

TABLE OF CONTENTS

FINAL PROJECT	i
PROYEK AKHIR.....	ii
HALAMAN PENGESAHAN.....	iii
PERNYATAAN BEBAS PLAGIASI.....	iv
ABSTRAK	vi
ABSTRACT.....	vii
TABLE OF CONTENTS	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER 1 INTRODUCTION.....	1
1.1. Background.....	1
1.2. Research Objectives.....	3
1.3. Research Scope and Limitations.....	3
1.4. Significance of Research.....	4
1.4.1. For Hyatt Regency Yogyakarta	4
1.4.2. For Future Researchers Who Focus on Persuasive Language or CTA.....	5
1.4.3. For Businesses in the Hospitality Industry	5
1.5. Literature Review.....	6
CHAPTER 2 RESEARCH METHODS	8
2.1. Theoretical Framework.....	8
2.1.1. Persuasive Language on Social Media	8
2.1.2. Persuasive Messages: Calls to Action (CTA).....	13
2.1.3. Instagram and How Business Units Use It to Engage with Their Stakeholders..	15
2.2. Research Design.....	16
2.3. Methods of Data Collection.....	19
2.4. Methods of Data Analysis.....	23
CHAPTER 3 FINDINGS AND DISCUSSION	25
3.1. Classification of Persuasive Techniques Used	25
3.2. How the Persuasive Techniques are Used on Instagram @hyattregencyyogya	36
3.2.1. Anecdote.....	36
3.2.2. Appeals (Compassion)	37
3.2.3. Appeals (Common Sense)	38
3.2.4. Appeals (Family Values).....	41
3.2.5. Appeals (Fear)	42
3.2.6. Appeals (Hip-pocket Nerve)	43
3.2.7. Appeals (Tradition)	43
3.2.8. Emotive Language.....	44
3.2.9. Everyday Language	48
3.2.10. Evidence	48
3.2.11. Hyperbole	49
3.2.12. Inclusive Language.....	50
3.2.13. Imagery.....	52
3.2.14. Metaphor	53
3.2.15. Pun.....	53



UNIVERSITAS
GADJAH MADA

Study of Persuasive Strategy in Calls to Action on Instagram @hyattregencyyogya of the Hyatt Regency Yogyakarta

Alfash Mujtaba, Dr. Endang Soelistiyowati, M

Universitas Gadjah Mada, 2025 | Diunduh dari <http://etd.repository.ugm.ac.id/>

3.2.16. Repetition	54
3.2.17. Rhetorical Questions	55
3.2.18. Simile.....	55
3.3. The Impact of the Persuasive Techniques Used on Likes & Comments on Instagram @hyattregencyyogya.....	56
3.4. The Process of Designing Calls to Action on Instagram @hyattregencyyogya	62
3.4.1. Target audience	62
3.4.2. Purpose of the Message	64
3.4.3. Range and Types of Message	65
3.4.4. The Use and Placement of Calls to Action	66
3.4.5. Creation and Review Process of Call to Action.....	66
3.4.6. Language and Other Considerations.....	67
3.5. The Use of Social Media in the Hyatt Regency Yogyakarta	67
3.5.1. Target Audience and Target Message.....	69
3.5.2. Dissemination & considerations	69
3.5.3. Social media usage and its impacts on image/reputation of the hotel	70
CHAPTER 4 CONCLUSION	72
REFERENSI.....	74
APPENDIX.....	xii