

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.

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.