CHAPTER I

INTRODUCTION

In today's digital marketing, Instagram has become an important platform for Micro, Small, and Medium Enterprises (UMKM) to promote their products. This study aims to analyze the lexical features and persuasive techniques used in UMKM advertisements on Instagram, in order to understand how language and digital communication strategies can attract attention and influence consumers.

1.1 Background

Advertising is a strategic way to deliver a persuasive message about a brand and fostering positive attitudes and perceptions about it (Torto, 2016). In addition, Dyer (2008) argues that advertising is a communication medium that permeates every aspect of life, yet people are often unaware of the more subtle forms of persuasion or how much influence it has on consumer culture (Dyer, 2008). In essence, advertising means a way to inform others of something with the aim of influencing consumers.

To introduce a product, it can be done in a formal and informal way without spending money, namely advertising through word of mouth (Vasiloaia, 2009), but it needs a wide media so that the product can be reached by many people. Furthermore, Luqyana and Imperiani (2021) said that a company can advertise through print media and digital media. Print media such as magazines, newspapers, brochures, flyers, billboards, and banners, in addition to using websites, blogs, or social media as digital media.

Nowadays, Instagram is one of the most popular social media platforms. It has over 1.7 billion active monthly users, making it the third largest social media platform after Facebook and YouTube. Moreover, Instagram is considered the most favored platform by many users worldwide. Carpenter, Morrison, Craft and Lee (2020) state that Instagram is a social media platform for sharing photos and videos created in 2010. Currently, many people in the business world use the Instagram application to sell and market goods or services through photos and videos (Yanthi, Nirmala, and Dewi, 2023). Hence, it can be concluded that Instagram can be used as a medium to promote a product.

The products offered by most sellers on Instagram can be vary, ranging from primary, secondary, and tertiary sectors. The primary sector includes raw natural products such as agricultural and fishery products, meanwhile the secondary sector consists of processed or manufactured goods such as textiles and handicrafts. In addition, the tertiary sector involves services such as online marketing and delivery. One of the currently popular products that are often advertised on social media is the products of Usaha Mikro Kecil Menengah (UMKM) or Micro, Small and Medium Enterprises (MSMEs), especially in East Nusa Tenggara (NTT). According to Hamdani (2020), UMKM are small-scale forms of people's economic activities, with criteria based on net worth, annual sales results, and ownership, as regulated by law. Further, UMKM play a significant role in creating jobs, driving economic growth, and promoting entrepreneurship and innovation. Last, UMKM products reflect local creativity and wisdom, with many of them based on the potential of the region's natural and cultural resources.

In promoting UMKM products, language plays an important role, especially through lexical features. Lexical features are one of the categories of linguistic features used in online advertising (Grey, 2008) as cited in Oculares and Blanco (2023). According to Grey (2008) as cited in Dwiyanti (2024), there are 10 types of lexical features such as, hyperbole, neologism, weasel words, simple vocabulary, repetition, familiar language, humor, euphemism, potency, and glamorization. Furthermore, Oculares and Blanco (2023) argued that in the world of advertising lexical features play a role in distinguishing one advertisement from another, especially when sellers use the proper diction and convincing statements to influence their target consumers. In addition, lexical features also encourage advertisers to consider word choice in advertisements to attract attention and arouse customer interest. More clearly, Koa (2019) state that the goal of using lexical features in an advertisement is to make the advertisement more unique. From these insights, it can be concluded that lexical features in advertising refer to the strategic use of words to create a distinctive message, attract attention, and persuade consumers.

People who aim to persuade consumers through online ads understand how to attract attention by matching what the people wants and what they actually need (Albrighton, 2013). Furthermore, persuasive technique is a complex collection of linguistic strategies, used to influence attitudes and elicit responses without directly imposing ideas on the recipient (Romanova and Smirnova, 2019). Moreover, they highlight that in advertising, persuasive techniques not only aim to increase sales, but also to build good relationships and increase brand awareness. According to Cialdini (2007, as mentioned in Albrighton

(2013), there are several persuasion techniques that are widely applied in various fields, including advertising, which can help shape consumer decisions. These techniques include reciprocity, commitment and consistency, social proof, authority, liking, and scarcity.

Research on Lexical Features and Persuasive Technique in UMKM product advertisements on Instagram is very important because it can provide a deep understanding of how language is used strategically in promoting products, especially on highly popular social media platforms such as Instagram. In the context of UMKM, which have products that reflect local creativity and cultural resources, the appropriate use of lexical features, such as hyperbole, neologisms, or repetition, can differentiate their ads from competitors and attract the attention of potential buyers (Grey, 2008) cited in Oculares and Blanco (2023). In addition, the use of persuasive techniques such as the principles of reciprocity, social proof, or scarcity can influence purchasing decisions more effectively, not only increasing sales, but also building good relationships with consumers and increasing brand awareness (Cialdini (2007) as mentioned in Albrighton, 2013). Given the important role of UMKM in the local economy and the huge potential of social media as a marketing tool, this research will help to understand how these linguistic techniques contribute to the success of UMKM advertising and product marketing strategies on Instagram.

1.2 Research Problems

1. What are the lexical features found in UMKM product advertisements on

Instagram captions?

2. What are the persuasive techniques found in UMKM product advertisements on Instagram captions?

3. What are the functions of using lexical features and persuasive techniques in UMKM product advertisements on Instagram captions?

1.3 Aims of Study

1. To find out the lexical features found in UMKM product advertisements on Instagram captions.

2. To find out the persuasive techniques found in UMKM product advertisements on Instagram captions.

3. To find out the functions of using lexical features and persuasive techniques in UMKM product advertisements on Instagram captions.

1.4 Significance of Study

1.4.1 Implication

This research only focuses in 30 captions on 30 accounts of NTT UMKM advertisers on Instagram. The researcher used theory of Grey (2008) as cited in Dwiyant (2024), who states that lexical features consist of hyperbole, neologism, weasel words, simple vocabulary, repetition, familiar language, humor, euphemism, potency, and glamorization. The second theory is according to Cialdini (2007) as cited in Albrighton (2013), mention that there are six persuasion techniques namely reciprocity, commitment and consistency, social proof, liking, authority and scarcity.

1.4.2 Application

The results of this study are expected to provide a new perspective in linguistic studies regarding lexical features and persuasive techniques in advertisements as well as their functions in Instagram captions. In addition, this study is expected to be useful for all readers, including other researchers who want to research linguistic features and persuasion techniques, as well as help advertisers to use captions that can influence their relationship with consumers.