



تحليل تقنيات الإقناع في إعلانات مختارة على إنستغرام

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الخلاصة:

تهدف هذه الورقة إلى استكشاف تقنيات الإقناع المستخدمة في إعلانات وسائل التواصل الاجتماعي في إنستغرام تم جمع البيانات من شركات Opp و Make Over و Acer، وهي ثلاث من أكبر شركات المنتجات في إندونيسيا. وفي تحليل البيانات استخدم الباحث نظرية سيالديني (٢٠٠٨) حول تقنيات الإقناع في الإعلان. استخدم البحث تحليل المستندات حيث أن هذا البحث يركز على تحليل مستندات إنستغرام على شكل إعلانات مكتوبة. ثم يقوم الباحث بتحليل البيانات بالتحليل الوصفي لتصنيف البيانات على أساس النمط. وبناء على النتائج والمناقشة، توصل الباحث إلى أسلوبين للإقناع يستخدمان بشكل متكرر في الإعلانات المكتوبة من قبل العلامات التجارية الثلاث. أشارت النتائج إلى أن معظم استراتيجيات الإقناع المستخدمة في إعلانات إنستغرام تستخدم الدليل الاجتماعي والندرة. وبسبب هذه الاستراتيجيات، يتم استخدام اللغة بطريقة تجعل المنتج أكثر جاذبية للمشتريين. في الأساس، يجب على المنتج أن يستخدم تقنيات اللغة في إعلاناته التي يمكن أن تجذب اهتمام المستهلكين.

الكلمات المفتاحية: إنستغرام، الإعلانات، تقنيات الإقناع.

An Analysis of Persuasive Techniques in Selected Advertisements at Instagram

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Abstract:

This paper aims to explore the persuasion techniques employed in Instagram social media advertising. The data was gathered from Oppo, Make Over, and Acer, three of Indonesia's top product companies. In analyzing the data, the researcher used a theory of Cialdini (2009) about persuasion techniques in advertising. The research used document analysis since this research focuses on analyzing Instagram documents in the form of written advertisements. Then, the researcher analyze the data with descriptive analysis to categorize data based on the pattern. Based on the findings and discussion, the researcher found two persuasion techniques which are used frequently in written advertisements by the three brands. The findings indicated that most of persuasive strategies utilized in the Instagram advertisements use social proof and scarcity. Because of these strategies, the language is employed in a way that makes the product more



appealing to purchasers. Basically, a product must use language techniques in its advertising that can catch consumers' interest .

Keywords: Instagram, advertisements, persuasive techniques.

1. Introduction

Language is the main tool in communication. People use different linguistic types to communicate with one another. It implies that each language has a unique way of speaking or writing. Language styles are a collection of intentional or unintentional expression choices that are motivated by or brought about by a certain environment (Verdonk, 2002). As to Chomsky (1986, p. 15), language can be defined as "a set of very specific universal principles which are intrinsic properties of the human mind and part of our species' genetic endowment". One of the numerous purposes of language is to persuade the reader or listener. Hornby (1995) describes persuasion as "refers to the action of persuading or being persuaded" (p. 864). As Fogg stated, persuasion is "an attempt to change attitudes or behaviors or both", but without using coercion or deception. The art of persuasion involves using behavior strategies to send a message. It may also be described as when a person or group of people employ language techniques to appeal to listeners' sense of self-identity. According to Simons (2001), "persuasion is human communication intended to affect the free judgments and decisions of others". The key to communicating with others is language. It implies that we should have a language to convey our meaning when speaking to someone as a form of communication. Language emphasizes meaning and function as a means of communication and as a key component of persuasion strategies in written advertisements. As a result, we might draw the conclusion that persuasive language is a weapon for persuasion. Perloff (2003, P. 8) describes persuasion similarly as "a symbolic process in which communicators attempt to persuade others to change their attitudes or behaviors regarding an issue, through the transmission of a message in an environment of free choice". Some authors and writers depict persuasion as a linguistic activity designed to bring about some change in belief or attitude, focusing on attitude change as a result of persuasive processes, and do not require attitude or behavior change to take place. Accordingly, Cegalal (1987, p. 6) and Burgoon et al. (1994, p. 177) view persuasion as a transmitted symbolic act that aims to shape, alter, or enhance the ideas, views, values, attitudes, and/or behaviors of one or more people.

Advertising is one of the methods that businesses most frequently utilize to reach potential customers with persuasive information. Basically, advertising is an element of modern industrial life. Today, advertising is an essential part of existence. Without advertising, the advertiser and distribution would be unable to sell their goods, and buyers would be insufficiently informed about the goods and services on the market. The contemporary economy and industries would be decimated if such were to occur. Advertising is necessary for a business to sustain its profit level.

2. Research Question

Based on the problem stated above, this paper attempts to respond to the following research question:

1. What kinds of persuading strategies are employed in the Instagram advertisement?



3. Objective of the Study

The objective of this research is to accomplish the following, which is based on the aforementioned research questions:

1. To discover the kind of persuasive strategies employed in the Instagram advertisement.

4. Methodology

The research design and methodology used in the current paper are covered in this part. It also displays a study sampling". "Additionally, it shows how the data was gathered. Furthermore, it discusses the coding system employed and the data analysis process .

4.1 Research Design and Method

The current study used qualitative method to seek how persuasion is expressed. In order to gain a thorough knowledge and analysis of any data pertaining to the persuasive strategies used in Instagram advertising, this study adopts a descriptive qualitative research approach .

4.2 Sampling and Data Collection instrument

Documents or written texts were used as an instrument to collect qualitative data source. The data of this study includes ten posts drawn from Instagram that has been obtained purposively to be analysed. The data selected for a period of four months extending from February 1, 2023 up to September 1, 2023. The idea is to find out the strategies of persuasion employed when persuading people by advertisements.

5. Cialdini's Six Persuasive Techniques

After reviewing some research on alternative theories, the researcher will now go over Cialdini's (2009) six persuasive strategies. Cialdini has effectively written a textbook to demonstrate how his well-labeled theories work in the actual world to influence beliefs and behavior. Reciprocation is the term used to describe a human urge to make others feel valued by reciprocating kind acts. Consistency and commitment are two qualities that go hand in hand because people frequently stick to the important decisions they make (commitments). Humans have a propensity to seek to others in society for support and guidance while acting, which is known as social proof. When people are impacted by their affection for others, they develop feelings of liking. People follow orders from individuals they consider to be in a position of authority because of this. People practically panic when something is scarce because they are worried that it may disappear or stop being available, and as a result, they work extra hard to obtain or protect it (Cialdini, 2009).

6. Results and Discussion

Ten advertisements from Oppo, Make Over, and Acer were examined by the researcher."This study discovered five persuasive strategies: (1) Reciprocation, (2) Commitment and Consistency, (3) Social proof, (4) Liking, (5) Authority and Scarcity. The study's analysis according to how the research topic was formulated. Based mostly on Cialdini's theory, the study topic seeks to assess the many persuasive strategies employed in Instagram advertisements. The element that the researcher will examine is the caption that appears after the advertisement.



6.1 Social Proof

Three products—the Oppo smartphone, the Makeover product, and the Acer laptop—were discovered to use the social proof strategy.

6.1.1. Oppo smartphone

Datum: “Everyone needs a company, especially when they are doing something they love, like hobbies. I actually like to stroll around and taking pictures out of something that catch my eyes. But I had to bring a camera back then. Thankfully, there’s #OPPOF7 and its Vivid Mode, HDR sensor, and 16MP rear camera that can support my hobby, whereas no additional tools needed. I can easily capture landscapes, moments, and everything” (D.1)

The advertisement, which was taken from Instagram, highlights the OPPO smartphone. With the image and text, the designer hopes to introduce the Oppo F7 itself in this advertisement. The Oppo smartphone has the greatest camera due to its large megapixel count. Based on the image, he attempts to take a photo of something using an Oppo smartphone.

Everyone needs a company, especially when they are doing something they love, like hobbies, is the main idea of the first statement in the paragraph above. The advertiser justifies the product's quality. According to the statement, Oppo can accommodate sophisticated consumer hobbies with the greatest camera and full screen if a customer wants to explore their hobbies like taking pictures and creating videos.

The artist's profile itself provides insight into the personality of the advertisement. When Indonesian singer and musician Morgan Oey performs well in acting and picture shoots, customers are compelled to purchase the merchandise.

As evidenced by the statement, ‘Everyone needs a company, especially when they are doing something they love, like hobbies,’ the advertiser is using the social proof strategy. Customers will understand from this text that they need an Oppo F7 smartphone if they wish to share and expand their hobby of taking pictures with an HDR sensor and large megapixel count.

The advertisement aims to inform consumers about the Oppo smartphone's quality, particularly that of the Oppo F7. ‘I can effortlessly capture landscapes, moments, and everything,’ reads the second text after that. The client is informed by the advertiser that he may easily take pictures of landscapes and all other moments with his smartphone.

6.1.2 Make Over Product

Datum: “Looks fresh and eye-catching without looking too



overboard in this look. She used the combo of POSH for her inner lips and COUTURE for the outer lips. What about you #nudeattitude look? Which one is your lip combo? (D.2)

With a question, this advertisement draws in the consumer's focus. Building a relationship between an advertiser and the customer is facilitated by this method. 'Looks fresh and eye-catching without looking too overboard in this look' is the main idea of the first sentence in the paragraph above. The advertiser gives justification the quality of product. In that phrase, customers must wear a lipstick from a Make Over product if they wish to look fresh.

By working with a model, the advertiser attempts to promote their product. With the lipstick she applied, she appears gorgeous and youthful in this photo. She also delivers a variety of lipstick colors from Make Over, demonstrating to the customer that they can select a shade that precisely matches their lips.

The caption, 'Looks new and eye-catching without looking too overboard in this appearance,' demonstrates the usage of social proof by the advertiser. She applied COUTURE on her outer lips and POSH to her inner lips.

How does your #nudeattitude appear? Which lip combination do you prefer? With this caption, the advertiser assures the consumer that wearing Make Over lipstick will make them seem put together and give them confidence when they meet new people.

6.1.3. Acer Laptop

Datum: Made for full days of meetings, presentations, heads-down work sessions, and crushing professional goals." (D.3)

An advertising for an Acer laptop was taken from Instagram. With the image and caption, the advertiser is attempting to promote the Acer laptop itself in this setting. This advertising informs the consumer that this laptop is portable. The customer can benefit from it during meetings, presentations, and other events. The product's quality is used by the advertiser as justification. Individuals will follow similarity, meaning they will act in the same way as those who are similar to them.

In 'Made for full days of meetings, presentations, heads-down work sessions, and crushing professional goals,' the researcher also discovered the social proof strategy. By this caption, the advertiser applied this principle into the website design, there are several techniques that could be applied . For example, while creating a website, they may include a feature like "The most wanted product" or "People that looked at this product, also viewed this.

6.2 Scarcity

The Oppo smartphone and the Make Over product were the two advertisements where the researcher discovered the scarcity strategy.



6.2.1 Oppo Smartphone

Datum: "Make the most out of consumer beach trip by taking a selfie under the sun! This lighting will give consumer a natural filter perfect for flaunting that summer glow. Capture it with the Oppo F7, now available in all Concept Store" (D.4)

The marketer wants to highlight the Oppo F7 using the image and description in this advertisement. Customers will receive the ideal shot with optimal lighting and a filter that is natural if they take a picture of themselves or something else.

'Make the most out of your beach trip by taking a selfie under the sun' is the main idea of the first statement in the context above. The advertisement highlights the product's superior qualities and provides unique characteristics. Like the method used to persuade the customer to accept the thing without question. That statement implies that customers might make it more difficult to take a selfie in the sun by using the finest lighting. The Oppo F7 camera.

The statement 'This lighting will give consumer a natural filter perfect for flaunting that summer glow' then addressed how the scarcity strategy was used throughout this advertisement. Grab it with the Oppo F7, which is currently offered at every Concept Store. By reading this, customers would understand that the marketer is showing a limited supply of the Oppo F7 smartphone, so if they require one, they must purchase it.

6.2.2 Make Over

Datum: "Flawless complexion reflects consumer true intentions. Come and reflect with us on consumer favorite Make Over complexion products!"(D.5)

The company that advertises wishes to show off the Make Over line of products. According to the caption, customers should use Make Over products if they desire a gorgeous, faultless face. Additionally, by using the hashtag #ReflectOnGorgeous, the marketer can pique the curiosity of customers in the Make Over product.

The phrases 'Come and reflect with us on consumer favorite Make Over complexion products!' demonstrate the advertiser's usage of the scarcity strategy. The advertisement suggests that consumers visit the Make Over store as there is a limited amount of Make Over merchandise displayed in this paragraph.

6.3 Authority

The Oppo smartphone and Acer laptop are the two advertisements within this research that employ the authority strategy.

6.3.1 Oppo Smartphone



Datum: "Want to take a clear and natural selfie? Oppo F7 now equipped with 25MP Front Camera perfect to take as many selfies that consumer want." (D.6)

The goal of the advertisement is to present the Oppo F7 alongside Malaysian musician Aydjabat. The advertiser describes the remarkable Oppo smartphone in the captions, highlighting its flawless 25 megapixel front camera. Don't worry if customers utilize an Oppo F7 smartphone and receive an unsatisfactory shot.

The biographical information of the artist itself reveals the personal nature of the commercial. Customers will be drawn in by Aydjabat, a Malaysian artist who is skilled at striking poses with Oppo smartphones. This idea was put into practice by the advertiser, who implied competence and reliability by using an authority figure to promote a product.

The phrases 'Want to take a clear and natural selfie?' demonstrate how this commercial uses the authority strategy. With its 25MP front camera, the Oppo F7 is now ideal for taking as many selfies as customers like. This statement is consistent with the age in which the majority of Oppo smartphones are manufactured with the best cameras and stunning designs. With this campaign, the advertiser adjusts to the needs of the consumer.

6.3.2 Acer Laptop

Datum: "@cloetclm are editing away on photos using the super-slim Swift 5! The large Full-HD screen makes it the perfect tool refining consumer photos on the go!" (D.7)

This Instagram advertisement persuades people with an image and a caption. It makes their offering more alluring to the customer. This advertisement portrays the Acer laptop itself in an intriguing way. The advertisement highlights the exceptional design of the Acer laptop in the caption. The advertising features the French blogger @cloetclm, who intends to modify and publish his movies and photos to the internet before discussing them using an Acer laptop.

The utilization of authority strategy in this advertisement is indicated by the statement '@cloetclm are editing away on photos using the super-slim Swift 5!'. It's the perfect tool for editing consumer photos while traveling because of its large Full-HD screen!. According to this claim, Acer is a well-known brand with exceptionally thin designs and faultless specs when compared to other companies.

6.4 Liking

The only liking strategy the study discovered was in the Make Over commercial.

Datum: "When it comes to makeup, @uchier always brings the essential ones, like the ones captured here, the "AIN'T GOT NO TIME" kit for consumer summer ready look. Get this kit at our



independent store and partner department store all over

Indonesia.”(D.8)

Next, the advertisement highlights that ‘When it comes to makeup, @uchier always brings the essential ones, like the ones captured here.’ One of the individuals who consistently use Make Over is the spokesperson for the brand. This indicates that the best makeup to use when it's time to apply makeup is Make Over. Use the advertiser's favorite strategy in this scenario.

In order to accompany consumers on vacation anywhere and whenever, the advertiser wants to suggest the Make Over product. This liking identify this product and make it easy to bring everywhere and use at every moment, the advertisement says. A company employed the like concept in their website design by showcasing attractive individuals utilizing their goods and/or services.

6.5 Commitment and consistency

Within the Instagram advertisement, the researcher discovered two methods of consistency and commitment: Tablet Oppo and laptop Acer

6.5.1 Oppo Smartphone

Datum: “Embrace your confidence with the color of

boldness OppoF5 4GB comes in a new variant: Passion

Red” (D9)

Sentence (1) illustrates how persuasive strategies are used in this commercial. It means that if a consumer uses and owns this phone, they will receive many benefits that they cannot have from using a different phone.

‘Embrace consumer confidence with the color of boldness...’ is an advertisement promising an Oppo smartphone that won't let the customer down. The sophisticated style of this product can boost the customer's confidence.

The words ‘OppoF5 4GB comes in a new variant: Passion Red’ demonstrate the advertiser's dedication to and consistency with its message. The advertiser in this ad informs the viewer that this phone has a large capacity RAM in addition to an elegant appearance. It may influence a customer's decision to purchase the goods emotionally. A person should act consistently and daily when they commit to a particular way of behaving. Similarly, a customer who commits to purchasing a product should act consistently and acknowledge that he made a wise choice.

6.5.2 Acer Laptop

Datum: “Acer’s award winning #chromebook 13 gets even

better, now available with a touch screen!” (D.10)



This Instagram advertising uses an image and a caption to persuade viewers. It increases the consumer's attraction to their offering. The meaning of the paragraph above is whether the customers own and utilize this laptop. Customers will receive numerous benefits that they are unable to obtain on another laptop. The advertisement attempts to persuade viewers that the new Acer laptop specifications will result in better circumstances for them.

This advertisement use picture and caption as the form of persuasion at Instagram. It makes the consumer more attract with their product. In the text above the meaning is if the consumers have and use this laptop. Consumer will get much benefit which they cannot get it into another laptop. The advertiser tries to influence consumers that they will get better situation with new specification from Acer laptop. The consumer is then allowed to make a commitment (they need goods or services) and be consistent (they purchase the goods or services they require), which is how the researcher discovered the commitment and consistency strategy principle.

7. Findings

Instagram is a popular social media platform where numerous businesses sell and market their goods. A lot of individuals in this day and age enjoy spending the time on social media. The purpose of advertising is to tell consumers of the product. So, in order to draw in customers, advertising must use engaging language. To promote the advertisement, the marketer must utilize persuasive strategies.

The researcher begins by analyzing advertisements for Oppo smartphones. The researcher discovered five strategies from ten data that are used in this item. "They are, social proof (30%), scarcity (20%), authority (20%), liking (10%), and commitment and consistency (20%).

The strategy that advertisers frequently employ to promote their products is known as social proof. The advertiser use this technique to make the consumer most certain and attract to the product .The example 'everyone needs a company' is visible. 'Made for full days of meetings, presentations,' according to D. 3. Through these phrases, the marketers hope to convince the buyer that their product is useful and will last a long period in their life. The next tactic to convince a customer is scarcity. In order to generate interest in the goods among consumers, the advertiser must select an implicit sentence. Example (D.4), 'This lighting will give you a natural filter perfect,' is evident. (D.5) "Come and contemplate with us on the most popular Make Over complexion products among consumers." Using these phrases, the advertiser showed off a small amount of the product to instill the idea that "their idol uses this product, so do you not want to buy the product?" "The advertisement's meaning-filled sentence will make consumers feel as though their desire is growing.

Thirdly, authority is employed in (D.6) 'I wish to take a clear and natural selfie.' The Oppo F7 now has a 25MP front camera. (D.7) '@cloetclm is editing photos with the incredibly thin Swift 5!' This strategy was used by the advertiser in the design of his or her website, conveying authority through well-known specialists.

It's the ideal tool for editing consumer images while on the road because of its huge Full-HD screen! From two advertisements, it is evident that the marketers are attempting to establish their product as superior. 'A well-designed feature can boost the product's sales.' This paper also use like as a persuasive strategy. "The fact that the product can be brought wherever at any time is indicated by the datum 'when it comes to makeup, Uchier always brings.' (D.8). By matching



the consumer's circumstance with the strategy, it is possible to avoid conflict situations and doubts and improve the persuasiveness of the message.

In the present research, commitment and consistency serve as the final persuasive strategy. The statement 'Embrace consumer confidence with the color of boldness' appears on (D.9). Passion Red is the latest version of the OppoF5 4GB, and (D.10) 'gets even better, now available with a touch screen.'

With these remarks, the reader is urged to act in favor of the advertisement. From the words used in advertisements, it is clear that the product is excellent and that using it will result in new circumstances and feelings for the user. In this case, the advertiser really displays the visual form of persuasive in addition to the caption as a means of persuasion. A caption is a crucial tool for advertising, particularly when it's a quip based on a heated dispute. Thus it makes the goods more appealing to consumers to purchase. The second form is picture can also be used to persuade the reader. It displays the authentic advertisement. Particularly for an advertisement that depends on a capricious logic, the caption is a crucial kind of advertising. The consumer's desire to purchase the product is increased as a result. It is also possible to convince the reader using the second format, a picture. The actual advertisement can be seen there.

8. Conclusion

The research of persuasive strategies used in Instagram advertisements yields several types of the strategies that the advertiser utilized as well as how it is managed. The study identified four persuasive method components—social proof, authority, scarcity, commitment, and consistency—that were applied to the Oppo smartphone marketing. The researcher only discovered social proof, like, and scarcity as forms of persuasive strategies for the second product, Make Over. Finally, the researcher discovered that the Acer laptop marketing employed three persuasive strategies: social proof, authority, commitment, and consistency. Since many marketers are blunt in their praise of their products and avoid using wording that skirts the issues, they rarely employ the reciprocation strategy. The researcher's data indicates that a lot of advertisements employ scarcity language and social proof to get consumers' attention. It is possible to view the percentages from this analysis's outcome. In order to draw in customers and encourage them to purchase the goods, many marketers like and justify it.

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