



Persuasive Language on Students' Work: A Reflection in Enhancing Writing Skills

Mukhzamilah¹, Trinil Dwi Turistiani², Afifah Almeyda³

^{1,2,3} State University of Surabaya, Surabaya, Indonesia
mukhzamilah@unesa.ac.id

Abstract. This research explored the the students' language skills in making interesting and creative advertisements as coursework assignment. The language used in the students' advertisements has its own uniqueness so that it is quite different from professional advertisements in general. Based on this, this study aims to analyze and describe persuasive strategies, persuasive language styles, and language forms used in students' advertisements. This study uses a qualitative descriptive approach. The data collection techniques used are documentation, reading techniques, and note-taking techniques. The data analysis technique used begins with data reduction, then data presentation, and drawing conclusions. The results of this study's analysis indicate that the persuasive strategy widely used in Indonesian Language and Literature Study Program, Universitas Negeri Surabaya students' advertisements is the suggestion strategy. In addition, the use of rationalization and compensation strategies was also found. The language style widely used in the advertisements is hyperbole. In addition, the use of alliteration, assonance, and asyndeton language styles was also found. Furthermore, the language form widely used in the students' advertisements is a single sentence. Two other language forms that are also used are phrases and compound sentences. The findings of this study prove that students are able to apply persuasive language in advertisements with varying levels of effectiveness and creativity. Thus, the results of this study are expected to be used as a basis for compiling a curriculum that is more responsive to students' communication needs in the digital era.

Keywords: Persuasive language, advertising, strategy.

1 Introduction

Indonesian is the main communication tool used by the Indonesian people. Indonesian acts as the official language of the state, the official language of instruction, and the development of modern science and technology. In addition to being the main communication tool, Indonesian has other functions, including to express self-expression that will be conveyed by the speaker or writer as self-existence with a certain purpose such as attracting the attention of others (persuasive), for communication if the delivery of self-expression is acceptable, then as a means of correlating with others in social or community integrity, and another function that is no less important is to influence people's actions or behavior in society. This statement is in line with the opinion of (Busri & Badrih, 2023:32) that Indonesian as the main communication tool

has four other functions, including to express oneself, communicate, adapt, and social control. The ability to speak good and correct Indonesian is one of the basic competencies that must be possessed by every Indonesian citizen because it will affect social life in society.

One of the roles of Indonesian is as the official language of instruction in educational institutions, from kindergarten to college level because of its position as the national language. In schools, Indonesian is taught as one of the main subjects aimed at students having good and correct Indonesian language skills.

This subject not only emphasizes on the linguistic aspect, but also on effective communication skills. Learning Indonesian includes various competencies such as reading, writing, speaking, and listening, all of which contribute to improving students' language skills.

The Indonesian language subject taught in educational institutions has guidelines so that educational goals can be achieved. The guidelines are the curriculum, a series of plans that include goals, content, learning materials and methods used as a guide in implementing learning activities to achieve certain educational goals. The curriculum currently used, namely the *Merdeka* Curriculum, is a curriculum with various types of intracurricular learning that is optimized so that students have enough time to explore concepts and strengthen competencies or skills. Through this curriculum, students will learn with a project-based approach and is expected to produce relevant work such as advertising materials, slogans, and posters.

Advertisement creation by students is one of the effective learning methods to apply the theories that have been learned. Through the advertisement creation project, students can be creative and hone their skills in writing persuasive texts, designing visuals, and conveying messages effectively. One of the key elements in advertisement creation is the use of persuasive language. This language is designed to influence the opinions, attitudes, or behavior of others. In learning Indonesian, students are taught to recognize and use persuasive language appropriately. This ability is very important, not only in the context of advertising, but also in various aspects of daily life, such as debates, essay writing, and public speaking. By understanding and mastering advertising materials, slogans, and posters as well as the application of persuasive language, students are expected to be able to develop their ability to express themselves through writing that can attract readers.

Advertisements have three main functions, namely to attract attention, to influence interest, and to get a reaction. However, the main function of advertising is to get attention and be noticed by the general public. The second function is that advertising must be able to attract the interest of readers at first glance so that readers will be interested and check it out. Then the third function is that the advertisement must impress the reader so that the reader will react immediately or at a later date.

These three functions can be achieved if in conveying information or messages, advertisements use interesting language and influence readers. The language in question is persuasion, which is language that contains an invitation or appeal so that readers are interested in following the author's thoughts or wishes (Dewi, 2009:23). Persuasion has characteristics including, having reasons and evidence, having elements of appeal or invitation, and no disputes.

Persuasion is a way to get decision between the reader or listener and the writer or speaker. This statement is in line with Keraf (2007:118) who stated that the ultimate

goal of persuasion is for the reader or listener to act on something, so persuasion can be interpreted as a way to make a decision. The reader or listener who receives persuasion must gain confidence that the decision that has been agreed upon is truly done wisely and without any element of coercion.

Based on this description, the persuasion process can be described. First, the sequence of emotional processes starts from paying attention, empathizing, accepting, then being interested. Second, the sequence of rational processes starts from paying attention, understanding, accepting, then believing.

Language in advertising contains strategy persuasion, persuasive language style, and have language forms that have their own purposes in attracting interest and influencing readers.

Persuasion strategy is a way or method to persuade by explaining the methods used by advertisers to invite and convince readers to be interested in the advertised message. Keraf (2007:124) divides persuasion strategies into seven types, including rationalization, identification, suggestion, conformity, compensation, projection, and replacement.

Explanation of the seven persuasion strategies These include: (1) Rationalization usually displays information about the facts of a product in the form of benefits, content, advantages, and so on; (2) Identification usually displays information about a product for certain consumers so that it is right on target; (3) Suggestion usually displays excessive information to explain an advertised product; (4) Conformity usually encourages consumers to go with the flow and choose the advertised product or service; (5) Compensation usually promises rewards to attract consumers; (6) Substitution usually influences consumers to change their attitudes, beliefs, or actions using psychological techniques such as the need or sense of obligation to buy; (7) Projection usually projects positive or beneficial things on the consumer and increases the consumer's desire to buy the advertised product.

In addition to persuasive strategies, advertisements also use persuasive language styles. Language styles are known as style in rhetoric. The term style is derived from the Latin word *stylus* which means a type of instrument for writing on wax tablets (Keraf, 2008:112). Based on that, style is skill and skill in writing or using words beautifully because of skill in using them style to write will affect the clarity of the writing on the wax tablet and requires beautiful writing.

Keraf (2008:130) stated that persuasive language styles have 21 types. However, this study only discusses four types of persuasive language styles, namely alliteration, assonance, asyndeton, and hyperbole. The following is an explanation of these language styles, including (1) Alliteration is a consonant that is repeated in sequence; (2) Asyndeton is a vowel that is repeated in sequence; (3) Asyndeton is the removal of a conjunction in a phrase or clause or sentence; (4) Hyperbole is an excessive sentence style.

Language users in conveying messages to other language users certainly use appropriate language forms to communicate both orally and in writing (Arifin, et al. 1992:8) In communicating, language users can convey messages using efficient language that is easy for others to understand or with applicable language rules. Through language forms, errors in language use can be identified that can affect the quality of the message conveyed in the advertisement.

Arifin, et al. (1992:8) stated that based on the language form, there are three groups of language forms used in advertisements, including (1) Advertisements in the form of phrases; (2) Advertisements in the form of single sentences; (3) Advertisements in the form of compound sentences; (4) Advertisements in the form of discourse.

2 Method

This research is a linguistic research examines persuasive language in advertisements. The research method used is a qualitative method with a descriptive approach because the data studied is in the form of words or sentences describes the object situation in the form of written data from an advertisement. The data studied is presented in the form of a description or narrative in accordance with the theoretical study. This is in line with the statement (Sugiyono, 2019:13) that qualitative research with a descriptive approach analyzes the collected data in the form of words or pictures. The data source used is an advertisement by the students of Indonesian Language and Literature Study Program, Universitas Negeri Surabaya. The data used are words, phrases, or sentences that are relevant to persuasive language in the form of persuasive strategies, persuasive language styles, and language forms in advertisements.

In addition, it also uses reading techniques to find the information needed in the study. This is in line with Arikunto's statement (2010:273) that reading techniques are carried out to find something needed from inanimate objects, such as magazines, newspapers, books, minutes, and others and are a follow-up to documentation. Then using the recording technique to record the results of the information findings. This is in line with Sugiyono's statement (2013:240) that the recording technique collects data from the results of reading techniques or recording events around.

This research goes through several stages in order to obtain research results. The first stage begins with determining the object to be studied. This research uses an object in the form of student advertisements, then determining the formulation of the problem to be studied. The problems in this study are persuasive strategies, persuasive language styles, and forms of advertising language. After determining the formulation of the problem, the next stage is to determine the theoretical basis to be used. This study uses Gorys Keraf's theory regarding persuasive language. Then the data is collected according to the formulation of the research problem. The collected data is given data coding with the format of research object / research aspect / classification / data number. An example is IKS / SP / ST / 01 which means that the data comes from student work advertisement which shows the aspect persuasion strategy and its classification suggestion and is the number one data. The data coding format applies to two other aspects of the study, namely persuasive language style and advertising language form. After that, descriptive data analysis was carried out to obtain research results. Then the data is described according to with aspects of persuasive language according to Gorys Keraf which will then be concluded.

3 **Result and Discussion**

The advertisement data were analyzed in terms of persuasive strategy, persuasive language style, and advertising language form.

3.1 **Persuasion Strategy in Advertisements**

The result of the analysis of persuasive strategies in advertisements created by the tudents, obtained rationalization strategies, suggestion strategies, and compensation strategies.

Rationalization Strategy in Advertising

The rationalization persuasion strategy in advertising usually states a sentence that persuades consumers with something rational or refers to facts.

Table 1. Rationalization Strategy in Advertising Work of Students

Code	Data On Ads
IKS/SP/RS/05	“Laundry service cleans clothes quickly and cleanly for everyone”
IKS/SP/RS/06	“Enjoy the soft and sweet pudding combined with vanilla milk wrapped in the bitter sensation of real chocolate”

Based on table 1, the use of rationalization strategies lies in information about logical benefits. The choice of words used in the data (IKS/SP/RS/05), namely the phrase“clean quickly and cleanly”. It conveys the reasonable benefits of the laundry service „source of blessing” so that it provides a rational reason for consumers to use the laundry service. The reason is acceptable because the purpose of the laundry service is to clean clothes with electronic equipment so that clothes are cleaned quickly.

In addition, the rationalization strategy on This advertisement is used to provide information about the composition of a product being advertised. The choice of words such as“pudding”, "vanilla milk",And“real chocolate”is a rational or reasonable reason to attract consumers to buy the advertised product because it conveys the ingredients products that are familiar or known to everyone.

From the results of the description above, it can be it is concluded that the rationalization strategy conveys the advantages of the product logically or reasonably so as to provide a rational reason for consumers to use the service or buy the advertised product. This is in line with Keraf's statement (2007:124) that rationalization is a process that discusses facts but is not absolute or completely true. This fact is used solely to support certain principles and facilitate the justification of the will or actions that have been decided.

Suggestion Strategy

The majority of advertisements encountered using suggestion strategies usually use exaggerated sentences to show the advantages or superiority of the product or service being advertised.

Table 2. Suggestion Strategy in Advertising Work of Studnets

Code	Data On Ads
IKS/SP/ST/01	"Authentic Taste of Food Traditional With The Pleasure of Taste Without Limit"
IKS/SP/ST/02	"Let's enliven the Indonesian culinary festival with your beloved family"
IKS/SP/ST/03	"Potatoes make you happy"
IKS/SP/ST/04	"Clean clothes, clean life"
IKS/SP/ST/05	"Laundry service cleans clothes quickly and cleanly for everyone"
IKS/SP/ST/06	"Enjoy the soft and sweet pudding combined with vanilla milk wrapped in the bitter sensation of real chocolate"
IKS/SP/ST/07	"Color your day, color your your life"
IKS/SP/ST/08	"Turn ordinary moments into extraordinary moments"
IKS/SP/ST/09	"Chewy and delicious fried noodles"
IKS/SP/ST/10	"Crispy on the outside, melted on the inside"
IKS/SP/ST/11	"Handsome style starts here"
IKS/SP/ST/13	"Boba Milk Tea makes your heart bloom"
IKS/SP/ST/14	"Music makes life fun"

Based on table 2, the use of suggestion strategy lies in the message in the advertisement that provides stimulus to the reader. The choice of words used in the data (IKS/SP/ST/01) like "authentic", "traditional", and "pleasure" has a positive connotation and gives an image of something that has good quality and is satisfying. This will give the suggestion to consumers that the food is worth trying because it has high quality. In addition, the phrase "Enjoyment of unlimited taste" stimulate the consumer's imagination to imagine a special and unlimited experience, thus encouraging the consumer's desire to experience that experience.

The use of suggestion strategies to stimulate consumer imagination. The choice of words used in the data (IKS/SP/ST/ 02) such as "Come on" in the form of a direct invitation that is suggestive in nature so as to encourage consumers to attend the event mentioned. The word "make it lively" in the form of a subtle command that implies consumers to actively participate in the event mentioned to make it more lively.

Phrase “Indonesian Culinary Festival” is the name of the advertised event, it helps consumers to imagine the details of the event so that they are interested in participating. Furthermore, the phrase “with my beloved family” add emotional appeal by suggesting that the event is an opportunity to gather with loved ones.

The use of suggestion strategies to provide positive effects to consumers. The selection of words used in the data (IKS/ SP/ST/03), “potatoes make you happy” is a positive statement, namely stating that potatoes have a positive effect that makes consumers happy. This sentence can influence the emotions or feelings of consumers because it associates potatoes with happiness.

The use of suggestion strategies to influence consumers. The choice of words used in the data (IKS/SP/ST/04), namely “clean clothes, clean life” to imply that clean clothes are related to a clean quality of life. In addition, the phrases used are also simple and rhythmic so that they are easily accepted and remembered by consumers. The relationship between clean clothes and clean living is made to seem rational, even though in fact it is only an implication or suggestion.

The use of suggestion strategies to provide positive suggestions to consumers. The selection of words used in the data (IKS/SP/ST/05) is in the form of phrases “quickly and cleanly”. The phrase gives a positive suggestion to consumers that the laundry service 'source of blessing' is efficient and effective.

The use of suggestion strategies to provide stimulation to the consumer's senses. The choice of words used in the data (IKS/SP/ST/06) such as “soft”, “sweet”, “blending”, and “wrapped” give stimulation to the consumer's senses, making them imagine and feel the pleasure of the pudding. Then, the phrase “soft and sweet pudding” And “the bitter sensation of real chocolate” gives the impression that the advertised product has a delicious taste. Furthermore, the word “enjoy” is an imperative word that invites consumers to feel the pleasure that has been described, and makes consumers feel invited to experience the experience. Furthermore, the choice of words such as “pudding”, “vanilla milk”, And “real chocolate” is a rational or reasonable reason to attract consumers to buy the advertised product because it conveys the product composition.

The use of suggestion strategies to influence consumers to act positively. The choice of words used in the data (IKS/SP/ST/ 07) such as “coloring” can encourage consumers to take positive actions in the form of making their days and lives more meaningful and enjoyable because the words used are invitation words. Then the repetition of the phrase “color your day, color your life” gives the impression that the two actions are related and influence each other. It is a form of suggestion that simple actions such as (color your day) can have a huge impact on your overall life (color your life).

The use of suggestion strategies to influence consumers. The choice of words used in the data (IKS/SP/ST/08) such as “change” can give encouragement or orders subtle phrases that are usually effective in influencing consumers because the words are imperative or positive invitations. Then the phrase “ordinary moment” and “Extraordinary” using metaphorical language that gives the impression that the change is possible to achieve. Furthermore, the use of sentences ordinary moments can become extraordinary can touch consumers' feelings and encourage them to believe that positive change can be achieved.

The use of suggestion strategies to attract consumer sensory. The choice of words used in the data (IKS/SP/ST/09) provides a positive picture of "fried noodles" namely "chewy and delicious". It shows that the food product has the desired quality without any additional evidence. Then, the use of the word "springy" and "nice" can cause sensory reactions in consumers. They can imagine the chewy texture of fried noodles and its delicious taste, making them more interested.

The use of suggestion strategies to influence consumer feelings. The choice of words used in the data (IKS/SP/ST/10) such as "crispy" and "melted" giving a positive impression regarding the quality and enjoyment of the advertised food without further explanation, it will directly influence the feelings and views of consumers. Then, the choice of the opposite word, namely "outside" and "in the" increase interest by showing the variety and complexity of food textures so that it sounds interesting.

The use of suggestion strategies to attract consumers. The choice of words used in the data (IKS/SP/ST/11) such as "handsome style" implicitly promises a desired result, it encourages consumers to use the haircut service. Then, the phrase "starts here" subtly encourages consumers to get their hair cut at the advertised location. This makes consumers feel that in order to achieve the desired appearance, Handsome can be done on the spot.

The use of suggestion strategies to influence consumers. The choice of words used in the data (IKS/SP/ST/13) such as phrases "flowery" describe a happy or pleasant feeling. The phrase contains metaphorical language so it can influence feelings consumers and make them more likely to believe that the product has positive results.

The use of suggestion strategies to influence consumer feelings. The choice of words used in the data (IKS/SP/ST/14) such as "make life fun" giving a pleasant and interesting impression, so that it can influence the thoughts and emotions of Sheila on 7 fans to attend the concert.

From the results of the description above, it can be it is concluded that the suggestion strategy involves the selection of words that are excessive to emphasize the superiority of the product, are emotional and social, so that they subtly influence consumer decisions. This strategy aims to make consumers imagine and feel for themselves the benefits of the superiority of the advertised product. This is in line with Keraf's statement (2007:126) that suggestion is an effort to influence or win the hearts of the public by connecting feelings in accepting a certain belief, without providing a logical basis to the individual who is the target of influence.

Suggestion Strategy

Compensatory persuasion strategies in advertising refer to the use of rewards to convince consumers to buy the product or use the service being advertised. These can be discounts, free gifts, or other special offers designed to increase consumer interest and drive.

Table 3. Compensation Strategy in Advertising Work of Students

Code	Data On Ads
IKS/SP/KS/12	"Follow the game, get the gold"

Based on table 3, the use of compensation strategies lies in the use of words "the gold" can provide attractive hopes or promises and encourage consumers to

participate in the advertised (game) in the hope that they will receive the promised rewards or benefits.

From the results of the description above, it can be It is concluded that the compensation strategy involves the selection of words used to attract consumers by promising results so that they can take action as desired. This is in line with Keraf's statement (2007:129) that compensation is a behavioral mechanism or effort to find a substitute or replacement for something that cannot be accepted or maintained.

3.2 Persuasive Language Style in Advertisements by Students

The results of the analysis of persuasive language styles in advertisements written by the students, obtained assonance, alliteration, asyndeton, and hyperbole.

Assonance Style of Language

Assonance language style repeats sounds the same vowel, usually used in poetry and prose as emphasis or simply for beauty. For example,character, turtle. In advertising, assonance can be used to produce a pleasant rhythm, increase attractiveness, and give a flowing and memorable impression for readers or listeners.

Table 4. Assonance Language Style in Advertising Work of Students

Code	Data On Ads
IKS/GBP/AN/04	“Clean clothes, clean life”
IKS/GBP/AN/08	“Turn ordinary moments into extraordinary moments”
IKS/GBP/AN/09	“Chewy and delicious fried noodles”
IKS/GBP/AN/10	“Crispy on the outside, melted on the inside”
IKS/GBP/AN/14	“Music makes life fun”

Based on table 5, the use of assonance language style in the data (IKS/GBP/AN/04) is shown by the repetition of the same vowel sound, namely clothes b(e)rs(i)h, life is b(e)rs(i)h. So, the vowel sounds that are repeated are (e) and (i).

The use of assonance in the data (IKS/GBP/AN/08) is shown by the repetition of the same vowel sound, namely (u)b(a)h moment b(i)(a)s(a) becomes l(u)(a)rb(i)(a)s(a). So, the vowel sounds that are repeated are (u), (i), and (a).

The use of assonance in the data (IKS/GBP/AN/09) is shown by the repetition of the same vowel sound, namely fried noodles k(e)ny(a)l and (e)n(a)k. So, the vowel sounds that are repeated are (e) and (a).

The use of assonance in the data (IKS/GBP/AN/10) is shown by the repetition of the same vowel sound, namelycrispy d(i) lu(a)r, melting d(i) d(a)l(a)m. So, the vowel sounds that are repeated are (i) and (a).

The use of assonance in the data (IKS/GBP/AN/14) is shown by the repetition of the same vowel sound, namelym(u)sik makes(u)life(u)p become(i) as(i)k. So, the vowel sounds that are repeated are (u) and (i).

From the results of the description above, it can be it is concluded that the use of assonance language style is to emphasize the message contained in the advertisement

to attract and convince consumers. The emphasis is in the form of repeating the same vowel sound. This is in line with Kridalaksana's statement (2011:21) that assonance is a vowel sound that is repeated.

Alliteration Style of Language

The alliterative language style repeats letters the same consonants, usually used in poetry, prose, as decoration or emphasis. For example, tired, tired, hard. In advertising, alliteration is used to attract interest and increase attractiveness, as well as create an impression and be easy to remember for readers or listeners.

Table 5. Alliteration Style in Advertising Work of Students of

Code	Data On Ads
IKS/GBP/AL/07	"Color your day, color your your life"
IKS/GBP/AL/11	"Handsome style starts here"
IKS/GBP/AL/12	"Follow the game, get the gold"

Based on table 5, the use of alliteration in the data (IKS/GBP/AL/07) is shown by the repetition of the same consonants, namely (w)ar(n)ai (h)ari(m)u, (w)ar(n)ai (h)idup(m)u. So, the repeated consonants are (w), (n) and (h), (m).

The use of alliteration in the data (IKS/GBP/AL/11) is shown by the repetition of the same consonants, namely (g)aya (g)calm (d)starting (d)here. So, the repeated consonants are (g) and (d).

The use of alliterative language style in the data (IKS/GBP/AL/12) is shown by repetition of the same consonant, namely join ga(m)es(ny)a, get e(m)as(ny)a. So, the repeated consonants are (m) and (ny).

From the results of the description above, it can be it is concluded that the use of alliteration language style is to emphasize the message contained in the advertisement to attract and convince consumers. However, unlike the assonance language style, the emphasis in this language style is in the form of repeating the same consonants. This is in line with Kridalaksana's statement (2011:11) that alliteration is a group of consonants located at the beginning of a syllable that is repeated sequentially.

Asyndeton style of language

The use of asyndeton style of language is shown in a dense sentence where several words, phrases, or clauses that are parallel in position are not connected by conjunctions or connecting words. This form of sentence is usually connected by conjunctions 'and', 'with', 'or', or even just a comma. For example, I'm out, I'm gone, I'm back. In advertising, the use of asyndeton can help create an impression of passion, dynamics, and speed up the rhythm of the message being conveyed, thus attracting more consumer attention.

Table 6. Asyndeton Language Style in Advertising Work of the Students

Code	Data On Ads
------	-------------

IKS/GBP/AD/06	"Enjoy the soft and The sweetness of the adding blends with the vanilla milk, wrapped in the bitter sensation of real chocolate"
---------------	--

Based on table 6, the use of asyndeton language style is caused by the sentences in the data (IKS/GBP/AD/06) not adding conjunctions that are usually used to connect descriptive phrases. It uses hyphens such as "and" or "as well as" between descriptions, but the sentences flow without conjunction breaks.

From the results of the description above, it can be It is concluded that the use of asyndeton style of language is used to connect descriptive phrases without using conjunctions or hyphens. Message sentences that use this style of language flow without conjunction pauses so that they are easy for consumers to remember. This is in line with Kridalaksana's statement (2011:21) that asyndeton is the omission of conjunctions or hyphens in phrases, clauses, or sentences.

Hyperbole Style of Language

Hyperbole style of language contains an exaggerated statement, namely by dramatizing something. For example,I really love you. In advertising, the use of hyperbole to describe a product or service in an exaggerated manner to attract attention and make a stronger impression on consumers.

Table 7. Hyperbole Style in Advertising Work of Students

Code	Data On Ads
IKS/GBP/HB/01	"Authentic Taste of Food Traditional With The Pleasure of Taste Without Limit"
IKS/GBP/HB/02	"Let's enliven the Indonesian culinary festival with your beloved family"
IKS/GBP/HB/03	"Potatoes make you happy"
IKS/GBP/HB/05	"Laundry service cleans clothes quickly and cleanly for everyone"
IKS/GBP/HB/13	"Boba Milk Tea makes your heart bloom"

Based on table 7, the use of hyperbole in the data (IKS/GBP/HB01) is shown in the phrase "'feeling without limits" which is clearly seen using exaggerated sentences in describing a taste. The purpose of writing with this style of language is to provide a deeper meaning so that in writing a taste, advertisers even use hyperbole to describe the taste of their food products, this is done so that potential consumers are interested in buying.

The use of hyperbole in the data (IKS/GBP/HB/02) is shown in the word beloved where it is clear that the statement is excessive in describing the condition of a family. The purpose of writing with this style of language is to provide a deeper meaning so that in writing a family, advertiser until using hyperbole to describe a

harmonious family. In fact, not all families are harmonious, it could be that when reading the word beloved. There are readers who feel sad because their family is not as described in the advertisement.

The use of hyperbole in the data (IKS/GBP/HB/03) is shown in the word happy where it is clear that the statement is excessive in describing the emotions that consumers will feel after eating potatoes. The purpose of writing with this style of language is to provide a deeper meaning so that advertisers use hyperbole to describe feelings after eating potatoes, this is done so that potential consumers are interested in buying.

The use of hyperbole in the data (IKS/GBP/HB/05) is shown in the phrase fast and clean for everyone which is clearly seen using exaggerated expressions because there is emphasis on the word "fast" and, "clean" to attract and convince consumers.

The use of hyperbolic language style in the data (IKS/GBP/HB/13) is shown in the phrase flowery where it is clearly visible the statement is exaggerated in describing the feeling after drinking Boba. The purpose of writing with this style of language is to provide a deeper meaning so that advertisers use hyperbole to describe the feeling after drinking Boba like in a flower garden, this is done to attract potential consumers to buy Boba drink products.

From the results of the description above, it can be concluded that the use of hyperbole language style to describe products or services with exaggerated sentences, the aim is to provide deeper meaning so that consumers are interested and feel confident in the message conveyed in the advertisement. This is in line with Kridalaksana's statement (2011:82) that hyperbole is something that is exaggerated. This language style has a correlation or relationship with the persuasive strategy used in the student's advertisement, namely using the suggestion persuasive strategy. Advertisement which contain suggestion strategies often use hyperbole or exaggerated sentences in order to attract consumers.

3.3 Language Forms in Advertisements by the Students

The results of the analysis of language forms in advertisements written by students, obtained advertisements in the form of single sentences, compound sentences, and phrases.

Advertisement in the Form of A Single Sentence

Single sentences must be own specific context, therefore a single sentence cannot stand alone and its use is not at the beginning of the discourse. A sentence can be called a single sentence if its structure pattern contains a subject, predicate, object, and complement.

Table 8. Advertising in the Form of Single Sentence in Advertisements by the Students

Code	Data On Ads
------	-------------

IKS/BBI/KT/0 2	"Let's enliven the Indonesian culinary festival with your beloved family"
IKS/BBI/KT/0 3	"Potatoes make you happy"
IKS/BBI/KT/0 5	"Laundry services clean clothes quickly and cleanly for everyone"
IKS/BBI/KT/0 6	"Enjoy the soft and The sweetness of the pudding blends with the vanilla milk, wrapped in the bitter sensation of real chocolate"
IKS/BBI/KT/0 8	"Change the ordinary moment to be extraordinary"
IKS/BBI/KT/0 9	"Chewy and delicious fried noodles"
IKS/BBI/KT/1 1	"Handsome style starts here"
IKS/BBI/KT/1 3	"Boba Milk Tea makes your heart bloom"
IKS/BBI/KT/1 4	"Music makes life fun"

Based on table 8, the sentences in the data (IKS/BBI/KT/02) is presented in the form of a single sentence. This is shown in the arrangement pattern which consists of an invitation particle (Come on), the predicate is a verb (make it lively), the object is a noun phrase (Indonesian Culinary Festival), and description of how to (with my beloved family).

Sentences in data (IKS/BBI/KT/03) presented in the form of a single sentence. It is shown in the arrangement pattern which consists of a subject in the form of a noun (potato), a predicate in the form of a verb (make), the object is a noun (your), and complements in the form of adjectives (happy).

Sentences in data (IKS/BBI/KT/05) presented in the form of a single sentence. This is shown in the arrangement pattern which consists of a subject in the form of a noun (laundry service), predicate in the form of a verb (clean), the object is a noun (dress), description of the method in the form of an adjective phrase (quickly and cleanly), and the purpose information is in the form of a noun phrase (for everyone).

Sentences in data (IKS/BBI/KT/06) presented in the form of a single sentence. This is shown in the arrangement pattern which consists of a predicate in the form of an imperative verb (enjoy), the object is an adjective phrase (soft and sweet pudding), object complement in the form of a noun phrase (with vanilla milk), and additional information (wrapped in the bitter sensation of real chocolate). The sentence does not have a subject because it is an imperative sentence. The subject is stated implicitly using the second person (you or you guys).

Sentences in data (IKS/BBI/KT/08) presented in the form of a single sentence. This is shown in the arrangement pattern which consists of a predicate in the form of

an imperative verb (change), the object is a noun phrase (ordinary moment), and complements in the form of noun phrases (to be extraordinary). The subject in the sentence is implicit because it is an imperative sentence.

Sentences in data (IKS/BBI/KT/14) presented in the form of a single sentence. It is shown in the arrangement pattern which consists of a subject in the form of a noun (music), predicate in the form of a verb (make), the object is a noun (life), and complements in the form of adjective phrases (so fun).

From the results of the description above, it can be concluded that the use of single sentences is caused by advertisements containing short sentences or expressions so that messages or information are easily remembered by consumers. According to Arifin, et al. (1992:32) a sentence can be said to be a single sentence if its arrangement pattern contains a subject, predicate, object, and complement. The nine data have an arrangement pattern that matches the criteria for a single sentence.

Advertisements in the Form of Compound Sentences

Compound sentences consist of several clauses, it can be two or more clauses. Compound sentences have two types, namely compound sentences and compound sentences. Kridalaksana (2011:105) explains that compound sentences are sentences that consist of independent clauses with the same arrangement pattern, and there are no superior clauses and subordinate clauses.

Table 9. Advertising in the Form of Compound Sentence in Advertisements by the Students

Code	Data On Ads
IKS/BBI/KS/04	"Clean clothes, clean life"
IKS/BBI/KS/07	"Color your day, color your your life"
IKS/BBI/KS/10	"Crispy on the outside, melted on the inside"
IKS/BBI/KS/12	"Follow the game, get the gold"

Based on table 9, the sentences in the data (IKS/BBI/KS/04) is presented in the form of a compound sentence. This is shown in the arrangement pattern which is formed by two single sentences, namely the first sentence clean clothes which has a subject pattern in the form of a noun (clothes)and the predicate is an adjective (clean), and the second sentence clean living which has the same pattern, namely the subject is a noun (life)and the predicate is an adjective (clean). In addition, there is a connecting word in the second sentence, namely to express equality of conditions.

Sentences in data (IKS/BBI/KS/07) presented in the form of a compound sentence. This is shown in the arrangement pattern formed by two clauses, namely the first clause color your day which has a predicate pattern in the form of an imperative verb (color) and the object is a noun (your day), and the second clause color your life which has a predicate pattern in the form of an imperative verb (color)and the predicate is a noun (your life). The two clauses are connected by a comma and have the same pattern.

Sentences in data (IKS/BBI/KS/10) presented in the form of a compound sentence. This is shown in the arrangement pattern formed by two equal clauses, namely the first clause crispy on the outside which has a predicate pattern in the form of a verb (crispy) and location information (outside), and the second clause melted inside which has a predicate pattern in the form of a verb (melted) and location information (in the). The two clauses are connected by a comma and provide descriptions of the same food in different situations.

Sentences in data (IKS/BBI/KS/12) presented in the form of a compound sentence. This is shown in the arrangement pattern formed by two equal clauses, namely the first clause follow the game which has a predicate pattern in the form of an imperative verb (follow) and the object is a noun (games), and the second clause get the gold which has a predicate pattern in the form of an imperative verb (get) and the object is a noun (the gold). The two identical clauses are connected by a comma.

From the results of the description above, it can be concluded that the use of this sentence is caused by the message or information in the advertisement consisting of independent clauses with the same pattern. According to Kridalaksana (2011:105) that a compound sentence is a sentence containing independent clauses with the same pattern that are connected by conjunctions. The four data have a structure pattern that is in accordance with the criteria of a compound sentence.

Advertisement in Phrase Form

Advertisements in the form of phrases use a pattern of arrangement or structure that does not have a predicate, only consisting of nouns with nouns, verbs with verbs, adjectives with adjectives, or numerals with numerals, and so on.

Table 10. Advertising in the Form of Phrases in Advertisements by the Students

Code	Data On Ads
IKS/BBI/FS/01	"Authentic Taste of Food Traditional With The Pleasure of Taste Without Limit"

Based on table 10, the sentences in the data (IKS/BBI/FS/01) is presented in the form of a compound sentence. This is shown in the arrangement pattern consisting of nominal phrases. (authentic taste of traditional food). In full, the noun (taste) as the core is explained by the adjective (authentic) and noun + adjective (traditional food). Then, the prepositional phrases (with unlimited pleasure of taste). This sentence is called a prepositional phrase because it begins with the preposition "with". The object of the preposition "pleasure of taste" and its explanation "without limits" further explain the nature of the pleasure.

From the results of the description above, it can be concluded that the use of this sentence is caused by the message or information in the advertisement not having a predicate. According to Kridalaksana (2011:66) a phrase is a combination of two or more words that do not have a predicate, the combination can be tight and loose.

4 Conclusion

Based on the research results, it can be concluded that persuasive language is a language that aims to persuade, convince, and influence readers to follow the author's wishes. In the context of advertising, persuasive language is used to influence consumer actions to buy products or use advertised services.

Advertisements made by students, to advertise products or services with exaggerated sentences to attract readers, so that the persuasive strategies found use a lot of suggestion strategies. The use of excessive phrases and words includes "unlimited pleasure", "with beloved family", "potatoes make you happy", "clean clothes, clean life", "quickly and cleanly", "soft and sweet pudding", "real chocolate", "color your day, color your life", "change ordinary moments into extraordinary", "chewy and delicious fried noodles", "crispy on the outside, melting on the inside", "handsome starts here", "makes your heart bloom", and "makes life fun". In addition, two other persuasive strategies were found that were also used in advertisements, namely rationalization and compensation.

In addition, the language style that tends to be found in the advertisement is hyperbole. This language style tends to be used because the advertisement made by the students uses a suggestion strategy. If the advertisement made is intended to attract many consumers, then it is necessary to use excessive sentences so that the language style used is hyperbole. In addition, three other language styles were also found, namely alliteration, assonance, and asyndeton.

The language form that tends to be found in the advertisement of the student's work is a single sentence. That is because single sentences are easier to understand and quick to read. This is important because advertisements must attract consumers' attention in a short time. Then, single sentences are often stronger and more direct, so that the main message of the advertisement can be conveyed more effectively. Advertisements usually have limited space, so they help maximize the use of available space without losing meaning. Single sentences are also used to increase memory of the advertised product or service. In addition, student advertisements also use two other forms of language, namely phrases and compound sentences.

Suggestion

With this research, it is expected to help the development of language in the world of education, including emphasizing the importance of rhetoric in the curriculum to help students understand and use persuasive techniques effectively, as well as teaching various vocabularies and expressions that can be used in advertising to attract and influence consumers. In addition, this research can also encourage students to create their own advertisements, so they can apply the persuasive language they have learned.

This research will not only provide deeper insights into the use of persuasive language in advertising by students, but also contribute to improving the quality of Indonesian language education in university students.

This study can also be used as a means of comparison with other relevant studies to improve understanding of the use of persuasive language in student advertisements. However, in compiling further research, it is expected to involve many students to

obtain more representative and comprehensive results, so that the persuasive language patterns found can be compared more widely.

References

- [1] Arifin, et al. (1992). Use of Language in Advertising News and Billboards. Jakarta: Department of Education and Culture.
- [2] (2010). Research Procedures A Practical Approach.
- [3] Busri, Hasan & Moh. Badrih. (2023). Problematic Interdisciplinary Indonesian Language Rules and Applications. Malang: PT Literasi Nusantara Abadi Group
- [4] (2009). Discourse in Indonesian. Klaten: Advertising Diamond.
- [5] Keraf, G. (2007). Argumentation and Narrative. Jakarta: PT Gramedia Main Library.
- [6] Keraf, G. (2008). *Diction and Style of Language*. Jakarta: PT Gramedia Main Library.
- [7] (2011). Linguistic Dictionary. Jakarta: Publisher PT Gramedia. Advertising Management Theory and Practice. Malang: Brawijaya University Press
- [8] (2013). Quantitative Research Methodology, Qualitative, and R&D. Bandung: ALFABETA.
- [9] Sumirat & Suryana, Soleh & Asep. (2014). Persuasive Communication. Banten: Open University.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

