

PERSUASIVE STRATEGIES USED BY AGUNG SEDAYU GROUP IN THE INFOMERCIAL, METRO TV

Firmansyah, I.¹ and Kuntjara, E.²

^{1,2} English Department Faculty of Letters, Petra Christian University, Siwalankerto 121-131, Surabaya 60236, East Java, INDONESIA

E-mails: iqbalsuwandi@gmail.com; estherk@petra.ac.id

ABSTRACT

This study is conducted to find out the types of persuasive strategies which were used in Agung Sedayu Group's infomercial. It is aimed to seek the types of persuasive strategies used by the hosts and the representative team of Agung Sedayu Group in the infomercial. The writer uses the theories of persuasive strategies by Beebe (2012). The types of persuasive strategies theories are enhancing your credibility, using logic and evidence, and using emotion to persuade. In addition, the writer uses theory of social factor by Holmes (2001) as the supporting theory. This research uses qualitative supported by quantitative methods to reveal which strategy that mostly used by the participants. In the analysis, the writer found out that the most dominant persuasive strategy used by the hosts is using emotion to persuade 161 (31.8%). Moreover, the most dominant persuasive strategy used by the representative team is enhancing your credibility 113 (22.3%).

Key words: Persuasion, Persuasive Strategies, and Sociolinguistics.

INTRODUCTION

Persuasion is a part of our life. According to Beebe (2012) persuasion is the process of changing or reinforcing attitudes, beliefs, values, or behavior. Whether we realize or not, we use that kind of speech in our daily life. We usually use persuasion in order to make others follow or believe in what we want. In the business world, persuasion is something important. We may want to convince other people to buy our product or believe what we say. In fact, we cannot directly ask the addressee to follow what we want because it can trigger misunderstanding. Sometimes, we have to use several strategies to look more straightly convincing. In order to look more convincing we have to know some strategies of persuasion.

Persuasion, according to Beebe (2012), consists of three big strategies namely, enhancing your credibility, using logic and evidence, and also using emotion. These strategies are important to be known by business people because by using these strategies, they can gain a lot of profits from the customers. One of the examples, when the sales promotion team want to sell their product, they have to know what kind of strategies that they have to use to make the customers believe and buy their product. Usually the sales promotion team will use the strategy such as enhancing your credibility. It shows how credible and knowledgeable the team to explain about the products itself.

The writer used Agung Sedayu Group's infomercial as the object. Agung Sedayu Group is the biggest property developer. They focus on land development such as retail, commercial, apartment, and housing. Its products are Bukit Golf Pantai Indah Kapuk, Kelapa Gading Square, The City Resort, Mangga Dua Square, Cibubur Country, The Boulevard, The Mansion At Kemang, Senayan Residence and others. In promoting its product, Agung Sedayu Group uses media such as television, newspaper and others. In a television which is Metro TV, Agung Sedayu Group creates an infomercial. Infomercial is a commercial that is shown looks like a talk show. The infomercial of Agung Sedayu Group is the most famous infomercial in Indonesia. The subjects of this research are Feni Rose as the main host, Yeyen as the guest host, Evelina as the marketing director of ASG, and Arifin as the GM of Menara Jakarta.

Since the writer chose those people as the subject, the writer believes that even though they have the same purpose which is selling the product, they have different roles in this infomercial. These different roles trigger the difference persuasive strategies used by those people. The purpose of this research is to know the persuasive strategies used by the hosts and the representative team of ASG and to know the most striking persuasive strategy used in the infomercial. In addition, the writer wants to prove that there is a connection between social factor especially the background of the participants with the language used or strategy used by those people.

METHOD

In conducting this research, the writer used qualitative supported by quantitative approach. The source data of this study is all of the utterances produced by the hosts and the representative team of Agung Sedayu Group in the infomercial, Metro TV. The title of the infomercial is “Menara Jakarta at Kemayoran”. The writer chose this infomercial because there will be an interesting part where Yeyen as the guest host acts as a person who interested in buying the product. It is totally interesting because the guest host can represent the real customer who is curious about the benefits of the product.

The writer recorded three infomercials of Agung Sedayu Group such as “Menara Jakarta at Kemayoran” in August 08, 2015, District 8 Lot 28- SCBD in August 09, 2015 and Sedayu City at Kelapa Gading in August 01, 2015. Then, the writer chose “Menara Jakarta at Kemayoran” as the best infomercial to be analyzed. Afterwards, the writer watched and listened to the infomercial for several times, and then transcribed it. The writer transcribed the utterance when the hosts and the representative team started the conversation about “Menara Jakarta”. Then the writer watched and listened to the video again to make sure that the transcription was accurate. After that, the writer started to identify the persuasive strategies from the transcription and the video of the infomercial. The writer divided the infomercial into three scenes to make the writer easier to analyze. Then, based on the table the writer analyze or identified which utterances could be categorized as the types of persuasive strategies based on Beebe & Beebe (2012) and how social factor that relate to the background of the participants based on Holmes (2001) influence the language used. In the end, the writer tried to calculate the data to show the most persuasive strategies used by the hosts and the representative team, and presented the result in the next chapter.

FINDING AND DISCUSSION

The table below showed that there were sixteen persuasive strategies that were used by the Hosts. They used competence, trustworthiness, inductive reasoning, deductive reasoning, causal reasoning, using credible evidence, using specific evidence, using evidence to tell story, Use Concrete examples that help your listeners visualize what you describe, use nonverbal behavior to communicate your emotional response, use visual image to evoke emotions, use appropriate fear appeals, hope, pride, courage, and tap audience members’ beliefs in shared myths.

Table 1. The Percentage of Persuasive Strategies Used by Feni and Yeyen as Host in Agung Sedayu Group Infomercial

PERSUASIVE STRATEGIES		FENI	YEYEN	TOTAL
1. Enhancing Your Credibility				
	Competence	27 5.3%	X	27 5.3%
	Trustworthiness	2 0.4%	X	2 0.4%
	Dynamism	X	X	X
2. Using Logic and Evidence				
	Inductive Reasoning	4 0.8%	X	4 0.8%
	Deductive Reasoning	2 0.4%	2 0.4%	4 0.8%
	Causal Reasoning	7 1.4%	1 0.2%	8 1.6%
	Using Credible Evidence	1 0.2%	2 0.4%	3 0.6%

	Using New Evidence	X	X	X
	Using Specific Evidence	4 0.8%	X	4 0.8%
	Using Evidence to Tell a Story	1 0.2%	1 0.2%	2 0.4%
3. Using Emotion to Persuade				
	Use Concrete Examples That Help Your Listeners Visualize What You Describe	2 0.4%	X	2 0.4%
	Use Emotion-Arousing Words	X	X	X
	Use Nonverbal Behavior to Communicate Your Emotional Response	60 11.8%	17 3.3%	77 15.1%
	Use Visual Image to Evoke Emotions	17 3.3%	5 1%	22 4.3%
	Use Appropriate Metaphors and Similes	X	X	X
	Use Appropriate Fear Appeals	6 1.2%	1 0.2%	7 1.4%
	Consider Using Appeals to Several Emotions			
	Hope	11 2.2%	X	11 2.2%
	Pride	21 4.1%	8 1.6%	29 5.7%
	Courage	7 1.4%	1 0.2%	8 1.6%
	Reverence		X	
	Tap Audience Members' Beliefs in Shared Myths.	2 0.4%	3 0.6%	5 1%
		15 3%	5 1%	20 4%
	TOTAL	189 37.3%	46 9.1%	235 46.4%

The writer discussed some strategies from the highest frequency of persuasive strategy.

a. Use nonverbal behavior to communicate your emotional response.

The most often used by Feni Rose In the first scene of this infomercial is "Use Nonverbal Behavior to Communicate Your Emotional Response". It occurs 77 times (15.1%). They tended to use representative gesture, movement, or voice tone. It can be analyzed on their utterances:

11-Feni Rose = Nah pemirsa sekarang saya sudah bersama ibu Evelina Setiawan, dan saya sudah tidak sabar ingin tahu.

Feni Rose = [Naah Ladies and gentlemen, now I am with Ms. Evelina Setiawan and I cannot wait to know about this masterpiece.]

202- Yeyen = Kalau semuanya udah ada, harganya pasti naiknya cepet banget...

Yeyen = [If there are provided, the price is going to increase as soon as possible.]

The most important thing that the hosts have to know is how they deliver the message to the audience. They have to know how to greet the audience well, how to make the audience

doesn't feel bored with the infomercial. In this infomercial, they tended to show their emotion in almost all of their utterances in this infomercial. They showed their amazement, curiosity and exciting feeling about the product. By emphasizing some words, they wanted to make the audiences feel like they feel. It shows how Feni Rose and Yeyen wanted to evoke the interest feeling of the audience or play the emotion through the voice tone and gesture.

b. Pride.

In this infomercial, this characteristic occurred 29 (5.7%) times from the total number of 507 persuasive strategies. The data can be seen in the following examples:

21-Feni Rose = Ini kalau ngomong fasilitas semua komplit.

Feni Rose = [If we talk about the facilities are totally complete.]

149- Yeyen = Office nya berarti ngga usah jauh-jauh, jadi ngga usah kena macet-macet ya. Karena ngantor sama tinggal, deketan.

Yeyen = [The office is really going to be helpful in a way that you do not have to go far away, to get into traffic because where you live and where you work are in one place.]

As the hosts of this infomercial, Feni Rose and Yeyen always play with the audiences' emotions. In these utterances, it is obviously seen that they tried to evoke feelings of pleasure and satisfaction based on accomplishing something important. In this modern era, they really know that modern people love living in the place which has a lot of modern and complete facilities. In here, they tried to touch those issues. They tried to say that in this modern era people should be surrounded by complete facilities to make their life easier and also free from obstacle such as traffic.

c. Competence

In this infomercial, this characteristic occurred 27 (5.3%) times from the total number of 507 persuasive strategies. The data can be seen in the following examples:

2,3,4- Feni Rose = Sebuah mega blok yang pertisius, yaitu Menara Jakarta at Kemayoran. Berdiri di atas lahan seluas 4 hektar, Menara Jakarta at Kemayoran hadir dengan enam tower yang super megah. Terdiri atas satu tower combo atau condo and hotel, satu tower condo tower, satu tower office dan juga 3 suite tower.

Feni Rose = [This masterpiece is a prestigious mega-block in Kemayoran, namely Menara Jakarta. Standing on an area of 4 hectares, Menara Jakarta at Kemayoran comes with six super pretentious towers. Consists of one combo tower or condominium tower and hotel, one condominium tower, an office tower and 3 suites tower.]

If we look at the background of Feni Rose, she didn't directly deal with the product. However, she tried to be knowledgeable with the product to make she looks professional and more convincing. Before, the infomercial starts, of course she did short briefing to know more about the product. It will be more persuasive if she convinces the listeners that she is knowledgeable about the topic. As the main host of this infomercial, Feni Rose has responsibility to greet the audience and introduce the topic or the subject that going to be talked. In these utterances, she showed that she is knowledgeable enough to explain little bit about the product. In addition, in this infomercial Yeyen did not show her competence. It happens because even though they both are the hosts but they have different role. In this infomercial, Yeyen has the role as a fake customer who acts as if she interested in the product. So, she just asks a lot of questions that related to the products repeats and emphasizes what the representatives said.

d. Hope

In this infomercial, this characteristic occurred 11 (2.2%) times from the total number of 507 persuasive strategies. The data can be seen in the following example:

26- Feni Rose = Jadi para professional executive yang ingin mencari tempat tinggal tapi sekaligus juga kebutuhan semuanya terpenuhi dan bahkan mereka investasinya meningkat disini ya?

Feni Rose = [So, professional executives who are looking for a place to stay will have all of their needs fulfilled. Moreover, their investment money will also increase through this project in my opinion.]

In this infomercial, they talked about investment. It made Feni Rose had to emphasize some words and stated about the bright future for the audiences. She thinks, nowadays people buy an apartment is not only for living but also for investment. She knows well that the best investment nowadays is property so she wanted to use that issue to influence the audience to buy the product by giving bright future and benefits that the apartment has.

The second table showed that there were sixteen persuasive strategies used by the representative team of Agung Sedayu Group. They used competence, trustworthiness, dynamism, inductive reasoning, causal reasoning, using new evidence, using specific evidence, using evidence to tell a story, use concrete examples that help your listeners visualize what you describe, use nonverbal behavior to communicate your emotional response, use visual image to evoke emotions, use appropriate fear appeals, hope, pride, courage and tap audience members' beliefs in shared myths.

Table 2. The Percentage of Persuasive Strategies Used by Evelina and Arifin as the Representative Team of Agung Sedayu Group in its Infomercial

PERSUASIVE STRATEGIES		EVELINA	ARIFIN	TOTAL
1. Enhancing Your Credibility				
	Competence	26 5.1%	29 5.7%	55 10.8%
	Trustworthiness	3 0.6%	4 0.8%	7 1.4%
	Dynamism	17 3.3%	34 6.7%	51 10%
2. Using Logic and Evidence				
	Inductive Reasoning	1 0.2%	1 0.2%	2 0.4%
	Deductive Reasoning	X	X	X
	Causal Reasoning	9 1.8%	4 0.8%	13 2.6%
	Using Credible Evidence	X	X	X
	Using New Evidence	X	1 0.2%	1 0.2%
	Using Specific Evidence	X	5 1%	5 1%
	Using Evidence to Tell a Story	1 0.2%	3 0.6%	4 0.8%
3. Using Emotion to Persuade				
	Use Concrete Examples That Help Your Listeners Visualize What You Describe	9 1.8%	7 1.4%	16 3.2%
	Use Emotion-Arousing Words	X	X	X
	Use Nonverbal Behavior to Communicate Your Emotional Response	11 2.2%	14 2.8%	25 5%

	Use Visual Image to Evoke Emotions	17 3.4%	21 4.1%	38 7.5%
	Use Appropriate Metaphors and Similes	X	X	X
	Use Appropriate Fear Appeals	2 0.4%	1 0.2%	3 0.6%
	Consider Using Appeals to Several Emotions			
	Hope	1 0.2%	4 0.8%	5 1%
	Pride	15 3%	19 3.7%	34 6.7%
	Courage	1 0.2%	2 0.4%	3 0.6%
	Reverence	X	X	X
	Tap Audience Members' Beliefs in Shared Myths.	1 0.2%	1 0.2%	2 0.4%
		5 1%	3 0.6%	8 1.6%
	TOTAL	119 23.5%	153 30.1%	272 53.6%

The writer discussed some strategies from the highest frequency of persuasive strategy.

a. Competence

In this infomercial, this characteristic occurred 55 (10.8%) times from the total number of 507 persuasive strategies. The data can be seen in the following examples:

15,16,17,18- *Evelina* = *Nah, konsepnya sendiri ini adalah suatu kawasan superblock di atas lahan seluas kurang lebih 4 hektar yang terdiri dari 6 tower. jadi itu ada 3 tower ehh, apartement.. suite tower, kemudian 1 tower condominium dan 1 tower offic.e dan yang terakhir adalah 1 tower perpaduan condominium dan hotel. Iya, dan yang menarik ya mbak di kawasan ini juga tersedia mall. Ini semua terintegrasi mall, satu sama lain bisa saling ehh.. terkoneksi.*

Evelina = [Well, the concept itself is a super-block area built on an area of approximately four hectares, and will consist of six towers. So there will be three towers ehh, apartments.. Suite tower, one condominium tower, one office tower, and the last one will be a tower blend between condominium tower and a hotel tower. Moreover, the interesting part about this project is that there will be a mall available in the area integrated to the towers. So, everyone of them is connected in a way to another.]

73,74- *Arifin* = *Menara Jakarta itu adalah one stop living concept. Dimana di dalamnya itu selain ada apartement suite dan condominium yang mewah,kita juga ada office tower, kita ada mall, world class mall..*

Arifin = [Menara Jakarta at Kemayoran employs the one stop living concept. In which there are apartments, suites, luxurious condominiums, office tower, and world class mall inside of one area.]

In these utterances, the representative teams that consist of Evelina and Arifin wanted to show to the audience that they are knowledgeable enough. As the representative of Agung Sedayu Group they have responsibility to know well about the product such as, specification, benefits and other the best things that the product has. By explaining about the product or being knowledgeable about the product, it helps the speaker to influence the audience. It happens because some people will turn to people that consider knowledgeable.

b. Use visual image to evoke emotions

In this infomercial, this characteristic occurred 38 (7.5 %) times from the total number of 507 persuasive strategies. The data can be seen in the following examples:

24- **Evelina** = *Iya lokasinya langsung ada di tepi jalan raya, Pekan Raya Jakarta, langsung di kota, jantung kota kan di Kemayoran.*

Evelina = [Indeed, it is directly located next to the main road, Pekan Raya Jakarta. Directly at the center of the city which is Kemayoran.]

89- **Arifin** = *Jl Expo juga persis, persis di depan apartement kita menyeberang jalan*

Arifin = [Yes, Jl. Expo is located right in front of the tower, so we could get there only by crossing the roads.]

In here, visual image would support what Evelina and Arifin said. It helps the audiences to wonder and visualize the real condition of the product. In addition, the luxurious visual of the apartment will evoke the emotional things of the audiences. It makes the audiences want to buy the products

c. Pride

In this infomercial, this characteristic occurred 34 (6.7%) times from the total number of 507 persuasive strategies. The data can be seen in the following examples:

33- **Evelina** = *Jadi.. kawasan yang sudah matang, yang untuk fasilitas sekolah juga sudah ada..untuk ke mall dekat, untuk ke rumah sakit mudah.*

Evelina = [This area is very strategic as there is a school in the area, mall is close by, and the hospital is easy to access.]

96- **Arifin** = *Bebas banjir, bebas macet, bebas 3 in 1 dan juga di dukung oleh akses langsung tol ke seluruh Jakarta.*

Arifin = [Yes, indeed, Kemayoran is free of flood, free of 3 in 1 policy, and has highway access to every corner of Jakarta.]

Here, Evelina and Arifin tried to evoke the emotions of the audiences. In this modern era, modern people want to live in the places that surrounded by many good facilities. By stating or explaining about the facilities or benefits, the audiences can get the feeling of pleasure and satisfaction. It makes the audiences to buy the product because they want to get the benefits that give them satisfaction or pleasure feeling. In addition, by accomplishing something important such as living in the strategic places and living in the places that surrounded by many facilities or flexibilities it make the audiences feel like a modern people.

d. Use concrete examples that help your listeners visualize what you describe

In this infomercial, this characteristic occurred 16 (3.2%) times from the total number of 507 persuasive strategies. The data can be seen in the following examples:

49- **Evelina** = *Iya.. seperti... Kompas Grup, itu sudah bergabung dengan kami*

Evelina = [Yes, that is true. Some groups such as Kompas Group has already joined with us.]

89- **Arifin** = *Jl Expo juga persis, persis di depan apartement kita menyeberang jalan*

Arifin = [Yes, Jl. Expo is located right in front of the tower, so we could get there only by crossing the roads.]

Here, Evelina and Arifin used concrete examples that help your listeners visualize what you describe. It belongs to use emotion to persuade people. On the utterances that I underlined, they wanted the audiences to visualize the conditions and feels if they live in the apartment. They clearly tried to describe about the real condition of the apartment. By visualize the real condition, the audiences were evoked by a strong emotion and they successfully communicated what they wanted.

From the findings, the writer found that Hosts and Representative team of Agung Sedayu Group used almost all of the persuasive strategies proposed by Beebe (2012). However, they have different strategy in persuading the audiences. The detail of persuasive strategies usage can be seen in the table below:

Table 3. The percentage of Persuasive Strategies used by the Hosts and the Representative of Agung Sedayu Group in the infomercial.

No	PERSUASIVE STRATEGIES	HOST (FENI & YEYEN)	REPRESENTATIVE OF ASG (EVELINA & ARIFIN)	TOTAL
1	Enhancing Your Credibility	29 5.7%	113 22.3%	142 28%
2	Using Logic and Evidence	25 4.9%	25 4.9%	50 9.9%
3	Using Emotion to Persuade	161 31.8%	126 24.8%	287 56.6%
	Misc	20 3.9%	8 1.6%	28 5.5%
	TOTAL	235 46.4%	272 53.6%	507 100%

In this infomercial, the most striking persuasive strategies used by those people are using emotion to persuade that occurred 287 (56.6%) times. Using emotion to persuade occurred by hosts 161 (31.8%) times and representative of Agung Sedayu Group 126 (24.8%) It happens because first, the concept of persuading event is an infomercial, so the speaker did not really deal with the people they persuade. Here, they could not get the feedback from the audiences and they have to make sure that the audiences keep paying attention and did not feel bored.

The next persuasive strategy is enhancing your credibility. It occurred 142 (28%) times, 29 (5.7%) by the hosts and 113 (22.3%) times by the representative team. The representative team of Agung Sedayu Group is more dominant than the hosts. It happens because as the representative team of Agung Sedayu Group and as the persuader who want to sell the product, they have to know more about the product. They tended to explain about the product, shared their experience that deals with the product, and somehow they showed their charisma or energy while they were explaining about the products. However, in this infomercial, the hosts are also knowledgeable enough. Even though they are not dealing with the company directly, they try to be knowledgeable enough. In this infomercial, the hosts should know what is going to be talked so that both groups have the same common ground or background. According to Trenholm (2011) the best communication process should consist of two or more participants. In order to make a successful communication, of course it has to have a sender and a receiver which is known as encoder and decoder. Both of them have to have the same common ground so that the communication will go well.

Third is using logic and evidence. It occurred 50 (9.9%) times, 25 (4.9%) by the Hosts and 25 (4.9%) by the representative team of Agung Sedayu Group. In using logic and evidence it shows that both of them produce the same occurrences. It happens because sometimes the hosts team tried to repeating what the representative said. That is why the finding is quite the same. In order to get the customer, the persuader should explain why the customers have to buy the product. It helps the speaker's point easily to be understood by the listeners.

CONCLUSION

The finding of this research showed the persuasive strategies used by the hosts and the representative team of Agung Sedayu Group in the infomercial, Metro TV. Also, it showed the most striking persuasive strategies used by team and the differences between the host and the representative team. In addition, the finding showed that even though those people have the same purpose which is persuading people to buy the Agung Sedayu Group's product but they used different persuasive strategies to persuade people. It happens because there is social factor that can influence the use of persuasive strategies, such as the background of the participants itself. For the next research, it would be better if there is a comparison between this infomercial with another famous infomercial from other products.

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