

PERSUASIVE STRATEGIES OF SAMOSIR PROMOTION IN @1000TENDA INSTAGRAM POSTS

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ABSTRACT

This study dealt with persuasive strategies in @1000tenda Instagram Post. The objectives of this study were to describe and to find out the dominant technique and strategies of persuasive used in @1000Tenda Instagram Post. This study was conducted by applying descriptive qualitative design. The data were collected from @1000tenda Instagram Post. After the data analyzed, it was found out 6 types of persuasive techniques and 3 types of persuasive strategies used in @1000tenda Instagram Post. The most dominant persuasive techniques used was suggestion and the most dominant persuasive strategies used was phatos.

Keywords: Instragram post, social media networking, persuasive strategy

ABSTRAK

Studi ini membahas tentang strategi persuasif di Instagram Post @ 1000tenda. Tujuan studi ini adalah untuk mendeskripsikan dan mengetahui teknik dan strategi persuasif yang dominan yang digunakan pada Instagram Post @ 1000tenda. Studi ini dilakukan dengan menerapkan desain kualitatif deskriptif. Data dikumpulkan dari Instagram @ 1000tenda. Setelah data dianalisis, ditemukan 6 jenis teknik persuasif dan 3 jenis strategi persuasif yang digunakan dalam Instagram Post @ 1000tenda. Teknik persuasif yang paling dominan digunakan adalah sugesti dan strategi persuasif yang paling dominan digunakan adalah phatos.

Kata kunci: Instagram post, media sosial, jaringan media sosial, strategi persuasif

A. Introduction

The ability to persuade or convince people is not easy; it uses a skill or a strategy to make other people believe what the speaker mean. This strategy is commonly called persuasive strategy. Persuasive strategy is skill or strategy to influence other people or a group of people to take a certain action. Persuasive strategy has some areas to be investigated such as politic, advertising, social, and also in tourism promotion. Many big tourism instances also are no exception that they try to persuade people to visit the tourism place they manage.

A social networking service (also social networking site, SNS, or social media) is an online platform that is used by people to build social networks or social relations with other people who share similar personal or career interest, activities, backgrounds or real-life connections. The main types of social networking services are those that contain category places (such as former school year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust. Social network services can be split into three types: socializing social network services are primarily for socializing with existing friends.

This kind of service recently has become a massive digital tool used as an interaction media among people where they can create, share, and change information and ideas in virtual communities and network. This media also has been viewed as the collective of online communication channel to apply language use such as Facebook, Twitter, Telegram, WhatsApp, or Instagram which may contain the advertising, promoting, online shopping, etc. The users of each may be able to do any transaction through the channel or link provided in the social media. This can happen because the media persuades the viewers to be influenced or to be believed something that they have been shown. The owner of the channel use some kind of persuasive statement and picture to complete their method to persuade people.

Instagram (also known as IG or Insta) is a photo and video-sharing social networking service owned by Facebook, Inc. It was created by Kevin Systrom and Mike Krieger, and launched in October 2010 exclusively on iOS. A version for Android devices was released a year and half later, in April 2012, followed by a feature-limited website interface in November 2012, and apps for Windows 10 Mobile and Windows 10 in April 2016 and October 2016 respectively. Instagram becomes one of the most favorite applications that people interest to join. It is one of popular free social networking applications that allow registered users to create profiles, upload photos and videos, send direct messages, and keep in touch with friends, family, and colleagues. Every activity of users can be seen through the status or profile in Instagram such as, online shop, marketing, or advertising.

The focus of this study was to investigate the types of persuasive strategies used by one tourism promotion company in online media under the name of @1000Tenda Instagram Post. The objectives were mainly to find out the types of persuasive strategies and the dominant type used in @1000Tenda Instagram Post. @1000Tenda Instagram Post led by the owner of the @Siparjalang Instagram account promotes 7 districts around Toba Lake through shared camping events and combined with other art events. @1000Tenda which began in 2018 has held 4 events.

The reason of choosing this page site was because @1000Tenda Instagram Post becomes one of the developing tourism pages that must care for international tourism instance. This page site posted the Toba Lake Toba which is one of Indonesia Tourisms that will be one of the World Tourism Destinations. The lake becomes one the fifth widest lake in the world. It uniqueness also lies on the Samosir Island which is in the middle of the lake. This island belongs to Batak Island that has millions of Batak culture that want to explore. Samosir Island is a popular tourist destination due to its exotic, history and the vistas it offers. The tourist resorts are

concentrated in the Tuktuk area. The island is the centre of the Batak culture and many of the Toba Batak traditional houses remain on the island. Most of the tourist accommodation are concentrated in the small town of Tuktuk which is located a one-hour ferry ride across the lake from the town of Parapat.

This study analyzed the sentences written in the status of @1000Tenda Instagram Post by the administrator. The theory of persuasive strategy was based on Keraf's theory (2000: 118) who divided the types of persuasive strategy into seven: rationalization, identification, suggestion, conformity, compensation, projection, and displacement. Besides Keraf's theory, Aristotle's theory of persuasion which divided into three kinds of persuasive strategies: ethos, pathos and logos also were used to add more complete analysis.

The analysis of sentences used in persuasive sentence relates with the study of Discourse Analysis. Discourse is not only focuses on the language and the meaning but deeply to the same elements in communication, such as how, what, and when the language is used. From this point of view, it can be concluded that discourse analysis or discourse study is a broad term for study of the ways in which language used in texts and contexts. Furthermore, Kinneavy in Rizka (2016) grouped the discourse into four types; they are expressive discourse, referential discourse, literary discourse, and persuasive discourse. Expressive discourse means a type of discourse in which language is used as a simple vehicle for expression of some personality aspect by the encoder (the person who encodes the message). Referential discourse is a type of discourse in which the use of the language stresses the ability of language to designate or reproduce reality, in a manner of speaking. Literary discourse refers to the types of discourse in which the text or the product or the work itself is the focus of the process as worthy of being appreciated in its own right. Persuasive discourse focuses primarily on the decoder that is the other person involved in the process or the receiver of the message. In this type, what essential is the encoder,

reality, and language itself all become instrument of the achievement of some practical effects in the decoder.

Comprehending the types of discourse analysis above, it is concluded that that tourism promotion is an example of persuasive discourse. Burgon and Huffer (2002: 74) summarize some of the opinions of several experts on the definition of persuasion communications is the process of communication aimed at influencing the thoughts and opinions of others in order to adjust their opinions and wishes communicator. Hogan (2004) also argued that persuasion is to provide induction of belief and values into someone self by means of influence their thought and measure through positive strategy. As conclusion, persuasion is an act of persuading somebody to do something or believe something. It is defined as a process of communication which is purpose from the speaker to persuade listener. It is process which is amid at changing a person or a group's attitude or behaviour toward some event, idea, object or other persons by using written or spoken words to convey information, feeling, or reasoning, or a combination of them.

B. Research Method

This study applied descriptive qualitative design because the intention of this study was to identify and describe the types of persuasive strategies applied in @1000Tenda Instagram Post. The source of data was taken from www.instagram.com/1000tenda. The data were the sentences found in @1000Tenda Instagram Post. There were fifty statuses (sentences) that were selected from @1000tenda Instagram Page. The data obtained then were copied and saved as documentary sheets. These sheets were used as the instruments for collecting the data.

The data were collected by using documentary technique. The followings were steps.

1. Logged in into Instagram.
2. Searched @1000Tenda.
3. Chose 73 status/posts starting from October 26, 2018 to June 30, 2019.

4. Copied the status into Microsoft Word
5. Printed out the status.

The technique of analyzing data was presented as follow.

1. Identified the types of persuasive strategies used in @1000Tenda Instagram page.
2. Described the strategies of persuasive used in @1000Tenda Instagram page.

C. Result and Discussion

The data used in this study were obtained from @1000Tenda status. There were 50 statuses taken from October 2018 to May 2019. The data then were identified based on the types of persuasive strategies by Keraf (2000: 118). According to Keraf (2000: 118) there are seven types of persuasive strategies: rationalization, identification, suggestion, conformity, compensation, projection, and displacement. The identification also used Aristotle (1854). According to Aristotle (1854) there are three types of persuasive strategies: ethos, phatos, and logos.

From 32 status/post found in @1000Tenda Instagram Post, it was found that only 6 types of persuasive strategies that user used in @1000Tenda Instagram Post. Using the categorization of Keraf, they were rationalization (12 status), identification (7 status), suggestion (19 status), conformity (3 status), compensation (10 status), and displacement (2 status). Suggestion was the dominant persuasive strategies used in @1000Tenda Instagram Post, followed by rationalization and compensation, identification, conformity and displacement. Projection type was not found in the status of @1000Tenda Instagram Post along the research period. Based on the theory of Aristotle, there were ethos (2 status), phatos (18 status), and logos (13 status). The dominant strategy that the user used along the research period was phatos strategy.

Seeing from the theory based on Keraf and Aristotle, the most dominant persuasive strategy used were suggestion and phatos respectively. Through the analysis of data, it was seen that the user or owner of the @1000Tenda Instagram Post tried to invite the viewers by suggesting

them to choose Samosir as a tourist destination by describing the uniqueness of Samosir to get the attention of the viewers. They presented some activities to be carried out by the Samosir tourism office as soon as they visited the Samosir Island. The activities were well organized.

It is important to understand the strategies of persuasion particularly used in Instagram Page with the aim of promoting something. By understanding the strategies can help those who want to make good strategies in promotion, so they can influence other people. Good strategies will give good impact on the result of the promotion.

D. Conclusion and Suggestion

From the seven types of persuasive strategies by Keraf (2000: 118), there were only six types found in this study: rationalization (12 status), identification (7status), suggestion (19 status), compensation (10 status), conformity (3 status), and displacement (2 status). The most usual type of persuasive strategy the user used was suggestion. It was due to invite or to persuade people to accept the certain conviction without giving a principle or logical belief. It involved getting the viewers to accept the promoting without thinking an idea, belief and action. Pathos strategy by Aristotle became the most commonly strategy used in @1000Tenda Instagram Post. When the user used phatos strategy in promoting of Samosir tourism, it showed the user arouse viewer's emotions through interesting photos, videos, and captions, so that viewers were interested in the tourism presented.

As to complete the conclusion, this study also would like to suggest for students of English literature to learn more about the use of language especially in other social networking such because language may develop more widely through this media since it is one easier way to connect with other people globally. For other researcher, it is suggested to make further research about tourism such as the language of tourists' perception regarding any tourist destination in Indonesia.

E. References

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