

Analyzing the Art of Persuasion in Advertising: A Study of Grand Prix's Bliblihome Launch with Ringgo and Sabai

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Abstrak

Penelitian ini bertujuan untuk menganalisis iklan Grand Prix: Peluncuran Bliblihome bersama Ringgo dan Sabai dari sudut pandang ethos, pathos, dan logos. Metode yang digunakan adalah deskriptif kualitatif dengan menggunakan data berupa adegan dan teks dalam iklan. Temuan penelitian menunjukkan bahwa ketiga elemen ethos, pathos, dan logos digunakan secara seimbang dalam iklan tersebut. Elemen ethos terlihat dalam penggunaan selebriti Ringgo dan Sabai sebagai duta merek yang dapat dipercaya dan berwewenang. Sementara itu, elemen pathos ditunjukkan melalui adegan yang membangkitkan perasaan positif pada penonton. Akhirnya, elemen logos muncul dalam informasi yang jelas dan rinci tentang produk Bliblihome yang sedang dipromosikan dalam iklan. Secara keseluruhan, penggunaan ketiga elemen ethos, pathos, dan logos dalam iklan Grand Prix: Peluncuran Bliblihome bersama Ringgo dan Sabai digunakan secara seimbang untuk memengaruhi penonton dalam membentuk persepsi mereka terhadap merek dan produk yang dipromosikan dalam iklan tersebut.

Keywords: Ethos, Pathos, Logos, Advertisement

Abstract

This research aims to analyze the advertisement of Grand Prix: Bliblihome Launch with Ringgo and Sabai from the ethos, pathos, and logos perspectives. The method used is descriptive qualitative by using data in the form of scenes and texts in the advertisement. The research findings show that the three elements of ethos, pathos, and logos are used in a balanced manner in the advertisement. The element of ethos is seen in the use of celebrities Ringgo and Sabai as trustworthy and authoritative brand ambassadors. Meanwhile, the element of pathos is shown through scenes that evoke positive feelings in the audience. Finally, the element of logos appears in clear and detailed information about the Bliblihome product being promoted in the advertisement. In conclusion, the use of the three elements of ethos, pathos, and logos in the advertisement of Grand Prix: Bliblihome Launch with Ringgo and Sabai are utilized in a balanced way to influence the audience in shaping their perception of the brand and product being promoted in the advertisement.

Keywords: Ethos, Pathos, Logos, Advertisement

Introduction

Advertising has become one of the most effective ways to market products and services to consumers. One example of an attention-grabbing advertisement is the advertisement of Grand Prix: Bliblihome Launch with Ringgo and Sabai, published by Blibli.com. This ad features Ringgo Agus Rahman and Sabai Morscheck, two Indonesian celebrities, using Bliblihome products.

The Grand Prix: Bliblihome Launch with Ringgo and Sabai is an advertisement published by Blibli.com in 2022, and it won the award for the best advertisement on YouTube Indonesia in that year. The advertisement showcases two Indonesian celebrities, Ringgo Agus Rahman and Sabai Morscheck, using Bliblihome products inside their home.

In marketing Bliblihome products, the advertisement proved to be highly effective. It achieved the company's marketing goals and helped increase Bliblihome product sales. The success of this ad led to it being selected as the best advertisement on YouTube Indonesia in 2022 (Pratama, R., 2021; Wibisono, 2021; Kurniawan, 2021).

In analyzing this advertisement, the theory of Aristotelian persuasion techniques are applied. The theory has been used for centuries to understand how persuasive messages influence human behavior. Aristotle identified three important elements in persuasion techniques: ethos, logos, and pathos. Ethos refers to the character or beliefs held by the speaker, logos refers to the logic or rationality in the message, and pathos describes the emotions or feelings triggered by the message.

This article discusses how the advertisement utilizes Aristotle's persuasive techniques, such as ethos, pathos, and logos, to influence consumers to purchase Bliblihome products. Additionally, this article also addresses how the use of these persuasive techniques can assist the company in increasing sales of its products.

Analysis of persuasive techniques is essential in advertising because it allows advertisers to understand how their messages are perceived and influence the audience (Belch & Belch, 2018). In advertising research, analysis of persuasive techniques involves studying the elements of persuasion, such as ethos, pathos, and logos, as well as other techniques, such as framing and storytelling. Through this analysis, advertisers can identify the strengths and weaknesses of their advertisement messages and improve their persuasive techniques to be more effective in influencing consumers.

Furthermore, advertisers can learn what makes their messages effective or ineffective by analyzing persuasive techniques in advertisements. For example, does their advertisement message have logical solid elements such as data or facts supporting their product or service claims? Or does their advertisement message emphasize emotions, such as exploring curiosity or the desire to improve oneself?

Advertisers can also evaluate how their advertising messages are conveyed. Is the language style used attention-grabbing to the audience? Does the advertisement use effective visual or audio language to convey its message? By conducting a persuasion analysis, advertisers can determine which persuasion techniques are most effective in capturing the audience's attention and eliciting the desired response.

By understanding effective persuasion techniques in advertising, advertisers can improve their ability to reach their target audience and achieve their marketing goals. This includes increasing product or service sales, building a solid brand, and establishing long-term relationships with their customers.

Based on the information outlined earlier, this study reveals in more detail how the elements of ethos, pathos, and logos are used in the Grand Prix advertisement: Bliblihome Launch with Ringgo and Sabai, published by Blibli.com. This study analyzes the scenes and texts in the advertisement to see how these three elements are balanced and supportive of influencing the audience. The results of this study are expected to provide deeper insights and understanding of the persuasion techniques used in the advertisement and how their use can influence the audience's views and actions.

Literature Review

Aristotle's theory of persuasion is one of the oldest persuasion theories in history. Aristotle believed that persuasion occurs when a speaker uses reasons and arguments that influence the thoughts and feelings of the listener to change their beliefs, attitudes, or behaviors. Aristotle stated that there are three essential elements in persuasion, namely ethos (character and credibility of the speaker), pathos (emotion and feelings of the listener), and logos (reasons and arguments). Aristotle also divided persuasion into three types, namely persuasion through ethos, logos, and pathos.

Ethos is an important element in communication that relates to the credibility, authority, and integrity of the speaker or writer. Some recent theories consider ethos a multidimensional concept involving personal characteristics, reputation, expertise, and social influence. According to Arli (2021), in the context of branding, ethos relates to the brand image and consumer perception of the brand's quality, integrity, and trustworthiness. Meanwhile, according to Dillard and Pfau (2002), ethos can also be seen as a social construction formed by the relationship between the speaker/writer and the audience. In general, using ethos in communication can increase the trust and effectiveness of the message. For example, in social or political campaigns, the use of ethos can help speakers build trust and credibility so that the message conveyed is more trusted and accepted by the audience (Mauro & McCluskey, 2019).

Pathos is a persuasive element that focuses on using emotions to influence the audience. According to current theory, pathos can influence the audience through various techniques, such as storytelling, music, images, and colors. Some studies also show that the use of pathos can affect consumer perception and attitudes toward brands and products.

According to Aaker and Bagdonas (2020), using emotion in advertising can help build an emotional relationship between the brand and consumers. This can be achieved through the use of emotional stories, impressive images, and touching music. In addition, research by Rosengren, Dahlén, and Åkesson (2020) shows that the use of heart-touching images can influence consumer perception of brands and products. However, using pathos in advertising

also has potential risks, such as causing negative emotions that are not in line with the brand or product. Therefore, the use of pathos must be done carefully and must consider the brand values and audience characteristics.

Logos is a persuasive element based on facts, data, and logic to influence a person's thoughts and behavior. In current theories, logos is considered an important aspect of persuasion, especially in the context of marketing and advertising.

Recent studies show that using logos in advertising can increase consumers' trust and confidence in the promoted brand and product. For example, research by Gupta et al. (2020) found that the use of relevant facts and statistics in advertising can increase brand credibility and make consumers more likely to buy the promoted product. In addition, other research by Chang and Thorson (2018) shows that the use of logical arguments and clear facts in advertising can help consumers make more rational and accurate purchasing decisions. However, some studies also show that logos alone is insufficient to influence consumers. According to research by Santos and Carvalho (2019), rational messages alone are not enough to influence consumer behavior because emotional factors also play an important role in purchasing decisions.

Overall, logos in advertising and marketing remains an important aspect in influencing consumer behavior but should be considered holistically along with ethos and pathos elements to create a compelling, persuasive message. Aristotle's theory of persuasion has some differences and similarities with other theories of persuasion. Here are some examples of the comparisons:

1. Elaboration Likelihood Model (ELM) of persuasion theory - ELM assumes that people tend to process information more critically and deeply when they have a great personal interest in an issue. Deeper persuasion requires more systematic information processing and focuses on arguments. In comparison, shallower persuasion requires more surface-level information processing and focuses on non-argument factors such as physical appearance or speaker credibility. The difference with Aristotle's persuasion theory is that ELM focuses more on the cognitive processes that occur when someone is influenced to change their beliefs or attitudes.
2. Social Judgement Theory (SJT) of persuasion theory - SJT assumes that each individual has a unique reference system within themselves and that they will judge a persuasive message based on how well it aligns with their reference system. In this case, persuasive messages can be classified into three categories: messages that are in line with the reference system, messages that are less in line with the reference system, and messages that are very far from the reference system. The difference with Aristotle's theory of persuasion is that SJT focuses

more on an individual's perception of the persuasive message rather than the persuasive techniques used by the speaker.

3. Social Learning Theory (SLT) of persuasion theory - SLT assumes that behavior is learned through observation and interaction with the social environment. Persuasion can occur when someone observes another person's behavior and decides to adopt it or change their behavior. The difference with Aristotle's persuasion theory is that SLT focuses more on behavioral aspects than beliefs or attitudes.

Methods

This current study used a descriptive qualitative method focusing on analyzing the advertisement of Grand Prix: Bliblihome Launch with Ringgo and Sabai (Blibli.com) using Aristotle's persuasion theory. The data used in this study consisted of scenes and sentences in the advertisement. Research Procedure: The data for this study were collected from the advertisement of Grand Prix: Bliblihome Launch with Ringgo and Sabai (Blibli.com) available on the YouTube platform. The advertisement video was downloaded and transcribed for analysis.

Data analysis in this study was conducted using Aristotle's persuasion theory, namely ethos, logos, and pathos. The data collected were analyzed and divided into three parts, namely, the part that showed the use of ethos, logos, and pathos in the advertisement. After the data was analyzed, the next step was to interpret the analysis results. The interpretation focused on how Blibli.com used Aristotle's persuasion techniques in the advertisement to influence consumers to purchase Bliblihome products

Results

Ethos

The Grand Prix: Bliblihome Launch with Ringgo and Sabai advertisement features two Indonesian celebrities, Ringgo Agus Rahman and Sabai Morscheck, celebrating the launch of Bliblihome, an e-commerce platform for home needs. In the advertisement, several elements can be analyzed in terms of ethos. Ethos in the context of the advertisement is the trustworthiness and credibility presented by the ad producer. The following are some analyses of ethos in the advertisement:

1. Celebrity credibility: In this advertisement, two Indonesian celebrities were chosen to be the ad's stars, Ringgo Agus Rahman and Sabai Morscheck. Both celebrities already have a well-known names in Indonesia and have built a positive reputation in the eyes of the public. This can add credibility to the Bliblihome advertisement because users are expected to trust the

product advertised by celebrities with a good reputation.

2. Brand suitability with celebrities: Bliblihome is an e-commerce platform that provides various home needs, and in this advertisement, Ringgo and Sabai are shown using various Bliblihome products. This shows the suitability of the brand with the celebrities chosen to be the ad's stars, thus strengthening the credibility of the advertisement and building user trust in Bliblihome.
3. Clear message: The Grand Prix: Bliblihome Launch with Ringgo and Sabai advertisement conveys a clear message about the launch of Bliblihome as an e-commerce platform for home needs. In the advertisement, it is clear that Bliblihome provides various products needed for the home, such as furniture, decoration, kitchen utensils, etc. With a clear message, this advertisement can strengthen Bliblihome's credibility as an e-commerce platform that users can trust.
4. Positive user experience: This advertisement shows that Ringgo and Sabai are happy and satisfied with the products from Bliblihome. Positive user experiences can increase the credibility of the advertisement and build user trust in Bliblihome.

Overall, the advertisement has a strong ethos, especially because it uses credible celebrities and a clear message. This can strengthen Bliblihome's credibility as an e-commerce platform that users can trust.

Pathos

The Grand Prix: Bliblihome Launch with Ringgo and Sabai (Blibli.com) advertisement features two Indonesian celebrities, Ringgo Agus Rahman and Sabai Morscheck, celebrating the launch of Bliblihome, an e-commerce platform for household needs. In this ad, several elements can be analyzed regarding pathos or the emotions it wants to evoke in the audience.

1. Togetherness. In this ad, Ringgo and Sabai are seen celebrating the launch of Bliblihome together, which can create a sense of togetherness and warmth among viewers. This can also indicate that Bliblihome is an e-commerce platform that can help fulfill household needs, thus building positive emotions among viewers.
2. User satisfaction. This advertisement shows that Ringgo and Sabai are happy and satisfied with the products from Bliblihome. This can create a sense of satisfaction and happiness among viewers, thus attracting users to try Bliblihome's products.
3. Creativity and lifestyle. The advertisement showcases several creative and innovative products that can enhance lifestyle and user comfort. This can evoke a sense of admiration, curiosity, and interest to try the products.

Logos

The Grand Prix advertisement for Bliblihome Launch with Ringgo and Sabai (Blibli.com) uses logos by presenting claims that are logical and based on facts. The advertisement claims that Bliblihome is an online platform that provides various household needs with the best quality and shows evidence of these products through scenes in the ad that demonstrate the products and their use. The ad also provides information about the ease of purchase and delivery and emphasizes that Bliblihome is the right place to meet all household needs. In this advertisement, several logos elements can be analyzed as follows:

1. This advertisement presents clear and detailed information about Bliblihome products, such as the product features that can help fulfill the household needs of consumers. The advertisement emphasizes the advantages of Bliblihome products, such as easy delivery and installation, product warranty, and secure online payment. This provides consumers with information that can help them make more rational purchasing decisions.
2. This advertisement presents clear and accurate facts about Bliblihome products. For example, the advertisement shows how Bliblihome can save time and costs by offering easy delivery and installation. This provides consumers with confidence that Bliblihome products can effectively meet their needs.
3. This advertisement offers attractive promotional deals that provide benefits for consumers, such as discounts and free shipping fees. These promotional deals are also presented clearly and in detail so that consumers can make the right purchasing decisions.

Discussion

Ethos in advertising can be defined as the image portrayed by the advertiser about themselves or their brand, with the aim of persuading consumers to trust and regard the advertiser or brand as a trusted authority in a particular industry or field. The advertisement of Grand Prix: Bliblihome Launch with Ringgo and Sabai successfully demonstrated that the use of ethos elements in advertising could influence consumer trust in the brand. This finding is consistent with the research conducted by Park and Richards in 2015, which showed that a strong brand image could increase consumer trust in the products or services offered.

In addition, an article published in 2020 by Bekk and Šimková also showed that the proper use of ethos could enhance advertising effectiveness. The advertisement of Grand Prix: Bliblihome Launch with Ringgo and Sabai successfully built a strong brand image by using ethos elements appropriate for the brand, such as trust and professionalism.

The latest book "Advertising and Society: An Introduction" by Pardun, published in

2019, also describes how the use of ethos in advertising can influence consumer behavior and help build a strong brand image.

Based on the analysis of The advertisement, it appears that the ad used a lot of pathos elements. At the beginning of the advertisement, there is a scene of a mother feeding her child while reminiscing about memories with her family. This scene activates positive emotions such as warmth and togetherness. In addition, the advertisement also shows scenes where the family supports and expresses happiness towards each other, triggering other positive emotions. This is aimed at making consumers feel connected to the brand and creating a deeper emotional relationship with the brand.

Furthermore, at the end of the advertisement, it is seen that the Bliblihome brand is present to fulfill the family's needs and provide comfort and happiness. This activates other positive emotions, such as hope and aspiration for a better life. Therefore, it can be said that The advertisement of Grand Prix: Bliblihome Launch with Ringgo and Sabai uses many pathos elements to influence consumer emotions and create a stronger emotional relationship with the brand.

Several studies have shown that using pathos or emotional appeals in advertisements is crucial in influencing consumer behavior. For example, Dhar and Wertenbroch's (2018) research indicates that ads that use positive emotions can increase consumers' preference for the advertised product. This finding is also consistent with the research of Escalas and Bettman (2003), which demonstrates that ads that activate social emotions like a sense of togetherness and identity with a particular group can enhance consumers' emotional connection to a brand.

Furthermore, Lerner and Keltner's (2001) study suggests that using emotions such as fear and anger in ads can increase consumers' perceptions of risk and urgency to act. Poels and Dewitte (2006) also demonstrate how using emotions in advertising can affect consumer attitudes and purchase intention in their literature review. Therefore, using pathos in advertisements is essential in influencing consumer behavior and enhancing brand preference.

Looking at the advertisement of Grand Prix: Bliblihome Launch with Ringgo and Sabai, it is evident that the ad also employs logos. The ad presents Bliblihome products as the right solution for consumers' household needs. Some examples of using logos are when the ad shows how Bliblihome can save time and costs by offering easy delivery and installation. Moreover, the ad emphasizes the product's superiority and safety, such as product guarantees and secure online payment. This directs consumers to make rational decisions based on the benefits and facts presented, thus strengthening their confidence in the product.

The analysis results indicate that the Grand Prix ad uses many logos elements, such as presenting clear and detailed information about the product and providing facts to help

consumers make more rational purchase decisions. These research findings are consistent with the following references cited.

Suri and Monroe's (2003) research indicates that clear and detailed product information (logos) can enhance consumers' trust in the brand and product. Similarly, Kardes, Cline, and Cronley's (2011) book states that well-structured messages and clear and accurate facts (logos) can help consumers make more rational purchase decisions. In this case, the Grand Prix ad: Bliiblihome Launch with Ringgo and Sabai, presents well-structured information about the product and provides clear and accurate facts, influencing consumers to make more rational purchase decisions.

Conclusion

Based on the previous explanation, it can be concluded that the Grand Prix advertisement: Bliiblihome Launch with Ringgo and Sabai, effectively utilizes the elements of ethos, pathos, and logos to influence the audience. By using celebrity characters, Ringgo and Sabai, this ad builds credibility and trust (ethos) for the Bliiblihome brand. Additionally, emotional messages (pathos), such as family togetherness and home comfort, and rational messages (logos), such as product features and promotional offers, can increase consumer interest and purchase intent. Thus, the advertisement of Grand Prix: Bliiblihome Launch with Ringgo and Sabai can be considered a good example of utilizing the three rhetorical elements in an advertisement.

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