

## CHAPTER IV

### DATA ANALYSIS AND INTERPRETATION

This chapter provides the answer to the questions in the problems formulation. The main issues are to find the rhetoric analysis of advertisement (ethos, pathos, logos that are found in the car advertisements in newspapers.

#### 4.1 Toyota Beyond Fun



##### 4.1.1. The Source of Advertisement

Suara Merdeka newspaper, March 2017

#### 4.1.2 Advertisement Overview

In this advertisement, there are two kinds of Toyota car product; Toyota Agya and All New Yaris. This advertisement is depicted with two cars on an urban street. Advertisers choose Agya and All New Yaris as models because both cars are a type of city car, as the writer knows that city car has become one of Indonesia people's favorite car.

#### 4.1.3 The analysis of advertising

In the Toyota advertisement picture above, advertisers wants to persuade consumers to buy the advertised product. The writer has analyzed by Ethos, Pathos, and Logos.

##### **Ethos**

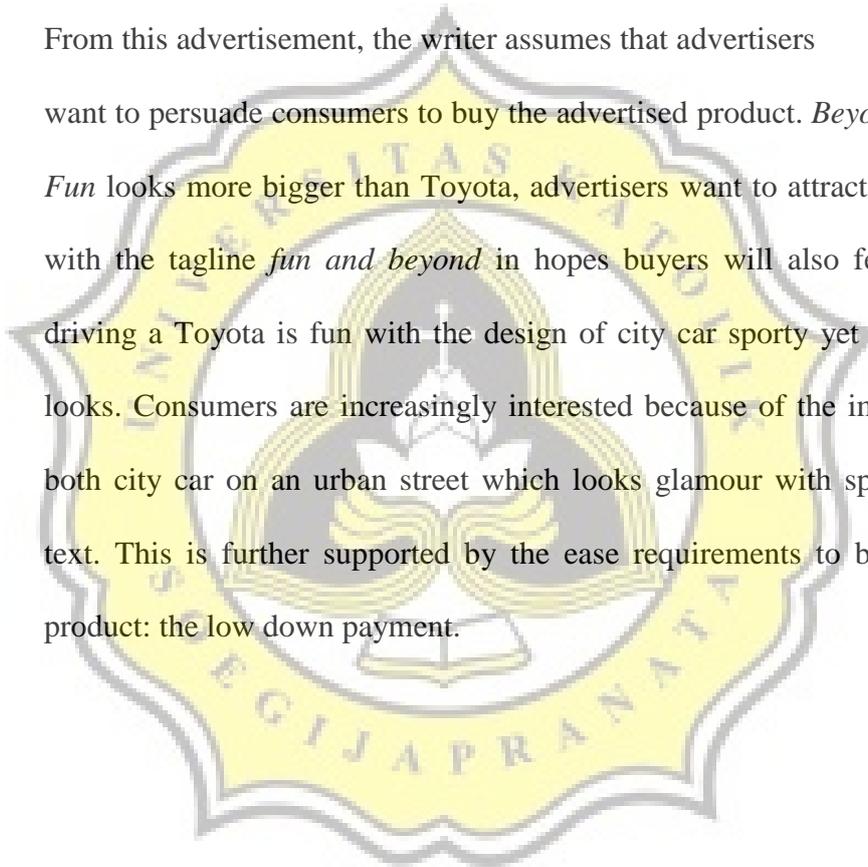
This picture shows the two kinds of Toyota product, Agya and All New Yaris as models on an urban street. In both car promotion, the writer found a tagline of Toyota advertisement is *Toyota Beyond Fun* which be depicted with colorful and sparkling text. The writer found a text “*DP mulai 9,9 juta*”, it also persuades the readers to be more interested with this product because of the lowest down payment, we can get this car. Below the all new Yaris picture the writer also found a text “*Dapatkan Special Gift Untuk Pembelian Agya & All New Yaris*” , text “GIFT” written in red and the other in yellow..

## Logos

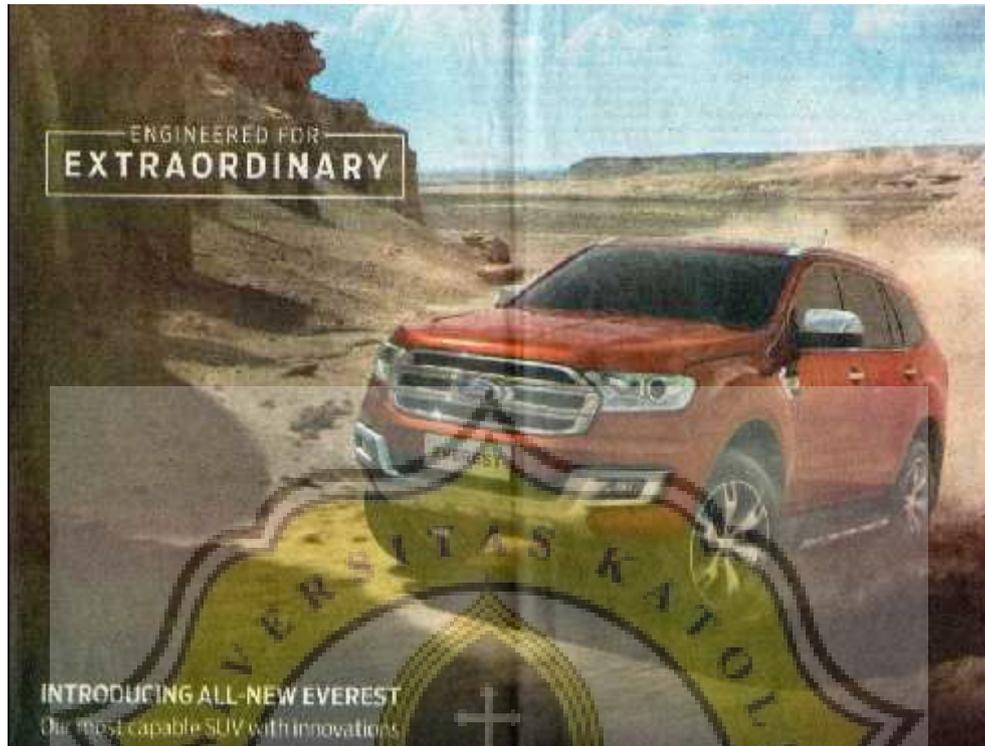
The writer also analyzes the meaning of the tagline Toyota *Beyond Fun* from each word. In this case the writer uses Oxford Dictionary. The word *Beyond* has a meaning of further away in the distance (than something) and the word *Fun* has a meaning pleasure, enjoyment, entertainment.

## Pathos

From this advertisement, the writer assumes that advertisers want to persuade consumers to buy the advertised product. *Beyond and Fun* looks more bigger than Toyota, advertisers want to attract buyers with the tagline *fun and beyond* in hopes buyers will also feel that driving a Toyota is fun with the design of city car sporty yet elegant looks. Consumers are increasingly interested because of the image of both city car on an urban street which looks glamour with sparkling text. This is further supported by the ease requirements to buy this product: the low down payment.



## 4.2 Engineered for Extraordinary



### 4.2.1 The source of Advertising

Suara Merdeka newspaper - May 2017

### 4.2.2 Advertisement Overview

In this advertisement, Ford wants to introduce its new product namely Everest.

Advertisers just show one car model on a desert.

### 4.2.3 The analysis of advertising

The advertisers want to promote and introduce their new car product.

#### **Ethos**

This advertisement shows a red car on a desert. It looks powerful and manly, at the back there is sand wave which generates

due to the strong friction tires. The advertiser write a tagline “Engineered for Extraordinary” written with a capital letter. In the lower left corner, advertisers add a text “Introducing All-New Everest” also written with capital letters. Advertisers want to make the image of a car that is extraordinary and powerful.

### **Logos**

The meaning of Engineered from the Oxford Dictionary is engineered from the word Engine which has a meaning a machine that uses the energy from liquid fuel or steam to produce movement. Extraordinary itself has a meaning very unusual, special, unexpected or strange.

### **Pathos**

Advertisers want to introduce their new product, they persuade consumers with a manly picture. People who like adventure will be interested to buy this product. They feel extraordinary and more powerful when they drive Everest. This type of car is MPV car and suitable for those who have an adventurous spirit. The word extraordinary makes customer want to know more about what's the specialty of this product and also what there was in this car that makes extraordinary.

### 4.3 Nissan New Serena Surprisingly Perfect

**NISSAN**  
Innovation that excites

#NissanCoolSurprise

## NEW SERENA SURPRISINGLY PERFECT

Info: kemewahan terbaik, kualitas tertinggi, premium yang selalu menjadi pilihan terbaik dari yang terlihat. *Engage, Engage, Engage* — yang Dealer Nissan terdekat.  
Cool ideas that always surprise you.

UNIVERSITAS KATOLIK BOGOR  
GILAPRATI

THE ALTBEST

THE EXCLUSIVE DEAL 300 juta

PERMATA PROMO BULAN INI™

+ 2 tahun GRATIS ASURANSI

+ 2 tahun GRATIS BIAYA SERVIS PERAWAN SLEKATA™

+ GRATIS CICILAN HINGGA 6x™

\*No. 1 High MPV in Indonesia 2009-2011 (Sales Data: Salsama).  
Winner of Best Mid MPV & Best of The Best Mid (Chrysler Award) 2014 & 2015.

www.nissan.co.id

NISSAN FINANCE

### 4.3.1 The source of advertising

Tribun Jateng on 10<sup>th</sup> October 2017

### 4.3.2 Advertisement Overview

In this advertisement, advertiser shows Nissan Product, which is New Serena. Silver colors make this car look glamour and expensive.

### 4.3.3 The analysis of advertisement

The advertisers wants to introduce New Serena and they give promotion below New Serena picture.

#### **Ethos**

Nissan New Serena has been interested advertisement, from that picture show New Serena car which has the color silver. The silver car can show luxury, riches and prestige, meanwhile the advertiser gave a tagline Surprisingly Perfect. Surprisingly is written thicker than Perfect. Beneath the car picture, there is written *The Exclusive Deals 300 jutaan*. The number 300 is written larger, in order to attract customers with fairly cheap price for MPV class. Advertisers also put the various promotions below, starting from *Nikmati Promo BulanIni, 2 Tahun Gratis Asuransi, 2 Tahun Gratis Biaya Servis Perawatan Berkala* and the last is *Gratis Cicilan Hingga 6x*. It makes consumers more interested to buy this car with various promotion provided.

#### **Logos**

The meaning of Surprisingly Perfect from the Oxford Dictionary are Surprisingly has a meaning unexpectedly or in a way

that is unusual. A word Perfect has a meaning without fault, complete and correct in every way, of the best possible type or without fault.

### **Pathos**

Advertisers wants to attract consumers with these advertisement and the various promotions on offer. Currently, many people are more interested in the MPV cars model. Nissan continues to innovate with the latest MPV model. Consumers feel perfect when they ride this car and feel comfortable and luxury. Starting from the interior up to the Panoramic Roof that has a fine design lines, everything is laid out for special moments and personal comfort.

#### **4.4 New Terrios Explore Your Adventurous**



##### **4.4.1 The source of advertising**

Suara Merdeka on 22<sup>nd</sup> April 2017

#### **4.4.2 Advertisement Overview**

New Terios generation looks more attractive and dashing. Advertisers show one car on a desert, looks good for adventure.

#### **4.4.3 The analysis of advertising**

Advertisers want to introduce new Terios with kind and attractive models.

##### **Ethos**

New Terios has a simple advertisement. This advertisement show a Terios car on a desert. The differences between Terios and Ford advertisement is eferest displays the description of the car which is in the desert while Terios shows the image of a car that can pass through the steep arena. It has a meaning that this car is powerful and suitable for adventure. The advertisers give a tagline “Explore Your Adventurous Imagination”. Adventurous is written bigger than another text. It shows that this car is suitable for adventure. At the left bottom, the advertiser give a text “Terios Sahabat Petualang”. This further confirms that Terios is suitable to accompany your adventure.

##### **Logos**

As cited from Oxford Dictionary, Explore itself has a meaning search and discover ( about something) , Adventurous has a meaning willing to try new or difficult things, or exciting and often dangerous. Imagination has a meaning the ability to form pictures in the mind.

##### **Pathos**

This advertisement persuades consumers to buy this car. Daihatsu put themself as a friend that accompany people who likes adventure. Consumers feel the closeness and comfort while driving this car because design and

security given make the driver feel comfortable while doing the adventure either in flat road as well as in a steep Street

#### 4.5 All New Kijang Innova The Legend Reborn



##### 4.5.1 The Source of Advertising

SuaraMerdeka on 18 June 2017

##### 4.5.2 Advertisement Overview

The new KijangInnova reborn by Toyota.This picture show a car which racing fast on the street. This is indicated by the picture around the car that looks blur. Previously, Toyota has released Innova products and has many fans to sell a lot in the market.Innova is a car with an environmentally friendly

diesel engine. It becomes the reason why Toyota makes new Innova with a new innovation.

#### **4.5.3 The analysis of advertising**

This is the analysis of Toyota Innova advertisements

##### **Ethos**

In this advertisement show a car which drives so fast. Brown color is the choice of advertisers to promote Kijang Innova. Brown color is the symbol of the earth and is associated with everything that is organic and natural. Brown color describes the person practical and stable, conservative and high integrity, and well-organized. The advertisers give a tagline “The Legend Reborn”, reborn is written in red, while the legend is written by silver color.

##### **Logos**

From a tagline The Legend Reborn, the writer analyze each word from Oxford Dictionary. The legend has a meaning a very old story or set of stories from ancient times, or the stories, not always true, that people tell about a famous event or person. Reborn has a meaning a mean something old has faded away and a new better generation comes alive and new.

##### **Pathos**

Advertisers wants to introduce All New Kijang Innova, as the writer knew that Kijang is the first product of Toyota since 1977 in Indonesia. Kijang become a favorites family car. It was the reason why Kijang Innova becomes the legend. The advertisers wants to persuade consumers to buy All New Kijang Innova. They add the qualification

of engine below the tagline. This makes consumers more interested to buy this product, because the buyer has to know and feel the drive using car kijang, it also makes a buyer believe in excellence.

#### 4.6 Small Is Big Honda CR-V



##### 4.6.1 The Source of Advertising

Kompas newspaper on 29 Maret 2018

#### 4.6.2 Advertisement Overview

In this advertisement, there are two kinds of machine. There is a small machine with a small man's shadow and a large machine with a large man's shadow. Described the shadow was fighting and the shadow of a small man could defeat the shadow of a large man. Honda wants to convey a message to consumers that Honda CR-V comes with a small engine capacity but has a great power in its class.

#### 4.6.3 The analysis of Advertising

In the Honda CR-V advertisement picture, advertisers wants to introduce Honda CR-V that has a small engine capacity but has a great power.

##### **Ethos**

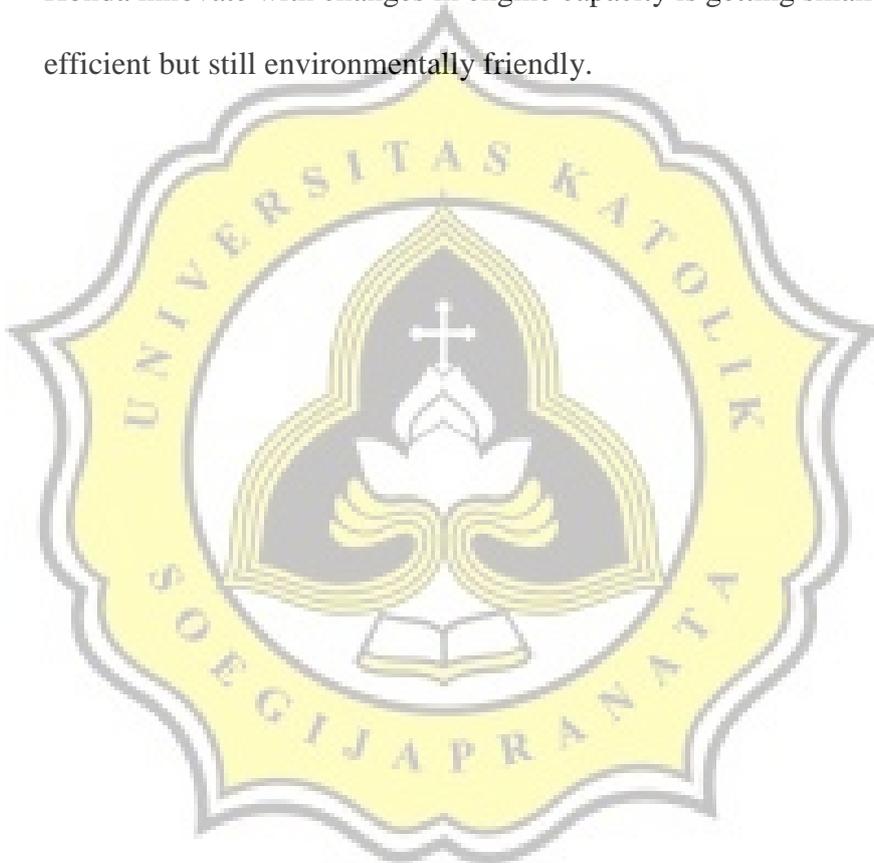
This picture shows two kinds of machines, there are small machine and big machine. In that advertisement, the writer found a tagline "Small is the new Big" which be depicted with a grey color. Advertisers also show the two images of fighting men, in the image depicting that a man with small body can defeat a man with a large body. Honda introduces CR-V products with a small but powerful capacity as well as fuel efficient and environmentally friendly.

##### **Logos**

The writer also analyzes the meaning of the tagline Honda CR-V Small is the new Big from each word. Small is a little size or amount when compared with what is typical or average, and the word big has a meaning a large size or amount.

## **Pathos**

From this advertisement, the writer assumes that advertisers want to introduce the new product of Honda CR-V. Honda CR-V got the award as Car of the Year 2017 by FORWOT, All time best selling SUV in Indonesia and America's best selling SUV for 20 years. This is the reason Honda continues to innovate for Honda CR-V, this time Honda innovates with changes in engine capacity is getting smaller, fuel efficient but still environmentally friendly.



#### 4.7 All New Terios Daily New Adventure



##### 4.7.1 The Source of advertising

Kompas on 2 April 2018

##### 4.7.2 Advertisement Overview

All new Terios daily new adventure comes with exterior design, interior and latest features to bring exciting adventure sensation. This picture show a white car which racing fast on the city.

##### 4.7.3 The analysis of advertising

This is the analysis of All New Terrios advertisements

## **Ethos**

In this advertisement show a white car which drive so fast on the city. White Terios is the choice of advertisers, white is the symbol of inherently positive color, is associated with purity, safety, and perfection. At the top there is a picture of a man who is doing four activities, there are climbing mountains, watching concerts, exercising and working. This illustrates that All New Terios suitable for use in various kinds of activities, ranging from adventure to perform daily activities. The advertisers give a tagline “All New Terios Daily New Adventure” with a white color.

## **Logos**

From a tagline All New Terios Daily New Adventure , the writer analyze each word from Oxford Dictionary. Daily has a meaning of happening on or relating to every day. New has a meaning of recently created or having started to exist recently, and the word adventure has a meaning willing to try new or difficult things, or exciting and often dangerous.

## **Pathos**

This advertisement introduce All New Terios with a new design exterior, interior, and the new features. It show that All New Terios is not only for adventure but also comfortable for daily activities. The advertiser give illustration by describing one man with four different activities.