AN ANALYSIS OF LEXICAL FEATURES AND PERSUASIVE TECHNIQUES IN ADVERTISEMENT FOR UMKM ON INSTAGRAM

A THESIS

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ENGLISH EDUCATION STUDY PROGRAM

TEACHER TRAINING AND EDUCATION FACULTY

ARTHA WACANA CHRISTIAN UNIVERSITY

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This Thesis is Presented as Partial Fulfilment of the Requirements for the Degree of *Sarjana Pendidikan* in English Education Study Program

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APPROVAL PAGE

This thesis entitled *An Analysis of Lexical Features and Persuasive Techniques in Advertisement for UMKM on Instagram* written by *Yeland Alfin Ndun* has been approved to be defended in a thesis examination.

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LEGITIMATION PAGE

This is to certify that this thesis entitled *An Analysis of Lexical Features and Persuasive Techniques in Advertisement for UMKM on Instagram* written by *Yeland Alfin Ndun* has been defended in a thesis examination and has been approved by the following Board of Examiners as the final requirement to be graduated as *Sarjana Pendidikan* (S. Pd.) majoring in English Language Education.

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I hereby declare that the thesis I am submitting to fulfill the requirements for a Bachelor of Education degree at Artha Wacana Christian University, is original and free from plagiarism. If any discrepancies with this statement are found in the future, I am willing to be prosecuted and processed in accordance with the provisions of the Minister of National Education Regulation Number 17 of 2010.

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MOTTO

Jesus replied, "You do not realize now what I am doing, but later you will understand."
John 13:7 NIV

DEDICATION

This writing is dedicated to the researcher's beloved:

1. First and foremost, Almighty God for His unceasing blessings, guidance, wisdom and strength that have sustained me throughout the process of completing this thesis. Without His grace, none of this would have been possible.

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The researcher realizes that the completion of this thesis is a long process and can be completed thanks to the prayers and support of many parties. Therefore, on this occasion, the author would like to express his deepest gratitude to:

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AN ANALYSIS OF LEXICAL FEATURES AND PERSUASIVE TECHNIQUES IN ADVERTISEMENT FOR UMKM ON INSTAGRAM

ABSTRACT

Yeland Alfin Ndun[1]   **Festif Rudolof Hoinbala[2]**   **Zuvyati Aryani Tlonaen[3]**

This study aims to identify types of lexical features based on Grey's theory (2008), persuasive techniques according to Cialdini (2007), and their functions in product advertisement captions for UMKM on Instagram based on Momayezalashjar & Shuraki's theory (2022). The method used is qualitative descriptive, with data collection through documentation and interviews. The results of the study show that there are nine out of ten lexical features used in UMKM captions in East Nusa Tenggara, namely: hyperbole, neologisms, ambiguous words, informal language, simple vocabulary, repetition, euphemisms, humor, and appeal to superiority. In addition, five out of six persuasive techniques were identified: reciprocity, social proof, authority, liking, and scarcity. The persuasive techniques not found in this study are commitment and consistency. Furthermore, it was found that lexical features were used to exaggerate product advantages, introduce new products, and explain the effects of product use. Meanwhile, persuasive techniques were used to convince consumers to buy new products, compete with other products, and manage product presence. These findings confirm that the integration of lexical features and persuasive techniques in Instagram captions is crucial for attracting consumer attention and enhancing product appeal. Therefore, UMKM marketing strategies in the digital era can be effectively supported through the use of simple vocabulary and persuasive techniques such as scarcity to increase customer appeal and loyalty. In addition, is recommended for future researchers to explore the use of lexical and syntactic features that function as persuasive techniques in other objects, such as advertisements on various platforms, films, or other social media.

Key words: *lexical features, persuasive techniques, advertisement, UMKM, Instagram*

ANALISIS FITUR LEKSIKAL DAN TEKNIK PERSUASIF DALAM IKLAN UMKM DI INSTAGRAM

ABSTRAK

Yeland Alfin Ndun[1]   **Festif Rudolof Hoinbala**[2]   **Zuvyati Aryani Tlonaen**[3]

Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis fitur leksikal berdasarkan teori Grey (2008), teknik persuasif menurut Cialdini (2007), dan fungsi-fungsinya dalam caption iklan produk untuk UMKM di Instagram berdasarkan teori Momayezalashjar & Shuraki (2022). Metode yang digunakan adalah deskriptif kualitatif dengan pengumpulan data melalui dokumentasi dan wawancara. Hasil penelitian menunjukkan adanya sembilan dari sepuluh fitur leksikal yang digunakan dalam caption UMKM di Nusa Tenggara Timur, yaitu: hiperbola, neologisme, kata-kata ambigu, bahasa informal, kosakata sederhana, pengulangan, eufemisme, humor, dan daya tarik keunggulan. Akan tetapi, fitur glamorisasi tidak ditemukan dalam penelitian ini. Selain itu, terdapat lima dari enam teknik persuasif utama yang diidentifikasi: timbal balik, bukti sosial, otoritas, kesukaan, dan kelangkaan. Teknik persuasive yang tidak ditemukan dalam peneitian ini adalah komitmen dan konsistensi. Lebih lanjut, ditemukan bahwa fitur leksikal digunakan untuk mengeksaggerasi keunggulan produk, memperkenalkan produk baru, dan menjelaskan efek penggunaan produk. Sementara itu, teknik persuasif digunakan untuk meyakinkan konsumen untuk membeli produk baru, bersaing dengan produk lain, dan mengelola kehadiran produk. Temuan ini menegaskan bahwa integrasi antara fitur leksikal dan teknik persuasif dalam caption Instagram sangat penting untuk menarik perhatian konsumen dan meningkatkan daya tarik produk. Oleh karena itu, strategi pemasaran UMKM di era digital dapat didukung secara efektif melalui penggunaan kosakata sederhana serta teknik persuasif seperti kelangkaan untuk meningkatkan daya tarik dan loyalitas pelanggan. Selain itu, peneliti selanjutnya disarankan untuk mengeksplorasi penggunaan fitur leksikal dan sintaksis yang berfungsi sebagai teknik persuasif pada objek lain, seperti iklan di berbagai platform, film, atau media sosial lainnya

Kata Kunci: *fitur leksikal, teknik persuasif, Iklan, UMKM, Instagram*

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