

SELECTIVE EXPOSURE OF PERSUASIVE COMMUNICATION IN COMMERCIAL ADVERTISING BOTTLED DRINKING WATER PRODUCTS

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Abstract: Advertising has a very important role in influencing and attracting the attention of the audience. Effective advertising will build awareness and create perceptions in minds and purchasing decisions. Packaged beverage products are products that still rely on advertising in their marketing. Le Minerale is one of the products that consistently issues advertisements when offering its products. One of the advertisements for Le Minerale products is an advertisement that has a persuasive communication with selective exposure which is very strongly remembered by the audience. The aim of this research is to determine the effectiveness of persuasive communication carried out through selective exposure to aspects of the message that are easily remembered by the audience. This research uses a persuasive communication analysis method through selective message exposure. Le Minerale advertisements build messages selectively in certain parts of the overall message conveyed. Selective exposure to persuasive communication strengthens the message fragments received by the audience to form a special stimulus that the audience tends to pay attention to. In the Le Minerale advertisement, there is a strengthening of the message "kaya ada manis-manisnya" rich, there is sweetness as a form of selective exposure that is strongly remembered and built in the minds of the target audience. In conclusion, the advertising approach tends to use rational appeals with a frequency or duration that is high enough so that a memorable message will be created, whereas with selective exposure the emphasis is emphasized to become the strength of the message that is remembered. Meanwhile, in placing arguments, climax and anticlimax message structures are used, namely placing the most significant arguments at the beginning and end of the advertisement. This research has an impact on the power of selective exposure which plays a very significant role in building persuasive communication.

Keywords: Persuasive Communication, Selective exposure, Advertisement.

INTRODUCTION

Mature This various company through brand his trade competing in presenting a product that is innovative and sought after by the market. The large number of products appearing makes potential consumers feel confused in deciding which product to buy to meet their needs. So that perpetrator business demanded to be sensitive to every change that occurs in society in order to take advantage of opportunities to grab consumers' attention to the products offered.

Through one of the promotional mixes, advertising plays a very important role in influencing and attracting the attention of the public because the message is packaged through an interesting idea, easy to remember and attracts attention. For companies, it will be difficult to compete without creative and innovative strategies in communicating their products through advertising. Considering the reality that nowadays marketing is not about competition between products, but competition in seize perception consumer. Matter the in line with reality which happen that product with specification or quality Which relatively The same, but the market has different performance.

Advertising in conveying messages to audiences is not ordinary communication, however is method use various form communication Which aims to achieve various effect (Gora, 2016). Effect Which caused consequence exposure Advertising messages have varied abilities in influencing audiences. So that quality message advertisement form stimulus Which given must become Observing factors which then become actions and are demonstrated through purchasing decisions. In line with the opinion of (Iskandar, 2011) that an effective advertisement is not only embedded in the minds of consumers, but must move audience to activity buy product Which offered. In this case, the communication carried out does not just provide information, namely targeting cognitive, but must be persuasive, namely targeting someone's behavior/actions.

Le Minerale advertising has carried out a lot of research from various aspects of study which have been studied in depth. Research conducted by Afifah Qodri, et al with the research title Discourse Analysis of Bottled Drinking Water Advertisements on the Healthy Aqua and Le Minerale Youtube Channels: Study of Language Structure and Function, examining formal or standard language structures and non-standard or informal language in the message conveyed through advertising films. Another research conducted by Muhammad Revaya and Nani Nurani entitled "Analysis of Violations of Indonesian Advertising Ethics in the Le Minerale Advertisement Version of the Message from the Indonesian Doctors Association", further explored the message from a doctor and the display of the Indonesian Doctors Association which had violated the ethics of Indonesian Advertising. Analysis of the depiction of the life of the Millennial Generation in the Le Minerale Advertisement "A Form of Love, Welcome Victory Day" carried out by Annisa Alyah L, reveals the meaning contained in the advertisement and the real conditions in the lives of the millennial generation through Roland Barthes' semiotic analysis. Selective analysis of exposure in persuasive communication differentiates it from previous research to be explained in more depth.

One of the brands that tends to introduce or carry out *positioning* through messages nature informative is Le Minerale. If noticed, From the beginning of the brand's emergence through television advertisements until now, Le Minerale tends to communicate product characteristics in terms of advantages and benefits. As in the Le Minerale advertisement edition "different freshness, proof of protected minerals", the frequency of advertising broadcasts is more emphasized on the form of education about quality mineral water which is shown through scenes of mineral water absorption, content, and packaging protection.

It is natural to present informative advertising messages for new brands that want to compete in a niche market. However, if the delivery is carried out on television media, it is considered to have a wide reach in influencing audience Which ended on A action, expression Persuasiveness needs to be applied with a high enough frequency so that the effects resulting from exposure to messages received by the audience are more significant.

The application of persuasive communication conveyed through verbal and visual forms of communication in Le Minerale advertisements is an interesting thing to research. Study previous related advertisement Le Minerale tend Recite how much influence advertising has on purchasing decisions through calculation or quantification opinion population. However in study This focused on advertising documents are audio visual by analyzing the persuasive techniques used, the attractiveness of the advertisement, and the structure of the persuasive message in the advertisement.

LITERATURE REVIEW

Le Minerale advertising has carried out a lot of research from various aspects of study which have been studied in depth. Research conducted by Afifah Qodri, et al with the research title Discourse Analysis of Bottled Drinking Water Advertisements on the Healthy Aqua and Le Minerale Youtube Channels: Study of Language Structure and Function, examining formal or standard language structures and non-standard or informal language in the message conveyed through advertising films. Another research conducted by Muhammad Revaya and Nani Nurani entitled "Analysis of Violations of Indonesian Advertising Ethics in the Le Minerale Advertisement Version of the Message from the Indonesian Doctors Association", further explored the message from a doctor and the display of the Indonesian Doctors Association which had violated the ethics of Indonesian Advertising. Analysis of the depiction of the life of the Millennial Generation in the Le Minerale Advertisement "A Form of Love, Welcome Victory Day" carried out by Annisa Alyah L, reveals the meaning contained in the advertisement and the real conditions in the lives of

the millennial generation through Roland Barthes' semiotic analysis. Selective analysis of exposure in persuasive communication differentiates it from previous research to be explained in more depth.

METHODOLOGY

In determining the effectiveness and systematicity of research, the research method used in advertising Le Minerale packaged beverage products uses the selective exposure method of persuasive communication. This research is qualitative, so the results are not obtained through quantification or calculation methods, but through aspects of quality, value or meaning. The results are only presented and explained in descriptive or descriptive form (Tadius & Leping, 2020). The descriptive method was chosen because it is effective in explaining and analyzing communication in advertisements.

Data collection techniques were carried out using several techniques, including: is technique observation, that is observation researcher to object direct advertising, documentation techniques, namely obtaining data through literature studies related to research, to library study techniques as activities that include the process of reading, recording and processing research materials. Meanwhile, the data analysis technique used several procedures, including data reduction, which means summarizing, the researcher downloaded the Le Minerale advertisement edition "Le Minerale, different fresh, protected evidence minerals" via www.youtube.com. Then the researcher watched the advertisement with the aim of analyzing elements that were related to persuasive communication techniques, the attractiveness of the advertisement/message, and the structure of the persuasive message.

The second stage, the data obtained through analysis of previous advertising elements, is briefly described regarding the findings of advertising data in the form of communication elements such as visual aspects through film-forming elements, verbal communication through dialogue, *voice over*, music and other selected elements. then displayed via table. The third stage is a process of in-depth analysis of selected editions of Le Minerale advertising documents on aspects of the application of persuasive communication, namely technique, appeal and message structure using literature study as a reference in the analysis process. The final stage, drawing conclusions begins with collecting data that will be classified according to questions from the problems that have been prepared which are then analyzed using literature studies on persuasive communication theory, advertising, and film introduction theory.

DISCUSSION

Technique Communication Persuasive

I. Scenes 1 advertisement

On *scenes* This, dialog looks role important as element mover story and conveying persuasive messages transmitted by the main actor to the extras/ *extras*. So it appears that persuasive communication is built through storytelling, not communicated directly to the audience recipient message. Reaction Which caused through sentence Which spoken by the main actor about the product seems significant in creating *selective exposure* to the audience. These sentences are in the following table:

Table 1 Information dialog cast main on *scenes* 1 advertisement Source: <https://youtu.be/IuOU080v6cU>

Information duration	Sentence
0:18- 0:22	"Water mountains that's it it's fresh different Yes! It's like it's so sweet..."

It appears that the sentences use *the icing technique*. The relationship between these sentences and arrangement techniques is based on the characteristics of persuasive techniques according to Effendy in (Hendry, 2019), technique arrangement on message persuasive seems packaged in such a way with the aim of attracting the attention of the audience. This message refers to previous research regarding the effectiveness of sentences as *taglines* /slogans Which in a way significant influential Good to awareness brand.

In building attention through this persuasive technique, it appears that the emotional packaging of the message through the arrangement technique creates *a plot twist*. This is based on advertisers' efforts to place taste aspects in mineral water Which tend own flavor bid And No Specific, so that The advertiser, by designing the message in such a way, wants to give a surprise effect to the recipient of the message or *persuade* (recipient of the persuasive message). This surprise appears to be a special stimulus

that significantly targets the attitude component, so that the use of structuring techniques in this dialogue has a big influence on the brand and product.

In building a narrative through audio, *sound effects* appear to be used in the scene through the use of noisy vehicles which refers to traffic jams. In this case, *sound effects* play a role in determining the location or *setting* which is based on the function of *sound effects* according to Viers in (Nisa, 2022). So *the sound effect* is only informative, namely as an element that strengthens the narrative in informing the location of the advertising scene. *The sound effects* are in the following table:

Table 2 Information *SFX* on *scenes 1* advertisement

Source: <https://youtu.be/IuOU080v6cU>

Duration	Information <i>SFX</i>	Link document
0:18- 0:22	Voice vehicle urban bustle	https://youtu.be/IuOU080v6cU
Visual: Scene advertisement related <i>settings</i>		
		

setting element in this *scene* is related to the narrative relationship with space. It seems like the story telling takes place a cafe which is based on activities that occur in harmony with aspects of the property used. In line with the opinion of (Maulidi, 2017), a cafe is a type of restaurant that tends to create a relaxed atmosphere and conversational activities. In an effort to build *mood* audience to communication persuasive Which built Through the *setting aspect*, it appears to lack *clarity*. This is due to the use of a lens with a wide enough *aperture* so that the sharpness of the image seen in image 1 only appears in the focus area, while *the background* appears to produce a soft/ *blurred impression* with a fairly high frequency. In this aspect, *the setting* as a building element for persuasive communication through visuals appears to lack clarity.

In the *casting element*, Haviza as the main character appears to have succeeded in building attention as a *persuader* (persuasive message communicator) based on previous research related to the influence of the typical *tagline* uttered, and the reality that this statement becomes a topic of conversation among the audience. In fact, if you refer to the *casting element* according to (Pratista, 2017), Haviza is not included in the players who are able to attract many people through their popularity, such as their characteristics. star or *superstars*, however researcher see that cast the main thing is that it looks authentic with the character it is playing, and is also in harmony with the message being transmitted so that it becomes a success factor in the persuasive communication process in an effort to build attention through the techniques used.

2. *Scenes 2* advertisement

On *scenes* this, *voice over* looks role important as element mover story and delivery message persuasiveness transmitted by *the voice* actor to audience in a way direct. Communication built through *voice over* is visible using two techniques communication persuasive. These sentences are in the following table:

Table 3 Information *voice over* on *scenes 2* advertisement


Source: <https://youtu.be/IuOU08Ov6cU>

Information duration	Sentence
0:26- 0:33	"Behind the clear water of the Le Minerale mountains contained mineral gifts obtained in a way experience through several layer earth"

In the sentence There are two techniques communication persuasiveness used by advertiser in persuade audience going to direction Which determined. First, advertisers looks want to influence audience through something that benefits them that is nature *rewarding* that is in line with the characteristics technique reward/ *pay-of technique* according to Effendy in (Hendri, 2019). *Rewarding* Which intended stated in a way implicit through say " gift " which is form gift or reward according to the Big Indonesian Dictionary. Second, advertisers looks want to influence audiences through packaging message like that appearance in form attentive and beautiful For consumed, matter the in line with characteristics technique arrangement/ *icing technique* according to Effendy in (Hendry, 2019). Message the refers on whole sentence. Apart from that, messages are also visible packed in a way emotional in influence audience.

In build narrative through sound, air/ wind *sound effects* looks used simultaneously with process transition through movement camera. Refers to role deep *sound effects* build communication persuasive, the *sound effect* role as someone's taste according to Viers in (Nisa, 2022). Through aspects the looks effort advertiser influence psychological audience to message The main thing is communicated via *voice over*. The *sound effects* are in the following table:

Table 4 *SFX description* in *scene 2* Source: <https://youtu.be/IuOU08Ov6cU>

Duration	Information <i>SFX</i>	Link document
0:26- 0:33	air or wind	https://youtu.be/IuOU08Ov6cU
Visual: Scene advertisement related <i>settings</i>		
		

Apart from that, it is different from the previous *scene*, in this *scene* used illustration music as elements that play a role in strengthen theme advertising and audience *mood* to message persuasive ones be delivered. Related matter the, It appears that advertisers are trying to influence the psychology of other recipients of persuasive messages through the sense of hearing. The message through the musical illustration is in the following table:

Table 5 Information illustration music on *scenes 2*

Source: <https://youtu.be/IuOU08Ov6cU>

Duration	Link document
0:26- 0:33	https://youtu.be/IuOU08Ov6cU

On elements *setting*, building process communication persuasive displayed through *landscape* mountains with characteristics vegetation forest tropical Which displayed in a visual aspect. That matter related to effort advertiser as inner *persuader* communicate product *positioning* that refers to natural mineral water by displaying mountain *landscape* as source of quality minerals. Besides That based Also on pattern/ direction communication Le Minerale which is focused on education audience to water with mineral experience until now This.


Figure 2 show that it is in line with the opinion of Kotler & Keller in (Heriyadi, 2018), regarding *positioning* which is the act of conveying the company's image so that it has a special place in the minds of the public. *Positioning* in advertisements appears to be communicated through visual images presented to create a special impression on the audience through the sense of sight. Apart from *the setting* which refers to a mountainous *landscape* with characteristics of tropical forest vegetation, the color in the advertising object appears as a form of effort to persuade the audience through visual perception, namely the direct use of natural colors through light blue which associates the audience with water and sky, and green on the object. which associates the audience with nature, also reflects the audience with freshness and a form of relaxation (Dameria, 2007).

3. Scenes 3 advertisement

On *scenes* This, *voice over* as mover story looks role important in the delivery process message persuasiveness transmitted by *the voice* actor to audience . Communication is built through *voice over* looks use a number of technique communication persuasive. These sentences are in the following table:

Table 6 Information *voice over* on *scenes* 3 Advertisement

Source: <https://youtu.be/IuOU080v6cU>

Information duration	Sentence
0:37- 0:43	"Content mineral experience required body everyday, typical freshness, marked by a slight sweet taste"
Visual: Scene advertisement related <i>settings</i>	
	

First, the integration technique is seen through the sentence "Natural mineral content is needed by the body every day". This refers to the characteristics of integration techniques according to (Hendri, 2019), that the persuasive message communicated is not only interest advertisers/ *persuaders* ,but interest together with the recipient of the message/ *persuadee* . Next is *the pay-of technique* which can be seen in the sentence "special freshness". This refers to the characteristics of reward techniques according to Effendy in (Hendri, 2019), that advertisers as *persuaders* appear to be luring something profitable. or promising hope on audience. Form This benefit is in the form of a distinctive/different fresh taste when consuming Le Minerale products.

Finally, the icing technique *can* be seen through the phrase "marked with a slight sweet taste". This sentence refers to the characteristics of the arrangement technique according to Effendy in (Hendri, 2019), namely that the advertiser's efforts to package the message in such a way are visible with the aim of building attention. Even though the message appears to be communicated informatively, researchers see that the arrangement technique is based on packaging the message in a way that can create attention

in the middle audience Because put aspect flavor on water mineral Which tends to be bland. This sentence looks similar to the persuasive communication transmitted in *scene 1* of the advertisement, namely conveying an argument that refers to the aspect of taste. However, the form of communication in this *scene* appears to be presented through rational appeal, which is logical and empirical.

In building a narrative through audio, the musical illustrations in the previous *scene are still* accompany advertisement as effort *persuader* strengthen theme advertisement And *the mood* of the audience towards the persuasive message being communicated. Even though it displays a *setting* that tends to be fictional, *sound effects* are not used in this scene to build the story through sound elements.

Table 7 Information illustration music on *scenes 3* advertisement

Source: <https://youtu.be/IuOU080v6cU>

Duration	Link document
0:26- 0:33	https://youtu.be/IuOU080v6cU

In this *scene*, elements *settings* appear use location fictitious and inclined displays object imaginative displayed through visualization content/ units of mineral water contained in Le Minerale products. The use of a *setting* that seems fictional is used in the scene as a narrative requirement in informing the contents of the product. The *setting* is also an element of emphasizing the message and driving the next scene. Advertisers seem to want to communicate the quality of the mineral water content which was previously shown through a demonstration of the absorption process. This scene is also related to the advertiser's efforts to communicate product *positioning* which refers to natural mineral water.


The color elements displayed in *the background as an effort to persuade the audience through visual perception appear to use a* fairly light blue color dominant. Like exposure on *scenes* previously, (Dameria, 2007) in his book, states that the color blue often associates audiences with water And sky. Referring on impact psychological to recipient persuasive message in (Monica & Luzar, 2011), the color blue gives the impact of coolness, peace and loyalty. In this case the researcher looks at the pattern/direction of communication Le Minerale through visual in aspect use color No only used by advertisers/ *persuaders* as an effort to form brand identity through color, but as a factor that influences the psychology of the audience towards the persuasive message being transmitted.

4. *Scenes 4* advertisement

On *scenes* This, *voice over* as mover story looks role important in the delivery process message persuasiveness transmitted by *the voice* actor to audience. The communication built through *voice over* appears to use a *red-herring technique*. These sentences are in the following table:

Table 8 Information *voice over* on *scenes 4* advertisement

Source: <https://youtu.be/IuOU080v6cU>

Information duration	Sentence
0:45- 0:48	“ Content mineral experience easy is lost If No protected ”
Visual: Scene advertisement related <i>settings</i>	
	

On table on sentence looks use technique *red herring*. In line with Effendy's opinion in (Hendri, 2019) that this technique is presented through weak arguments, then the advertiser/ *persuader* shifts it gradually going to aspect Which mastered it. Argumentation weak Which intended on the message This refers on sentence “content mineral experience easy is lost If not protected”, namely conveying that the weakness of natural mineral content tends to be easy is lost. Then redirected on aspect Which mastered, which is seen in the sentence in the next *scene* "Only Le Minerale with a *mineral protection system* is able to protect natural mineral content. The freshness is maintained right up to your hands.”

In build narrative through audio, illustration music on scene before still accompany advertisement as effort *persuader* strengthen theme advertisement And *the mood* of the audience towards the persuasive message being communicated. Even though it displays a *setting* that tends to be fictional, *sound effects* are not used in this scene to build the story through sound elements. So in an effort to influence the psychology of the audience through the sense of hearing, only *voice over is used* as the main message and musical illustrations as an element of emphasizing the message.

Table 9 Information illustration music on *scenes 4* advertisement

Source: <https://youtu.be/IuOU080v6cU>


Duration	Link document
0:26- 0:33	https://youtu.be/IuOU080v6cU

Element *settings* looks use location fictional And tend displays object imaginative Which is displayed through visualization content water mineral Le Minerale like scene previously. Use impressive *setting* fictional used in scene as demands narrative in inform visible content of the product difficult If produced in a way direct without role computer exercise graphic. those *settings* besides become element emphasis the message conveyed verbally, visibly become supporter scene furthermore in inform importance protect mineral content in the public.

5. *Scenes 5* advertisement

On *scenes* This, *voice over* as Wrong One element mover story Still role important in the delivery process message persuasive presentation to audience/ *persuade* in a way direct. Communication is built through *voice over* looks use technique reward/ *pay off-technique*. These sentences are in the following table:

Table 10. Information voice over on scenes 5 advertisement Source: <https://youtu.be/IuOU080v6cU>


Information duration	Sentence
0:49- 0:58	"Only Le Minerale with a <i>mineral protection system</i> is able to protect natural mineral content. The freshness awake until to hand You "
Visual: Description exercise graphic 3D Source: preview.free3d.com/jpg	
 <p>Subdivision Level:0</p>	

Looks sentence use technique reward/ *pay off-technique* . Linkages technique This with sentence the fulfil characteristics technique reward according to effendy in (Hendri, 2019), namely sentence tend influence individual by giving evaluated arguments profitable or promising hope. This sentence is also often used by Le Minerale in providing a form of *rewarding* which refers to the pattern/direction of brand communication regarding packaging specifically for the product.

In building a narrative through audio, musical illustrations in the *persuader's efforts* to create an advertising theme and a strong *mood for the audience still accompany the advertising scene*. In this *scene*, *sound effects* appear to be used to build the story and create atmosphere in accordance demands narrative. Besides that *sound If the effect* used in this *shot* is studied based on function according to Viers in (Nisa, 2022), it refers to giving an impression or taste to the audience so that influence experience they to process product demonstration.

Table 11 Information SFX on scenes 5 advertisement

Source: <https://youtu.be/IuOU080v6cU>

Duration	Information SFX	Link document
0:49- 0:58	Voice water flow	https://youtu.be/IuOU080v6cU
Visual: color blue on <i>background</i> (Already reduced various elements)		
		<p>HEX : ABCAE4</p> <p>RGB : 168 ,202 ,228</p> <p>CMYK : 38 ,12 ,5 ,0</p>

Setting elements in the *scene* appear to be used in a fictional location which refers to the room/*indoor*. In building a narrative through this element, property as supporter action And pointer room and time no is displayed. It seems that the advertiser wants to focus the audience on the demonstration scene of the water filling process and product labeling. In meeting narrative demands that would seem difficult to present if produced directly, visuals are constructed through use computer exercise graphic 3D as fulfilment demands narrative on advertisement.

The distinctive blue color as the identity of the visual image displayed by Le Minerale in this scene acts as a *background*. Like the previous explanation of *the scene* 4, color blue which used brand no only as support visual identity, However give impact psychological to recipient persuasive message, that is give impact coolness, peace, and faithfulness (Monica & Luzar, 2011).

6. Scenes 6 advertisement

In this *scene* , dialogue seems to play an important role as a special stimulus for delivery message persuasive. Matter the looks through form communication two-way between the female main character as *the persuader*, and the male main character as *the persuade* in conveying an argument. The male actor expresses feedback through reactions to the arguments presented by the female actor. Meanwhile, the female actor as *persuade* strengthens the previous argument with the aim of establishing the effectiveness of the message through a form of reinforcement response. Matter the through form repetitions or repetition the message conveyed at the beginning of the scene. This form of repetition is in line with the opinion (Cholil, 2018) that repetition of messages conveyed in advertisements aims to ensure that a brand or product can easily reach the minds of the audience, so that create or change perception Which can make the recipient of the message/ *persuade* reacts according to the advertiser's goals. These sentences are in the following table:

Table 12 Information dialog on *scenes* 6 advertisement

Source: <https://youtu.be/IuOU08Ov6cU>


Information duration	Sentence
1:05- 1:08	Actor man: "Yeah Le Minerale it's fresh different..." Female Actor: "It's rich and sweet..."

There are two sentences in different sources, the male actor seems to react to the argument presented by the female actor by forming a response with the sentence "yes Le Minerale is so different". After this sentence was delivered by the male actor, the female actor seemed to express a strengthening response through the sentence "it's rich and it's sweet." Referring to the persuasive communication techniques used, it appears that this sentence uses two different persuasive techniques. First through the sentence "yes Le Minerale it's fresh different", advertiser looks want to lure something which refers to aspects that benefit the audience, in line with the characteristics of reward techniques according to Effendy in (Hendri, 2019). Meanwhile in the sentence "rich has sweetness". It appears that the sentence uses a persuasive *icing technique*, in line with the opinion of (Hendri, 2019) that the argument appears to be conveyed with the aim of influencing the audience. In this case, the message is packaged through an emotional approach.

In building a narrative through audio, *sound effects* appear to be used as in the initial scene of the advertising narrative. *The sound effect* in question refers to the use of noisy vehicles associated with traffic jams. In this scene, you can see that the musical illustration is used to reinforce the message and stimulus which influences the advertising theme as well as *the mood* of the audience.

Table 13 Information SFX on scenes 6 advertisement

Source: <https://youtu.be/IuOU08Ov6cU>

Duration	Information SFX	Link document
1:05- 1:08	Voice vehicle hustle urban bustle.	https://youtu.be/IuOU08Ov6cU
Visual: Male actors in advertisements		
		

Element *settings* appear use *outdoor* which refers to the cafe in build narrative with room. Like exposure previously on *scenes one*, *clarity* of a *setting* through background place in the *scene* looks not enough Because effect soft/ *blur* with sufficient frequency tall. So that not enough role in build action And pointer room And time . Advertiser looks selective in serve something message, that is focus form stimulus especially emphasis message persuasiveness by actors.

Like in the initial *scene*, Haviza as the main character intertwine communication two-way with second actor. The second actor in the *scene* appears to act as someone who reacts or provides feedback to the argument conveyed by the main actor at the beginning of the scene. Meanwhile, the main actor strengthens the argument by providing feedback as a form of strengthening/emphasizing the persuasive message being built. The second actor, if studied in terms of casting characteristics according to (Pratista, 2017), does not include individuals who can attract many people through their popularity, such as the characteristics of a star or *superstar*, but is the same as the characteristics of the main actor, namely Haviza, who is authentic in conveying a message to the audience.

7. *Scenes 7* advertisement

In aspect Here, looks Le Minerale want to communicate arguments through *taglines* or slogans that refer to sentences often short looks communicated in end text And conclude in a way short objective communication something advertisement (Estining Ultimate et al., 2019). Form communication persuasive main which was built visible through deep *voice over* communicate message. These sentences are in the following table:

Table 14 Information voice over on scenes 7 advertisement

Source: <https://youtu.be/IuOU08Ov6cU>

Information duration	Sentence
1:09- 1:12	"Lee Minerale , different fresh , proof protected the minerals ..."
Visual: Scene advertisement related <i>settings</i>	
	

Through sentence "Lee Minerale, different fresh, proof protected the minerals" It appears that this sentence uses two persuasive techniques. Firstly, the *icing technique* that appears to be used refers to the characteristics of sentences according to (Hendri, 2019) which are designed in such a way by the artist to attract the audience's attention, in this case the message design is expected to be *selective exposure* to the recipient of the message/ *persuade*. Second, the persuasive technique used refers to *the pay-of technique*. In this case, it influences the audience by luring something that is considered beneficial to the recipient of the message.

In building a narrative through audio, the musical illustration enters a low tone phase in an effort to build a story that the advertisement will soon end. Apart from that, musical illustrations play a role in strengthening persuasive messages and the audience's *mood* regarding the main message that will be communicated in the *scene*. In matter This, effort advertiser in influence psychological The audience through the sense of hearing is only visible through *voice overs* and musical illustrations.

Setting elements appear to be used in outdoor locations *which* refer to *landscape* mountains with *characteristics* forest Rain tropical. Property The one used appears to use Le Minerale product packaging as an object, but is constructed using fictitious properties, namely in the form of images displayed that are not the original size. There is a *logotype* and slogan that appear next to the main property as elements that play a role in strengthening the emphasis message persuasive in a way verbal. On scene This, looks aspect The most powerful *mise-en-scene* in fulfilling a visually persuasive function is through element *settings*. Visual which served technically looks use *digital process imaging* which based on physique product seen big If compared to the background actually, also element supporter which nature interactive through computer graphics *editing* process.

Power Pull Advertisement

1. Power pull rational

First, through a *slice of life approach* that is placed on *scenes* beginning And end advertisement. Piece life is displayed through conversation activity Which done group person. Activity the refer to characteristics approach Power pull advertisement through piece life/ *slice of life*. In line with Sutisna's opinion in (Akiyat & Sudrajat, 2021), namely by showing parts of everyday life that are often seen in advertisements on television media.



Figure 1. Series of advertisements

Source: <https://youtu.be/IuOU080v6cU> (2015)

Second, through the factual approach seen in advertisements, through the presentation of arguments logical and empirical, that is advertiser serve message with audience motivation/ *persuade* so that processing information. In matter this related with aspects of taste that appear to be communicated through advertising. Third, through a demonstration approach that refers to activity shows the process of absorption of mineral water, packaging, and scene other Which tend shown on advertisement.

Finally, on the rational aspect, namely through a comparative approach, although the researcher saw that the comparison in question was not expressed explicitly. This refers to persuasive verbal communication messages sentence "different it's fresh" which looks effort advertiser in making comparisons to similar products but not stated explicitly, namely through indirect pronunciation of competitor brands.

2. Emotional Appeal

First approach visible emotion significant is verbal communication spoken by actors main related to the pronunciation of "rich there is sweetness" which is in line with the approach emotional according to (Hendri, 2019), namely effort advertiser in form *image* and *values* of the products offered. Message the looks become attention which based on study previous related effectiveness message to *brand awareness* and decisions purchase. The placement of sweet taste in mineral water products tends to be No own flavor Which Specific give rise to flavor curious on audience/ *persuade* so that feeling, mark and emotion which related Power pull emotional looks followed by the audience in the sentence.



Figure 2. Scene moment message communicated

Source: <https://youtu.be/IuOU080v6cU> (2015)

Second, on the emotional aspect through a fear approach , namely through the sentence "Natural mineral content is easily lost if it is not protected". This sentence is related to the fear approach according to Sutisna in (Akiyat & Sudrajat, 2021), which refers to the message communicated verbally through this sentence, namely regarding the loss of mineral content if it is not protected. The fear that is formed

through this sentence still subtly directs the audience, so it is persuasive, different from coercive communication which tends to be threatening.

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Figure 3. Scene disappearance content mineral

 Source : [https://youtu.be /IuOU08Ov6cU](https://youtu.be/IuOU08Ov6cU) (2015)

Lastly, on aspects emotional through a humorous approach, namely through scenes beginning when group person which currently talk looks laugh. The humorous approach is seen through gestures and expressions in creating a mood for the audience. This approach is not directly communicated to the audience but through storytelling.

Structure Persuasive message.

The advertisement appears to use a *message sidedness message structure* which refers to the message One side/ *one sided*, that is refer on reality that focus message tend to communicate interest party sender message/ *persuader*. Besides That, Advertisements appear similar to the characteristics of other one-sided messages according to (Kriyantono, 2014) that the structure of this type of message only displays positive elements. In this case, advertisements tend to display product advantages, product benefits, and other aspects that lead positively to the brand and product.

Apart from that, the advertisement appears to use an *order of presentation message structure* which refers to the characteristics of *climax* and *anticlimax*. *The anticlimax* referred to refers to the placement of the most significant argument at the beginning of the advertisement, namely through an arrangement technique that is visible in the effort to package the message so that it attracts the attention of the audience, which is found in the sentence "Mountain water is fresh and different, isn't it?" It's like there's something sweet about it." Like the previous explanation, this sentence has a good impact on the brand regarding *brand awareness* and purchasing decisions, because it builds a *plot twist* that has a surprise effect and builds curiosity in the audience.

Meanwhile, *climax* refers to the placement of the most significant argument at the end. This argument is still similar to the previous argument through the sentence "It's rich and sweet" which is placed at the beginning of the advertisement. So it can be concluded that Le Minerale is in the advertisement edition "different fresh, protected evidence the minerals" tend to placing the most significant arguments at the beginning and end of advertising impressions in an effort to persuade the audience through the most significant arguments.

CONCLUSIONS AND RECOMMENDATIONS

In applying persuasive communication to advertising through message transmission to the audience, the most significant persuasive communication technique refers to technique arrangement/ *icing techniques*. Technique the become stimulus special because put aspect flavor on water mineral Which tend No own flavor specific one. Apart from that, *the pay-of* reward technique appears to be used through expressions that are beneficial to the audience. Integration techniques appear in the expressions Which refer on interest together, up to *red-herring* technique which shows the product's weaknesses and then gradually presents the product's advantages. Visual image as a brand persuasive effort through visual communication appears in the entire scene presented through the pattern/communication of natural mineral water, namely through *setting* and tonality in the color aspect. In the appeal approach, advertisements tend to display rational appeals, but in arousing the awareness of message recipients, an emotional approach is used at the beginning and end of the advertisement. Meanwhile, in the message structure, it appears to use *climax* And *anticlimax* with serve argument most significant at the beginning and end of ad serving.

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