

The Persuasive Power of Language Style Used in Snicker's Advertisement

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1. Abstract

This research aims to describe the language style used in Snicker's Advertisement. There is the researcher used descriptive qualitative method to gets the data. The primary source of data was in ads that uploaded on Snicker's Instagram official account. The data was collected through analyze the stage of data. The researcher found that there were nine types of lexical features, there are hyperbole (5), neologism (3), weasel word (10), familiar language (16), simple vocabulary (35), euphemism (18), humor (3), repetition (6), potency (2). Then, for the syntactic features, the researcher found 6 types, there are shot sentence (15), long noun phrase (3), ambiguity (21), use of imperative (20), syntactic parallelism (3), association (6). Furthermore, for the pioneering stage the researcher found 3 types, there are, pioneering stage (9), competitive stage (9), and retentive stage (11). The most frequently used by the research of language style was 58 on Snicker's advertisement.

Keywords: *Linguistic, Language Style, Advertisement*

2. Introduction

Advertisement has the biggest power to introduce, promote and sell the company's product in the community. According to (Rodgers & Thorson, 2012) advertising is a paid message from an identified sponsor using mass media to persuade an audience. Therefore, not infrequently many companies are willing to pay advertising companies so that the advertisements for their products still exist in society. So, the companies must be able to make creative in making advertisements to attract consumers, and this is where language style plays a role in helping companies to introduce, make offers and promote their products in the community. In introducing or promoting it, companies

usually use tools or media to help them, such as billboards, newspapers, television, radio, magazines, or platforms in online media. The one platform in media online is Instagram where more than one billion people use Instagram to share their daily activities and many also for business purposes. So, the researcher would like to choose Instagram to do research. The researcher selected Snickers advertisement as a data source because this product is very popular and famous among all ages. The researcher found this advertisement on Instagram, especially on Instagram's official account of Snickers (@snickers) which on Instagram would find a lot of variations of Snickers advertisement such as the brand of the product, a riddle, and sometimes the company using a motivating word to attract the customer.

The research analyzes text in *Snickers* advertisement which the advertisement on Instagram. It aims to know the linguistic features and the persuasion technique which are used. In making advertisements, advertisers must know how to communicate strategies that use persuasive or good phrases to attract the attention of consumers to buy their products. The researcher focuses to analyze the language style in an advertisement from Snickers which exists on Instagram. The researcher used the theory of Grey (2008) and Klepner (1986) to find the result.

3. Method

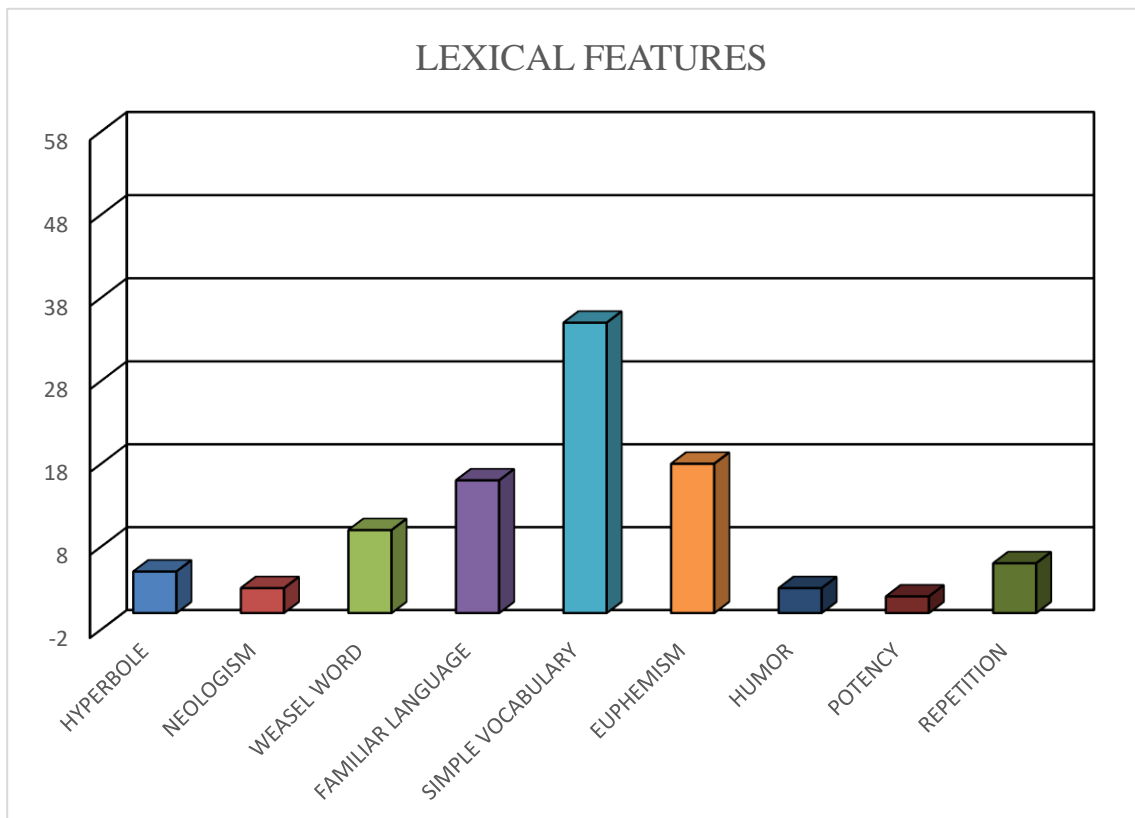
The type of this research is qualitative research. According to (Taylor, 2005) qualitative method revealed that words (verbal, narrative, and descriptive) could be used as effectively as numbers and that designs could be flexible rather than using the standard experimental format, qualitative research methods are considered to be valid consist of in-depth open-ended interviews, direct observation, and written documentation. Qualitative research focuses on how the analysis process can be drawn by involving ideas through words to explain the data. The discourse analysis method is

committed to an investigation of what language is used for the analysis of *Snicker's* advertisement. The researcher analyzed the language style in *Snicker's* advertisement used by an advertisement that was uploaded on Instagram official *Snicker's*.

4. Results and Discussion

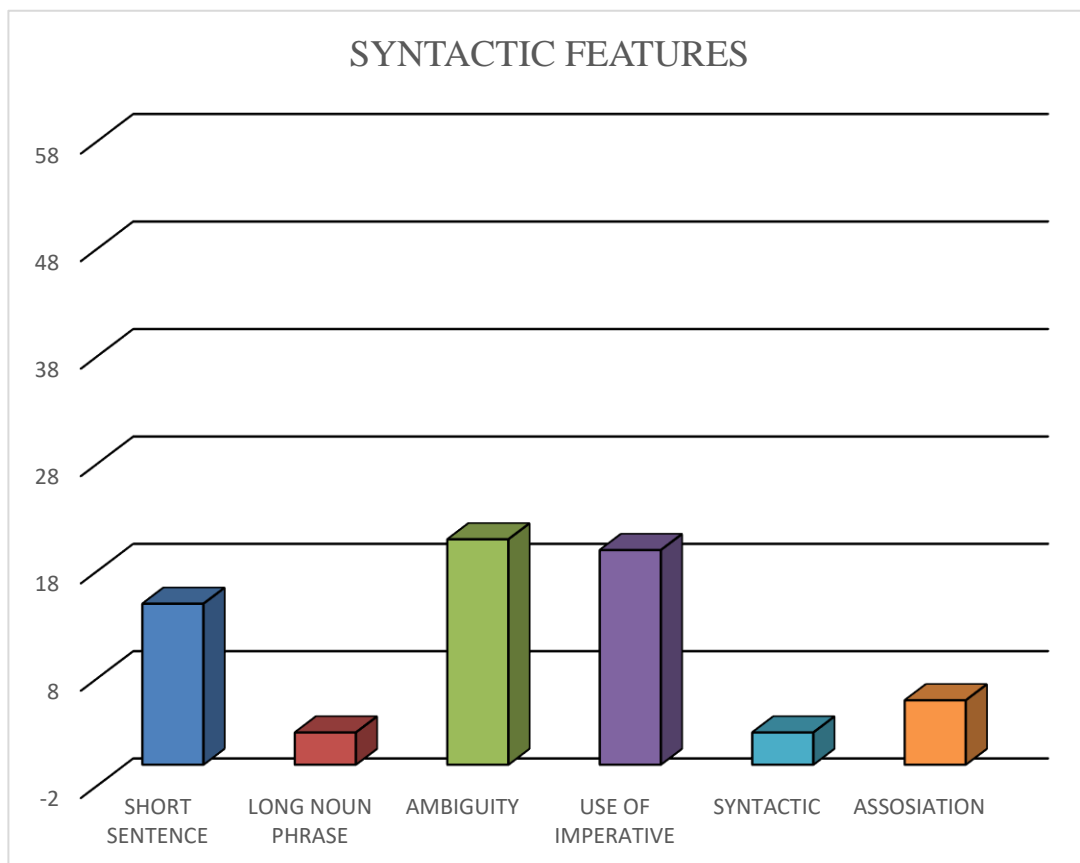
The data of this research were collected the data of words, phrase, or clauses in the ad that uploads on Instagram *Snicker's*. Research finding showed that there are two linguistic features used in *Snicker's* advertisement. There are lexical features and syntactic features. Then, for the result can be seen below:

Figure 1. Lexical Features



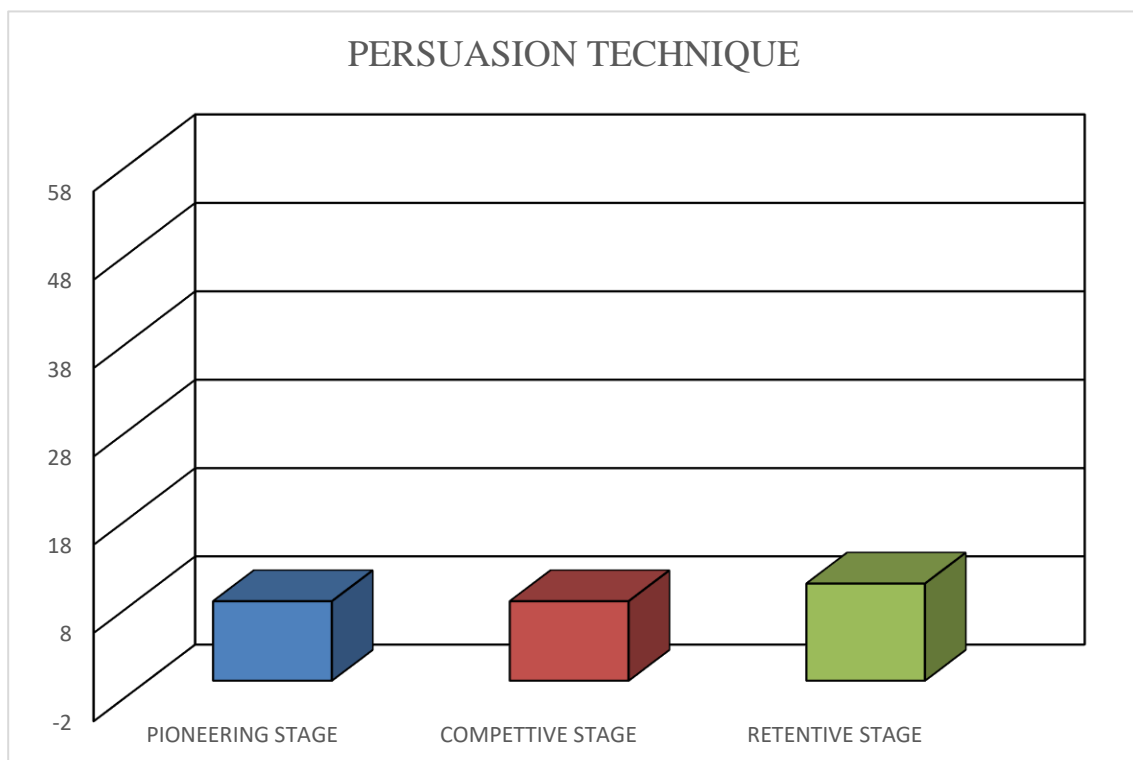
Based on the graphic above, in the Snicker's advertisement has 9 types of lexical features. In here, the researcher found 9 classification types of hyperbole, 3 classification types of neologism, 10 classification types of weasel word, 16 classification types of familiar language, 35 classification types of simple vocabulary, 18 classification types of euphemism, 3 classification types of humor, 2 classification types of potency, and 6 classification types of repetition. The one example of lexical features in Snicker's advertisement is "*Emergency Snickers*" the phrase includes the categorize of simple vocabulary because this phrase just containing 2 words that very simple and clearest to remember.

Figure 2. Syntactic Features



The researcher found 6 types, there are; 15 classification types of short sentence, 3 classification types of long noun phrase, 21 classification types of ambiguity, 20 classification types of use of imperative, 3 classification types of syntactic parallelism, 6 classification types of association. The one example of syntactic features in Snicker's advertisement is "You need a Snickers" this sentence including in short sentence because this sentence has one independent clause and has a pattern that identified on short sentence (S+V). Then, this sentence has a good impact to attract the customer.

Figure 3. Persuasion Technique



Based on the graphic above, the researcher found 3 types the persuasion technique, there are; 9 classification types of pioneering stage, 9 classification types, and 11 classification types of retentive stage. The one example of persuasion technique in Snicker's advertisement is "*Out now Snickers ice cream bars*" this phrase included in pioneering stage and competitive stage. In pioneering stage this phrase can be interpreted as an introduction to a new product from Snickers that emphasized with "*Out now*" phrase. Then, in competitive stage, this phrase gave emphasized on "*Snickers ice cream bars*" which the phrase can be a differentiator from other products.

5. Conclusion

After doing a research the researcher found a language style which are; 9 types of lexical features, there are; hyperbole, neologism, weasel word, familiar language, simple vocab, euphemism, humor, repetition, and potency. Then, the researcher found 6 types of syntactic features, there are; short sentence, long noun phrase, ambiguity, use of imperative, syntactic parallelism, and association. The researcher also found the 3 types of persuasion technique, there are; pioneering stage, competitive stage, and retentive stage. In the pioneering stage the researcher found 9 types advertisement that are using pioneering stage, 9 types advertisement which using competitive stage, and 11 types advertisement that are using retentive stage. The implication of the research is this research can help the other researcher and this research can be reference for the other researcher. This research also has a positive impact on other advertisers or another researcher because this research can help them to make novelty of the same research.

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