



## The Use of Persuasive Sentences in Copywriting

Santy Christinawati<sup>1\*</sup>, Wahyu Trimastuti<sup>2</sup>, Anita Latifah<sup>3</sup>, Bela Alpina<sup>4</sup>, Eka Angelika<sup>5</sup> 

<sup>1,3,4,5</sup>Universitas Nasional Pasim

<sup>2</sup>Politeknik Pajajaran

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### ABSTRACT

This research is about the use of persuasive sentences in copywriting. The purpose of this research is to identify the use of persuasive sentences in copywriting. The data used in this study were obtained by taking several examples of marketing posters for a product from several sales sources. The results show that persuasive sentences are widely used as a copywriting technique.

## 1. INTRODUCTION

Persuasive sentences are sentences that invite, persuade, or influence to want to do something as conveyed. In the context of the world of writing, for example, writers often try to influence readers with ideas or ideas through information in the text. The hope is that readers will follow and be influenced by certain messages to be conveyed. Persuasive sentence is generally made as attractive as possible. The choice of words uses diction that evokes the feelings of the reader.

In the business world, persuasive sentences are often found in advertisements through any media. Exciting calls to action in television commercials, for example, make it easier for viewers to remember the advertising product. The next effect is that the product can be consumed later.

Copywriting is a method of creating marketing materials that can persuade the audience in it to take various actions that you really want, such as buying a product or service, subscribing to a newsletter, contacting sales explanations, etc.

As previously mentioned, that persuasive sentences have the purpose of inviting, so they will be very widely used in a business. The goal is to market their products. Because the name of marketing a product must use sentences that invite our prospective buyers to finally buy. In billboards and advertisements, the definition of persuasive sentences means sentences that sell. Means a sentence that can make people change their market classification. Big companies usually use this type of sentence to bring a cold customer to a warm customer situation. And from customer warm it continues again to hot customer.

(Marlen, 2019), "we are honest with ourselves, much copywriting can be completed successfully, and profitably without expending vast amount of energy". Here are five aspects of your writing that affect the reading experience according to (Marlen, 2019):

1. Rhythm
2. Pace
3. Musicality
4. Imagery
5. Surprise

In addition, the goal is not only to make people buy, it can also be used to make solicitations, appeals, and announcements. including to make sales copywriting, to invite people to buy, then to make

\*Corresponding author.

E-mail addresses: [santy.christinawati@gmail.com](mailto:santy.christinawati@gmail.com) (Santy Christinawati)

announcements of natural disasters. Propaganda appeals, Invitations to take vacations, Strong warnings not to repeat the same activities.

## 2. METHODS

In this research, the data analyzed used descriptive analysis technique. methods to describe a research result. The researcher analyzed the data and made a description the persuasive. Several steps were taken in collecting data.

First, the researcher looks for data from several offer posters on social media. Second, the researcher identified the title of the article related to persuasive sentences. Third, the data is organized based on the type of research found in the offer posters.

In analyzing the data, the researcher identified persuasive sentences. Then, the researcher analyzed the data based on the relevant theory, and showed the persuasive sentences used in the copywriting.

Finally, the researcher draws conclusions based on the research and reports the findings.

## 3. RESULT AND DISCUSSION

### Identification of Persuasive Sentences

Persuasive sentences are sentancing that function to invite a person or group of people from one situation to another. So, this persuasive sentence if we speak it in general becomes a solicitation sentence. All words, sentences, or paragraphs that have elements to invite someone, then that's what we call persuasive sentences.

### Characteristics of persuasive sentences

- a. Contain persuasive or solicitation words
- b. Have a goal (because the name invites, always takes from 1 point to another).

### Examples of persuasive words

- a. Come on
- b. Let
- c. Must
- d. Required
- e. Come on
- f. Get it
- g. Quick
- h. Now
- i. Should not
- j. Do not
- k. Prohibited
- l. If
- m. should
- n. Beware
- o. Important
- p. and other command words

### Examples of Persuasive Words

#### a. As a Purchase Invitation

- 1) **Let's** buy this product right now, because next week the price will go up!
- 2) What are you waiting for? You have to wait for it to run out, **let's** buy it now!
- 3) These wafers are delicious, do you want to try them? **Get it** at the nearest shops.
- 4) Free shipping only 2 days left, **don't** miss it!
- 5) **Don't** look left, because if you look left you will want to buy it.
- 6) **Get** this item right away, when it's finished, you'll regret it. It's regrettable at the end, if at the beginning it's called registration :D.
- 7) **IMPORTANT!!!** Only 1 item left, buy now or run out tomorrow.

#### b. As Prohibition

- 1) **It is forbidden** to throw garbage anywhere, if it gets dirty, who will clean it up?
- 2) Many carnivorous animals, **don't** remove any body parts from the car.

- 3) This room has a lot of flammable chemicals, **don't** bring objects that can ignite a fire.
- 4) **Let's** preserve nature by bringing back the trash we bring up the mountain.
- 5) Want to see your house flooded until all your family members drown? **Come on let's** keep the gutters clean, **don't** make any kind of dirt into the gutters.

**c. As Information or Announcement**

- 1) Announcement to all coastal residents, there has been a very large earthquake measuring 10 on the Richter scale. **Residents** are urged to evacuate immediately without carrying unnecessary equipment.
- 2) **It is expected** that all students who take part in the science competition bring their own writing utensils and do not borrow and borrow.
- 3) **Always** wear a mask because the weather is bad and dusty due to the volcano that erupted in Central Java.
- 4) **Beware** of monkeys that often pass by, take care of your belongings.
- 5) Meteor will hit the earth within the next 2 hours, therefore all **residents** are required to wear masks.

**d. As a Regular Invitation Sentence**

- 1) **Let's** look for typical Malang snacks, while we're still here.
- 2) You haven't slept yet? **Let's** accompany me for a walk out, I'm busy all day.
- 3) How are you today? Are you sad, don't be sad, **let** me accompany you to eat ice cream, so you won't be sad.

Data shows that the first dominant persuasive type of invitation used in copywriting for a marketing product includes "Join, Don't miss, Try it, Let's, Come, Get". This can be shown in the following image:



From several posters that were on various social media, based on the type of persuasive sentence. The most dominant type is persuasive invitation sentence (Let's, Join us now! Try it, Come in, Get it" with a percentage of 45%, followed by persuasive informational sentences (Don't with a percentage of 35%, and finally a prohibition persuasive sentence (Don't use). cigarette) only has a percentage of 20%.

#### 4. CONCLUSION

There are several types of persuasive sentences found in several copywriting posters of a product selling goods and services, including invitations, information, and prohibitions, and. The types of persuasive invitations are "Join us now! Try it! Let's, Get, Come". Meanwhile, the information persuasive sentence is "Don't miss it". Lastly, prohibitional persuasive sentences consist of "Don't use cigarette". All data has been collected and identified. From this calculation, there are persuasive sentences of invitation as much as 45%, followed by persuasive sentences of information as much as 35%), and persuasive sentences of prohibition only as much as 20%. In addition, data shows that the word "Let's" is the first dominant word found in a

copywriting poster. "Let's" is the first dominant type of auxiliary capital used because it means inviting the reader to join, buy, and do something the writer expects.

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