



PERSUASIVE STRATEGIES IN HOTEL SLOGANS



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PERSUASIVE STRATEGIES IN HOTEL SLOGANS



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The objectives of this study are as follows: (1) to identify the persuasive strategies used in hotel slogans; and (2) to investigate the persuasive strategies used. This study examined 50 hotel slogans employed by the 50 top-rated hotels, described as brand-valued hotels in 2020. Based on the framework of Keraf (2004)'s persuasive strategies and content analysis, the findings revealed five different types of persuasive strategies utilized in the hotel slogans. The persuasive strategies used were rationalization, identification, hypnotic, compensation, and hybrid. The persuasive strategies found in the hotel slogans were hypnotic (48%), followed by rationalization (22%), hybrid (12%), compensation (10%), and identification (8%), respectively. During difficult business growth times in 2020, this study exemplified the effective hotel slogans that hotels employed to entice their customers to stay there. Such effective hotel slogans could be viewed in one of the three aspects: hotel-based, consumer-based, or a combination of both or hybrid-based slogans. Hotel-based slogans suggest that hotels persuade their customers by focusing on the characteristics of the hotel and the qualities of the products or services. Consumer-based slogans highlight the customers themselves through the identification of who the customers or groups of customers are. Hybrid-based slogans point to the use of both hotel characteristics and qualities of products or services together with the identification of customers or groups of customers in order to persuade the customers to stay at the hotels.

Keyword : Persuasive strategies, Hotel slogans, Best Brand-Valued Hotels in 2020, Hotel-based slogans, Consumer-based slogans

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# CHAPTER 1

## INTRODUCTION

### Background

Traveling around the world has decreased as a result of the COVID-19 pandemic. The decrease in travel impacts a large variety of tourism industries, including airlines, travel agencies, and hotels. The owners of these organizations need to look for some strategies to present their products or services and get the attention from their customers. To influence the customers, communicating with the customers through advertising and emotional appeals is suggested to be adopted (Farbey, 2002). Cook (1992) and Cohen (1972) advertising appeals maximize the connection between products or services and customers' needs while emotional appeal stimulates customers' desires. With the two appeals, they persuade the customers to consume the products or services. Cohen (1972) describes the two appeals as presented in popular ads. These ads usually focus on food, health, emotion, and safety products or services.

Advertisers make an effort to attract the attention of their readers through images, captions, and slogans, all of which appear in an advertisement. Slogan, in particular, is an important part of advertisements that advertisers use to attract readers. Fauzan (2013) added that slogans were used in advertising campaigns since they were the most effective means to draw attraction to a product. By saying that, language used in creating slogans or advertisements should be creative, attractive and persuasive. Colston and Kaz (1999, as cited in Supasamout, 2006), support that the use of language in advertisements can make products more memorable and recognized as well as persuade consumers to buy or consume products or services. It should be noted that advertisements and slogans can be more persuasive if writers know how to use persuasion.

Persuasion has been used widely since ancient times (Roloff, Miller, & Roloff, 1980). Aristotle, Roberts, Bywater, and Solmsen (1954) first presented it as "rhetoric", which refers to the art of persuasion. He stated that there were three artistic proofs of rhetorics; ethos, pathos, and logos, which were used to convince people and change

their thoughts, attitudes, actions or behaviors. Persuasion is also defined by Keraf (2004) as a verbal art intended to persuade someone to do something for some purposes in the present time. Keraf (2004) identified persuasive strategies into seven types: rationalization, identification, hypnotic, conformity, compensation, projection, and displacement. Further, it is worth mentioning that persuasive language plays an important role in various contexts such as politics, society, commercials, and advertisements.

In the last few years, there has been a great deal of research studying persuasive language used in advertisements. Nasruddin (2016) examined persuasive strategies used by Apple Inc. advertisements. The study showed that the types of persuasive language that were used in Apple Inc. Were rationalization, identification, suggestion, conformity, displacement, and projection. It also found that the projection strategy was used the most in Apple Inc. Advertisements. Similar to Mukkaromah (2016) focusing on persuasive strategies used in the slogans of iPhone. The finding found that there were six types of persuasive strategies used in the slogans of iPhone advertisements. They were rationalization, identification, conformity, hypnotic, compensation, and displacement strategies. The strategies that were employed more frequently included rationalization, compensation, and hypnotic strategies.

Despite the fact that some research studies have been done on persuasive strategies, much research is still needed to determine the persuasive strategies employed in advertising in different businesses such as airlines, travel agencies, and hotel business.

The hotel business, which is part of the tourist industry, also uses the slogan to present itself to consumers all over the world. The hotel industry is one of the industries most affected by the COVID-19 pandemic. The objective is that hotels must do all possible to stay in business throughout the pandemic. It is interesting to study how they use slogans to influence customers during this difficult time. Thus, this study focuses on persuasive strategies and persuasion in hotel slogans in order to acquire a better understanding and fill a gap in related fields of study.

### Objectives of the Study

The objectives of this research are to:

1. examine persuasive strategies in the hotel slogans.
2. investigate persuasive strategies employed in the hotel slogans

### Research Questions

1. What are persuasive strategies used in the hotel slogans?
2. How are persuasive strategies employed in the hotel slogans?

### Significance of the Study

This study is expected to be beneficial for entrepreneurs or those who are involved in hotel businesses and seek an idea to advertise their businesses for attracting consumers to purchase products or services. During difficult times, this study will also help readers or researchers who are interested in persuasive strategies employed in hotel advertisements and slogans to support their slogan writings in the next normal paths.

### Scope of the Study

This research focuses on persuasive strategies used in hotel slogans. An analysis was conducted on the slogans of the 50 top-rated hotels as brand-valued hotels in 2020. The slogans from each source collected from February 2020 to December 2020. Persuasive strategies based on Keraf's theory (2004) was applied to analyze the data.

### Definition of Terms

A **persuasive strategy** refers to a strategy used in advertising persuasion which proposed by Keraf (2004). They are rationalization, identification, hypnotic, compensation, conformity, displacement, and projection.

A **hotel slogan** refers to words, phrases or short sentences used to promote fifty best value hotel brands ranked in 2020 which ranked by Brand Finance.<sup>1</sup>



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<sup>1</sup> Brand Finance is the world's top consultant for brand valuation. Brand Finance's brand value rankings have been validated by the Marketing Accountability Standards Board (MASB) via the Marketing Metric Audit Protocol (MMAP), a systematic approach for validating the relationship between marketing measurement and financial performance.

## CHAPTER 2

### LITERATURE REVIEW

This chapter presents related reviews of the following four topics. They are (1) Keraf's persuasive strategies (2004), (2) linguistic features in advertisements, (3) slogans in product and service advertisements, and (4) related studies on persuasive strategies.

#### 1. Keraf's persuasive strategies (2004)

One of the concepts regarding persuasive strategies which has recently been applied in a number of studies (e.g., Hasanah, 2019, Mukarromah, 2016, Naruddin, 2016) was that of Keraf (2004).

Based on Keraf (2004), people make an effort to persuade other individuals to change, modify, or shape the attitudes or behaviors. He proposed seven types of persuasive strategies to persuade the audience members. They were rationalization, identification, hypnotic, projection, displacement, conformity, and compensation.

##### 1.1 Rationalization

This strategy is the use of some logical statements that can be accepted by a particular group of audience. Advertisers are required to provide their customers with logical, reasonable evidence. To convince customers, statements in advertisements should prove and give some reasons to support the quality of products or services (Mukarromah, 2016). Using some interesting words or statements, such as the best, a very good place, and a great experience can also entice the customers to the advertisements. Hasanah (2019) stated that this strategy often involves the use of some impossible words which were persuasive yet rational. For instance, in an advertisement of iPhone, it was 'the only thing that's changed is everything.' These words can be seen as to link to customers' attitudes and beliefs. In an advertisement by iPhone, it was read "the fastest, most powerful iPhone yet." This advertisement clearly emphasized the special qualities of the product which reflects the rationalization strategy.

## 1.2 Identification

Identification strategy is related to identification of accurate target consumers based on their ranges of age whether they were children, teenagers, adults, or elders or on their professions whether they were teachers, businesspersons, or students (Hasanah, 2019). Identifying appropriate audience members is quite significant because it allows advertisements to be more persuasive as the ads interact directly to the target audience members. Mukarromah (2016) added that by identifying the appropriate customers, it enables advertisers or creators of the ads to use appropriate words and product/service concepts. In an advertisement of Traveloka, it was read “hit flight reminders and never miss your flight to a business meeting.” The ads could be considered as an example of the identification strategy. It highlights a business meeting and specifies their target customers who are businesspersons and usually travel for business trips.

## 1.3 Hypnotic

Hypnotic is the strategy used in attracting customers' attention by using some beautiful words (e.g., heavenly bed, heavenly bath), pictures, or even some famous people in advertisements (Keraf, 2004, as cited in Mukarromah, 2016, p. 19). Apart from some beautiful words, advertisers or creators of the ads could use puns in phrases or sentences in advertisements which make them more interesting. Some examples of puns include *our suites made sweeter this summer*. In an advertisement of Traveloka “Imagine the world in one single app. Giving you access to fly anywhere, stay anywhere, work anywhere explore anywhere”, the ads contain wordplays or puns which repeat the word ‘anywhere’ for attracting customers' attention. By enticing the customers using these kinds of words, it can be considered as to reflect the hypnotic strategy.

## 1.4 Conformity

Conformity strategy is a desire or an action to make something similar to another. It is a way to show that a product offers some qualities that the customers may want to have or the consumers will be easily familiar with the qualities. This strategy can



enable advertisements to be more persuasive because it is relevant to customers' feelings and thoughts (Mukarromah, 2016). An example of the conformity strategy reflects in the iPhone 6 and iPhone 6s slogan "bigger than bigger." The slogan emphasizes that these two series of iPhones come in bigger sizes as compared to other mobile phone brands. Although they belong to the same category as mobile phones which were produced in big sizes, the slogan of the iPhone 6 and iPhone 6s suggests similarity and offers even better quality.

### 1.5 Compensation

Compensation is an action or an effort to replace an unacceptable characteristic or quality with a more acceptable one (Mukarromah, 2016). Nasruddin (2016) noted that this strategy was used when there were some frustrating situations in which consumers had faced some problems. Advertisers or creators of the ads would show special qualities of a product/service to assure customers that they will get better experiences when they consume such product/service. An example of the compensation strategy is found in an iPhone 3G slogan "Twice as fast, Half as price." The advertisement shows that there are some improvements in the product which enable the customers to get a better product as faster and better experience by paying only half of the regular prices when using the product.

### 1.6 Projection

Projection is a strategy used in making something unique (Hasanah, 2019). It is employed when there is a comparison between the two products. Mukarromah (2016) stated that in this strategy, advertisers or creators of the ads would present disadvantages of other product/services and then show advantages of the advertised product/service. An example of this type of strategy could be found in an iPhone advertisement "so you could peek into the open stuff and pop stuff open." This statement provides the ability or advantage of the product which allow us to may be compared such advantage to the disadvantage of the similar product of the other brands.

### 1.7 Displacement

Displacement is the act of transferring one's intentions or something that is being obstructed in some other way. In short, the changes aim to provoke feelings in the viewer or user, such as frustration or pleasure, while avoiding the use of new objects. For example, in Traveloka advertisement, someone is unhappy because she is unable to keep track of all promotion of ticket booking sales. She is then relieved to discover that there is a Traveloka app that can remove her frustration. There is a movement after the frustrated, her emotion changes to feeling glad due of the Traveloka service. It could draw consumers' attention since they will experience emotional transformation from frustration to happiness after discovering it.

It can be seen that they are utilizing language style and some persuasive elements differently in each persuasive strategy. For example, in hypnotic; employs beautiful words or puns, in rationalization includes rational statements, and in compensation includes the statements which present the different situations. Therefore, it is necessary to investigate some linguistic features in the slogans to identify and categorize the persuasive strategies accurately.

## 2. Linguistic features in advertisements

Linguistic features are important in advertisements since different words and structures must be used to achieve different communications goals. Advertisers or creators of the ads must choose appropriate language including words, sentences, and communication styles. According to Grey (2008), linguistic features such as hyperbole, repetition, and the second personal pronoun "you" are employed more frequently to express the persuasive messages in advertisements. Nasunee (2004) studied catchy words and sentences in Volkswagen Beetle advertisements in the United States. The findings revealed that several language styles were utilized in the ads and pun was most commonly used, followed by alliteration, rhyme, and rhetorical question. In the study of linguistic features and language tactics used in online diet program advertisements by Khankhrua (2007), the findings showed that content words such as nouns, adjectives, and verbs were employed more frequently than other parts of speech. In Linguistic

Analysis of On-line Advertising in English by Romanenko (2014), it was found that alcohol and cigarette advertising slogans frequently included metaphors, similes, comparative adjectives, imperatives, and personal pronouns.

According to these previous studies on linguistic features in advertisements, it can be seen that there are some linguistic features commonly employed in advertisements, such as adjective, pronoun, imperative, rhetorical question, and alliteration. The linguistic features which are commonly found in advertisements can be described briefly as follow:

**(i) Verbs**

Crystal (2003) stated that a verb is a term that is used to express something about someone or something, such as make, buy, sleep, know. Felton (1994) suggested that the use of action verbs promotes active and interesting advertisements by making the readers feel as if something is happening now. For slogans, the verbs could include go, try, ask, get, and take.

**(ii) Adjectives**

“An adjective is a word used to qualify a noun...to restrict the application of a noun by adding something to its meaning” (Crystal 2003, p. 206). Khankhrua (2007) suggested that advertising copywriters should use appropriate adverbs and adjectives to assist readers to imagine clearer pictures of products/services. Adverbs evoke sentiments such as jealousy, dreams, and desires in readers by invoking sight, touch, taste, smell, and noises. Adverbs and adjectives can be used to describe any product's qualities, such as size, shape, and color. For slogans, the adjectives could include easy, authentic, happy, and premium.

**(iii) Pronouns**

Pronouns are defined by Crystal (2003) as a word that is used instead of a noun or a noun-equivalent [i.e., a word that acts as a noun]. According to Bovee and Arens (1986) and Felton (1994), employing personal pronouns, particularly *you* and the

possessive word *your*, allow readers to feel as if the ads are speaking to them directly. This method of communication brings the readers closer to advertisers and creates a more intimate feeling than using rigid third-person personal pronouns, such as *it* and *they*. For slogans, the pronouns could include you, yourself, and yours.

#### (iv) Imperatives

Kaewjumpasee (2013) suggested that an imperative sentence is a type of language that asks, commands, or urges the readers to take action. An imperative statement usually starts with an infinitive verb. Khankhrua (2007) stated that the imperative or command sentence is a popular form of a statement in advertising since all commercials aim to motivate readers to take action. Additionally, imperative phrases have individualized effects, giving the impression that a person is conversing with another person. For slogans, the imperatives could include *Just Do It* – Nike, *Do what you can't.* – Samsung, and *Have it your way* –Burger King.

#### (v) Alliteration

Cuddon and Preston (2013) defined alliteration as a figure of speech in which consonants are repeated, typically at the beginning of words or stressed syllables. This device's purpose in advertising is to capture the readers' attention and improve memorization. For slogans, the alliteration could include *Ralph rarely ran round rugged rocks* and *Welcome to the happy, healthy week*.

#### (vi) Hyperbole

Hyperbole is a figurative language that consists of exaggerated utterances in terms of amount, size, nature, and quality in order to emphasize the speakers' claims or circumstances. Kongruang (2015) proposed that in advertisements, hyperbolic statements are used to exaggerate rather than deliver true facts; advertisers seek to generate brand loyalty rather than provide particular goods. Leech (1972) proposed that hyperbole is one method of exaggerating a product in order to draw consumers'

attention to it. For slogans, the hyperbole could include *The happiest place on Earth* – Disneyland.

It can be concluded that by identifying the linguistic features in advertisements, it can help us see clearly and deeply of which devices are stimulating customers' interests and helping them remember the messages of advertisements. In this sense, the identifications of the linguistic features in advertisement serve as salient features in persuasive strategies which proliferate customers' remembrance and interest in the ads and eventually in the products/services.

### 3. Slogans in Product and Service Advertising

The word 'slogan' has been used for centuries. It was originated by the old Highland tribe or Scottish in the present time. The term was from the Gaelic word *slaugh-ghairm* meaning the war-cry or gathering words or phrases shouted in the war (Rendra, 2011, as cited in Fauzan, 2013, p. 26). Shankle (1941) stated that English speakers began using the slogan in 1704 and it was defined as 'the distinctive note, phrase or cry of any person.' Bower and Och (1971) have defined the term as imperative statements which are single words or short phrases strongly implying the imperative mood. Moreover, Shankle (1941) also defined it as imperative statements with rhetorical power and persuasive functions; they are dynamic and require response or reaction. Similarly, Edelman (1985) also identified the dynamic functions of language in stimulating action in either a mental or behavioral way.

Denton (1980) identified some functions of slogans. The first and most important function of a slogan is to simplify complicated ideas, issues, or ideologies of a group or movement. The second function is to emphasize a specific point, issue, or message. The last function is to create attention and interest or raise consciousness about an issue.

In advertisements, slogans are short, memorable catchphrases used in advertising campaigns to express a brand name, its benefits, and its personality. Thus, to create effective slogans, they should have some important characteristics. These

involve memorable, simple, believable, strategic, campaignable, and competitive (Foster, 2001). These characteristics are similar to the study of Denton (1980) which highlighted that effective slogans should be easy to remember. They should be simple and contain few words or with short sentences. Most memorable slogans are usually unique, witty, or involve wordplay. Besides, a slogan should recall the brand name, include a key benefit, and reflect the brand's uniqueness.

Since slogans have some of these characteristics, they play an essential role in promoting companies or brands. The more attractive a slogan is, the greater its chance to stay in people's minds increases. A catchy slogan is one of the significant components of brand identity (Stewart & Clark, 2007). Hence, having a catchy and memorable slogan can aid brand recognition. An effective slogan describing the qualities and benefits of a product or service can make the product or service more desirable, which increases demand for the product or service.

In conclusion, it can be said that slogan is a very crucial advertising technique. As seen, slogan works to strengthen the brand name and construct an image of the brand to be prevailing recognizable. Moreover, slogan is used to condense the brand's message and to maintain consistency from one advertisement campaign to the next campaign. With the beautiful, persuasive, and suitable language, slogan, therefore, becomes not only a crucial element in creating and sustaining a strong brand identity but also the motivation behind customers' attitudes, beliefs, and behaviors toward the brand.

#### **4. Related studies**

There are a large number of businesses that use persuasive strategies to create effective slogans. Some researchers studied the use of persuasive strategies in advertising in different businesses and products. The results of the studies have both similarities and differences, and there are also some interesting results.

Hasanah (2019) studied persuasive strategies in advertising of a company providing airline tickets and hotel booking services online. This study was qualitative and quantitative. Hasanah's (2019) study focused more on the qualitative than

quantitative dimension. The data were obtained from video transcription of Traveloka advertisement on Youtube which contained persuasive strategies. The researcher applied Keraf (2004) and Aristotle et al. (1954) persuasive strategies applicable to data analysis. The research found that there were seven persuasive strategies employed in Traveloka advertisements. They were rationalization, identification, hypnotic, conformity, compensation, projection and displacement. Identification and hypnotic strategies were the most frequently-used in Traveloka advertisements. Moreover, the researcher also stated how advertisers applied Aristotle's theory (ethos, pathos, logos). Ethos was applied to the selection of the credibility and superiority models to make the advertisements more credible and show the product's superiority. Advertisers grabbed consumers' attention by showing some evidence which was the logos. Besides, the advertisers also adopted pathos to get the attention of consumers. Finally, the researcher concluded that persuasive strategies were used to provide justification of the product or service's quality. Their purposes were to make the advertisement clearer, simple, informative, and convincing.

The next similar research entitled "Persuasive Strategies Used in Slogan of iPhone" by Mukarromah (2016) aimed to investigate types of persuasive strategies and how they were implemented with the slogans of iPhone advertisements. The research applied a descriptive and qualitative approach and discourse analysis approach. The data collected were all sentences, utterances and pictures in the iPhone advertisements by using persuasive strategies. In data analysis, the researcher applied the theory based on Keraf (2004) and Aristotle et al. (1954). As a result, the research showed six kinds of persuasive strategies used in the slogan of iPhone advertisements. They were rationalization, identification, hypnotic, conformity, compensation, and displacement strategy. The three most frequently used strategies were rationalization, compensation, and hypnotic strategy. To implement the persuasive strategies in the slogans of iPhone advertisements, advertisers showed the credibility and superiority of the products in every advertisement (ethos). They also used logos by means of showing evidence of the new and useful applications on a display screen. Above all, they applied pathos to

evoke consumers' emotions and attract their attention. Mukarromah (2016) stated that employing these kinds of persuasive strategies made the advertisement more interesting and convincing.

Naruddin (2016) studied persuasive strategies used by Apple Inc. Advertisement. The data were collected from three Apple Inc. advertisements on Youtube. The research aimed to descriptively analyze the data based on Keraf's (2004) theory. The findings found that the types of persuasive strategies employed in Apple Inc. advertisements were rationalization, identification, hypnotic, conformity, displacement and projection which were most frequently used. Thus, it can be inferred that the advertiser used the projection to change the subject into the object. This strategy was used to show the advantages of using the product which outperformed other products in the market.

Based on previous related studies, it is seen that many researchers paid attention to the use of persuasive strategies in different areas, and the results showed that persuasive strategies played a significant role in advertisements as well as in promoting products/services, which brought about satisfactory outcomes. Therefore, persuasive strategies were employed in order to convince consumers and make products or services more desirable.



## CHAPTER 3

### METHODOLOGY

This chapter presents the research methodology of this study. There are three parts including (1) research design, (2) samples and data collection, and (3) data analysis.

#### **Research design**

This study employed both quantitative and qualitative approaches to examine persuasive strategies in the hotel slogans. The quantitative data were the frequency use of persuasive strategies and calculated them to percentage. The qualitative data was collected from the 50 top-rated hotels as brand-valued hotels in 2020. Keraf's persuasive strategies (2004) were adopted as the theoretical framework for this study.

#### **Samples and Data Collection**

The samples of this study involve 50 hotel slogans that were rated as brand-valued hotels in 2020 from the Brand Finance. Brand Finance is the world's leading brand valuation consultancy. Brand Finance's brand value rankings have been approved by the Marketing Accountability Standards Board (MASB). The slogans were gathered from the two websites: <https://www.slogan-tagline.com/Tourism-travel-slogans/37.html> and <https://sloganshub.org/hotel-slogans-taglines/>. These two sources were selected because they contained the largest number of hotel slogans on the internet with the hotel ranking from the Brand Finance.

#### **Data Analysis**

These 50 hotel slogans in 2020 were analyzed to investigate identify persuasive strategies and investigate more in-depth on the found strategies employed in the 50 hotel slogans. The framework of Keraf's persuasive strategies (2004) was adopted to analyze the data as shown in Figure 1.

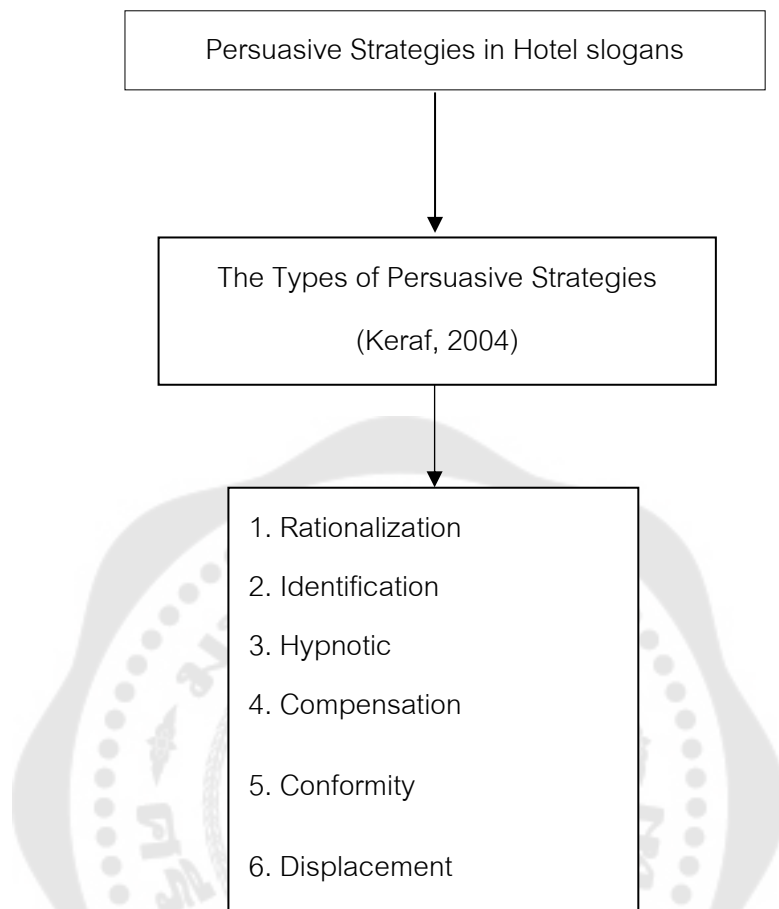


Figure 1 Conceptual Framework of the Study

In analyzing persuasive strategies based on Keraf's persuasive strategies (2004), the four instances of the four persuasive strategies are presented as follows:

**(1) Travel brilliantly**

(from <https://www.slogan-tagline.com/tourism-travel-slogans/37.html>)

In (1), the slogan is the example of rationalization strategy, or the method that presents clients with rational and logical proof of the quality of the products. According to this slogan, the adverb 'brilliantly,' referring to a very bright or dazzling way, is used to represent the hotel's particular feature by presenting the hotel as the smart choice of the target customers if they choose to stay at the hotel along their trip. Moreover, the creator of the slogan uses the term "brilliantly" to promote the hotel as the

appropriate option if compared to other rival hotels. Even though there is no word that directly refers to the hotel, 'travel' presents the meaning which is not only traveling activity but it also implies to listing the hotel in the traveling plan. In this sense, it is possible that the slogan's creator would like to highlight the hotel's uniqueness and superior quality of the travelling aspects that the hotel can offers to its clients. Therefore, it can be concluded that promoting the hotel as a wise option when traveling and getting the particular experience is decoded as the rationalization strategy.

### **(2) Making business travel work**

(from <https://sloganshub.org/hotel-slogans-taglines/>)

In (2), this slogan is an instance of the identification strategy, or the technique of identifying the target customer, whether they are children, teens, adults, or elderly. In this slogan, the term "business travel" was utilized in order to provide a message that this hotel is suitable for the clients who travel for business. In this sense, it is possible that the creator of the hotel slogan would like to highlight the quality of the hotel, which is for business mode, to persuade the target customers who travel for working, that is, business people. Therefore, it can be seen that this hotel slogan employs the identification strategy to convince its target customers.

### **(3) You're more than welcome.**

(from <https://www.slogan-tagline.com/tourism-travel-slogans/37.html>)

In (3), this slogan is an example of the hypnotic strategy. This persuasive tactic is a way to grab clients' attention by using well-crafted and persuasive language, visuals, or even well-known figures. In this slogan, the use of the second-person personal pronoun "you" as the subject of the sentence shows an effort on the part of the slogan's creator to speak directly to clients of the hotel. Additionally, the comparative version of the phrase "more than" is used to stress the degree of personalized hospitality offered by the hotel. The phrase "more than" is followed by the word "welcome," which is meant to make the target customers feel incredibly welcomed. It is possible that the creator of the hotel slogan would like to highlight the hotel's heart-warming quality

through the phrase "more than welcome" which can prompt the target consumers to acknowledge that they are the hotel's top priority guests who are given a promise to be taken care of during their stay. By using polished and convincing wordings, this slogan definitely employs a hypnotic technique to captivate customers.

#### **(4) A Great Stay is Closer than You Think.**

(from <https://sloganshub.org/hotel-slogans-taglines/>)

In (4), this slogan is an instance of the compensation strategy. The term "compensation strategy" refers to the effort or goal to replace something undesirable with something more desirable. In this slogan, the compound term "great stay," used as the slogan's subject, alludes to a living arrangement that is superb and much beyond the standard or typical. Additionally, the use of the comparison phrase "closer than" to describe something that is not far away underlines the idea that customers may more readily find and achieve the hotel's offerings. It is conceivable that the slogan's creator is attempting to portray the hotel's excellence in a way as to give consumers a unique experience and the better services in order to make their trip to the hotel worthwhile. By emphasizing the distinctiveness and admirable qualities of the hotel's goods and services, this slogan employs compensation strategy to persuade customers.

## CHAPTER 4

### FINDINGS

This chapter presents the finding on persuasive strategies found in the 50 slogans of the 50 top-rated hotels as brand-valued hotels in 2020. The research questions were put as follows:

1. What are persuasive strategies used in the hotel slogans?
2. How are persuasive strategies employed in the hotel slogans?

#### Research Question 1: What are persuasive strategies used in the hotel slogans?

To answer research question 1, the five persuasive strategies were found in the 50 hotel slogans. They included rationalization, hypnotic, compensation, identification, and hybrid strategies. The findings are shown in Table 1 as follows:

Table 1 The frequency of the persuasive strategies in the hotel slogans

No.	Persuasive Strategies	%
1.	Hypnotic	48
2.	Rationalization	22
3.	Hybrid	12
4.	Compensation	10
5.	Identification	8
6.	Conformity	0
7.	Displacement	0
8.	Projection	0

According to Table 1, the findings reveal that hypnotic was mostly used in the hotel slogans at 48%, followed by rationalization at 28%. Surprisingly, hybrid or the combination between the two strategies was found at 12%. This hybrid strategy is the combination between rationalization strategy and hypnotic strategy. This strategy was

not found in other studies. Compensation strategy was used at 10%, followed by identification strategy at 8%.

### **Research Question 2: How are persuasive strategies employed in the hotel slogans?**

To answer research question 2, how are persuasive strategies employed in the hotel slogans. The findings are shown as follows:

Some examples of classifying and identifying persuasive strategies are as follows:

#### **Hypnotic**

##### **(a) You're more than welcome.**

(from <https://www.slogan-tagline.com/tourism-travel-slogans/37.html>)

In (a), the slogan is an instance of the hypnotic strategy. This persuasive strategy is a strategy for catching customers' attention by employing beautiful and convincing words, images, or even well-known celebrities. In this slogan, the second-person personal pronoun 'you' used as the subject of the sentence suggests an attempt of the creator of the slogan to directly communicate with the hotel's individual customers. Also, the word 'more than,' which is in a comparative form, is employed to emphasize a great degree of individual being welcomed to the hotel. By adding the following word 'welcome' after 'more than,' the slogan aims to contribute the target customers to feel that they are highly welcomed. The phrase 'more than welcome' also convince the target customers that they are the priority guests when staying in the hotel. By employing such convincing expression, this slogan obviously utilizes the hypnotic strategy to capture the attention of the hotel customers.

##### **(b) Pleasing people the world over.**

(from <https://sloganshub.org/hotel-slogans-taglines/>)

In (b), the slogan is an example of the hypnotic strategy, or the strategy to attract customers' attention by utilizing beautiful words, visuals, or even famous celebrities. According to the slogan, the word 'pleasing' used at the beginning of the slogan refers to the action that can cause someone to feel happy and satisfied. Being

followed by the phrase 'people the world over,' this slogan can possibly suggest the pleasure that the hotel could offer to all the guests from other countries around the world. Moreover, the slogan 'Pleasing people the world over' could exemplify the use of hyperbole as a figurative device. Through such device, the hotel customers could envisage the hotels' ability to serve all guests across the world. It is explicit that the slogan employs the hypnotic strategy in persuading customers to stay there.

**(c) Feel the Hamptonality**

(from <https://sloganshub.org/hotel-slogans-taglines/>)

(c) exemplifies the hypnotic strategy, or the strategy for catching a customer's attention by employing beautiful words, visuals, or even well-known celebrities. As seen in the slogan, the verb 'feel' in refers to the experience of becoming aware or conscious of something. The word 'Hamptonality,' which is a new made-up word, is created by the Hampton brand under Hilton Hotel to represent the image and the uniqueness of the brand as to mean 'being Hampton.' It can also be interpreted as the slogan 'Feel the Hamptonality' emphasize the convenience in accessing the Hamptonality's products and services. According to the coined word Hamptonality, the slogan utilizes the hypnotic strategy as a way to present beautiful words and visuals to convince consumers.

**(d) Homewood Suites. Make Yourself at Home**

(from <https://sloganshub.org/hotel-slogans-taglines/>)

In (d), this slogan is an example of the hypnotic strategy. The strategy is a method of attracting customers' attention through the use of beautiful and compelling language, visuals, or even well-known celebrities. In the employment of an imperative statement, the phrase 'Make Yourself at Home' is displayed as to tell the customers to stay at the 'Homewood Suites' as comfortably as their own homes. In this sense, it is possible to see that the advertisers would like to motivate the customers' feelings by convincing the customers to relax when staying at this place. With the use of persuading

language, this slogan can obviously be categorized as an example of the hypnotic strategy.

**(e) Do you live an Intercontinental life?**

(from <https://sloganshub.org/hotel-slogans-taglines/>)

(e) exemplifies the hypnotic strategy, or the strategy for catching customers' attention by employing beautiful and captivating language, images, or even well-known celebrities. In this slogan, rhetorical question is employed as a figurative device by asking the customers to ask themselves about their lifestyles. By using the second-person pronoun 'you' as the sentence's subject, the slogan shows the creator's attempt to speak directly with the hotel's individual customers. It could mean that the advertisers aim to arouse the customers to review their lives about 'Intercontinental life,' or could be about the lives of those who frequently travel across the continents. It is possible that the creators of this slogan would like to attract the target group of people who prefers traveling between the continents and favors a cross-cultural style of living.

**Rationalization**

**(f) Pioneers of Asian Hospitality**

(from <https://sloganshub.org/hotel-slogans-taglines/>)

In (f), the slogan is an example of rationalization strategy. The strategy involves logical statements which are expected to provide customers with rational and reasonable proof of the product's quality. In this slogan, the powerful plural noun 'pioneers' used as the subject or the actor of the slogan refers to the founders, developers, and leaders. Also, 'Asian Hospitality' is the phrase that displays the particular hotel features of Asian-styled welcoming gestures, food, drinks, and other kinds of entertainment. It is possible that the creators of the slogan would like to highlight that they are individuals who are among the first to offer Asian hospitality. This hotel slogan presents the uniqueness and superior quality or strength of the hotel products or services to convince their customer to stay. When the slogan focuses on the



uniqueness and the positive quality of the hotel products or services, it is, therefore, considered as to point to the rationalization strategy.

**(g) Travel should take you places**

(from <https://www.slogan-tagline.com/tourism-travel-slogans/37.html>)

In (g), this slogan is an instance of the rationalization strategy, or the strategy that uses logical statements to present customers with sensible and reasonable confirmation of the product's quality. In this slogan, the second-person pronoun 'you' used as the sentence's subject demonstrates the creator's intention to speak directly to the hotel's individual customers. In this sense, it is possible that the advertiser would like to inform the customers that when taking a trip, the trip will take them to the place where they feel safe and comfortable, including the hotel. Hence, rationalization is the persuasive strategy employed to show that this hotel has a good qualification to be the place where traveling should begin. Therefore, it is assumed that the slogan indicates the rationalization strategy since it emphasizes the distinctiveness and positive qualities of the hotel products or services.

**(h) Where Actions Speak Louder than Words**

(from <https://www.slogan-tagline.com/tourism-travel-slogans/37.html>)

In (h), the slogan is an example of the rationalization strategy. For the rationalization strategy, it is the method that entails logical statements that should supply the customers with sensible and reasonable confirmation of the product's or service's quality. In this slogan, the plural noun 'actions' used as the sentence's subject refers to the process of doing something, typically to achieve an aim. Being followed by the phrase 'speak louder than words,' it is possible to propose that the creator of the slogan would like to portray the strong intention of the hotel in taking the importance of actions over verbal cues. The word 'louder,' which is a comparative form, is employed to convince the customers that the earnest practices without speaking is more capable of producing the hotel's quality. The statement 'Actions Speak Louder than Words' is, therefore, decoded as the rationalization strategy because the slogan promotes the

unique and positive quality of the hotel through the practical action instead of relying on the beautiful words to make the hotel become more credible.

**(i) The best value under the sun.**

(from <https://www.slogan-tagline.com/tourism-travel-slogans/37.html>)

In (i), this slogan is an instance of the rationalization strategy. This strategy employs logical statements that are intended to present clients with sensible and reasonable evidence of the product's excellence. As seen in this slogan, the singular noun 'value' used as the subject refers to the importance, worth, or usefulness of something. Being composed of the word 'best' which is in superlative form, the compound word 'best value' is employed to allow the hotel to reflect its own highest quality. With the power of the superlative adjective 'best,' the slogan works out to keep the attention from the customers in a way that it can encourage the customers to think that the hotel can provide them with the most excellent values and facilities when comparing to other hotels. Moreover, the phrase 'under the sun' creates the great impact for the customers since it means 'in the world.' Therefore, it is possible that the creator of the slogan would like to highlight the hotel's highest quality that the customers can have 'in the world.' By emphasizing the product's uniqueness and positive quality of the hotel, it can be concluded that this slogan used the persuasive strategy called rationalization for attracting and convincing the customers.

**(j) It's not a room. It's a Residence.**

(from <https://sloganshub.org/hotel-slogans-taglines/>)

In (j), the slogan is an example of the rationalization strategy, or the method that provides logical and reasonable claims of the product's superiority to clients. As seen, this slogan employed a figurative device called metaphor which described the comparison between 'the room in the hotel' and 'customers' residence' with the verb 'is.' According to the slogan, it is possible that the advertiser would like to give the customers the portrayal that staying at the hotel can be felt as being at home. In this sense, it is possible to see that the slogan highlights the hotel's heartwarming

quality, which is the uniqueness and strength of the hotel products or services. As such, it enables the customers to feel comfortable during their stay at the hotel. It is, therefore, explicit that this slogan presents the rationalization strategy to convince the customers to stay.

### **Compensation**

#### **(k) See what a difference a stay makes**

(from <https://sloganshub.org/hotel-slogans-taglines/>)

In (k), the slogan is an example of the compensation strategy. For this strategy, an attempt or purpose to replace something that is unwanted with something that is more acceptable is known as compensation strategy. In this slogan, the term 'difference' is a noun used to promote distinguished features of the hotel by presenting the hotel as a better choice, for the customers. It is possible that the creator of this slogan would like to stimulate the customers to think about the new experience that they have never had from staying at the other hotels. However, they can achieve the unexpected services and experiences at this hotel. It can be concluded that compensation is the persuasive strategy which persuades the customers to find the novel experiences in this hotel.

#### **(l) Wake Up to a Better World**

(from <https://www.facebook.com/NH.Hotels.NL/posts/wake-up-to-a-better-world-is-de-slogan>)

In (l), the slogan is an instance of the compensation strategy. The compensation strategy is defined as an intention to replace something that is undesirable with something that is more acceptable. In the slogan, the word 'better,' which is a comparative form, refers to something of a more excellent or effective type or quality. It is possible to see that the slogan's creator tries to promote the hotel's particular features by presenting the hotel as a more excellent context to the consumers. Also, by starting the slogan with the imperative form 'wake up,' the slogan is effective in capturing the customers' attention. It can convince them to think that staying and waking

up in this hotel will bring about a better experience. Hence, this slogan can obviously be categorized in the compensation strategy for convincing the customers.

### Hybrid

#### **(m) Whatever you want. Whenever you want it**

(from <https://www.slogan-tagline.com/tourism-travel-slogans/37.html>)

In (m), the slogan is an example of hybrid or combination between two strategies—rationalization and hypnotic strategies. For rationalization strategy, it is a strategy involves logical statements which are expected to provide customers with rational and reasonable justification of the product's quality. For hypnotic strategy, it is a method of attracting clients' attention by using attractive and compelling language, visuals, or even well-known celebrities. In the employment of a figurative device called alliteration, the slogan presented the repetition of the similar first sound of consonant (w/y/w). By comprising a sequence of words with the same sound, the slogan contains a rhythmical quality which leads to the memorable attribute. It is, therefore, easy for the readers to recall back to the slogan and its direct meaning that 'whatever' and 'whenever' the consumers 'want' anything, the hotel is always ready to provide it. As seen in the slogan, the second-person personal pronoun 'you' used as the subject of the sentence suggests an effort on the part of the slogan's author to communicate with the hotel's specific guests. Also, comprising the word 'whatever' and 'whenever,' it is possible that the creator of this slogan would like to highlight the hotel's quality, that is, the hotel's readiness. It can be concluded that this slogan, which responds to the readers' as well as the consumers' needs, can be categorized in rationalization and hypnotic strategies.

#### **(n) The difficult immediately, the impossible takes a few moments longer.**

(from <https://sloganshub.org/hotel-slogans-taglines/>)

In (n), the slogan is an example of hybrid or combination between the two strategies—rationalization and hypnotic strategies. While the rationalization strategy is a strategy that uses logical statements to present customers with a sensible and

reasonable argument for the product's excellence, it is a means of drawing clients' attention by employing appealing and captivating language, graphics, or even well-known celebrities for hypnotic tactics. The type of rhetorical device that showed in this slogan is called parallelism. With the two sentences containing parallel ideas—'difficult' thing and 'impossible' thing, the slogan shows the similar construction of negative words that arouse the customers to challenge the hotel's quality and preparation. It is possible that the creator of the slogan would like to create the parallel sentences in order to highlight the credibility of the hotel in a way that the hotel can deal with the situation professionally, no matter how difficult it is. It is, therefore, explicit that this slogan presents the hybrid strategy of rationalization and hypnotic strategies in convincing the customers to stay at the hotel.

**(o) (o) If you like a clean room, stay in Hang ting**

(from <https://sloganshub.org/hotel-slogans-taglines/>)

In (o), the slogan is an instance of hybrid or combination between the two strategies—rationalization and identification strategies. The rationalization strategy is a strategy that uses logical statements to present customers with a sensible and reasonable argument for the product's excellence. For the identification strategy, it is to figure out the correct target consumers, whether they are children, teenagers, adults, or the elderly. In this slogan, the use of the second-person pronoun 'you' as the sentence's subject shows an attempt on the part of the slogan's creator to directly speak with the hotel's target visitors. Also, the compound word 'clean room' suggests the strength of the hotel's particular feature. Moreover, the imperative word 'stay' suggests the direction to live in this hotel due to its clean quality. It is possible that the slogan's creator would like to highlight the conditional sentence starting with 'if,' in order to support the quality of the hotel, which is clean, to persuade the target customers who take the unorganized room seriously. Moreover, the imperative structure which begins with the verb 'stay' can convince the customers by creating the credibility of the hotel in a way that it gives the customers a strong suggestion, to live. Thus, this slogan can be categorized as the

hybrid strategy of rationalization and identification strategies. The indication of the hotel's positive quality is directly relevant to the target customers.

**(p) Leisure at heart, business in mind**

(from <https://www.meliahotelsinternational.com/en>)

In (p), the slogan is an example of hybrid or combination between two strategies—identification and rationalization strategies. For identification strategy, it is to determine the appropriate target consumers, whether they are youngsters, teenagers, adults, or elderly. For rationalization strategy, it is an approach that provides customers logical statements of a sound and fair justification for the product's superiority. This slogan employed a figurative device called antithesis which presents the opposite words in one sentence. With the contrasting words, 'leisure' and 'business', it is possible that the creator of the slogan tries to emphasize the hotel's quality that can provide consumers relaxation and working mode, simultaneously. It can be seen that these contrasting words, which present the contrasting ideas in a balance way, are the essential parts making the slogan attractive for some consumers who only want to take their vacation, or who only want to stay at the hotel for business, or both. By emphasizing the hotel's uniqueness and positive quality to convince the target customers, this slogan shows its hybrid strategy of identification and rationalization strategies.

**Identification**

**(q) Designed for natural living.**

(from <https://www.slogan-tagline.com/tourism-travel-slogans/37.html>)

In (q), the slogan is an instance of the identification strategy, or the strategy of figuring out who the right target customers are, whether they are kids, teenagers, adults, or elderly. This slogan was created by omission form which can be inferred that this hotel is designed for 'natural living,' referring to eco-friendly, sustainable, and making green choices in way of living. It can be seen that the compound word 'natural living' emphasizes the hotel's specific quality that not only

concerns the customers' wellness but also protects the environment. It is possible that the creator of this slogan would like to present the quality of the hotel, which is natural, in order to persuade the target customers who prefer living a natural lifestyle. In this sense, this slogan can be attractive to consumers who want to stay at this eco-friendly hotel. By showing the specific quality of the hotel, this slogan uses the identification persuasive strategy to draw in and persuade the target customers of the hotel.

**(r) Room to play**

(<https://sloganshub.org/hotel-slogans-taglines/>)

In (r), the slogan is an example of the identification strategy, or the process of identifying the appropriate target customers, whether they are children, teenagers, adults, or elderly. In this slogan, the phrase 'room to play' is used to allow the hotel to advertise its own quality as being a place for playing. The phrase can also refer to a room intended for children to play in. It can be seen that this slogan shows the hotel's specific functions for the target consumers. For instance, there is more space to play; their rooms are suitable for activity; or the hotel provides many activities for their guests. It is possible that the slogan's creator would like to emphasize that the hotel can provide the consumers more activities or more space to relax. Therefore, this slogan can be more attractive to customers who love doing activities or children who want more space to play when spending their vacation or staying at the hotel. It can be concluded that this slogan used the persuasive strategy called identification to attract and convince the target customers.

As seen from the above examples, the hotel slogans were aimed at capturing attention, providing service related to consumers' needs, or emphasizing the hotels' offerings. According to the most frequently employed kinds of persuasive strategies, hypnotic was used to contribute and stimulate the target customers' emotions, while rationalization was used to inform customers with some rational statement and promote the superiority of the hotels. Identification was used to identify the target consumers who

will be suitable for the hotel or have desires like the hotel's offerings. Compensation was used to stimulate readers to think of the experiences that they have never experienced at other hotels, but they can be provided in this hotel.





## CHAPTER 5

### CONCLUSION AND DISCUSSION

This study is conducted to explore persuasive strategies in the hotel slogans. Keraf's (2004) persuasive strategies is used to analyze the 50 hotel slogans that were rated as brand-valued hotels in 2020. In this chapter, the conclusion and discussions are presented to describe the findings, followed by suggestions for further studies, and limitations of the present study.

#### Conclusion and Discussions

In order to answer research question 1. what are persuasive strategies used the in the hotel slogans?, to identify the types of persuasive strategies in the hotel slogans, the framework of analysis based on Keraf (2004)'s persuasive strategies was applied. The data analysis procedure began with the identifications of the types of persuasive strategies employed in the 50 hotel slogans that were rated as brand-valued hotels in 2020. Such identifications were quantitative in nature in which the finding focused on the frequency of occurrences of the types of persuasive strategies. It was to determine the more prominent persuasive strategies, and the less or unfavorable persuasive strategies in the 50 hotel slogans that were rated as brand-valued hotels in 2020.

Four types of the persuasive strategies based on Keraf (2004)'s work were found. They were hypnotic, rationalization, compensation, and identification. Surprisingly, in this study, the hybrid strategy or combination of the two strategies was also found. The hybrid strategy could be the combination of rationalization and hypnotic or identification and rationalization. Thus, it could be concluded that there were five strategies found in the 50 hotel slogans that were rated as brand-valued hotels in 2020. The hypnotic strategy (48%) was used prominently, followed by rationalization strategy (28%), hybrid strategy or the combination between the two strategies (12%), compensation strategy (10%), and identification strategy (8%).

In order to answer research question 2. How are persuasive strategies employed in hotel slogans? to investigate more in-depth on the persuasive strategies

found in 1, the findings of this study are similar to those of previous studies on persuasive strategies. In hotel slogans, the hypnotic strategy is the most frequently used. It's similar to previous studies that investigate the persuasive strategies used in the Traveloka advertisement. The most popular advertising strategies, according to Hasanah (2019), were hypnotic and identification. The most common occurrence of hypnotic supports Hasanah's (2019) claims that hypnotic strategy was used more often in travel agency advertising than other strategies. The advertisements use this strategy to capture attention by using compelling words, tone, and gestures.

In the same vein as Mukarromah's (2016) study on Persuasive Strategies Used in Slogan of iPhone which rationalization, compensation, and hypnotic strategies were the three most commonly employed persuasive strategies in the iPhone slogans, this present study found the hypnotic strategy as the most frequently used persuasive strategy. This strategy contains wordplays, beautiful language, or figurative devices to convince the hotel customers with more emotional appeal than logical one. Wordplays, beautiful language, or figurative devices are employed in the slogans to enable slogans as memorable. Cuddon and Preston (2013) stated that these linguistic features are used in advertisements to capture the ads readers' attention and improve memorization. It also supports Denton (1980) who suggested that good slogans should be easy to recall. The most memorable slogans are usually unique, funny, or contained wordplay. Advertisers also come up with the interactive slogans through the use of imperative structure or of the pronouns 'you and your.' They aim to make the slogans sound conversational so that the hotel customers have the impression that the advertisers or the creators of the ads are speaking directly to them and including them in the interaction. This method of commercial communication increases customers' desire to purchase offered products or services by making them feel more individualized, memorable, and desirable.

Another interesting finding concerning persuasive strategies is that some hotel slogans employ more than one strategy to persuade the customers. Some combinations between two strategies found in the hotel slogans can be different. Some slogans

combine both rationalization and hypnotic strategies; some combine between identification and rationalization strategies. It can be seen that advertisers can create more attractive and effective slogans by using the hybrid persuasive strategies.

### **Suggestions for Further Studies**

The research reveals an effective communication mode with the hotel customers during difficult company growth times. During the difficult business growth times in 2020, this study exemplifies effective hotel slogans which the hotels employed to entice their customers to stay there. Such effective hotel slogans could be viewed in one of three aspects: hotel-based, consumer-based, or a combination of both or hybrid-based slogans. Hotel-based slogans suggest that the hotels persuade their customers by focusing on the hotel characteristics and qualities of products or services. Consumer-based slogans highlight the customers themselves through the identification of who the groups of customers are. Hybrid-based slogans point to the use of both hotel characteristics and qualities of products or services together with the identification of who the groups of customers are in order to persuade the customers to stay at the hotels.

This present study could be beneficial for editors, advertising agencies, and marketing companies in the ways that allow them to use persuasive strategies in slogans or advertisements effectively, as well as encourage the selective use of advertising language in their marketing communication for the most effective persuasion. Furthermore, in the field of business English, lecturers and educational planners could integrate this newfound knowledge into their teaching and lessons, for example, in English marketing classes or International Communication courses. Furthermore, this research could enhance the understanding of persuasive strategies among EFL learners and linguistics students so that they could utilize proper language in their public speaking, speeches, essays, or oral presentations.

### Limitations of the Study

The followings are some limitations of this research:

1. This research examined only the 50 hotel slogans that were rated as brand-valued hotels in 2020. This is still a pretty small set of data. To acquire a better grasp of the persuasive strategies, a larger set of slogans should be investigated.

2. In order to understand the several applications of persuasive strategies, the employment of persuasive strategies in different elements of advertisements, such as headlines, sub-headlines, and body, should be investigated.



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