	4,82	17,43	77,75	100,00
Sulawesi Tenggara	0,89	12,46	86,65	100,00
Gorontalo	0,77	3,56	95,67	100,00
Sulawesi Barat	2,35	7,51	90,14	100,00
Maluku	0,57	13,02	86,41	100,00
Maluku Utara	-	14,75	85,25	100,00
Papua Barat	-	10,74	89,26	100,00
Papua	-	14,19	85,81	100,00
Indonesia	2,25	20,55	77,20	100,00

Several previous studies regarding the use of persuasive techniques include persuasive language in Instagram advertisements; Persuasive Strategies for Selected Ads on Instagram; Jordanian Government in Facing Covid-19; Persuasive Techniques in Advertising. Persuasive Techniques in Donald Trump's Public Speeches. However, there is still little research on the persuasive language found in advertisements for fashion businesses in Indonesia, especially local fashion products in Indonesia. Related to several previous studies on the persuasive language used in advertisements, researchers are interested in finding results about the

persuasive language used in e-commerce advertisements for fashion products used by fashion design students at Padang State University in promoting their fashion products in e-commerce fashion courses. Researchers want to analyze the persuasive language used by students in e-commerce courses because there is no previous research. To be a reference for local entrepreneurs in using persuasive language in business advertisements. And become a reference for learning material for fashion students in fashion e-commerce courses in the Fashion Design Study Program.

B. Research Methods

This research uses qualitative methods. This method was chosen by the researcher because this research uses text as data and includes several processes in data analysis (9). This information was obtained from several fashion business e-commerce websites that were used by fashion design students to advertise their fashion products in fashion e-commerce courses. Researchers used posting photo ad descriptions, which are statements and phrases, to assess data for this study. The initial steps of the researcher were to collect data: conduct a literature study, read photo posts in several e-commerce advertisements to find out the contents of the posts according to the advertisement or promotion, and make a list of the selected data. The next stage researchers carry out data processing: identify the e-commerce advertising data obtained and then classify it according to persuasive language theory. The next step is to analyze and interpret the data by interpreting the messages contained in the advertisements and presenting the final research data. And the last step is to conclude the research

C. Result and Discussion

Out of 100 advertising captions from the Facebook, Instagram pages, shopee, and another e-commerce pages of some chosen fashion products, 213 persuasive patterns were discovered and could be divided into 14 different types; some of these patterns were examined as belonging to more than one type. Alliteration (24.88%) was the most often used form of persuasive language, followed by imagery (22.06%) and assonance (10.33%). Personification (9.39%) and simile (7.04%), respectively, came in fourth and fifth place. Table 1 displays other metaphorical language usage examples.

Table 1Types of persuasive frequently applied in advertising

	Types of persuasive Language	Number	Percentages
1	Alliteration	53	24.88
2	Imagery	47	22.06
3	Assonance	22	10.33
4	Personification	20	9.39
5	Simile	15	7.04
6	Rhymes	14	6.57
7	Rhetorical Questions	10	4.69
8	Hyperbole	9	4.23
9	Repetition	8	3.75
10	Metaphor	8	3.75
11	Anaphora	3	1.41
12	Even	2	0.94
13	Allusions	1	0.47
14	Epistrophe	1	0.47
	Total	213	100

According to the findings, the persuasive speech was used in advertising captions primarily to describe product features like types of clothing, patterns, colours, and materials, followed by demonstrating models' looks, actions, or feelings while wearing presented outfits, and product quality, as shown in Table 2. The subtitles also used compelling language to explain natural surroundings and fashion trends.

Table 2 Functions of persuasive language in advertising

Types of persuasive Language	Functions	Describing fashion products features	Describing models in presented outfits	Describing quality of products	Describing styles of products	Describing surroundings	Others (call to action, introducing products)
1	Alliteration	12	11	11	10	5	3
2	Imagery	25	4	10	3	4	
3	Assonance	7	5	4	5	-	1
4	Personification	8	1	3	1	6	1
5	Simile	5	3	2	5	-	
6	Rhymes	3	7	2	3	-	
7	Rhetorical Questions	4	1	2	1	1	1
8	Hyperbole	4	1	1	2	1	
9	Repetition	3	1	1		1	2
10	Metaphor	7	1	-			
11	Anaphora	-	2	1			
12	Even	1	1	-			
13	Allusions	1		-			
14	Epistrophe	-	1	-			
Total		80	39	37	30	18	8

This study explored persuasive language applied in e-commerce for fashion product advertisements that students used for fashion e-commerce courses at Padang State University. The most often used devices were determined to be alliteration, imagery, and assonance. As for alliteration, according to the results, it is the most frequently used type of persuasive language in captions which was consistent with several studies (Laosrirattanachai, 2017; Pathumratanathan & Tapinta, 2012; Zakiyah, 2015; Supasamout, 2006). These catchy and memorable titles, such "Much-missed summery feelings," "Swing into spring style," and "Keep it casual," are created by repeating the beginning consonants of words. The phrases "The pop of purple," "Pretty in pleats," "Simple, stress-free Sunday style," and "Puffy and peachy to perfection" were examples of phrases with adjectives and nouns, and the phrases "Free and flowy," "Gorgeous gray," and "Snug and stylish" were examples of phrases where the first consonant sound of two adjectives was repeated.

Imagery was another form of persuasive language that was discovered to be the second most common. Results revealed that fashion product features, surroundings, and the model's appearance in the displayed outfits were primarily described using visual and tactile images, which supported Supasamout's (2006) finding that imagery was the most fourth preferred type of persuasive language in lipstick advertisements and mainly employed to reflect the lipstick shine.

The third most common type of persuasive language was assonance which was in concord with Laosrirattanachai's (2017) finding that assonance was intensively applied. In the case of this study, numerous captions were written using repeated vowel sounds to focus readers' attention on the message being conveyed. Since e-commerce captions were mostly used to describe products and images, persuasive language was also used to describe the model's appearance or behavior while sporting the ad-supported clothing. Such phrases as "Waving hello to the weekend" (alliteration), "Skating on sunshine" (alliteration), "Rise and shine" (assonance and imagery), and "Stay hydrated" (assonance) were frequently utilized for this purpose. With regard to imperatives, phrases like "Dress up to dazzle" and "Choose your pattern to change your mood every day" might make the reader feel as though they are being demanded something and may even affect their conduct.

D. Conclusion

Captions are significant in e-commerce fashion advertisements because they can draw shoppers' attention not just to the models in the photos but also to the fashion products they are

wearing. Captions should be persuasive and memorable in order to pique the interest of e-commerce users. The rise of e-commerce has given advertising a new dimension and opened up new avenues for increasing brand awareness. This study has major consequences for companies, particularly fashion products, that employ e-commerce advertising as part of their advertising strategy to keep up with current e-commerce language trends. Advertising specialists should get a more thorough understanding of consumers' psychological features in order to produce well-crafted advertisements that suit their preferences. The study's findings may also be useful for English language learners interested in the characteristics of advertising and e-commerce. The lexical and syntactic peculiarities of figurative speech in e-commerce advertising captions provide an interesting viewpoint on the distinctive use of the English language. Future research could investigate the impact of e-commerce captions on customer purchase decisions or consumer responses to the figures of speech discussed in commercials. In-depth interviews with specific advertising audiences are also encouraged, as is research into cultural differences in figurative language comprehension in e-commerce marketing.

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