

The Analysis of Persuasive Discourse Produced by Telkomsel Personal Representatives in offering Products to Customers

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Abstrak

Penelitian ini bertujuan untuk (1) mengetahui dan menjelaskan *Generic Structure* atau pola interaksi yang terjadi antara TPR dan pelanggan dan (2) *Lexicogrammatical Features* sebagai kata-kata persuasif yang digunakan oleh TPR dalam menawarkan produk kepada pelanggan. Subjek yang diteliti adalah TPR atau disebut juga dengan Telkomsel Personal Representative. Interaksi percakapan yang dihasilkan oleh TPR dan pelanggan dianalisis dalam bentuk teks dan sekaligus menjadi data dari penelitian ini. Metode yang digunakan untuk menemukan *Generic Structure* dianalisis menggunakan teori GSP (*Generic Structure Potential*) oleh Hasan dan Halliday (1978). Sementara itu *Lexicogrammatical Features* sebagai kata-kata persuasif dengan menggunakan teori Johnson and Cluff (1999). Hasil penelitian menunjukkan bahwa semua elemen *Generic Structure Potential* ditemukan dari seluruh interaksi percakapan: *G, SI, SP, SIR, NSIR, SR, SC, SE, S, P, PC, and F*. Dan klasifikasi *Lexicogrammatical Features* secara umum kata-kata persuasif ditemukan dalam salah satu elemen dari *Generic Structure*, yaitu *SP* (*Sale Persuasion*). Dan *Generic Structure* yang dihasilkan oleh TPR dan pelanggan secara umum adalah

Key words: persuasive, generic structure, lexicogrammatical, TPR.

Kata Kunci: persuasif, pola umum, lexicogrammatikal, TPR.

A. Introduction

Language was what people used for communication to each other. Language as a tool for communication used wherever people go, whenever people stand, whatever people do for having interaction each other. When people were communicating to each other they would send and replied the ideas. The ideas could be categorized into several types; they were narrative, descriptive, and even

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persuasive. For the example was persuasive. Persuasive communication was the daily interaction to influence someone else for changing ideas. Mackin (2006:1) said that people influence each other every day, whether we do it intentionally or not. Every interaction, every conversation, every exchange of ideas had an effect on others and presents for us an influencing opportunity. In other word, language was used in any kind of interaction, for example an interaction between a seller and a buyer at a central market. This was actually what we understood about how they interacted in selling, offering and bargaining things. When buyers came to see things they wanted to buy, usually a seller would greet them by asking what things they looked for and offered a help about their interest in the products. In offering products, the seller may give explanation about the strength of their products in order that the customer knew much about a product they wanted to buy.

According to Kotler (2000: 551) speakers should know what the listeners wanted to have and what responds they wanted to get. It means, when a buyer wanted to get something, he or she would ask for things he wanted to buy, and wanted to get clear information about the product. In this case, the responds must be a clear responds from the seller, in order the buyer knew what it was, and why it was.

A conversation between a seller and a buyer would build a text that had the structure. Then the structure was built from the words, phrases and sentences. Halliday and Hasan (1985: 10) defined that text as a language that was functional. Language that was doing some job in some context, as opposed to isolated words

or sentences so any instance of living language that was playing some part in a context of situation, we should call it a text, It may be either spoken or written, or indeed in any other medium of expression that we liked to think of. In other word, a speech interaction would build a text, it was due to a conversation consist of words, phrases, and sentences. For example, the speech interaction between a seller and buyer would also build a text and it had the structure..

In this research, Telkomsel Personal Representative (TPR) was the example of personal selling. Telkomsel Personal Representative or can be called as TPR was some people who worked at Telkomsel company. They work to give services and information about Telkomsel products. Not only giving solutions, information, but also selling products. In this case, TPR was also using persuasive words in offering products. They did the same things as the sales person did. They can be called as Personal Selling.

Personal selling involved an intermediate and interaction about selling products between two or more person (Kotler, 2000: 565). The statement meant the interaction of selling and offering products consisted of the seller and the buyer. The seller was the one who offered the products, and the buyer was the one who accepted the information about the products. When a customer came to the service center, TPR may start to think about this customer, for they should be interested in one product of Telkomsel at least. In doing this TPR prepared their words in order to be able in answering all questions that might be asked by the customer in any time. In other word the persuasive words were going to be used in handling and getting the interest of customers.

This research was classified as the study of discourse analysis. This research analyzed of the generic structure of persuasive discourse. The analyzing of generic structure of persuasive discourse was analyzed by using the theory of generic structure potential or GSP (Hasan, 1978:381). There was the analysis of the generic structure of text or the persuasive interaction between a seller and customer. This process was identified as the main case of this study. Besides, this study also analyzed the lexicogrammatical features. There was the identification of persuasive words, phrases, and even persuasive sentences. They were categorized into the study of syntax. There were the categories for each type of lexicogrammar features.

In doing this research, the research was focused on the analysis of generic structure of persuasive discourse produced by TPR in offering products to customer. Then this study was limited in analyzing the lexicogrammatical features of persuasive discourse used by TPR through the generic structure of offering and persuading products to customers. The lexicogrammatical features were the words, phrases and even sentences of used by TPR in persuading the products. Then all of the features were identified through the generic structure of persuasive discourse.

Based on identification and limitation of the problem, the problem of this study was formulated in following question, “What kinds of lexicogrammatical features of persuasive discourse are produced by Telkomsel Personal Representative in offering products to customer through the generic structure of persuasive discourse”. In this research there were two questions were answered:

(1) How is the generic structure of persuasive discourse produced by Telkomsel Personal Representative (TPR) in offering products to customer? (2) What kinds of lexicogrammatical features of persuasive discourse produced by Telkomsel Personal Representative (TPR) in offering products to customers.

Then, there are two purposes of doing this research. (1) To find out the generic structure of persuasive discourse produced by Telkomsel Personal Representative in offering products to customers. (2) To find out some kinds of lexicogrammatical features of persuasive discourse produced by Telkomsel Personal Representative in offering products to customer.

The result of this study was hoped to give contribution to the theory of persuasive discourse produced by personal selling in offering products to customers. Because this study was about analyzing persuasive words through the generic structure of persuasive discourse, at the next study by other researchers, this might be a wider theory and more identification about persuasive discourse. This study was also expected to help personal selling or sales person to know about persuasive discourse as the practical application in offering and persuading activity.

This was kind of descriptive research. The study was about why and how the topic through the analysis of unstructured information, things like interviews transcripts, and open ended responses. This research was coming into interviews transcripts, but it was conducted by recording data and transcribing materials. The result of data analysis and identification of persuasive words are formed in transcript data.

This research also related to the descriptive analysis. The data was not solely Tran scripted material but it also needed to be analyzed by using descriptive analysis. It could be said that researcher had two methods of getting the complete data. The first one was focusing on the use of qualitative transcription and the second one was concerning on the use of descriptive analysis. These two methods actually had the same aims of having the complete data, but it might be steps on it.

In qualitative transcription and descriptive analysis all together involved a collection of techniques used to specified or described naturally occurring phenomena without experimental manipulation (Bauer and Gaskel, 2000:15). It could be concluded the methods tried to describe, Tran scripted, interpreted, and overcame the problem clearly based on the accurate data.

B. Discussion

The generic structure was identified by using the theory of generic structure potential or GSP by (Hasan, 1978:381). The researcher first identified the element of each utterance between TPR and the customers by using the text theory by Hasan and Haliday (1985). This theory referred to all elements in a sale interaction. They are SI (Sale Initiation), NSIR (Non Sale Interest Respond), SIR (Sale Interest Respond), SC (Sale Compliance), SE (Sale Enquiry), SP (Sale Persuasion), SR (Sale Request), P (Purchase), PC (Purchase Closure), S (Sale), F (Finish), G (Greetings). After identifying the elements of each utterance between TPR and customers then the researcher counted all the elements in all utterances, there were 30 interactions in this research. Then the result showed that all the elements in the theory of GSP were found in all of the interactions, and an element that appear most of the time in all of the interaction is SE (Sale Enquiry).

It is 70, 9%. This element referred to the consideration of a customer before buying this product, most of the text was identified as SE, because it was also identified as TPR responses in answering and explaining about the product to the customer. Then the second element that also appeared in whole of the interaction was SP (Sale Persuasion). It was 10, 9%. This element refers to the TPR utterances in persuading the customer to purchase the product. This was the element that TPR used persuasive utterances in persuading the products to customers.

After counting and totalizing all the elements then the researcher formed all the interactions into one generic structure based on the theory of generic structure potential or GSP by (Hasan, 1978:381). In addition, there were some symbols in GSP theory used to form the generic structure of whole interactions. All the symbols belong to each element: ^ (obligatory sequence), () (an optional element), • (Elements can occur in any sequence within the limits indicated by [...]), ↷ (Iteration allowed), { } (if iteration occurs, all elements in brackets must occur an equal number of times).

Thus, the generic structure produced by TPR in offering the products to customer was

$$[(G) \bullet \wedge (SI) \wedge] \overset{\curvearrowright}{[(SE) \bullet \wedge (S) \bullet \wedge (SIR) \bullet \wedge (NSIR) \bullet \wedge (SR) \bullet \wedge (SP) \bullet \wedge (SC) \bullet]} (P) \wedge (PC) \wedge (F).$$

This generic structure showed that all the elements based on the theory of text theory and GSP was found from 30 interactions between TPR and customers. All the elements were combined with the GSP symbols. Each symbol had

function to each element. For example SE with () indicated that SE was an optional element), and • showed that SE could occur in any sequence within the limits indicated by ([...]), and the last symbol was ↻ showed that SE occurred many times.

The second research question was about finding the lexicogrammatical feature. This was about finding the persuasive utterances used by TPR in offering products to customer. The researcher used the theory of powerful words by Johnson and Cluff (1999: 2), were the words to that carry people to purchase products and services. There were some persuasive classifications in this theory. They were: a common persuasive phrase in advertisement, change offers, how to, information, confidence building, price and immediate action.

In identifying the persuasive utterances produced by TPR in offering the products to customer, the researcher first highlighted the persuasive utterances based on the theory of powerful words. Then, the researcher counted and totalized all the classification based on the theory. The result showed that from all of the interactions the researcher found that there were 11 types of persuasive utterances used by TPR in persuading the customer to purchase the products. They were persuasive words and phrases (1) To communicate quality (2) To communicate appearance (3) To communicate utility (4) To communicate money (5) Misc power words (6) Common persuasive phrases in advertisement (7) Change offers (8) information (9) Confidence building (10) Price (11) Immediate action. And the classification of persuasive words that used by TPR most of the time was Misc power words. It was 26 or 33%. This classification was used by TPR to make the

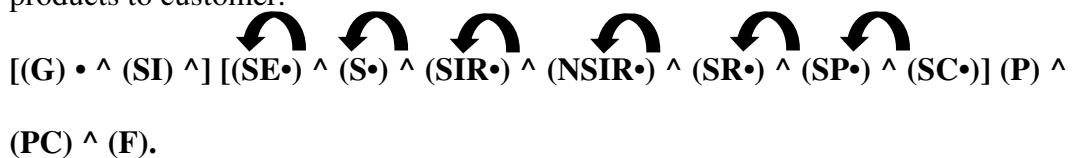
customer sure about the product, because kind of this persuasive words classification gave reason of why a product was good. Beside, the other type of persuasive classification that used by TPR most of the time in offering the products was to communicate quality. It was (11, 4%). And the researcher was also found that all of the classification of persuasive words and phrases were found in an element of Generic structure. That is SP (sale persuasion). In the comparison, based on the theory, there were 17 types of persuasive words phrases classifications. But this research only found 11 types persuasive words and phrases classifications.

Related to the previous study by Marthasari Indrawati in 2005 about the generic structure of potential of texts produced by a sales promotion girls speaking to her prospective customers, Petra Christian University, this study also found that all the generic structure of GSP theory is found from whole of the sales promotion girls they are: SI, SP, SIR, NSIR, SR, SC, SE, S, P, PC, and C. And the writer also found one generic structure from all of the interactions, then she came to a conclusion of the general structure of text (the generic structure potential): [SI[^]] [SP· (NSIR·) (SIR·) (SE·) (SR·)[^](SC·) (S·)] (P)[^](PC) (C). Finally, the writer found out that the elements which occur in the texts have some function such as: SI (Sale Initiation) has a function as an invitation, SP (Sale Persuasion) has a function as persuasive effort which is used by the sales promotion girl to persuade the customers, and so on.

In short, every interaction has different generic structure. Also, different participants produced different actual structure, even though kind of the interaction is the same.

C. Conclusion and Suggestion

In doing this the researcher figured out the actual structure of each interaction or text and then find the Generic structure form all of the text. Based on the theory all the elements of GSP were found in this research. This is the generic structure produced by Telkomsel personal representative in offering products to customer.



This Generic structure showed that all the elements are found in the interaction between TPR and customer. This entire element was combined from 30 texts or interaction that has been analyzed by the researcher by using the text structure theory. And researcher also found that the element that has highest number was SE (sale enquiry). This element was found in every text. The number was 574, or 70, 9%. The element appeared most of the time in each utterance.

The second one was Lexicogrammatical feature. Researcher classified all the utterance that is categorized as persuasive words and phrases. And the researcher found that there were 11 classifications of persuasive words and phrases. They are persuasive words and phrases (1) To communicate quality (2) To communicate appearance (3) To communicate utility (4) To communicate money (5) Misc power words (6) Common persuasive phrases in advertisement

(7) Change offers (8) information (9) Confidence building (10) Price (11) Immediate action. And the classification of persuasive words that used by TPR most of the time is Misc power words. It is 26 or 33%. This classification is used by TPR to make the customer sure about the product, because kind of this persuasive words classification gave reason of why a product was good. Beside, the other type of persuasive classification that used by TPR most of the time in offering the products was to communicate quality. It is (11, 4%). And the researcher was also found that all of the classification of persuasive words and phrases were found in an element of Generic structure. That was SP (sale persuasion).

In this study, the writer focuses only to find out the generic structure of persuasive discourse and the lexicogrammatical features produced by Telkomsel Personal Representative in offering products to customer. The writer thinks that the next researchers can observe about generic structure of persuasive discourse in other selling and buying activity and might be more specify on finding the lexicogrammatical feature. And finally, the researcher hopes that this study can gives more contributions to the study of Discourse Analysis.

Note: This article is written based on the writer's thesis with the first advisor Dr. Hamzah, M.A., M.M. and Muhd. Al Hafizh, S.S., M.A.

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