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An Analysis of Language Features in Local Fashion Brands' Advertisement on Instagram

Ghina Luqyana, Ernie D. Ayu Imperiani

*English Language and Literature Study Program,
Faculty of Language and Literature Education,
Universitas Pendidikan Indonesia*

ghinaluqyana@student.upi.edu, ernie_imperiani@upi.edu

ABSTRACT

This study attempts to investigate and give a comprehensive account of persuasive techniques and linguistic features in local fashion brands' advertisements on Instagram, along with the influence of persuasive techniques towards the implementation of linguistic features in the advertisements. To figure it out, this study gathered the data from five captions on recent Instagram posts of *Cotton Ink* and *Look Boutique Store*. Using persuasive techniques proposed by Kleppner (1986) and linguistic features in advertising proposed by Grey (2008), the study revealed that the two advertisements had all of three types of persuasive techniques; namely pioneering stage, competitive stage, and retentive stage. In terms of linguistic features, the advertising copywriters used 12 out of 20 types of linguistic features in these two advertisements. Furthermore, the use of persuasive techniques affects the implementation of lexical features in these two brands' advertisements. Since competitive aims to make the products seem better and unique than the others, the advertisers had to use attractive words or terms to make people believe that the products have a superiority than the other similar products. It also affects the syntactic features, hence the advertisers tend to inform it in long noun phrases with detailed explanations of the products which make them seemed superior. Moreover, the advertisers used present tense to make the customers feel as if the benefits of the superior product they will get will last for a long time.

Keywords: *Advertisement, Instagram, language feature, linguistic feature, local brand, persuasive language*

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INTRODUCTION

Generally, persuasive language can be applied for several purposes such as asking people to do certain things and believing speaker's opinion towards something. Since persuasion is a way to influence people at changing their idea or believe, it is commonly appeared in an advertisement whose role become undoubtedly important in this digital era. It helps a company to market their products or services in an interesting way. This is in line with Lapsanska (2006, as cited in Cayestu and Pasaribu, 2020) who points out that advertisements can be a powerful tool to influence people on the promoted product. Moreover, Permatasari & Yulia (2013) add that companies express persuasive message through the use of linguistic features. This means a company should be able to make an attractive language style in order to get consumers' attention to buy their products. In offering and promoting their products, a media is needed as a platform to share an advertisement created by a company. It can be in a form of printed or digital. There are many different types of printed

advertising such as brochure, flyer, newspaper, magazine, billboard and banner. While digital advertising might be found on a website, blog, or social media. These two types of advertisements usually consist of a combination of text, images or videos.

With regard to social media, Instagram is one of the popular platforms that is used by many people nowadays. With more than one billion monthly active users, Instagram ranks third after Facebook (with just over two billion active users) and YouTube (with 1.9 billion) in terms of the most popular social media network. While Facebook still has more total users, it is no secret that Instagram has a reach that shouldn't be ignored by business users (Suciu, 2019). Besides being used for social networks, it can also be used for business purposes. A company could advertise their products more easily to the users in Instagram by sharing interesting image or video that is supported by persuasive language style. Hence, the advertisers should have some strategies in making attractive words yet meaningful that could influence

consumers' point of view towards a product.

Products that most companies offer in Instagram may vary from primary sectors to tertiary sectors. One of the most popular products that is commonly advertised on social media is apparel, especially women's clothing. Many women tend to be more aware of fashion trend. As stated in Bolich (2006), generally, contemporary women are more involved with clothes and show a greater interest in fashion. Therefore, there have been many local brands in Indonesia that competes to offer an exclusive and latest fashion of women's wear.

Some of them are *Cotton Ink* and *Look Boutique Store*. These local fashion brands are famous among young adult women, as can be seen through their Instagram account that has verified and are in the top ten most followed Instagram accounts with more than 550K followers. According to Instagram, a verified badge is a check that appears next to an Instagram account's name in search and on the profile. It means Instagram has confirmed that the account is the

authentic presence of the public figure, celebrity or global brand it represents. With this, it can be said that the existence of these local fashion brands has been approved by Instagram. Since fashion products become a basic and daily needs of people, there are many local clothing brands that compete to advertise their fashion products in an interesting way to attract people's attention.

It focuses more on the verbal rather than visual because in advertising products, local brands on Instagram generally post a picture that shows a model wearing the advertised product without including the written advertisement. Therefore, it is interesting when a company advertises their product by giving an additional information or an interesting message through a caption of Instagram post which becomes the focus of this present study.

In advertising a product, persuasion is needed to attract people's attention. Mulholland (2003, as cited in Romanova and Smirnova, 2019) states that persuasion refers to social influence which 'certainly seeks to achieve the goals of a person using

it'. Hence, it is used to persuade and convince people to believe something or to make them do particular things. Based on Kleppner (1986)'s theory, there are three persuasion techniques; namely pioneering stage, competitive stage, and retentive stage. Besides it, language choice should also be considered to succeed in persuading and attracting people with the advertised products. According to Grey (2008), advertisers often use some linguistic features to convey the persuasive message of advertisements. He added there are two major features of the advertisement language style, lexical features and syntactic features. Lexical is a study of all the words in language which have a meaning and grammatical function (Grey, 2008). Whereas, syntactic features of advertisement based on the emergence of similar grammatical structure in form of phrase (Grey, 2008). Lexical features consist of hyperbole, neologism, weasel word, familiar language, simple vocabulary, repetition, euphemism, humor, glamorization and potency. While for syntactic features, it includes short sentences, long-noun phrases,

ambiguity, use of imperative, simple and colloquial language, present tense, syntactic parallelism, association, ellipsis, and incomplete sentence.

Some previous studies focusing on persuasive techniques and linguistic features in advertising have been conducted with different products and medias. As an example, a recent study by Permatasari and Yulia (2013) analyzed linguistic features of Magnum advertisements and power relation of Magnum upon consumers through the utterances in 10 Magnum advertisements. The results showed that there were 14 out of 20 of linguistic features which appeared in Magnum advertisements because it presented simple language of advertising to advertise Magnum. It appeared along advertisements and can influence the kinds of the power relation. The power relation between the companies and the consumers could be defined easily because the utterances were clear enough. Furthermore, the simplicity of Magnum advertisements presented Magnum's special characteristics albeit the advertisers did not vary the language style.

Another study came from Melynda (2017) who investigates language style and persuasion techniques in Maybelline New York's Written Advertisements. The result reveals that the copywriter of Maybelline New York did not use all the linguistic features. They had 13 out of 20 types of language style in advertising. While for persuasion techniques, 15 out of 18 brochures used pioneering stage to introduce the new products to the consumers and the rest used retentive stage in order to remind the consumers about the products and keep the existence of Maybelline New York.

In the same year, another researcher, Sulistyowati (2017) also conducted similar research. She examined the linguistic features and persuasion techniques in Marlboro Cigarette Advertisement Slogans. This study revealed that 16 out of 20 linguistic features appeared in Marlboro Cigarette Advertisement Slogans. The advertisements used simple vocabulary to make it attractive and easy to remember by audiences. Besides, most of the slogans used two persuasion techniques; namely

pioneering stage and competitive stage.

Some previous studies above showed that many researchers were interested in analyzing persuasive techniques and linguistic features in advertisement in different products or objects such as beauty product and food product. They also used different media in analyzing the advertisements, such as video on YouTube or slogans on internet. However, there has not been any research that analyzed persuasive techniques and language style in fashion products field, especially those that are produced locally in Indonesia.

Moreover, it seems that many prior studies have not investigated persuasive techniques and linguistic features in an advertisement which focuses on a caption of Instagram posts. Therefore, to fill the gap, this present study aims to analyze the persuasive techniques used and types of linguistic features used in advertisement of local fashion brands on Instagram by using theory proposed by Kleppner (1986) and Grey (2008). In addition, the result of this research hopefully can be utilized as a reference

for other local fashion brands in making an attractive language for their advertisements.

METHODOLOGY

This present study used a descriptive qualitative method because it aimed to describe and give details of the persuasive techniques and linguistic features used in local fashion brands' advertisement on Instagram. Moreover, this present study is analyzing non-numerical data (text) and can be considered as secondary research; collecting existing data in the form of texts, images, audio or video recordings (Bhandari, 2020). Therefore, qualitative research method is suitable to be applied in this study.

The source of the data was collected from captions on five Instagram posts of *Cotton Ink* and Local Boutique Store. The selected posts are the ones that are uploaded recently which introduce new collections of their products or other collections that are still exists in their store.

The data collection was conducted in several steps. Firstly, the

researcher attempted to look for some recent posts of *Cotton Ink* and *Look Boutique Store* on Instagram. Secondly, the researcher chose five posts of each captions randomly in the last three months. Thirdly, the researcher gathered all of the captions on selected posts in a table.

Some steps were taken in analyzing the data: identifying the way copywriters convey the message or information on the written advertisement from the whole sentence by using theory proposed by Kleppner (1986). Then, classifying each word or phrase which shows linguistic features using theories from Grey (2008) about types of linguistic features in advertising. Calculating the occurrences of persuasive techniques and linguistic features. Following that, a table is provided to show the data of persuasive techniques and linguistic features used in order (from the most commonly used to the least commonly used) to ease the understanding of quantities of the data. Subsequently, interpreting the findings that have been obtained and drawing a conclusion.

FINDINGS AND DISCUSSION

This section presents the findings and discussion of Language Style in Local Fashion Brands’ Advertisement on Instagram. As there are two research questions, the findings are divided into two parts. The first part discusses the persuasive techniques used in two local fashion brands’ advertisement on Instagram, while the second one discusses the linguistic features in Local Fashion Brands’ Advertisement on Instagram, as well as the influence of persuasive techniques towards the implementation of linguistic features in the advertisements.

Persuasive techniques in local fashion brands’ advertisement

In promoting company’s product, advertisers or copywriters should be able to make an attractive advertisement that combines an interesting visual, techniques in persuading people, and fascinating style of language. Regarding persuading people, Kleppner (1986) proposes a theory of three persuasion techniques; pioneering stage, competitive stage, and retentive stage. As products pass through a number of

stages—from introduction to dominance to ultimate demise—the manner in which advertising presents the product to consumers depends largely on the degree of acceptance the product has earned with consumers (Lane, King, and Reichert, 2011). The source of the data was collected from captions on five (5) Instagram posts of *Cotton Ink* and *Local Boutique Store*. From the data analysis, the findings show that all of types of persuasive techniques are used in these advertisements. The detailed findings of the data analysis could be seen in Table 1.

Table 1. Types of Persuasive Techniques used in the Advertisements

Types of Persuasive Techniques	Frequency	%
Competitive Stage	6	60
Pioneering Stage	3	30
Retentive Stage	1	10
Total	10	100

From five (5) captions in *Cotton Ink* advertisement and five (5) captions in *Look Boutique Store* advertisement on Instagram which were used as the data, all of three types of persuasive

techniques were used in these advertisements. As can be seen on Table 1, competitive stage was the most frequently used types by two brands which appears six times (60%) in the advertisements. Then, it is followed by pioneering stage with three times (30%) occurrences and retentive stage with the least frequent feature which only occurred once (10%) in the advertisements. Further explanation of each types of persuasive techniques is presented as follows.

Pioneering Stage. In advertising their products, pioneering stage was the second mostly used types in the captions of their Instagram posts. Kleppner (1986) states that this type is used to introduce the product which has just been released. Moreover, Lane et al. (2011) add that pioneering stage aims to show that a product now exists that is actually capable of meeting a need that already had been recognized but previously could not have been fulfilled. Therefore, advertisers generally use this particular type to inform what the product is and how the product can solve the needs.

These new products introductions also consider the advantages the customers will gain to fulfill their needs. In this case, the advertisers introduce the products with the benefits that will be obtained by wearing them. The example of the sentences in the advertisement can be seen in the following excerpt:

Excerpt 1

“This groovy pattern is not going anywhere soon! Tie-dye is everyone's current favorite way to add colors to your staple. Don't believe us? Swipe through to see some of our favorite looks and how we recreate them.”

“New arrival! Vol. 17/2020 is here! The beautiful and casual pieces are here to make you beam with confidence on a daily basis.”

“Make a bold statement with this season's biggest color trend.”

These new products might have been recognized by many people, but the advertisers wanted to give possible solutions or idea looks by letting the customers know how the

products can be worn and how the results might look like by wearing them. Therefore, they may have a new insight on how to dress up with the advertised products to make it more stylish. It could influence customers' thought that they will look more standout and encourage them to be more confident by wearing it. With these reasons, they can believe the products will meet their needs.

Competitive Stage. Another type which became the most frequently used types in these advertisements is competitive stage. It can be used when the general usefulness of a product is recognized but its superiority over similar brands has to be established in order to gain preference. (Lane, et al., 2011). This is in line with Bly (2005) who suggests that describing features and benefits of products is essential. In addition, he states that experienced copywriters turn those features into customer benefits: reasons why the reader should buy the product. The advertisers should be able to show things that makes their products are better from the other similar products. They could explain the products in detail which makes the products

seemed more unique and may not be owned by the other brands, either in terms of product quality or visual style. The following excerpt illustrated how this type is used in the advertisements:

Excerpt 2

“Not only this print is our first one that was hand-drawn with crayons, it also has all the fall colours you want to wear...”

“Living in the tropics, materials that are breathable, provides comfort and repels moisture are the savior of hot summer days. Bonus point if they are long lasting and have lower impacts on the environment!”

“...this collection made from certified fibers and is guaranteed to feel pleasantly soft on the skin, keep you cool, absorb moisture efficiently and last a long time...”

“New arrival alert! VOL. 16/2020 is the perfect combo of sophisticated colours and

simple yet stylish cutting, resulting in perfect pieces for everyday wear!”

“Get basic vibes going in #AikaKnitDress and get your hoodie on! Covered by anti-bacterial coating for comfort.”

These sentences showed that the advertisers wanted to point out the specialty of the products. It could make the customers realized that the brands did not only provide the usefulness of the products, but also gave other superiorities (quality and visual style) that made them different from the other products. For that reason, the customers may feel the product is worth to buy and believe that it will give them satisfaction. Thus, this type of persuasive techniques seemed very suitable to be applied in persuading people to make them more attracted with the advertised products. This correlates fairly well with Lane et al. (2011) which state that naturally, there are fewer products in the pioneering stage than in the competitive stage. The development of new types of products or categories does not take place

frequently. Most advertising is for products in the competitive stage.

Retentive Stage. The last types of persuasive techniques that was used once in the advertisement is retentive stage. It can be interpreted as a reminder in advertising to remind the customers about the products that is still exists in their collection of the products. This kind of advertising is usually highly visual and is basically name advertising, meaning that the advertisement gives little reason to buy the product. (Lane, et al., 2011). The excerpt below showed the example of the sentence found in the advertisement:

Excerpt 3

“Just want to let you know, if you haven't checked our first sustainable collection, now is the time for you to take a look and shop your favourites with Happy 10.10 promo! Stay tuned at cottonink.co.id as 10% + 10% discount is coming your way.”

This sentence showed that the advertiser wanted to make sure if the customers have checked their first collection that has been marketed

before. Consequently, there is no need to provide a detail information about the product. In addition, the advertisers make it more attractive by reminding them to take a look and shop along with the discount offered. As can be seen from the findings above, *Cotton Ink* and *Look Boutique Store* have a tendency to use competitive stage in advertising their products. As these two local fashion brands offer women's wear clothing which have been marketed by many other brands, the advertisers prefer to focus on showing the superiority of their products than the others to attract people's attention. These findings slightly differ from Sulistyowati (2017) which had pioneering stage as the most frequently used types of persuasive techniques with only 10% difference from competitive stage. Furthermore, in persuading and attracting people with the advertised products, the advertising copywriters do not only rely on making a strategy, but should also consider the language used in the advertisement. In the next part, the findings regarding linguistic features are discussed.

Linguistic features in local fashion brands' advertisement

As stated in Grey (2008), there are two major features of language style in advertisement, which are lexical features and syntactic features. *Cotton Ink* and *Look Boutique Store* advertisements had some features of both lexical and syntactic features to attract people's attention with the advertised products.

Lexical features in local fashion brands' advertisement.

Lexical features deal with choice of words or diction that are used in advertisement. In *Cotton Ink* and *Look Boutique Store* advertisements, there were 10 captions used as a data. It was found that the advertisements had 6 out of 10 lexical features with 46 occurrences in total. The result of the data analysis could be seen in the table 2.

As shown in Table 2, *Cotton Ink* and *Look Boutique Store* tend to use potency which became the most frequently used feature in the advertisements; it appears 13 times (28,3%). Then, it is followed by familiar language which has slight difference of emergence compared to

potency feature; 12 times (26,1%). Next, there are hyperbole with nine times (19,6%), simple vocabulary with six times (13%), and glamorization with four times (8,7%). As for weasel feature, it becomes the least frequent feature used in the advertisements which is only two times (4,3%).

Table 2. Types of Lexical Features used in the Advertisements

Types of Lexical Features	Frequency	%
Potency	13	28.3
Familiar Language	12	26.1
Hyperbole	9	19.6
Simple Vocabulary	6	13
Glamorization	4	8.7
Weasel Word	2	4.3
Neologism	0	0
Repetition	0	0
Euphemism	0	0
Humor	0	0
Total	46	100

Meanwhile, the rest of the features such as: neologism, repetition, euphemism, and humor, did not appear in these two brands' advertisements. This finding shares similarities with

some previous studies whose results of the data analysis are lack of few features in the advertisements. For instance, in Permatasari and Yulia (2013)'s study which analyzed Magnun advertisements, it did not have the features of neologism, repetition, and humor in it. There are also few features in Melynda (2017)'s study that are not found in the advertisements; which are weasel words, euphemism, and humor. As it is mentioned earlier regarding the lexical features used in *Cotton Ink* and *Look Boutique Store* advertisements, the elaboration of each feature is shown as follows.

Potency

As displayed in table 2 above, this feature has the highest percentage of lexical features used in the advertisements, which appears 13 times (28,3%). In advertising a product, this feature can be a choice for a company in writing the advertisements by giving a new value, novelty, or immediacy (Grey, 2008). Hence, the advertiser should be capable in persuading customers to buy the products with creative writing.

It is used to give a new meaning to the uncommon terms used. These words could make the readers wondering of the things or terms the advertisers used in describing the products. In consequence, they may curious to know further and detail information about it. The example of this feature can be seen in the following few sentences:

Excerpt 4

“Made from *certified fibers*”

“*Materials that are breathable*”

“*Anti-bacterial coating*”

With the words mentioned, it makes the customers curious to know kind of materials’ product and have more expectation to the advertised products to be something as it is stated. Other words that are used in these advertisements are shown in the excerpt below:

Excerpt 5

“*First one that was hand-drawn with crayons*”

“How we *recreate* them”

These words give curiosity to the customers about something new that the brands offered towards the advertised products. People might find it rare to see brands that produce a product whose pattern are hand-drawn especially with crayons created by their textile designer. They probably would not find it anywhere else. So, it can be a new thing for them as a customer to see such an uncommon yet interesting product offering. While the word “recreate” in the sentences of “swipe through to see some of our favorite looks and how we recreate them” represents new look ideas of the advertised product which could make people have a desire to know more about it to get a new style inspiration. This finding matches with Sulistyowati’s (2017). In her study, she found out that potency and simple vocabulary became the mostly used types of lexical features in the advertisements.

Familiar Language

This feature became the second mostly used feature in these two brands’ advertisements with a total of 12 emergences (26,1%). In advertising a

product or service, there must be communication between the company and people through various media to encourage them to get attracted by company offerings. To achieve this goal, an advertising copywriter should be able to use persuasive language, one of ways is by using familiar language feature. The usage of this feature is indicated by using second person pronoun; you, your, and yours. It is used to address the audience and give a friendly attitude (Grey, 2008). The examples of the sentences are illustrated in excerpt 6 below:

Excerpt 6

“To keep *you* comfortable all day!”

“It also has all the fall colours *you* want to wear”

“Add colours to *your* staple”

“Get *your* hoodie on”

The pronoun “you” and “yours” helps the brands increase customer engagement and make them feel closer to the advertisers by involving them within the messages given. This is in line with (Roberts 2003; Vesanen 2007, as cited in Cruz et al., 2017), addressing consumers directly creates

a sense of personalization, which in turn has a positive impact on how consumers respond to marketing communications. Moreover, the customers could have an impression as if the advertiser were talking directly to them.

Hyperbole

Another feature that are used in these advertisements is hyperbole, with the total amount of nine words or about 19,6%. According to Grey (2008), hyperbole is often used by adjectives and adverbs, such as “new”, “real”, and “greatest”. It can be used as a way to express people’s feeling or opinion towards something with exaggeration words. Also, it is used to emphasize the meaning that could influence people to believe things stated in the advertisements. According to Kleitsch (2015), portraying people, products, and services in ways that far exceed their capability is a common strategy used to gain attention, generate humor, and underline product qualities. Based on the findings, there were 2 out of 9 words used superlative degree in the advertisements.

Excerpt 7

“Making you the *boldest* in the room!”

“Season's *biggest* color trend”

The superlative words “boldest” and “biggest” showed that they have the greatest degree of meaning than the others. “boldest” in this sentence could impress the customers as if they could become the most stand out person in a room by wearing the product. While for “biggest”, the advertiser wanted to let people know that the offered colours of the product are the trendiest colour in that season. Hence, it could affect the customers who loves being up to date with latest fashion trends to own the product. If this study had some superlative adjective in hyperbole features, on the other hand, in Melynda’s (2017) findings, comparative degree dominated the hyperbole feature in makeup product advertisements such as “bigger”, “smoother”, and “softer”.

Some other words that are considered as a hyperbole are “exclusive” and “super cool”. The existences of these words represent the value of the products which could give an impression of luxury fashion look to

the customers. Furthermore, the word “perfect combo” and “perfect pieces” indirectly showed the customers that the advertised products are absolutely ideal with no flaw and defect on it.

Simple Vocabulary

The use of simple vocabulary in advertisements make it easier for people to understand the message or information that is conveyed by the advertiser. Mostly, the consumers will only take a look at the advertisements in a glance (Melynda, 2017). It makes the advertisements seemed more effective. Since most of these local fashion brands’ advertisements consist of many sentences in each caption, there were only six of it that used simple vocabulary, with the percentage of 13%. In these advertisements, simple vocabulary mostly found in the beginning of the captions.

Excerpt 8

“Meet our first sustainable collection, *COTTONINK x TENCEL™!*”

“New arrival! Vol. 17/2020 is here”

These sentences aim to give a brief and clear information with simple dictions

about a new product that is offered to the customers. So, the customers could easily understand the messages that is conveyed by the advertisers. Other simple vocabularies that are found in these advertisements can be seen in these two sentences:

Excerpt 9

“Looking super cool in its white glory!”

“Make a bold statement with this season's biggest color trend.”

The advertisers advertise the products with just simple words yet still attractive. This makes it easier for the customers to get attracted with the advertised products in just a short time. However, since there were only few sentences found in these advertisements, this finding is quite in contrast with some previous studies that used simple vocabulary as the most frequently used feature in their advertisement. According to Sulistyowati (2017), all of Marlboro Cigarette Advertisement Slogans used simple vocabulary to make the advertisement attractive and easy to remember by audiences.

Glamorization

Besides simple vocabulary feature, the presence of glamorization feature could also help a company in promoting their products. According to Melynda (2017), it is used to give a glamour touch about the products. It usually combines uncommon words to create mesmerizing phrases. From the collected data, 4 out of 10 advertisements were found using this feature in the advertisements.

Excerpt 10

“groovy pattern”

“pleasantly soft”

“sophisticated colours”

“white glory”

People might hear the unitalic words frequently, but they are rarely combined with those uncommon words. For instance, the word “sophisticated” is usually known as a high level of technology or someone who is intelligent. Instead of using “trending”, the advertiser prefers to choose “sophisticated” to interpret it as a higher development of colors. Even if these phrases sound unfamiliar, but the great meaning of the unusual words can make it seem fascinating. This finding is also similar

with Permatasari and Yulia's (2013) that found out the advertisers used the uncommon words "crack" in cracking chocolate to describe the sound while people biting the chocolate. While that word is generally identical to earthquake and egg.

Weasel Word

The last feature used in these two advertisements is weasel word. Grey (2008) states that a weasel word suggests a meaning without being specific. For example, the word "many" refers to a lot of people but does not mention it specifically in numeral. According to Oxford Advanced Learner's Encyclopedic Dictionary (1993, as cited in Vidaković and Janjic, 2020), weasel words "reduce the force of what one is saying" and are "used when one wishes to avoid committing oneself to a definite statement". The examples of this feature used in these advertisements are depicted in the following excerpt:

Excerpt 11

"tie-dye is *everyone's* current favourite"

"*season's* biggest colour trend"

Rather than saying people in specific or certain people, the advertisers intentionally used "everyone" without being specific to whom it is referring to and how many people involved in the word of "everyone" to avoid making a strong statement. Furthermore, the advertisers did not inform which season or which part of a time they meant in the advertisement, they probably wanted to make it more general so those colors trend might be valid in any seasons.

From the findings, it implies that the choice in using persuasive techniques types could affect the implementation of word choices used in these two brands' advertisements. Pioneering stage which aims to introduce the product that has just been released and inform the general usefulness to fulfill customers' needs, influence the advertisers who rarely use various lexical features as competitive stage did. In competitive stage, there were various lexical features used especially potency, hyperbole, and glamorization. As the purpose is to make the products seem better from the other similar products. Thus, the advertisers had to use attractive terms

or words to make people believe that the products have a uniqueness and superiority than the other similar products. Meanwhile, retentive stage tends to have a feature of familiar language rather than the other lexical features as the purpose is to remind the customers to buy the existing products. Consequently, they mostly mention the customers by saying “you” to make it sound more real that the advertisers remind it directly to them. In addition to lexical features, syntactic features are also evidenced in the advertisements which is presented in the following part.

Syntactic features in local fashion brands’ advertisement. Syntactic features refer to the emergence of similar grammatical structure in the form of phrases that are used in advertisement (Grey, 2008). In *Cotton Ink* and *Look Boutique Store* advertisements, there were 52 occurrences of syntactic features in 10 captions of their Instagram posts. It was found that the advertisements had 6 out of 10 types of syntactic features and there were no types of ambiguity, simple and colloquial language, syntactic parallelism, and ellipsis used

in these advertisements. The results of the data analysis are presented in the following table 3.

Table 3. Types of Syntactic Features used in the Advertisements

Types of Syntactic Features	Frequency	%
Present Tense	18	34.6
Incomplete Sentence	13	25
Use of Imperative	9	17.3
Long Noun Phrases	8	15.4
Short Sentences	3	5.8
Association	1	1.9
Ambiguity	0	0
Simple Colloquial Language	0	0
Syntactic Parallelism	0	0
Ellipsis	0	0
Total	52	100

As can be seen from Table 3, present tense has the highest emergences feature in *Cotton Ink* and *Look Boutique Store* advertisements, which appears 18 times or about 34,6%. It is followed by incomplete sentence with 13 occurrences (25%). Next, there are two features which has slight differences of implementations in the advertisements, use of imperative which appears nine times (17,3%) and

long noun phrases with eight times (15,4%). Then, short sentences appeared three times with a percentage of 5,8%. The last type that becomes the least frequent feature used is association which only appears one time (1,9%) in the advertisements. The findings of this syntactic features' occurrences similar to some previous studies' findings that lack of few features. For instance, in Permatasari and Yulia (2013)'s study that analyzed Magnun advertisements, it did not have the features of ambiguity, simple and colloquial language, and syntactic parallelism in it. There are also few features in Melynda (2017)'s study that are not found in the advertisements; which are simple and colloquial language, syntactic parallelism, and ellipsis. While for this study, the further explanation of lexical features used in *Cotton Ink* and *Look Boutique Store* advertisements is presented as follows.

Present Tense

As shown in table 3, present tense is the most frequently appeared in the advertisements which is about 18 times (34,6%). This feature aims to

give everlasting effect of the messages written by the advertiser. Grey (2008) add that present tense verbs could give a pictorial of the real situation whenever the audience hears the advertisements. Thus, the customers could always feel as if the advertisements were conveyed in the real time when they read them. The example of this feature can be seen in the following few sentences:

Excerpt 12

“VOL. 16/2020 *is* the perfect combo of sophisticated colours and simple yet stylish cutting, resulting in perfect pieces for everyday wear!

“COTTONINK *wants* to introduce our first sustainable collection”

“Now *is* the time for you to take a look and shop your favorites with Happy 10.10 promo!”

The present tense “is” in the first sentence used to show that the product will always be the perfect combination with the provided colors and style. The advertisers wanted to let people aware

that the products will never get old even if it is being worn in the future. While for the second one, the suffix “-s” that is added at the end of the verb “wants” used to indicate a present tense where something is happening at that time. For this reason, people who read the caption either in the present or future will consider the products is being introduced at all times. The words “now is” give the effect that the advertiser informed it at the present time or the moment when people read the advertisement. This fits with Murphy (2012) who argues that we use it to say that something happens all the time or repeatedly, or that something is true in general: We are not thinking only about now. We use it to say that something happens all the time or repeatedly, or that something is true in general.

Incomplete Sentence

Another feature which became the second mostly used in the two advertisements is incomplete sentence with 13 occurrences (25%). In order to make an advertisement simpler, an advertiser generally uses incomplete sentence in advertising a company’s product. According to University of

Leicester (n.d.), complete sentence always contains a verb, expresses a complete idea and makes sense standing alone. Hence, if it is lack of subject or verb, it can be considered as incomplete sentence. This feature can be used as long as the messages are well delivered and does not change the meaning or the main point of a product. The examples of this feature are presented in the excerpt below:

Excerpt 13

“Get basic vibes going in #AikaKnitDress and get your hoodie on!”

“New arrival alert!”

Without mentioning the subject, the customers might still be able to find out to whom the advertisements are referred to. Thus, even though it did not contain a subject, yet it is still understandable. Furthermore, in the example of second sentence, it only consisted of subject (product) and the adjective that supports it. However, it did not make a confusion for a customer to comprehend the information about the product. As stated in Lindholm (2007), probable reason for the lack of verbs or other

parts of speech is the intention to make advertisements as concise and pithy as possible.

Use of Imperative

As stated by Grey (2008), an imperative is used to make an order. In addition, Sakran and Maklai (2019) state that an imperative is constructed using the base form of a main verb and does not require a subject for its grammatical function. Hence, in advertisements, imperative language is often appeared to ask the customers to do something related to the products offered. This feature was found in 9 sentences (17,3%) in the advertisements of *Cotton Ink* and *Look Boutique Store*. To provide an example, there were three sentences which have similar commands:

Excerpt 14

“*Tap* the link in bio to shop”

“*Shop* the collection at cottonink.co.id”

“*Take* a look and shop your favorites”

These sentences persuaded the customers to buy the collection of their products by giving a command. This is in keeping with Fintel and Iatridou (2015) who state that in many other

languages, the linguistic name for imperatives is based on a verb that means ‘command’. Commands in these advertisements are mostly conveyed by the advertisers at the end of the paragraph after giving an explanation about the products. Other examples of this feature are shown in the excerpt below:

Excerpt 15

“*Get* basic vibes going in #AikaKnitDress and get your hoodie on!”

“*Make* a bold statement with this season's biggest color trend.”

As can be seen from the sentences above, the advertisers persuade people to own the advertised products by giving the inspiring looks that will be get by the customers. Therefore, they wanted the customers to get the basic vibes by wearing the advertised products and suggests them to wear a hoodie as well. While in the second sentence, the advertisers command people to make a bold statement by wearing the available color which currently trending.

Long-noun Phrases

This feature appeared eight times (15,4%) in these two advertisements. According to Grey (2008), a long noun phrase requires at least three words or two independent phrases. This feature is suitable to describe the products which have many superiorities or specialties than the others. It could make the customers more interested with the products offered. The examples of this feature are depicted in the following excerpt:

Excerpt 16

“first sustainable collection”

“simple yet stylish cutting”

“season's biggest color trend”

The information of the products is described in various ways. In the first sentence, the advertisers informed the collection with additional advantages that reinforce the main products to make it more interesting. As for the second and the third one, it added the information of how the design product was and the popularity of the color's product.

Short Sentences

The implementation of short sentence in advertisement helps the customers to read it in just a short time and make

it easier for them to comprehend the intended information. In consonance with Grey (2008), short sentence aims to capture the audience's attention. From the collected data, three sentences were found using this feature in the advertisements (5,8%).

Excerpt 17

“New arrival alert!”

“Available in Nude, White, and Blue”

“New arrival!”

From the excerpt above, it can be seen that the advertisers wanted to announce the products that has just been produced in a brief and clear sentence. So, the customers know there are new products offered with simple yet informative advertisements. Moreover, they informed the available color in a simple way. It makes the customers easily understand things that are conveyed by the advertisers.

Association

According to Grey (2008), association is the way advertisers connect a positive side of a product to something else which is familiar in the daily life. As company should be able to make an

attractive advertisement, they should know how to creatively describe a product in order to make the readers understand what is meant. In this case, association feature can be used to give a vivid imagination of the advertised product. It usually contains with the words “as” and “like”. But in these advertisements, there is only one phrase found using this feature and had no “as” or “like” within it:

Excerpt 18

“Living in the tropics, materials that are breathable, provides comfort and repels moisture are the *savior* of hot summer days.”

As stated in Cambridge Dictionary (n.d.), savior is a person who saves someone from danger or harm. With the word usage of “savior”, it helped the advertiser to give a simple yet clear description about the quality of the material’s product. It enhances an understanding that the product can saved people due to materials that are suitable to wear in the summer.

The findings above indicate that persuasive techniques also affect the implementation of phrases used in

these two brands’ advertisements. Since competitive stage aims to convince the customers that their products have specialty than the other similar products, the advertisers tend to inform it in long noun phrases with detailed explanations about the products which make them seemed superior. Moreover, the advertisers used present tense in advertising their products to make the customers feel as if the benefits they will get will last for a long time.

CONCLUSION

From the research that has been carried out, it can be concluded that Cotton Ink and Look Boutique Store advertisements had all of three types of persuasive techniques in advertising their product; namely, pioneering stage, competitive stage, and retentive stage. However, since these two advertisements offer women’s clothes that have been marketed by many other brands, they tend to use competitive stage which focuses more on showing the superiority of their products than the other similar products to boost and heighten its attraction levels.

As for the linguistic features, these two local fashion brands' advertisements did not use all of the features of both lexical and syntactic features. Regarding word choice, Cotton Ink and Look Boutique Store had six out of ten of lexical features which were potency, familiar language, hyperbole, simple vocabulary, glamorization, and weasel word. The reason for not having the rest of the features; neologism, repetition, euphemism, humor is probably because most of the advertisements prefer to use exaggeration words and existing yet uncommon terms to make the products seemed more fascinating as the advertisers had to present the uniqueness of the products. As well as for syntactic features, these two advertisements had six out of ten of the features; namely present tense, incomplete sentence, use of imperative, long noun phrases, short sentences, and association. They lacked of ambiguity, simple colloquial language, syntactic parallelism, and ellipsis. This may have occurred because the advertisers tend to use

clear and detail information in a semi-formal structure.

Overall, this study has examined the persuasive techniques and linguistic features used in the advertisements. Based on the findings of persuasive techniques and linguistic features above, it may be assumed that there are relations between the choice of persuasive techniques and the linguistic features' emergence in the advertisements. In other words, the persuasive techniques affect the implementation of both words and phrases the advertisers used in these two local fashion brands' advertisements.

Finally, this research is hoped to be useful for a brand or company (especially those which offer women's wear) in advertising their products to the customers with persuasive techniques and linguistic features as implemented in these two local fashion brands; *Cotton Ink* and *Look Boutique Store*.

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