PERSUASIVE STRATEGIES OF SHOES SELLER IN "TAFT" INSTAGRAM ACCOUNT

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ABSTRACT

This research was deals with the Persuasive Strategies of Shoes Seller in TAFT instagram account. The objective of the research were to discover the types of persuasive techniques of shoes seller in TAFT Instagram account, and to describe the strategies used by shoes seller on TAFT Instagram account. This study was conducted by using qualitative method. The data in this research were collected by using documentary technique. There were 84 written captions selected consecutively from November 2019 to January 2020. The findings found that there were only six from seven types of persuasive technique were used in TAFT written captions such as rationalization (23 posts), identification (7 posts), suggestion (40 posts), conformity (3 posts), compensation (6 posts), and projection (5 posts). And the strategy of persuasion that was used in TAFT's Instagram account were Logos, Phatos, and Ethos. Mostly, the user uses the logical reason (Logos) with 52.38% percentage.

Key words: *Persuasive, Shoes Seller, Instagram, TAFT*

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I.   INTRODUCTION

Language is a structured and conventional means of human communication that consist of the use of words in a structured and customary manner. Some experts have defined the meaning of language. Language, according to Finegan and Besnier (1989), is a limited system of elements and principles that enable speakers to compose sentences to perform specific communication tasks. Communication is accomplished through the use of language. Language is a social fact, a social contract of sorts. It does not exist in a single person, but rather in a group (Bauer, 2007). This study concerns linguistics, such as how languages are used in persuading people during communication.

Language is used to interact and converse with others, as well as to convey information from the speaker to the listener. The speaker or writer always has a reason for stating the utterances during the transfer process, whether it is simply to provide information, encourage the listener or reader to do something, pay attention, or persuade the listener or reader to think or act as the speaker or writer indicated. Persuasion is the most common goal of communication. People who employ persuasion in their conversation will feel more or less at ease, increase or deteriorate cooperation among coworkers, family, and friends, and sustain community relations (Mulholland, 1994). Persuasion may assist people in smoothly extending their messages and aims by employing pleasant methods. As a result, people employ persuasion to achieve their communication's goal.

On the other hand, people will use convincing language to persuade other people or hearers. The language itself has some tactics to make sure that the reader or listener believes what the speaker said.

The researcher chose this topic since it is necessary to be able to persuade others in this age of globalization. It can be seen in some phenomena: many good companies, such as shoes, aim to persuade or convince customers to acquire their products. We encounter the situation in our life when we are impacted by or influence others. Persuasion and influence are two terms that can be used interchangeably (Larson, 2004, p.4). The ability to persuade or convince people is not easy; it uses some skills or strategies to make other people believe what the speakers mean and It is called Persuasive Strategies.

A persuasive strategy is a comprehensive, step-by-step plan for achieving a specific goal (Larson, 2004, p.20). Strategies are based on tactics, which are the exact arguments or points that the persuader is attempting to make. Persuasive strategy can be examined in a variety of domains, including advertising, social media, and online buying on social media. Identification, Rationalization, Suggestion, Conformity, Compensation, Projection, and Displacement are seven types of persuasive techniques (Keraf, 2005). While Aristotle (1854) identified three persuasive strategies (Phatos, Logos, and Ethos) for influencing people, The researcher will use the theories to determine the types of persuasive approaches used in the shoe seller's TAFT Instagram account and discuss the strategies used.

II. RESEARCH METHOD

- **Research Methodology**

This research focused on qualitative methods because the intention of this research was to identify the types of persuasive techniques and describe the strategies of persuasive were applied to TAFT Instagram account. According to Strauss (2003), qualitative research aimed to achieve goals by employing data in the form of words; nevertheless, this study did not use numbers (quantitative). The qualitative method of explaining what was a non-quantitative method. It signifies that qualitative research was empirical research in which the data is not numerical.

- **Data and Source of Data**

The source of data was an Instagram caption that was taken from https://www.instagram.com/TAFT/. The data of this research was the linguistic features of TAFT's caption. There were eighty-four written captions selected consecutively from November 2019 to January 2020 from the TAFT Instagram account. The technique that used in this study was a documentary technique where the researcher was took the data from each TAFT's caption by copying the caption from the TAFT Instagram account.

- **Technique and Instrument for Collecting Data**

In this research, the researcher login into instagram and go to https://www.instagram.com/TAFT/. After logging in, the researcher was chosen eighty-four captions, starting from November 2019 to January 2020. After choosing the captions, the researcher was copied all the captions into Microsoft Word. The instrument that used in this research was the documentary sheet. The data for this study was the written words in the caption of TAFT that were used to promote the shoe. The caption was completed by a picture of a shoe promotion in TAFT.

- **Technique for Analyzing Data**

The technique of analyzing data examined by utilizing descriptive qualitative methods. As per Sugiyono (2013), there were three activities for analyzing descriptive qualitative data in research. Those activities were data reduction, data display, and conclusion drawing. As indicated by the theory above, the researcher forms the technique of analyzing data as follows:

1. Identifying types of persuasive technique and persuasive strategies by looking the written caption in TAFT's Instagram,

2. Classifying the utterance into seven types persuasive technique of written captions based on Keraf's theory and three types of persuasive strategies based on Aristotle's theory,

3. Analyzing & interpreting,

4. Concluding the findings

III.   RESULT AND DISCUSSION

This chapter identified and discusses the analysis and the findings on the persuasive strategies of shoes seller in "TAFT" instagram account. The kinds of persuasive technique was based on Gorys Keraf (2005) and the strategy to persuade viewers based on Aristotle (1854). The data which was used in this study was gained from TAFT written caption. There were 84 written captions from November 2019 to January 2020. The 84 written captions divided into some of persuasive techniques and persuasive strategies. For the persuasive techniques, the 84 written captions divided into rationalization, identification, suggestion, conformity, compensation, and projection, and for the persuasive strategies it divided into Logos strategy, Ethos strategy, and Phatos strategy.

According to Keraf's beliefs, the data from Instagram has been recognized based on the types of persuasive techniques (2005). There were seven different sorts of persuasion techniques, according to Keraf. Rationalization, identification, suggestion, compliance, compensation, projection, and displacement are the terms used to describe them. The second step was to analyze the data using Aristotle's persuasive strategies (1854). The three persuasive strategies identified by Aristotle are ethos, phatos, and logos.

1. The Types of Persuasive Techniques

In this research, the researcher found six from seven types of persuasive technique according to the Gorys Keraf (2005). From 84 written captions, it divided into 23 posts of

rationalization, 7 posts of identification, 40 posts of suggestion, 3 posts of conformity, 6

posts of compensation, and 5 posts of projection.

Table 3.1 The distribution of persuasive techniques

No.	Types of Persuasive Strategies	Frequency	Percentage
1.	Rationalization	23	27.38%
2.	Identification	7	8.33 %
3.	Suggestion	40	47.61%
4.	Conformity	3	3.57 %
5.	Compensation	6	7.14%
6.	Projection	5	5.95%
	Total	**84**	**100%**

a) **Rationalization**

Rationalization was the mind process to give a justification for a certain problem.

The user should know about the viewers' needs, their satisfied and belief.

Example :

Meet the prince. A cross-cross monk strap shoe that's unlike any other shoe in the

game.

Pictures don't do this boot justice.

Our rain-proof, snow-proof, weather-proof boot.

b) **Identification**

Identification was an identify the receiver; the user has to analyze their viewers

and the situation accurately.

Example :

Preparing for Monday… anyone else still lay out their clothes the night before?

Merry Christmas TAFT family! We hope your day is merry and bright. We want to express our gratitude for all of the love and support you've given us this year. We wouldn't be here without all of you. It's truly a family.

c) Suggestion

Suggestion was an attempt to convince or persuade others to accept a given belief.

Example :

Get a pair of boots that can do both.

Coming soon!! See you soon, SoHo.

d) Conformity

Conformity was a desire or an action to do something similar to something else.

Example :

The dragon boots are built like absolute tanks. Comfortable right out of the box and the leather is waterproof. They also float… apparently haha.

Happiness is the same price as the Saint Boot.

e) Compensation

Users can persuade viewers to take an action that the users want by convincing them that they have the power to accomplish or demonstrate what the users want.

Example :

Clear your schedule next Thursday.

You get to keep any two pairs… what are you choosing? Head over to the website

to get 20-40% off everything!

f) Projection

In this type, the user was attempt to describe good things about their own.

Example :

@irvinrandle making our Jack Boot in Eden look like a 10/10.

The perfect boot doesn't exi…

g) Displacement

Displacement is a method of attempting to move an intention or a matter that is obstructed, or the emotion of initial hostility or, in rare cases, the emotion of original attachment.

2. Strategy of Persuasive used in "TAFT" Instagram Account

In this research, the researcher found three kind of persuasive strategies. From 84 written captions, it divided into 28 posts of Ethos strategy, 12 posts of Phatos strategy, and 44 posts of Logos Strategy.

Table 3.2 The distribution of persuasive strategies

No.	Persuasive Strategies	Frequency	Percentage
1.	Ethos Strategy	28	33.33 %

2.	Phatos Strategy	12	14.28%
3.	Logos Strategy	44	52.38%
Total		**84**	**100%**

a) **Ethos (An appeal to credibility or character)**

The way the user persuades the viewers by showing the credibility and the quality of the shoes. In this example, the user show some of boots that show the quality and credibility from those boots. The user give some of pictures in that post as the evidence.

b) **Phatos (An appeal to emotion)**

The way the user persuades the viewers used the function of the viewer's emotion. In these examples, the user showed a person's picture who use a shoe which is enjoying the shoe. The user tried to show that this shoe can make people happy and enjoy for the shoe seen from the picture of person or people who visit the store and use the shoe with enjoying by big happiness.

c) **Logos (An appeal to logic or reason)**

The way the user persuades the viewers by stating logical information or statement of the shoe and giving evidences. The user also inform about the events, the new shoe, and the location of the shoe store. The user tried to show the situation of the shoe by giving the picture in each of the post. For example in the post, the user use the data for the event to get the viewer's belief and attention.

Findings

From 84 written captions of "TAFT" Instagram account as the data has been identified, it is found only 6 types of persuasive technique that user used in TAFT posts; those are rationalization (23 posts), identification (7 posts), suggestion (40 posts), conformity (3 posts), compensation (6 posts), and projection (5 posts). In TAFT's Instagram account, the most common suggestion kinds were rationalization and identification, followed by compensation, projection, and conformity. However, during the research period, the displacement type was not found in the posts of the "TAFT" instagram account.

After identifying the data, it is also describe the strategy of persuasive from the posts of TAFT instagram account. They were Ethos (28 posts), Phatos (12 posts), and Logos (44 posts). Throughout the research period, the user's most common strategy was the Logos strategy. The visitors of the "TAFT" Instagram account require a reasonable cause to believe in the user's promotion.

IV.   CONCLUSION

This research looks at the shoes seller's persuasive strategies on the TAFT Instagram account. As of the data analysis, there were 84 posts from TAFT. The study's analysis reveals that, first, only six of Keraf's seven types of persuasive strategies were used in this study, despite a total of 84 posts. They are rationalization (23 posts), identification (7 posts), suggestion (40 posts), conformity (3 posts), compensation (6 posts), and projection (5 posts). Suggestion

was the most prevalent method of persuasion used by users. It was because people were invited or persuaded to accept a certain conviction without being given a principle or logical belief to back it up. It involves getting the viewers to accept the promotion without thinking about an idea, belief, or action.

Second, while this study revealed six different sorts of persuasive approaches, it only used Aristotle's three persuasion strategies. Ethos, Phatos, and Logos were the three gods. The logo strategy had become one of the most popular in the TAFT Instagram account. When a user used the Logos technique to market a shoe, it demonstrates that the user was provided evidence and logical information about the shoe. The user persuades the audience by providing factual information or reasoning. For example, the user may input the data of TAFT events, provide information on the event venue or a new shoe design attraction and make a statement of features based on images that he shares on the TAFT wall.

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