

PERSUASIVE STRATEGIES USED IN BURGER KING'S INSTAGRAM POSTS CAPTION

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Abstract

Burger King is the one of the most successful fast food restaurant in the world. According to Wikipedia, there are 17,796 locations of Burger King all over the world in 2018. Burger King also has its Instagram account. Now this account has been followed by 1,6 million people and has posted 938 posts. That statistic shows that Burger King is active in social media especially in Instagram platform. The writer see the indication of the using of Persuasive Strategies because in promoting their product. In this research the writer wants to know the persuasive strategies that applied in Burger King's Instagram post caption and the most used strategy. This research applied Qualitative Method as research method. This research has two results, first, there are 13 strategies that appear in Burger King's Instagram post caption they are, Anecdote, Assonance, Cliché, Connotation, Evidence, Everyday/Colloquial Language, Hyperbole, Imagery, Inclusive Language, Pun, Repetition, Rhetorical Question, and Simile. Second, the most used strategy is Everyday/Colloquial Language.

Keywords: *Discourse analysis, instagram post, persuasive strategies*

INTRODUCTION

Persuasion is the one of the ways of how human being communicates each other. Bebbe (2012) stated in his work that persuasion is the process of modifying and confirming other people attitudes, belief, value, or behavior. When someone persuade, they are influencing their hearer's attitudes, belief, value, or behavior. The researcher wants to find out the persuasion strategies. In this research, the researcher will analyze persuasion strategies within Burger King's Instagram post caption. The reason of choosing this topic and the subject because Burger King is the one of the most successful fast food restaurant in the world. According to Wikipedia, there are 17,796 locations of Burger King all over the world in 2018.

Burger King also has its Instagram account. Now this account has been followed by 1,6 million people and has posted 938 posts. The reason of choosing Instagram is because Instagram is the most popular social media this day.

There are three previous researches that the writer found to be a relevant research to this research. First is Hilda Yumnawati Nurrosyidah's *Persuasive Strategies in Joko Widodo's Political Speeches* (2016). There are two objectives, to classify the kinds of persuasive strategies used by Joko Widodo in his speech and to describe how Joko Widodo used persuasive strategies in his speech. The method that is employed is qualitative method. This research uses the Aristotle's theory of persuasion strategies (*pathos, logos,*

& *ethos*) as a guiding theory. There are some results, first, all the three appeals of persuasive strategies (*pathos, logos, & ethos*) are equally important to persuade the audience in the area political speeches. Second, the most frequent persuasive strategies that appear in Joko Widodo's political speeches are *pathos* and *logos* strategies.

Second previous research is a hand-work of Nuckfi Mukarromah, *Persuasive Strategies Used in Slogan of iPhone Advertisements*. There are two objectives, to identify the kind of persuasive strategies used in slogan of iPhone advertisements and to describe the way of the persuasive strategies applied in slogan of iPhone advertisements. The method that is employed in this research is qualitative method. This research employs Keraf's seven strategies to persuade people (*rationalization, identification, hypnotic, conformity, compensation, projection, and displacements*) and Aristotle's theory of persuasion (*pathos, logos, & ethos*) as guiding theory. This research produces some conclusion. First, the researcher found that there are six kinds of persuasive strategies used in slogan of iPhone advertisements. They are rationalization, identification, hypnotic, conformity, compensation, and displacement. Second, the most frequent strategy used in slogan of iPhone strategy is rationalization, compensation, and hypnotic strategy. Third, the writer found that the advertiser used *pathos, logos, & ethos* in implementing the persuasive the persuasive

strategies in slogan of iPhone advertisement.

The last previous research is Izzah Shabrina's "*Persuasive Strategies Used in Hillary Clinton's Political Campaign Speech*". There are two objectives of this research, they are, to identify the kinds of persuasive strategies used in Hillary Clinton's speech and to describe the persuasive strategies occurred in Hillary Clinton's speech. This research uses Aristotle's theory of persuasion (*pathos, logos, & ethos*) as guiding theory to formulate the data and employs qualitative method. This research found that Hillary Clinton uses all of the persuasive strategies proposed by Aristotle in her speech in order to persuade her hearer.

METHODS

This research employs the qualitative approach. Cresswell (2013) stated in his book that Qualitative method is type of method that depends on text and image data, also has a distinctive step of analyzing the data and draws on various data. The writer uses this method for this research because this research uses text as data and uses some steps in analyzing the data. The data was taken from the internet in post caption form at this website <https://www.instagram.com/burgerking/>. The data that the writer uses to be analyzed in this research is in the form of post caption, which are sentences and phrases. In collecting the data, the writer uses three steps, they are, read the post caption in order to understand the content of the caption, sort the post caption in

order to pick the post which introducing new menu, and make the list of data that have been picked. In analyzing the data, the first thing that the writer did is to classify the data according to persuasive strategies by Lamb (2014). The next thing is to interpret the data that have been classified. The last on is to make a conclusion of the analysis.

RESULTS AND DISCUSSION

There are 25 strategies that Lamb has revealed in his persuasive strategies, those are Alliteration, Analogy, Anecdote, Appeals, Assonance, Attacks, Cliché, Connotation, Emotive Language, Euphemism, Everyday/Colloquial Language, Evidence, Expert Opinion, Hyperbole, Generalization, Inclusive Language, Imagery, Jargon, Logic/Reason, Metaphor, Pun, Repetition, Rhetorical Question, Sarcasm, Simile.

There are 13 strategies of persuasive in 39 data which are taken from the caption of the post which introducing new menu in Burger King's Instagram post caption. Those strategy are Anecdote, Assonance, Cliché, Connotation, Evidence, Everyday/Colloquial Language, Hyperbole, Imagery, Inclusive Language, Pun, Repetition, Rhetorical Question, and Simile.

Anecdote

Anecdote is the short story that is used to illustrate the thing that we want to explain to the reader and can engage the reader emotionally.

We asked bacon where it wanted to go next. It said, "cheesy tots". Introducing Bacon Cheesy Tots™ now at BK.

This data is introducing a new menu *Cheesy Tots*. It is a melted cheese potato bites covered in crunchy bread crumb coating. Anecdote strategy is implied in this data. We can see from statement, "*We asked bacon where it wanted to go next. It said, "cheesy tots"*". This statement is a brief story that Burger King brings before revealing the new product. The story itself is not a real story and it tends to be a humorous story. The story is used to guide the reader to the point. The point is the new product Bacon Cheesy Tots.

Assonance

Assonance the repetition of words which have similar vowel sounds that can make a pleasing sound and can emphasize the main topic.

Rise and fire. New #FieryChickenFries are here

This data is introducing the new menu, Fiery Chicken Fries. It uses Assonance strategy. The uses of Assonance strategy can be seen from statement "*Rise and fire*". There is a similar vowel sound in "Rise" and "Fire". That vowel sound is "ai". It is used to make the reader familiar with the product and can

be easy to remember. The words “Rise” and “Fire” also describe the new menu which is a spicy dish.

Cliché

A cliché is an overused phrase or statement. Writers are often use this strategy in order to be more effective and simpler to convey ideas to the hearers.

*Crunchy, cheesy tacos
didn't used to be our
thing. Now they are.
Introducing the \$1
Crispy Taco, now
available at Burger
King*

This data is introducing new menu, *Cheesy Taco*. The use of Cliché strategy can be seen from word *Crunchy*. If we ask people how is taco tastes, they will answer that the Taco is crispy and crunchy. It is obvious and we have known that the taco is crispy and crunchy. Crunchy has overly used to describe Taco and it is a usual description of taco.

Connotation

Connotation is the meanings that is not the literally meaning where the words are associated with the feelings and ideas.

*Meet the perfect amount
of **heat**. The Spicy
Crispy Sandwich has
arrived*

This data is introducing a new product Spicy Crispy Sandwich. In this data, the writer uses Connotation strategy to persuade the reader. The using of Connotation strategy can be seen in the word *heat*. The word *heat* has a literal meaning as high temperature, but in this context, the word *heat* is associated with the idea of *spicy*. This data is promoting a spicy dish, so it is fit if we use word *heat* to represent spicy. The data said *meat the perfect amount of heat*, that means the customer will get a perfect amount or the complete spiciness of the *Spicy Crispy Sandwich*.

Evidence

Evidence is a strategy of using statistics data or other forms of data in an argument in order to support the argument of the topic and persuade the reader when they read the argument about the topic.

*With 175% more flame-
grilled beef *than the Big
Mac. Just calling it 'big'
didn't really cut it.
Introducing the Big King
XL* (based in pre-
cooked patty weight; Big
King XL 8.8 oz. v. Big
Mac 3.2 oz.)*

This statement uses Evidence strategy. It can be seen from statement “*based in pre-cooked patty weight; Big King XL 8.8 oz. v. Big Mac 3.2 oz*”. This statement shows

the comparison of the measurement of the pre-cooked patty weight of Big King XL (burger product of Burger King) and Big Mac (burger product of Mc'Donalds). This measurement is used to show that Big King XL is bigger and more satisfying than Big Mac. This strategy can be an effective way to persuade the reader to choose Burger King rather than their competitor Mc'Donalds.

Everyday/Colloquial Language

Everyday/Colloquial Language is a language that can be found in daily life. The writer uses it in order to make them seem realistic, down-to-earth, and practical.

*Burger King's next big thing **isn't** a burger. **It's** a #GrilledDog. And **it's** made with 100% beef.*

This data is introducing a new product Grilled Dog which is a hotdog. It is really new for Burger King to sell a hotdog product since we know that the main product of Burger King is burger. In introducing and promoting Grilled Dog, Burger King's Instagram account uses Colloquial Language strategy. The Colloquial Language can be seen from the word "*isn't*" and "*it's*". Those words are the informal style of "*it is*" and "*it is not*". Those words are used in everyday life situations where and not in the formal situation. #GrilledDog can be included into

Colloquial Language strategy because it is an informal written form. The use of hashtag is popular in social media, not in the formal written text.

Hyperbole

Hyperbole is the synonym of exaggeration. This strategy is used by the writer to heighten the effect of the issue or the main point of the discussion. The result of that heightening the effect of the issue is mobilization of the reader to agree to the issue.

U always remember every sip of BK café because our coffee is carefully brewed to perfection so as soon as u smell the sweet Arabica-ness u know you're in for the coffee of a lifetime except u get to have it every day and even set reminders with your phone

The using of Hyperbole can be seen from the statement "u know you're in for the coffee of a lifetime except u get to have it every day and even set reminders with your phone". They say that when the reader smells the aroma of the coffee they want to get the coffee every day and even they will set a reminder in their phone to get a coffee. The writer argues that this statement is

exaggerated because they say that people will set a reminder just for a cup of coffee every day. That is exaggerating.

Imagery

This strategy is the using of descriptive writing that makes the reader create an image in their mind. The writing gives a clear image that can help the reader to think about the topic in a certain way.

*Two flame-grilled patties,
cheese, bacon, six onion
rings, and BBQ sauce.
The RODEO® KING™
has arrived*

The using of Imagery strategy can be seen from statement *two flame-grilled patties, cheese, bacon, six onion rings, and BBQ sauce*. This statement describes ingredients that contained in the dish like, two flame-grilled patties, cheese, bacon, six onion rings, and BBQ sauce. This statement can lead the reader to imagine when they are eating the dish with flame-grilled patties cheese, bacon, onion rings, with BBQ sauce. It will raise their appetite and makes the reader wants to try the dish.

Inclusive Language

The kind of language which can create an impression that the writer and the reader are in the same side of the issue. The reader and the writer have the same opinion about the issue. The characteristic of this

language is the using of “we” and “our” to create impression of the similarity of opinion between writer and reader.

*Sweet or savory breakfast?
We solved the biggest
morning question with a
sandwich– introducing the
new French Toast Sandwich*

We can see Inclusive Language strategy in statement “*We solved the biggest morning question with a sandwich*”. In this statement, Burger King uses word “we” in order to create an impression that they are in the same side with the readers or customers and they have the same issue and they understand about it. The issue that they face is the question that always come when they have to decide to choose the breakfast menu. With this strategy, Burger King try to inform to the other that they have solved this issue and it will be the happiness of the customers which is also their happiness.

Pun

Pun is the using of a word or words that has similar sounds but the meanings are different. The difference of the meaning can create a joke in order to make light of an issue.

*Donut worry, these are
real. Whooper Donuts
are now available (for
one day only) at select
BK locations*

This data is introducing a new menu Whooper Donuts. It is a modification of Whooper Burger. The bun is not an ordinary burger bun but it is a Donut shape bun. This data uses Pun strategy in promoting the new menu. The uses of Pun strategy can be seen from the first sentence “*Donut worry, these are real*”. The word “*Donut*” in that statement has a function as “*Do not*” but the researcher plays with sound. The reader read it like “*Do*” as in “*Do*” and “*nut*” as in “*walnut*” and “*peanut*”. So it sounds “*Do not*”. The use of the strategy is to attract the readers to the new menu. So the reader can catch easily that the new menu is a Donut (Whooper Donut). So it is a play of different meanings of a word.

Repetition

Repetition is the using of repeated words or phrases in order to emphasize the main topic. The writer has a hope that when the words or phrases are repeated, it will persuade the reader to agree with the issue.

*It's sweet, it's fun, it's
got waffles for buns.
Try the new Maple
Waffle Sandwich, now at
Burger King*

Repetition strategy can be seen from statement “*It's sweet, it's fun, it's got waffles for buns*”. There is a repetition of “*It's*”. “*It*” refers to Maple Waffle Sandwich. The writer wants to emphasize the product. The

emphasizing of the product uses the repetition of the characteristics of the dish. The dish is got a sweet taste because of the waffle buns. The dish brings a fun when the customers eat the dish because it has a contrast between sweet flavor that comes from the buns and savory taste that comes from the filling which are egg and sausage. The last is it's got waffles as a bun. In opposite with others sandwich, this sandwich uses waffles as a buns while the others use ordinary bun.

Rhetorical Question

Rhetorical Question is the using of question that does not need to be answered because the answer is made obvious. It is used to bring the hearer to the conclusion and it is used to reveal the point rather than to get an answer.

*You want more? We got
you. You want less? We
got you. Basically, we
always got you. The
stacker king is here in
three delicious sizes*

This data is promoting Stacker King Burger. It uses Rhetorical Question strategy. In this statement Burger King ask the reader if they want to have more size of stacker king burger or just the smaller size. This rhetoric question is used to show that Burger King can afford all the customer's preferences of menu, whether they love to have the big one in order to get satisfying dish or the small one in order

to just taste the dish without getting very full.

Simile

Simile is a comparison between two different things. In simile, we often use the help of words “as” and “like”

*Introducing the new
#SteakhouseKing. It's
like a steakhouse, that
you can eat*

This data is introducing a new menu Steakhouse King burger. This data uses Simile strategy. The use of Simile strategy can be seen from statement “*It's like a steakhouse, that you can eat*”. It refers to the Steakhouse King. The writer wants to compare the dish like a real steakhouse because the dish uses a slap of steak meat which is a steak meat that is available in a real steak house in the burger. The writer wants to tell the reader that it is like a steakhouse and it feels like at a steakhouse while you are eating the dish.

CONCLUSION

In this research the writer analyzes the persuasive strategies in Burger King's Instagram post caption. The writer has found 39 data that applied persuasive strategies. From 25 types of speech act which are Alliteration, Analogy, Anecdote, Appeals, Assonance, Attacks, Cliché, Connotation, Emotive Language, Euphemism, Everyday/ Colloquial Language, Evidence, Expert

Opinion, Hyperbole, Generalization, Inclusive Language, Imagery, Jargon, Logic/Reason, Metaphor, Pun, Repetition, Rhetorical Question, Sarcasm, Simile, the writer only found 13 out of 25 they are Anecdote, Assonance, Cliché, Connotation, Evidence, Everyday/Colloquial Language, Hyperbole, Imagery, Inclusive Language, Pun, Repetition, Rhetorical Question, and Simile with the elaboration 3 data of Anecdote, 1 data of Assonance, 1 data of Cliché, 2 data of Connotation, 2 data Evidence, 9 data of Everyday/Colloquial Language, 2 data of Hyperbole, 7 data of Imagery, 1 data of Inclusive Language, 2 data of Pun, 2 data of Repetition, 5 data of Rhetorical Question, and 2 data of Simile. The strategy that is dominant is Everyday/Colloquial Language.

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