

PERSUASION TECHNIQUES IN MERCEDES-BENZ ADVERTISEMENTS: A PRAGMATIC STUDY

Teknik Persuasi pada Iklan Mercedes Benz: Sebuah Kajian Pragmatik

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Abstract: This study is concerned with pragmatics in mass communication, especially about techniques of persuasion applied in Mercedes-Benz advertisements published in magazines. The objectives of the study are describing the forms of technique of persuasion and the kinds of persuasion technique based on the *images* and *body copies* propositions. The research concerned here is a descriptive-qualitative research which is supported by the tables classifying the data. The data are qualitative because the data collected are in the form of words or pictures rather than numbers. The main data were collected through written text in form of printed advertisements of Mercedes-Benz automobile in *Time* and *Newsweek* which involved the aspects of linguistic and non-linguistic parts of the advertisements. The main instrument of the research was the researcher herself. In analyzing the data, this research has used an inductive analysis, which is the characteristic of descriptive research. The results of the research show that the advertisements are mostly produced in the forms of *picture* and *caption*. Based on the *images* and propositions implied in the *body copies*, the advertisements use 6 kinds of persuasion techniques. The techniques are *Emotional Security Selling Technique*, *Reassurance of Worth Selling Technique*, *Creative Outlets Selling Technique*, *Love Object Selling Technique*, *Roots Selling Technique*, and *Status Symbol Selling Technique*.

Keywords: pragmatics, advertisements, Mercedes Benz, technique of persuasion

Abstrak: Studi ini berkaitan dengan pragmatik pada komunikasi massa, terutama mengenai teknik persuasi yang digunakan pada iklan Mercedes Benz yang terbit di majalah. Studi ini bertujuan untuk memberikan gambaran mengenai bentuk-bentuk teknik persuasi dan jenis-jenis teknik persuasi berdasarkan *images* dan *proposisi* pada *bodycopy*. Penelitian yang dilakukan adalah penelitian kualitatif deskriptif yang ditunjang dengan tabel untuk mengklasifikasikan data. Penelitian ini termasuk dalam penelitian kualitatif karena data dikumpulkan dalam bentuk gambar dan kata-kata, bukan angka. Data utama penelitian diambil dari iklan Mercedes Benz yang diterbitkan di majalah *Time* dan *Newsweek* yang melibatkan aspek linguistik dan non-linguistik dari iklan tersebut. Instrumen utama dalam penelitian ini adalah peneliti sendiri. Dalam penelitian ini, analisis induktif yang merupakan ciri khusus dari penelitian kualitatif digunakan untuk menganalisis data. Hasil penelitian menunjukkan bahwa sebagian besar iklan diproduksi dalam bentuk *picture* dan *caption*. Berdasarkan *image* dan *proposisi* pada *bodycopy*, iklan-iklan tersebut menggunakan 6 jenis teknik persuasi, yaitu teknik *Emotional Security Selling*, teknik *Reassurance of Worth Selling*, teknik *Creative Outlets Selling*, teknik *Love Object Selling*, teknik *Roots Selling*, dan teknik *Status Symbol Selling*.

Kata kunci: pragmatik, iklan, Mercedes-Benz, teknik persuasi

INTRODUCTION

People need communication to interact with others since they cannot live by themselves. Emery (1969:3) states that "communication is the art of

transmitting information, ideas, and attitudes from one person to another". Communication also happens in business and industry to build the business itself. One of mass communication applied in business is

advertisement. The basic unit of an advertisement activity is an impossibility of face-to-face communication to be applied by producers to offer their products, whereas they want to deliver any information of their products to the community to whom their products are available or sold and about what advantages can be taken from using the products. An advertisement can be said as successful in its work when there are more people can be persuaded through the language. It is the reason why such phenomenon in advertisement becomes an interesting object to study.

The attentiveness of advertisement language also appears in the advertisement of Mercedes-Benz cars. While others car advertisements generally only use paragraphs or sentences in their promotion, the advertisements of Mercedes-Benz display some kinds of language forms. It involves not only picture, but also written language which appears in the forms of words, clauses, sentences, and paragraphs, for example, one of which is the advertisement which appears with the headline “*Made from the dreams that drive us*”. Then it is followed by a picture of S-Class series as one of Mercedes-Benz products. Logically, there is no relationship between dream and the car itself. But Mercedes-Benz tries to set in the audiences’ mind that their car product is produced as one of consumers’ dreams. Every part in the advertisement builds its own function and meaning to support the success of persuasion activity done through the advertisement.

In addition, advertising has an important function to attract audience in various media. Some of

media used in the advertising are weekly and daily newspapers, magazines, books, pamphlets, direct mail, billboards, radio which aims at the sense of sound, and television and motion pictures which appeal both to the visual and auditory senses. Advertisements through magazines are considered as one of effective ways since magazines present more advantages than other media.

This study is about techniques of persuasion applied in Mercedes-Benz advertisements published in *Time* and *Newsweek*. *Time* and *Newsweek* are taken as the sources of the study since both of them are considered as highly valued by the readers. The two magazines are widely circulated all over the world. Both of them are considered as having more ability in their advertisement publishing activities.

Mercedes-Benz Automobile advertisement appears only when the *Mercedes-Benz Company* releasing a new car product. The advertisements appear in both of *Time* and *Newsweek* magazines by turn. It occurs only in one of the magazines; it does not occur in both of the magazines at the same time. The Mercedes-Benz is chosen as a brand to involve in the study since it is one of well-known car brands in the world. Mercedes-Benz is also regarded as a luxurious European automobile brand which has different sense for people in general. The advertisements of Mercedes-Benz themselves are published more in the two magazines than the other automobile product advertisements.

As a form of communication, language which is regarded as a main part of the persuasion technique in a written advertisement

emphasizes on meaning and function. It can be seen in its form and the way how it is used as medium to reach the success of an advertisement. When people do not understand the technique applied in the advertisement, they will not be interested to know more about the promoted products. They, even, will not be attracted when they are not able to accept or catch what propositions included in the language of the advertisements are. It is one of the reasons why the writer has chosen this topic for her research. Another reason is that the study of persuasion techniques used in advertisements is a very unfamiliar knowledge for common people. The research itself is expected to give sufficient information to the readers in general and the writer herself, especially about the persuasion technique which includes languages as the main tool.

FORMULATION OF THE PROBLEM

The following are the problems the research deals with, which can be formulated as follows:

1. What forms of techniques of persuasion are used in Mercedes-Benz advertisements?
2. What kinds of persuasion techniques based on the *images* and *propositions* in *body copies* are used in Mercedes-Benz advertisements?

THE RESEARCH OBJECTIVES

In line with the problems formulated above, this research has aimed at:

1. Describing the forms of techniques of persuasion used in Mercedes-Benz advertisements.
2. Describing the kinds of persuasion technique based on the images and proposition which are used in the advertisement of Mercedes-Benz.

RESEARCH METHODOLOGY

This research is concerned with providing description of phenomena which occur naturally without the intervention of an experiment or treatment. It collects as many data as possible to get a pattern. A descriptive research is a qualitative research.

By employing a descriptive method, this research aimed to describe the facts about the techniques of persuasion in Mercedes-Benz advertisement as the objects of this research. The data are taken from 22 advertisements in Newsweek and Times Magazines of 1995-2012th editions. The writer did an analysis to the collected data by deriving a set of advertisements categories and then grouping the data for dealing with the technique of persuasion itself. The data analyzed are all data related to the techniques of persuasion which are used in the advertisement of Mercedes-Benz automobile. The writer does not write a hypothesis since the study is a qualitative one.

THEORITICAL REVIEW

Some theories are included in this study. One of them concerns with the term of *communication*. Hornby (1995:230) states that communication is the action or process of communicating. There are

many kinds of communication. Gamble and Gamble (1986:7) proposed 4 kinds of communication, namely: 1). Intrapersonal communication, 2). Interpersonal communication, 3). Group communication, and 4). Mass communication

In this term, advertisements are considered as a form of mass communication. Based on Gumble and Gumble (1986:8), mass communication is a communication which happens between a communicator and a large number of communicants by using mass media. The main purpose of this communication is to arouse emotions. The people who become the target of this communication are individuals who have different interests and attention. Mass communication consists of propaganda, public relation, journalism, and advertisement.

Further, advertisement or advertising is included as a form of marketing communication. Ray, et al (1973:148) stated that “Marketing communication is a subfield of marketing which involves personal selling, advertising, publicity, public relations, reseller support-merchandising, product sampling, and packaging changes”. But marketing techniques can be used for a variety of other purposes, such as for political campaigns, improvement of health practices, changes in societal beliefs, etc. It means that the advertisers should make a technique to practice their persuasion activity when promoting their advertised products dealing with forms and kinds of persuasion techniques.

Greener (2002:39-59) proposed 10 forms of persuasion

techniques. Some of which are *press release, visitation, competition, sponsor, placed interview, feature article, captions, and picture*.

a. *Press Release*

Press release is a form of persuasion by using a piece of written form. It means that the form keep the message consistency by promoting a wide news.

b. *Visitation*

Visitation is an approach to get the products information by visiting a certain company, especially when it holds its events, for the examples are products launching, special conference, and certain aspects demonstration.

c. *Competition*

This is the most common form to use. The form can be practiced through a publication or “product-based” system using. Competition also can be conducted by presenting a competition between the consumers related to the advertised products.

d. *Sponsor*

Sponsor is a form of persuasion by giving support in form of material or service to a certain group or event to advertise the products.

e. *Placed Interview*

Placed interview is a persuasion technique by holding an interview to the related groups who have business activity similarity. The interview is done to give a comment about the business from the general point of view which contains the information of the advertised products implicitly.

f. *Feature Article*

Feature article is a form of persuasion technique which uses an article as the persuasion media. The advertiser may produce the article himself or let the journalists do it for his business.

g. *Picture*

This form of persuasion is considered as one which is more effective than the text or written forms. Picture will be more interesting since most people tend to be more attracted to the visual scene than the written ones. The picture should be made properly to represent the advertised products.

h. *Captions*

Caption is a written form which appears under the pictures. Without the captions, the pictures will be more difficult to be understood.

The technique of persuasion can be classified into some categories based on its aspects, for examples based on the *images* and the *bodycopies* propositions which the writer spots the discussion on.

Image is an artificial imitation or representation of the external form of any object, especially of a person. Related to the images appear in the advertisement and implied meaning related to the images, Packard in Susanto (1977:235) suggests some kinds of persuasion technique which are explained as follows:

a. Emotional Security Selling Technique

It is used to give perception that the advertised product will help the consumers out of their problem or to prevent any bad condition to come. It also will give them a sense of security or safety to use the products.

b. Reassurance of Worth Selling Technique

This technique is used to give high self-confidence for consumers after using the advertised products. The advertiser tries to assure the consumers that the advertised

product will give positive values to the consumers to be more confident and stand in a satisfaction.

c. Self-ego Gratification Technique

The technique gives assumption that how busy people especially women are, still can do something for their families as their basic job. It tries to give assumption that the advertised products are very useful for women or people to do their work at home instantly, so they can be succeed in their carrier without leaving their family behind.

d. Creative Outlets Selling Technique

The technique plants the image of creativity explorations to the audiences. It tries to suggest that by using the advertised products, the consumers can explore their creativity as optimum as possible.

e. Sense of Power Selling Techniques

The technique is especially for men as they have a nature of facing challenges to show that they have physical power. It gives assumption that if men used the advertised products, they would be very gentle and strong as a positive value for men.

f. Love Object Selling Technique

It emphasizes on the appeal of human nature to love objects. Since human needs to love and to be loved, this technique tries to give the possibility for human to give their love to the advertised products.

g. Roots Selling Technique

It is used to convince the consumers that the product has been traditionally used and they are a good custom. It can also be used to remind of consumer's childhood

when they were introduced to a certain products for the first time.

h. Immortality Selling Technique

The technique is used to attract older people that the advertised product guarantees them to have pleasant condition and extra-life. It also emphasizes that if older people use the advertised products, they will feel much younger than they should be.

i. Status Symbol Selling Technique

This technique tries to convince the consumers that the advertised products will raise their status and being exclusive. The technique is mostly used by products which involve consumers of certain community.

FINDINGS AND DISCUSSION

FINDINGS

Forms of Persuasion Techniques

From the conducted research, there are some findings connected with the forms of persuasion techniques in Mercedes-Benz advertisements. The researcher finds that 100% of 22 analyzed advertisements display *picture* and *caption* since both of the forms cannot be separated from each other. When a form of *image* is used in the advertisements, is commonly followed by caption which appears to explain the *image*. In order to make the description clear; the researcher inserts the findings into the following table.

Total number of advertisements	Forms of persuasion technique	Occurrence Frequency
22	Press release	0%
	Visitation	0%
	Competition	0%
	Sponsor	0%
	Placed interview	0%
	Feature article	0%
	Picture	100%
	Captions	100%

Kinds of Techniques of Persuasion based on *Image* and *Bodycopy*

This study is also conducted under the discussion of persuasion technique based on *image* and *bodycopy*. *Image* and *bodycopy* work together to deliver the message of the advertisement. An *image* is supported by the headline which explores more about the *image* itself. The researcher classifies the persuasion techniques as what Packard proposed into 9 kinds, namely: *Emotional Security Selling Technique*, *Reassurance of Worth Selling Technique*, *Self-Ego Gratification Technique*, *Creative Outlets Selling Technique*, *Sense of Power Selling Technique*, *Love Object Selling Technique*, *Roots Selling Technique*, *Immortality Selling Technique*, and *Status Symbol Selling Technique*.

Before deciding the kinds of the technique, the researcher, first, finds out the propositions implied in the *bodycopy*. The propositions are used to explore the idea related with the *image* since the advertisements display same *images*. Most of them display the image of car. The kinds of the technique, then, are classified from the propositions classification which is implied mostly in the *bodycopy*. The propositions which are implied mostly in a *bodycopy*, then, called as dominant proposition.

From the observed data, it is known that there are 15 advertisements analyzed, and 7 advertisements unanalyzed since they do not have *bodycopy* in its occurrences. There is also an advertisement which has two dominant propositions. To analyze this special data, the researcher includes it into two technique classifications. It is, then added into the total sum of the analyzed advertisements. There are 15 advertisements analyzed and one of

them is classified into two classifications, so the total sum of the analyzed advertisements changes into 16. Further description of persuasion

technique classification based on *image* and proposition is presented in the table below:

Total number of analyzed advertisements	Kinds of persuasion technique based on <i>image</i> and <i>bodycopy</i>	Occurrence percentage	Number of advertisement
16	Emotional Security Selling Technique	13, 64%	3
	Reassurance of Worth Selling Technique	18,19%	4
	Self-Ego Gratification Technique	0%	-
	Creative Outlets Selling Technique	4, 5%	1
	Sense of Power Selling Technique	0%	-
	Love Object Selling Technique	4,5%	1
	Roots Selling Technique	18, 19%	4
	Immortality Selling Technique	0%	-
	Status Symbol Selling Technique	13,64%	3
total		100%	16

The table shows that the advertisements apply 6 kinds of persuasion technique based on the *image* and *bodycopy*. They are *Emotional Security Selling Technique*, *Reassurance of Worth Selling Technique*, *Creative Outlets Selling Technique*, *Love Object Selling Technique*, *Roots Selling Technique*, and *Status Symbol Selling Technique*. The first biggest frequencies of occurrence is positioned by two kinds of persuasion techniques which are about 18, 19% each. They are *Reassurance of Worth Selling Technique* and *Roots Selling Technique*. Each of them consists of 4 advertisements. The second frequencies are also filled by two kinds of persuasion techniques. They are *Emotional Security Selling Technique* which contributes 13, 64% and *Status Symbol Selling Technique*

which also contributes 13, 64%. Each of them consists of 3 advertisements. The others two kinds of technique, which are about 4, 5% and in the lowest frequency of occurrence, are *Creative Outlets Selling Technique* and *Love Object Selling Technique*. Both of them consist of 1 advertisement.

DISCUSSION

The Forms of Persuasion Techniques

The researcher classifies the advertisements into 9 forms of persuasion techniques concerning with the study. They are: *press release*, *visitation*, *competition*, *sponsor*, *placed interview*, *feature article*, *picture*, and *captions*. There are 22 advertisements analyzed and categorized into those 9 forms.

As presented in Findings part, the advertisements of Mercedes-Benz are mostly produced in forms of *picture* and *caption*. Both of them are used in a large quantity in printed advertisements. In spite of using the pictures or *images*, the producers also use a *caption* or written form which occurs together, below or beside the picture. The *caption* itself is produced in the forms of *Headline* and *Bodycopy*. There are 22 advertisements applying these forms, for the examples, the advertisements of *Mercedes-Benz A Class 2007/ Time/ May, 14/07* and *Mercedes-Benz E Class/ Time/ March, 19/07*. The examples of the advertisements are presented below:

Mercedes-Benz A Class 2007/ Time/ May, 14/07



The advertisement is two full colored pages with a *picture* and a *caption* column in the upper right side of the picture. The picture shows an *image* of a child replication which is sitting down near the car window and using a seatbelt in it. The replication is made in the form of a doll with a toy in his right hand and a canned drink in its left hand. He wears a crossing motif T-shirt, trouser, and shoes. There is also a picture of bear doll beside the boy replication.

The caption of the advertisement occurs in the upper right side of the picture. It shows the headline "We test for the big things especially for the little ones". It is

followed by a line of sub-headline and 2 paragraphs of *bodycopy*. There is a Mercedes-Benz Logotype in the right corner of the column.

From the configuration above, it is clear that the advertisement uses the form of *picture* and *caption*. The picture explanation is provided by the caption through a *headline* and *body copies*.

The Kinds of Persuasion Technique based on *Image* and Implied Propositions in *Body copies*

Packard categorized the persuasion techniques based on the *image* of advertisements which is supported by the *bodycopy* to deliver the idea of the advertisements. Here, the *bodycopy* does not only support the idea in the headline, but also explores the idea which is delivered through the *image*. In this classification, the researcher only limits the analysis to the advertisements which apply both of the *image* and *bodycopy* since she considers that the *images* of the advertisements cannot be described without the supporting headlines. She classifies the advertisements based on the biggest quantity of proposition classification implied in the *bodycopy*. The proposition is derived from *inferences* and *implicatures*. For example when the researcher finds an advertisement consists of 20 propositions and 15 of which, as the biggest frequency, fill the category *Emotional Security Selling Technique*. The researcher, then, classifies it into the *Emotional Security Selling Technique*.

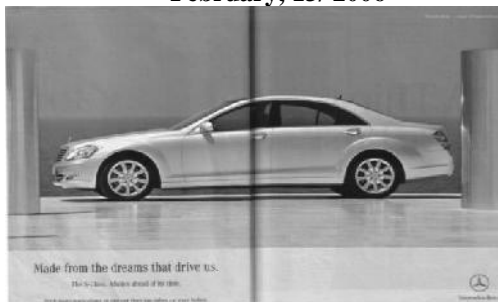
The sixth kinds which occur in the advertisements are *Emotional Security Selling Technique*, *Reassurance of Worth Selling Technique*, *Creative Outlets Selling Technique*, *Love Object Selling*

Technique, Roots Selling Technique, and Status Symbol Selling Technique. The examples are discussed below:

Creative Outlets Selling Technique

The kind of persuasion technique persuades audiences by planting the image of creativity exploration. The audiences are given some ideas which offer a space or chance to build their creativity by using the products. There is only one advertisement uses this kind of technique of persuasion. It is the advertisement of *Mercedes-Benz S Class 2006/ Time/ February, 13/ 2006*.

Mercedes- Benz S Class 2006/ Time/ February, 13/ 2006



The advertisement consists of an illustration, 2 headlines, body copies, and a logotype which are written in two separated sheets. The first sheet occurs with a headline in form of a word, a phrase, 2 clauses and 6 sentences as the bodycopy.

The second sheet consists of a headline which occurs in the form of sentences and 3 clauses as the

bodycopy. It also involves an illustration and a logotype. The illustration shows a picture of S-Class automobile series in silver color which stands between two pillars near the grey sea. The headline and the bodycopy are written under the illustration. The logotype of Mercedes-Benz lies in the right corner under the illustration. There are 18 propositions implied in the bodycopy of the advertisements.

The first sheet of the advertisement consists of a word **“Can’t”** as the headline. It contains the meaning **“not able to do something”**. The word is followed by a phrase, 2 clauses, and 6 sentences as the bodycopy. The detail of the bodycopy is:

“Four letters. No more, no less. Three of them grant you permission to conquer the world. One deprives you of the glory. “It can be done,” “Don’t bother”-they say- “Many others have tried before and failed”. So you listen to those voices and surrender your hopes, returning to the comfort of the explored and the console of the ordinary. Or perhaps not. Maybe you hear those voices but don’t listen to them. And when the words “impossible”, “unattainable” or “can’t” are pronounced what echoes instead in your soul are **“dream”, “passion” and “will”**.”

The phrase **“Four letters”** gives more explanation to the headline. Four letters refer to the letters **C, A, N, T**. The clause **“No more, no less”** infers that it is only mentioned the letters C, A, N, and T. The first sentence **“Three of them grant you permission to conquer the world”**, infers that the word **“can”** which comes from the three letters from the word **“Can’t”** has the meaning that somebody is able to do

some activities to conquer the world. The second sentence **“One deprives you of the glory”** infers that the letter **“t”** which has added to the word **“can”** changes the meaning of the word **“able to do”** into **“not able to”** which is then in general, it infers that because of the letter **“t”** addition, **“people who is able to do something”** through the word **“can”** become **“taken away from something (glory)”** or **“are not able to reach the glory”**. The next sentences **“It can’t be done”**, **“Don’t bother”-they say-“Many others have tried before and failed”** infers that somebody say to the other that it is difficult to reach the glory in world.

The sentence **“So you listen to those voices and surrender your hopes, returning to the comfort of the explored and the console of the ordinary”** gives the explanation that when we listen to the previous sentences, we will have no hope and surrender our hope to reach the glory we want.

The next clause **“Or perhaps not”** gives another choice to us besides the previous one. It gives us the possibility not to follow the previous statements. **“Maybe you hear those voices but don’t listen to them”** infers that we have another choice to not listen the word which makes us surrender our hope to reach the glory.

The last sentence of the first sheet **““And when the words “impossible”, “unattainable” or “can’t” are pronounced what echoes instead in your soul are “dream”, “passion” and “will” ”** infers that even though we heard the word impossible, unattainable, and can’t which seem to weaken our hope, we still have our dream, passion, and will to win.

The second sheet of the advertisements support the idea explored in the first sheet. It employs the headline **“Made from the dreams that drive us”**. It explains that the Mercedes-Benz S Class automobile comes as the result of our dreams realization to reach the glory of the world. The *bodycopy* of the second sheet, **The S-Class. Always ahead of its time”** and **“With More innovations in one car than any other car ever before”** implicates that the S-Class series has a better innovation than others cars.

From all of the meaning contained by the *bodycopies*, we may conclude that the advertisement uses the technique of *Creative Outlets Selling Technique* since through all inferences and *implicatures of bodycopy*, audiences are offered some media to build their decision and way by using the S-Class series which is considered as the result of our dream. As mentioned before, the kind of persuasion technique persuades audiences by planting the image of creativity exploration to do something.

Emotional Security Selling Technique

Producers use Emotional Security Selling Technique to persuade the audiences that the advertised product will help the audiences out of their problem, prevent any bad condition, and give them a sense of security or safety. There are three advertisements categorized as this kind of technique and some of them are: *Mercedes-Benz E Class/ Newsweek/ April, 19/07*, *Mercedes-Benz S Class 1999/ Newsweek/ Oct, 25/99*, and *Mercedes-Benz S Class 2007/ Newsweek/ Dec 2006-2007/ 07*. One of the examples is explored below.

Mercedes-Benz S Class 2007/ Newsweek/
Dec 2006-2007/ 07



The advertisement consists of 2 full colored pages with pictures, a headline, a bodycopy, and a logotype. The picture displays a combination of mountainous ring-road and a pair of football player's feet which run and is ready to kick the ball.

The headline is supported by a sentence **"Because the road isn't the only thing on your mind."** It is also a sub-headline which consists of 2 sentences. The bodycopy is made in 4 paragraphs which are supported by 9 sentences. The headline and bodycopy are written in a column in the bottom side of the picture. There is also a logotype in the right corner of the column.

The bodycopy is written as follow:

The S-Class. With the unique PRO-SAFE safety philosophy.

Inswinging cross, instant volley, what a goal! While you're reliving that 87th minute winner, the S-Class is concentrating on the present moment. PRO-SAFE covers a host of programs designed to protect at all times. PERFORM-SAFE offers innovations that relieve driving stress and improve concentration. PRE-SAFE® can detect the threat of an imminent collision and prepare the car's systems to minimize impact. PASSIVE-SAFE offers high strength defences against crashes, inside and out. And POST-SAFE includes structural design elements

that facilitate easy rescue. It's all part of our vision of accident-free driving. And we're getting closer to it all the time. Unlike any other.

There are 24 propositions implied in the *bodycopy*. 13 propositions are considered as having the sense of emotional. The sentence **"The S-Class. With the unique PRO-SAFE safety philosophy"** infers that there is an introduction about the S Class which uses a unique safety system, namely: PRO-SAFE safety. The next sentence which consists of 2 phrases and a clause tells us that there is an inswinging cross and instant volley with an act to get a goal in it. The next sentence, **"While you're reliving that 87th minute winner, the S-Class is concentrating on the present moment. PRO-SAFE covers a host of programs designed to protect at all time"**, infers that there is information about people's activity to relieve on some games winner in a certain past time. When people do the activity, producer of S Class is concentrating to build the PRO-SAFE system which can protect the user all the time, not only in a certain time as what the games winner do.

The next sentences of the *bodycopy* explore that the **PRO-SAFE** will give some services to the audiences, for examples, it can make us relieve the driving stress and improve our concentration in driving. It is also supported by some innovations which are able to anticipate the crash and facilitate us with easy rescue.

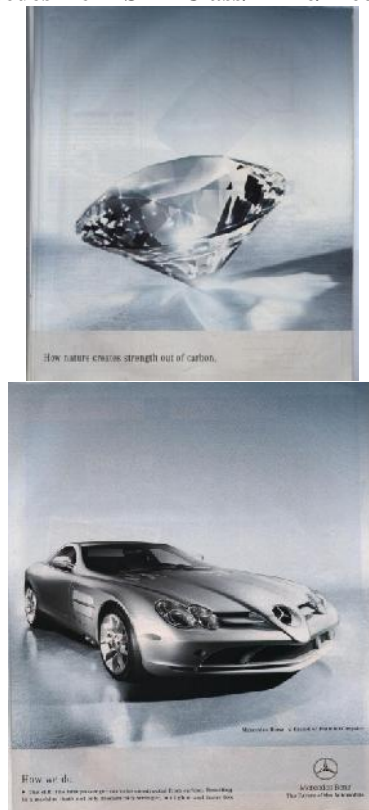
Most of the things offered in the *bodycopy* are concerned with audiences' safety or security. In accordance with it, the researcher, then, classifies the advertisement into the Emotional Security Selling

Technique since it spots on the audiences' safety and security to persuade them to use the products.

Reassurance of Worth Selling Technique

Reassurance of Worth Selling Technique offers the audiences of some positive values and high confidence which will be achieved by using the products. There are four advertisements categorized as this type of technique of persuasion. They are *Mercedes-Benz A Class 2007/ Time/ May, 14/ 07*, *Mercedes-Benz B Class/ Newsweek/ Dec, 18/ 06*, *Mercedes-Benz E Class/ Newsweek/ April, 19/ 2007*, and *Mercedes-Benz SLR Class/ Time/ Dec, 8/ 03*. The example is presented below.

Mercedes-Benz SLR Class/ Time/ Dec, 8/ 03



The advertisement consists of two full colored pages with the picture of diamond in the first page and the

SLR series in the second page. The picture of diamond is followed by a headline which is written as **“How nature creates strength out of carbon.”** The sentence implicates a question about nature and carbon which presented in the form of diamond in the picture.

The second page of the advertisement shows the picture of silver SLR Class with the bodycopy and logotype under the picture. The bodycopy consists of a phrase and 2 sentences. It is written as **“The SLR. The first passenger car to be constructed from carbon. Resulting in a machine that’s not only dramatically stronger, but lighter and faster too.”** The sentences infer that there is a product, namely SLR Class. It is the first car which is made of carbon as what is presented by the picture of diamond in the first page. The carbon is used in the machine. It makes the machine stronger, lighter, and faster.

From the contextual configuration above, we may conclude that the advertisement offers some positive values, such as the machine’s strength and high speed. It also proposes that the product is made based on some evidences of carbon’s strength in nature. Since it offers some positive values to the audiences, the researcher categorizes the advertisement into the one which uses *Reassurance of Worth Selling Technique*.

Love Object Selling Technique

The technique of Love Object Selling is applied based on the term of human’s love. Through this technique, the audiences are expected to love the product or give their love to the others by using or buying the product. It also reminds the audiences about their love

story. There is one advertisement included in this kind of technique; it is *Mercedes-Benz CLK Class October 1998/ Newsweek/ Oct, 12/98*. More explanation about the advertisement is presented below.

**Mercedes-Benz CLK Class October 1998/
Newsweek/ Oct, 12/98**



The advertisement is made of full colored page picture which shows the picture of some photographs of Mercedes-Benz with a couple photographs and a notebook beside it. There is a headline with the detail: **“In life, one must always set priorities.”** The sentence infers that the audiences are asked to set their priorities, one of which is to decide the vehicle they want to use. The headline is followed by bodycopy which is written under the picture. The detail of the bodycopy is: **“To love. To honour. To cherish. A congregation of all you desire. A bonding of all that is pure. You vowed that one day you would own a Mercedes-Benz coupe. That day has just arrived in style. A marvel of engineering throughout. A sanctuary of safety innovations within. In a design embraced by the truly passionate. So follow your heart, straight to the CLK.”** The sentences implicate that someone must have some passion in his life, such as to love, to honour, and to cherish. One of the passions is to own a Mercedes-Benz. It means that Mercedes-Benz is in same value with the other life priorities which must be set. Through

the sentences, producer wants to say that the need to love can be the supporting reason to use Mercedes-Benz.

There are 13 propositions implied in the bodycopy. Five of them, which are the dominant number from all proposition, stand in the Love Object Technique category.

Roots Selling Technique

There are 4 advertisements classified into the Roots Selling Persuasion Technique. They are: *Mercedes-Benz G Wagon/ Newsweek/ April, 11/05*, *Mercedes-Benz (All Classes)/ Time/ August, 11/ 97*, *Mercedes-Benz (All Classes)/ Newsweek/ Sept, 26/ 05*, and *Mercedes-Benz (All Classes)/ Newsweek/ April, 25/ 05*. They are included to this kind of technique since the advertisements convince the audiences that the products have been traditionally used and remind them of their past time. The example is described below.

**Mercedes-Benz (All Classes)/ Newsweek/
Sept, 26/ 05**



The advertisement is printed in black and white colors with a photograph of a man and his old limousine Mercedes-Benz beside him. The image in the photograph is used to give a description that the picture was

taken in a past time, so the audiences may think that Mercedes-Benz has been used for a certain period.

There are a headline, body copies, and a logotype below the picture. The bodycopy then is written as follows:

- a. Some were stern, some were solemn, most were stony-faced. Some even said hello. But of all the passengers Herr Wöstendieck drove during his years as official chauffeur to the German Government, he particularly remembers the leaders from the United States and Soviet Union. Men with enough power in their hands to shape the destiny of the world.
- b. Through bulletproof glass, Herr Wöstendieck would watch those hands in the rear-view mirror, hovering over the electric window button. Were they restless? At such moments it's reassuring for a chauffeur to be driving a Mercedes-Benz. Because if a VIP doesn't arrive safe and sound, the repercussions can be quite dramatic.
- c. Share the passion at www.Mercedes-BenzAndMe.com

From the bodycopy above, the researcher finds that most of the implied propositions occur with their intention to tell the audiences that the product has been used for long time. It is used by Herr Wöstendieck, a driver of German Government. He has used the car since along time ago so that he had driven some leaders from many countries. He did a very crucial job by driving the car. If he failed to drive the leaders safely, he might get punishment for it.

The bodycopy of the advertisement consists of 13 propositions which 11 of them are classified into the technique of Roots Selling since they deliver a message that the product has been traditionally used or used for a long time.

The researcher, then, classifies this advertisement into Roots Selling Technique because it has more propositions which come with the idea of Roots Selling criteria.

Status Symbol Selling Technique.

This technique is used to raise audiences' sense of exclusivity and prestige. The users of the product can look different from the others when they use it because something owned by the product itself. Producers introduce the product as a special and unique thing than others. There are three advertisements categorized into this technique. They are: *Mercedes-Benz CLK Class/ Newsweek/ August, 03/ 98*, *Mercedes-Benz SLR Class/ Time/ Dec, 8/ 03*, and *Mercedes Benz (All classes)/ Newsweek/ Nov, 25/ 96*.

Mercedes-Benz CLK Class/ Newsweek/ August, 03/ 98



The advertisement is made in the full colored page picture. It describes 4 cars; 3 of which are hidden by blue layer. There is only one car which occurs clearly, it is Mercedes-Benz CLK Class. The description of the picture shows us that the advertisement producer wants to differentiate the CLK Class through its exclusive image.

The bodycopy is printed under the picture. It consists of 13 sentences and 14 propositions. The bodycopy is written as the following:

The word on the street. The centre of attention. The name on everyone's

lips. It begins a rumour. It becomes a sighting. Until finally, it becomes apparent. The CLK is all that everyone said that it was. A sleek leap into a tomorrow where quality reigns and everything is done in style. Performance that aspires to perfection. Safety that redefines protection. Design inspired by both. You see it. You'll see.

The sentences “**The word on the street. The centre of attention. The name on everyone’s lips. It begins a rumour. It becomes a sighting**” shows the sense of exclusivity. It infers that CLK class is a car which catches attention in the street and it is being talked by everyone who sees it. The next 8 sentences implicate that CLK is also a product completed with stylish design and good safety.

From the description above, it is clear that the advertisement uses the technique of Status Symbol because it persuades the audiences that the product is exclusive and different from the others. The audiences can look different and exclusive if they use the product.

CONCLUSION

From several points related to the findings of the study, the researcher concludes that:

1. Mercedes-Benz advertisements in *Time* and *Newsweek* are totally produced in the forms of *Picture* (100%) and *Caption* (100%) persuasion techniques. The two kinds of techniques are totally used in all analyzed advertisements since both of them are the most common forms used by advertisements in printed media.
2. Based on the images and propositions implied in the bodycopy, the analyzed

advertisements use 6 kinds of persuasion techniques. The techniques are *Emotional Security Selling Technique* (13,64%), *Reassurance of Worth Selling Technique* (18,19%), *Creative Outlets Selling Technique* (4,5%), *Love Object Selling Technique* (4,5%), *Roots Selling Technique* (18,19), and *Status Symbol Selling Technique* (13,64%). Two of the techniques, *Reassurance of Worth Selling Technique* and *Roots Selling Technique* are the biggest frequency of using. Both of the techniques are used in highest frequency since generally car product advertisements offer comfort, safety, and some other positive values as what the techniques deliver in the advertisements to persuade the audiences that the products have all criteria of a good car product.

There are three kinds of techniques not used in the advertisements. They are *Self-Ego Gratification Technique*, *Sense of Power Selling Technique*, and *Immortality Selling Technique*. The techniques are not used since they are not suitable with the objects of the advertisements which promote car products.

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