Advertisement

PERSUASIVE TECHNIQUES

Read the advertisement text and answer these questions carefully!

1 The following best describes the overall tone of the Roma Kelapa advertisement featuring Lee Min Ho is ....

a) Humorous and lighthearted
b) Emotional and sentimental
c) Informative and persuasive.
d) Inspiring and motivational.
e) Sophisticated and luxurious.

2 In your opinion, the advertiser wants to convey the message that ....

a) Roma Kelapa crackers are a delicious and healthy snack that can be enjoyed by anyone.
b) Roma Kelapa crackers are a symbol of family, tradition, and togetherness.
c) Roma Kelapa crackers are a must-have item for any pantry.
d) Roma Kelapa crackers are a status symbol that represents luxury and sophistication.
e) Roma Kelapa crackers are the perfect snack for any occasion.

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3 The advertisement use ethos to establish credibility and trust by ....

a) featuring Lee Min Ho, a popular and respected celebrity
b) using scientific jargon and technical language
c) citing research studies and clinical trials
d) showing testimonials from satisfied customers
e) emphasizing the long history and tradition of Roma Kelapa crackers

4 Which of the following is the most persuasive appeal used in the advertisement?

a) Emotional appeal to the viewer's desire for connection and family
b) Logical appeal to the viewer's desire for healthy and nutritious snacks
c) Ethical appeal to the viewer's trust in experts and authorities
d) Celebrity appeal to the viewer's admiration for Lee Min Ho
e) Sensory appeal to the viewer's desire for delicious and satisfying snacks

5 How effective is the advertisement in achieving its goal of persuading viewers to try Roma Kelapa crackers?

a) The advertisement is very effective and is likely to persuade a large number of viewers to try Roma Kelapa crackers.
b) The advertisement is somewhat effective and may persuade some viewers to try Roma Kelapa crackers.
c) The advertisement is not very effective and is unlikely to persuade many viewers to try Roma Kelapa crackers.
d) The advertisement is ineffective and is likely to dissuade viewers from trying Roma Kelapa crackers.
e) The advertisement is difficult to evaluate due to its inconsistent use of pathos, logos, and ethos.

Alhamdulillah. Thank You.

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