

Persuasive Key Message Factors in Marjan Syrup Advertisements from 2021 - 2024

Kezia Maureen, Jandy Edipson Luik, and Astri Yogatama

Communication Science Department Petra Christian University

ABSTRACT

Marketing Public Relations (MPR) emphasises not on selling (as in advertising activities) but on providing information, education, and efforts to increase understanding through the addition of knowledge about a product brand. This approach has a stronger impact, and the message conveyed is more memorable to consumers. With a more intensive and comprehensive level of communication compared to advertising, MPR represents a higher concept than regular advertising. MPR emphasises the management aspect of marketing by highlighting consumer welfare. The Marjan Syrup advertisement is one of the most unique and interesting advertisements, which certainly does not escape the attention of the Indonesian public. Since 2019, Marjan has begun to step out of its "ordinary advertisement" comfort zone by using various editing techniques while still incorporating elements of Indonesian folklore. This study provides an overview of the persuasive key message factors contained in the Marjan Syrup advertisements from 2021 to 2024. Using quantitative content analysis, this study is able to examine the message structure, message content, framing, language, and emotional appeals present in each scene of the Marjan Syrup advertisements. The results of the study indicate that the advertisements from 2021 to 2024 contain persuasive key message factors. The most prominent indicators are Message Structure and Language. Additionally, the researchers found that the persuasive key message factors in these four years are suitable for further attracting viewers to the advertisements by conveying messages that contain persuasive elements.

Keywords: *Persuasive Key Message Factors; Marketing Public Relations; Advertisement; Marjan Syrup; Quantitative Content Analysis.*

INTRODUCTION

Advertisements are non-personal communications paid for by a sponsor (such as the company producing the product offered to consumers) that use mass media to influence or persuade an audience (Wells, Burnett, and Moriarty in Sutisna, 2002:276). This includes Marjan syrup, a brand from Indonesia produced by PT Subaindo. The researcher chose Marjan

syrup advertisements over others because, according to Top Brand Award data, Marjan's Top Brand Index in phase 2 of 2021 reached 50.1%, significantly surpassing its closest competitor, ABC syrup, which only reached 31.4%. The advertisements produced and aired by Marjan are also light-themed but creatively packaged, providing satisfaction to viewers.

Marjan's advertisements are often aired as reminders that Ramadan is approaching. Marjan syrup, which has always accompanied Indonesians during Ramadan since the early 2000s, is famous as a legendary advertisement marking the start of Ramadan. The concept of Marjan's advertisements has evolved from 2000 to 2010 and then to 2019, changing from merely explaining the syrup's texture to showing the syrup as a unifying element in resolving conflicts during Ramadan preparations, and incorporating folk tales linked to current social issues, executed with increasingly sophisticated editing skills, creating the Marjan Cinematic Universe.

The Marjan Cinematic Universe, widely discussed in Indonesia and praised for its Hollywood-level editing quality, led the researcher to select Marjan advertisements from 2021 to 2024. The last four years of Marjan advertisements not only feature new elements and up-to-date data but also show an evolution in the concept and various aspects of Marjan advertisements, including the persuasive messages contained within, making this period suitable for research.

The researcher is interested in examining the Persuasive Key Message Factors contained in Marjan syrup advertisements from 2021 to 2024 aired on YouTube. The researcher aims to explore whether there are additional message-forming factors to identify the persuasive key message factors in these advertisements. Persuasive key message factors in Marjan advertisements are crucial aspects of product promotion and sales. Persuasive messages are designed to motivate consumers to talk about their needs and desires and to create an attraction to purchase the product (Morissan, 2010:342).

The researcher will use quantitative content analysis to identify the persuasive key message factors in Marjan syrup advertisements from 2021 to 2024. The Official YouTube Channel of Marjan Boudoin will be the object of the research, and Marjan syrup advertisements from 2021 to 2024 will be the subjects of the research. Based on the background described, the research problem addressed in this study is: "What are the Persuasive Key Message Factors in Marjan Syrup Advertisements from 2021 to 2024?" The objective of this research is to identify the Persuasive Key Message Factors contained in Marjan Syrup Advertisements from 2021 to 2024.

In accordance with Perloff's statement, the researcher believes that the theory of persuasive communication messages and its indicators align with the research topic of conveying Persuasive Key Message Factors in Marjan syrup advertisements, as evidenced by the objective of airing Marjan advertisements to boost sales as the best-selling syrup from 2018 to 2024. According to Perloff's theory, a communicator's effort to convince others to change attitudes aligns with Marjan's transmission of messages to syrup buyers and potential buyers,

broadcast not only through mass media like television but also through social media such as YouTube, which reaches a broader audience (Perloff, 2017).

By examining the persuasive messages in advertisements as a Marketing Public Relations tool, the researcher aims to understand how advertising strategies achieve their objectives. According to the marketing public relations framework, advertisements work in tandem with other public relations strategies like social media, promotional events, and publicity. Advertising helps unify marketing messages and goals into a consistent and integrated communication strategy. Through the intelligent and creative use of advertisements, companies can enhance the effectiveness of marketing public relations campaigns and achieve the goal of Marjan syrup advertisements, which is to ensure consumers eagerly anticipate the presence of Marjan syrup during their special moments. Additionally, Marjan's engaging advertisements with new stories and concepts keep consumers and potential consumers looking forward to Marjan's advertisements, which contain persuasive messages in a well-executed advertising strategy. The researcher hopes that by understanding the persuasive messages in Marjan syrup advertisements, readers will gain deeper insights into communication studies.

LITERATURE REVIEW

In this study, the researcher found that the sample of the study, namely the Marjan Syrup advertisements from 2021-2024, was chosen because the advertisements produced in these years represent the latest concepts adopted by Marjan. Consequently, the data used provides more relevant results for the study's needs and the information required for current considerations. The data used is from the most recent years, thereby ensuring that this research yields more up-to-date data management compared to using advertisements from previous years. The conceptual division is as follows: the years 2003-2009 featured short advertisements prioritizing the explanation and quality of the syrup, while the years 2010-2018 had serial advertisements combining Indonesian cultural concepts with the technology of the time, with every conflict in the ads being resolved with the sweetness of Marjan Syrup.

Moreover, the cultural aspects consistently portrayed by Marjan since the inception of its advertisements continue to be a unique feature that attracts the researcher. This includes examining elements of Indonesian culture, family values, mutual cooperation, togetherness, and other social values rich in Indonesian cultural elements. This makes the research distinct from others, as it aims to understand whether the concepts, execution, video editing, and cultural elements of Indonesia contribute to constructing persuasive messages in Marjan Syrup advertisements.

Persuasive Message

The delivery of persuasive messages is also used for external purposes, such as requests for favors or pleasant information, or activities to obtain funds and cooperation. Persuasion is a verbal art aimed at convincing others to perform an action desired by the speaker, whether in

the present or future (Setiawati and Ruamawati, 2019:55). Persuasive sentences are typically used in advertisements. Their purpose is to "persuade" customers to purchase the advertised product. Advertisements come in various forms, such as electronic and non-electronic media, and they often contain many persuasive words to attract viewers to the product. These messages are conveyed through images, words, and sounds in advertisements (audio-visual).

Persuasive Key Message Factors

Messages are the core of persuasion—the rhetorical arteries of the persuasion process. Scholars from Aristotle to contemporary communication researchers have theorised about the most effective ways to utilize messages to change attitudes. One characteristic of persuasive messages today is the recognition that messages are not simple but must also exert influence. Their impact depends on:

- a. Certain aspects of the message used by the communicator
- b. How the receiver thinks about what they see or hear.

Key persuasive message factors are divided into several message categories, including message structure, message content, framing, language, and emotional appeals (Perloff, 2017, p. 371). Knowledge of persuasive messages can help us appreciate the messages used in contemporary persuasive communication. It offers various tips on how communicators can better use language to achieve their persuasive goals. Through communication research, Eriyanto has a deeper appreciation of how messages affect audiences and why. Therefore, the researcher chose to use this theory, deeming it highly suitable as an indicator to understand how the communicator, in this case, Marjan, conveys messages that influence the audience, specifically the viewers of Marjan Syrup advertisements (Eriyanto, 2011).

Serialized Advertising

Serialized advertising theory relates to a marketing technique where an advertisement is presented in a series or multiple interconnected parts. It is designed to sustain audience interest over time and enhance the recall of the advertisement's message.

According to Zhu (2023), this theory emphasises the importance of maintaining consistency and continuity in delivering advertising messages to sustain consumer attention.

In related research, the following are key elements of serialized advertising:

- a. Continuity: each part of the ad series should have a consistent storyline or theme to maintain audience interest.
- b. Cliffhangers: each part can conclude with an event or information that leaves the audience curious to know the continuation of the story.
- c. Brand Recall: ad series help reinforce consumer memory of the brand through repeated messaging across various contexts.

The effective implementation of serialized advertising enhances consumer engagement and brand attachment because advertisements presented in the form of stories or series tend to be more engaging and memorable. This aligns with research indicating that the use of storytelling in advertising can enhance marketing communication effectiveness (Zhu, 2023). The ability of serialized advertising to create long-term relationships between brands and consumers through continuous storytelling is evident. Research demonstrates that this strategy is effective in enhancing emotional engagement and brand recognition. Advertisements presented in serial form can sustain audience interest and strengthen recall of the advertising message.

METHODOLOGY

The researcher employed quantitative content analysis to draw conclusions about the characteristics of scenes depicted in Marjan Syrup advertisements from 2021-2024, totaling 10 advertisement videos divided into 24 scenes (including transcripts of each scene's narration). This study adopts a descriptive content analysis approach aimed at detailing the persuasive key message factors in Marjan Syrup advertisements from 2021-2024. The focus is on how these advertisements provide insights into the factors shaping persuasive messages, particularly those aired in 2024, with advertisements from 2021-2022 divided into 3 parts each, and those from 2023-2024 into 2 parts each.

The initial phase of content analysis involves goal formulation and conceptualization. The researcher then developed a coding sheet. All data were tabulated and analyzed using tables and graphs. Before the coding sheet was used in the study, categories were tested for reliability. This testing aimed to ascertain whether the categories in the coding sheet were reliable (Eriyanto, 2011, p. 57).

This research focuses on analyzing the characteristics of messages by comparing scenes in Marjan Syrup advertisements created from 2021 to 2024. The researcher aims to describe, identify, and differentiate the visual forms of Marjan advertisements uploaded to the official YouTube channel of Marjan Boudoin across different themes each year. Data analysis involves coding each indicator, sub-indicator, and code emerging from elements in Marjan Syrup advertisements from 2021-2024. Persuasive key message factors include message structure, message content, framing, language, and emotional appeals. Coding reliability will be assessed by the researcher and an independent coder. Minimum acceptable reliability is set at 70% or 0.7; any indicator falling below this threshold will prompt a reassessment.

Population refers to the generalized scope comprising objects or subjects defined by specific quantities and characteristics for study and subsequent conclusions (Sugiyono, 2012:80). In this study, the population consists of all Marjan advertisement videos from 2021-2024, totaling 10 serialized videos, thus encompassing all scenes across these 10 videos. Sample refers to a subset of the population defined by its quantity and characteristics (Sugiyono, 2012:80). The total sample size for this study comprises 10 advertisement videos from the

official Marjan Boudoin YouTube channel (Marjan Boudoin, 2024). Originally 10 videos, these were segmented into 24 videos based on plot theory as described by the researcher in section 2.6, though not all Marjan advertisements adhere strictly to the plot structure (setup, confrontation, resolution), leading to the division into 24 videos.

RESULTS AND DISCUSSION

This research employs reliability testing measured using the Holsti Formula. Here is the Holsti Formula:

$$CR = \frac{2M}{N1 + N2}$$

Where:

CR: Coefficient of Reliability (inter-coder reliability)

M: Number of identical codings (agreed upon by coders)

NA: Number of codings made by Coder 1

NB: Number of codings made by Coder 2

The researcher selected Fiona Evangeline Onggodjojo, an alumna of the Communication Science program at Petra Christian University, graduating in 2018, as the adjudicator coder. This decision was based on Fiona Evangeline Onggodjojo having completed her thesis using data analysis methods. It is assumed that Fiona Evangeline Onggodjojo possesses sufficient knowledge of content analysis. Reliability testing was conducted by both the researcher and the adjudicator, each coding a total of 24 advertisements using coding consulted with the Supervisor. The results of coding and the number of identical codes between the researcher and the adjudicator will be entered one by one into the Holsti Formula. Subsequently, the results of the reliability test will be documented in a table. Below are the calculation results obtained for each indicator:

Indicator	Sub Indicator	Code	R
Message Structure	CD	EKS	1
		J	1
		M	0.91
	MS	1S	1
		2S	1
	OP	P	0.87
		R	0.87

Tabel 4.1
Structure

Reliability Test of Message Indicators

Source: Compiled by the Researcher, 2024

Indicator	Sub Indicator	Code	R
Message Content	E	F	0.95
		IK	1
		SM	1
		T	1
		PKS	1
	N	K	1
		AC	1
		PD	1

Tabel 4.2

Reliability

Test of Message Content Indicators

Source: Compiled by the Researcher, 2024

Indicator	Sub Indicator	Code	R
Framing	F	PB	1
		S	0.91

Tabel 4.3 Reliability Test of Framing Indicators

Source: Compiled by the Researcher, 2024

Indicator	Sub Indicator	Code	R
Language	SS	C	1
		L	1
	PPL	PSC	1
	IL	E	1
	PL	TN	0.7
		K	0.75
		MM	1

Tabel 4.4

Reliability Test

of Language Indicators

Source: Compiled by the Researcher, 2024

Indicator	Sub Indicator	Code	R
Emotional Appeals	FAM	SI1	0.95
		SI2	1
		RE	0.95
		SEI	1
	GA	R	0.95
		V	0.95

Tabel 4.5

Reliability Test of

Emotional Appeals Indicators

Source: Compiled by the Researcher, 2024

The minimum standard for reliability testing results is 0.7. Therefore, if the agreement between the researcher and the judge does not reach the 0.7 mark, it needs to be revised in the operational definition (Krippendorff, 2004, p.234). This means that the formulated operational definition has not yet achieved a reliable level. The results of each variable calculation in Tables 4.1 to 4.5 show that all Indicators, Sub-Indicators, and codes listed have values ≤ 0.7 . This indicates that every variable in this study is reliable.

In this research, the researcher employed face validity, which measures how well the measuring instrument clearly and sensibly represents information and is associated with existing data (Krippendorff, 2013). Therefore, the researcher assessed by checking books and journals available from the scientific community in the field under study. It was found that all

indicators, sub-indicators, and codes of Persuasive Key Message Factors used in this study are valid measuring instruments. The measurement tool of persuasive key message factors, including indicators obtained such as Message Structure, Message Content, Framing, Language, and Emotional Appeals, originates from the book *The Dynamics of Persuasion Communication and Attitudes in The 21st Century - Sixth Edition*.

The indicators mentioned along with the theory used by the researcher are named Key Message Factors in Table 9.1 from Chapter 9: Fundamentals of the Message on page 333 of Richard M. Perloff's book titled *The Dynamics of Persuasion Communication and Attitudes in The 21st Century - Sixth Edition*. A brief profile of the book's author, Richard M. Perloff, a Professor of Communication, Psychology, and Political Science at Cleveland State University, has been a faculty member at Cleveland State since 1979. He has authored textbooks on persuasion, political communication, and AIDS prevention communication. Dr. Perloff is a nationally recognized expert in third-person effects, the differing perceptions of mass media's impact on others versus oneself. He also authored *The Dynamics of Political Communication*.

This book is the sixth edition published in 2017 by Routledge at 711 Third Avenue, New York, NY 10017, and by Routledge with an address at 2 Park Square, Milton Park, Abingdon, Oxon, OX14 4RN (Perloff, 2017).

Findings and Data Analysis

Persuasive Key Message Factors are the elements that constitute persuasive messages, which are crucial and commonly encountered in our daily lives. Advertising serves as a medium where persuasive messages are frequently found. According to Nurrofiq (2012), advertising is a form of communication aimed at persuading people who see, read, or hear it to take action. The media platform chosen by the researcher is YouTube, as it is one of the most popular social media platforms globally, with the highest amount of time spent on social media recorded in a survey from July-September 2023, totaling 31 hours in Indonesia (CNBC Indonesia, 2024).

Advertising has evolved significantly with the advancement of technology. What began as print advertising, placed in print media such as newspapers, magazines, brochures, pamphlets, and posters (Belch and Belch, 2018), has transformed into electronic advertising, broadcasted through electronic media such as television and radio (Kotler and Keller, 2016).

Furthermore, advertising has expanded into online advertising, displayed on the internet through various platforms like websites, social media, search engines, and email (Chaffey and Ellis Chadwick, 2019). Certainly, the persuasive messages found in advertisements must have indicators to measure how much the ads we see, hear, or read influence our behaviour, ultimately leading to product purchase or simply awareness of the advertised products.

Persuasive Key Message Factors encompass critical formative elements, including Message Structure, Message Content, Framing, Language, and Emotional Appeals. The relationship between these persuasive key message factors and advertisements is significant, as persuasive messages are closely tied to advertising, which fundamentally aims to influence the attitudes, beliefs, and behaviours of audiences. Perloff asserts that advertisements employ persuasive techniques to shape and alter consumer attitudes and behaviours. Messages in

advertisements must be crafted to capture attention, influence attitudes, and prompt action (Perloff, 2017). This study aims to examine which persuasive key message factors are present in the advertisements of Marjan Syrup from 2021-2024.

The data acquisition was conducted by coding each variable found in the researcher's coding sheet by a judge coder. Subsequently, the coded results were tallied by the researcher along with their respective percentages. Following this, the coded data results were analyzed, and the following are the findings of the data acquisition and analysis.

The figure to be presented will be divided into Marjan Syrup advertisements from 2021-2024, totaling 10 advertisements which form a series (in serialized storytelling format) sequentially uploaded on the official YouTube channel of Marjan Boudoin (3 parts in 2021, 3 parts in 2022, 2 parts in 2023, and 2 parts in 2024). These advertisements are further divided based on the emergence of problems to solutions to facilitate the identification of persuasive key message factors. The Marjan Syrup advertisements are segmented into 24 scenes (8 scenes in 2021 – first advertisement with 3 scenes, second advertisement with 3 scenes, and third advertisement with 2 scenes; 7 scenes in 2022 – first advertisement with 2 scenes, second advertisement with 2 scenes, third advertisement with 3 scenes; 4 scenes in 2023 – first advertisement with 2 scenes, second advertisement with 2 scenes; 5 scenes in 2024 – first advertisement with 3 scenes, second advertisement with 2 scenes) across the four years of Marjan advertisements studied by the researcher.

Persuasive Key Message Factors Indicators	Sub-Indicator	Code	2021			2022			2023		2024		Total	Percentage (%)
			1	2	3	1	2	3	1	2	1	2		
			Message Structure	Conclusion Drawing	Explicit	3	3	2	2	2	3	2		
Clear	3	3			2	2	2	3	2	2	3	2	24	100
Humanitarian	3	2			0	1	2	2	2	2	3	2	19	79.1666667
	One side	3		3	2	2	2	3	2	2	3	2	24	100

	Message Sidedness	Two sides	0	0	0	0	0	0	0	0	0	0	0	0	
	Order of Presentation	Primacy	3	2	0	1	1	0	1	1	2	1	12	50	
		Recency	0	1	2	1	1	3	1	1	1	1	12	50	
Message Content	Evidence	Factual	3	3	2	1	2	3	2	2	3	2	23	95.833 33333	
		Quantitative Information	0	0	0	0	0	0	0	0	0	0	0	0	
		Eyewitness	0	0	0	0	0	0	0	0	0	0	0	0	
		Testimonial	0	0	0	0	0	0	0	0	0	0	0	0	
		Credible source opinion	0	0	0	0	0	0	0	0	0	0	0	0	
	Narrative	Character	3	3	2	1	2	3	2	2	3	2	23	95.833 33333	
		Plot	3	3	2	1	2	3	2	2	3	2	23	95.833 33333	
		Dramatic Device	3	3	2	1	2	3	2	2	3	2	23	95.833 33333	
	Framing	Frames	Problem	2	1	1	1	1	3	2	2	1	1	15	62.5
			Solution	0	2	2	0	2	3	2	2	1	1	15	62.5

Language	Speed of Speech	Fast	0	0	0	0	0	0	0	0	0	0	0	0	
		Slow	3	3	2	2	2	3	2	2	3	2	24	100	
	Powerless vs Powerful Language	Powerful Speech	3	3	2	2	2	3	2	2	3	2	24	100	
		Emotion	2	3	2	2	2	3	2	2	3	2	23	95.833 33333	
	Political Language	Not Neutral	1	0	0	0	0	0	0	0	0	0	1	4.1666 66667	
		Controversial	1	3	2	2	2	3	2	2	3	2	22	91.666 66667	
		Mobilizing the community	1	3	2	2	2	3	2	2	3	2	22	91.666 66667	
	Emotional Appeals	Fear-Arousing Message	Severity Information	2	1	1	1	1	2	2	1	2	1	14	58.333 33333
			Susceptibility Information	1	1	0	1	1	1	2	1	2	1	11	45.833 33333
		Response Efficacy	0	1	1	1	2	2	1	2	1	2	13	54.166 66667	

	Self- efficacy Informati on	0		2	0	1	3	1	2	2		2	13	54.166 66667
Guilt Appeals	Remorse	1	0	0	1	0	1	2	2	2		1	10	41.666 66667
	Violates	1	1	1	1	1	3	1	2	2		1	14	58.333 33333

Figure 4.6 Appearance of All Indicators in Marjan Advertisements 2021-2024

Source: Compiled by the Researcher, 2024

In this figure, it can be seen that the indicators most frequently found in Marjan Syrup advertisements from 2021-2024 are Explicit code, Clear code in the Conclusion Drawing sub-indicator, One-Sided code in the Message Sidedness sub-indicator, Slow in the Speed of Speech sub-indicator, and Powerful Speech in the Powerless versus Powerful Language sub-indicator. This occurs due to a total of 5 main indicators, 12 sub-indicators, and 30 codes. Most prominently featured is the Message Structure indicator with two sub-indicators and three codes that appear most frequently in Marjan Syrup advertisements. The message structure in advertisements plays a key role in communicating persuasive messages to the audience. By organizing messages systematically and effectively, advertisers can increase the likelihood that their messages will be accepted and understood by the target market (Guinn, Allen, Semenik, 2018).

The three codes that frequently appear in the Message Structure indicator are Explicit, Clear, and One-Sided. Explicit, because without explicit message conclusions, viewers may be confused in grasping Marjan's unique and compelling advertisements. Clear, because if the message conclusions are not clearly conveyed, audiences may misunderstand, resulting in Marjan's persuasive message being unclear to capture the audience. Marjan advertisements do not engage in hard selling; instead, Marjan employs a soft selling technique that relies on emotional appeal or strong narrative, which can be more effective in building connections with consumers than more aggressive approaches. He emphasizes the importance of delivering messages persuasively while respecting and understanding the audience (Ogilvy, 1963). Therefore, a clear and explicit message structure is needed so that Marjan's message conclusions can be easily understood and to avoid misperceptions that would impact the persuasive message conveyed.

The One-sided Indicator is consistently found in Marjan Syrup advertisements because a one-sided message can be seen in presenting a single perspective or specific argument,

without allowing space for clearly opposing viewpoints or arguments against the main benefits of the advertised product to the audience. This is crucial because in Marjan's narrative advertisements, it is sufficient to include only one perspective. Including two perspectives in Marjan Syrup advertisements would extend the advertisement's duration beyond 1 minute, potentially causing audience disinterest and risking the loss of Marjan's created curiosity element.

Certainly, it's no wonder why the Message Structure indicator is the most prevalent in Marjan Syrup advertisements, as a well-structured message is key to creating persuasive ads. By understanding how to craft messages that align with communication goals and audience preferences, advertisers can achieve desired outcomes in their advertising campaigns (Moriarity, Mitchell & Wells, 2019). Additionally, the Language indicator ranks second in frequency in the Marjan Syrup ads of 2021-2024 because language in advertisements has the ability to influence consumer thoughts and behaviors. By using persuasive and emotionally evocative language, ads can achieve the desired effects by advertisers (Sylvester & Sutherland, 2007). Slow and Powerful Speech codes frequently appear in Marjan syrup ads because crafting compelling and engaging ads aligns with Marjan's planned concepts. According to researchers, the slow code is crucial to support Marjan's message delivery to their audience through serialized ads, which are also known as complete stories made continuous to evoke curiosity among their audience

Furthermore, the code Powerful Speech also becomes a crucial factor in creating compelling advertisements, as using ordinary language including word choice and definitions behind the words used are less powerful (less powerful), therefore Marjan will not upload as interesting because, language selection is important to influence the audience's perception. Powerful speech in advertising has the ability to attract the audience's attention and enhance the effectiveness of persuasive messages. By using interesting and convincing words, advertisements can create a significant impact on consumer attitudes and behaviors (Perloff, 2017).

Marketing Public Relations (MPR) is the latest development between marketing management and Public Relations, which recently plays an increasing role in building a company's image and helping to achieve the company's revenue target (Abadi, 1994: 22). Based on the results of research conducted by the author, the advertisements of Marjan Syrup from 2021-2024 have a persuasive message where persuasive messages are an important aspect in the same view with the theory or concept above that public relations play a role in building a positive image for brands for consumers and audiences. The strategy of creating advertisements that are conceptually structured with various indicators of persuasive messages contained and their implementation in Marjan Syrup advertisements makes the research results included in the overall data of Figure 4.6 prove persuasive messages as an important element in advertisements that are one of the instruments in MPR strategies.

This is also in accordance with the theory presented by Ruslan, stating that in facing a competitive free market or increasingly sharpened competition in the business world, the target of Marketing Public Relations should be more oriented towards consumer interests (customer-oriented) to achieve higher customer satisfaction (Ruslan, 2007: 255).

The activities of Marketing Public Relations in developing advertisements that always incorporate Indonesian cultural concepts have a competitive advantage over other syrup brands. The marketing activities, from planning to execution, are consistently monitored and planned by MPR at Marjan, not only by the marketing department but also involving all other departments including production houses, property directors, and seasonal marketing tactics that have become Marjan's trademark. All aspects participate in efforts to promote and disseminate the best marketing presentation of products (advertisements) to consumers and potential consumers, leaving a deep impression on its audience, thereby satisfying consumers and prompting them to engage with the products showcased.

According to the author's analysis, the consistent incorporation of Indonesian cultural aspects in each Marjan advertisement emphasises concepts based on regional cultures and folklore adapted and interwoven with current social and environmental issues. This strategy creates an image, identity, and values for Marjan that are eagerly anticipated by a broadening audience of consumers and potential customers. Marjan's approach serves as an effective strategy to achieve its goals through producing advertisements with such distinctive characteristics. Marjan syrup is recognized as a "marker of entering the holy month of Ramadan," maintaining a pioneer brand image as a trusted syrup and the preferred choice among Indonesian communities (Top Brand Awards, 2021). Particularly, the positive image associated with Marjan syrup proves to be a valuable asset for the company in sustaining its operations during crises (Kotler & Nancy, 2005).

The explanation for why Perloff (2017) identifies five indicators—Message Structure, Message Content, Framing, Language, and Emotional Appeals—as factors crucial for persuasive message formation is evident in their analysis of Marjan syrup advertisements. A well-structured message guides audiences through arguments or information logically and comprehensively. Message content determines the information and arguments conveyed to the audience. Framing influences audience perceptions and interpretations of the message. Additionally, appropriate language choices, including wording and style, enhance message appeal and persuasiveness. Emotional elements stimulate strong feelings and motivate audiences to act or change their attitudes.

Recognizing the importance of developing concepts in crafting persuasive messages in Marjan syrup advertisements annually, the company views the production and airing of these advertisements as profit centres. It is evident that all Marjan advertising costs are concentrated into a single production, costing approximately IDR 2-3 billion for a 15-second trailer advertisement (Chin, 2024), aired once during the Ramadan season. Despite this, Marjan remains the top-selling syrup brand, garnering significant market share compared to its major competitors.

CONCLUSION

The researcher chose the research problem "What are the Persuasive Key Message Factors in Marjan Syrup advertisements from 2021 to 2024?" One of the functions of Public Relations is to build audience awareness by attracting attention to products, services, personnel,

companies, or ideas through conveyed messages. Persuasive Key Message Factors is a theory that considers and develops critical factors in messages that have a strong impact in building effective persuasion. From the findings obtained through content analysis coding of Persuasive Key Message Factors in Marjan Syrup advertisements from 2021 to 2024, it was found that not all indicators of persuasive key message factors were displayed through the advertisements. The Persuasive Key Message Factors indicators most frequently displayed were the Message Structure indicator and the Language indicator through the sub-indicators Conclusion Drawing, Message Sidedness, Speed of Speech, and Powerless and Powerful Language. The most frequently displayed codes in the advertisements were Explicit, Clear, One-sided, Slow, and Powerful Speech. As one of the strongest indicators of persuasive key message factors in Marjan Syrup advertisements from 2021 to 2024, Message Structure was prominent, with two sub-indicators and three codes being the most displayed in Marjan Syrup advertisements.

The second indicator most prominently displayed is Language, with two sub-indicators: Speed of Speech and Powerless vs Powerful Language, represented by two codes: Slow and Powerful Speech. The Explicit and Clear code is shown in all 10 Marjan Syrup advertisements uploaded to the official Marjan Boudoin YouTube channel, consistently appearing in the conclusion drawing sub-indicator within the Message Structure indicator. This code is crucial because in every Marjan syrup advertisement, Marjan always presents explicit and clear persuasive message conclusions. Marjan's narrative format ensures these conclusions are present in every advertisement, positioned 50% at the beginning and 50% at the end of each advertisement. The One-Sided code is also featured in all ten Marjan syrup advertisements, demonstrating the delivery of its messaging bias. Marjan delivers a singular perspective on the benefits of its product to ensure continuity in the narrative-based advertisements, the mainstay of Marjan's advertising concept, without disrupting the narrative with an explanation of the benefits of Marjan Syrup

Marjan Syrup advertisements with Indonesian cultural concepts embrace diversity influenced by various factors such as geography, history, religion, and the native cultures of Indonesia's ethnic groups. Culture can be defined as complex patterns of learned human behaviour, encompassing knowledge, beliefs, arts, morals, laws, customs, and other capabilities acquired as members of society.

The researcher chose Marjan Syrup advertisements as the topic to demonstrate to the audience that these ads steadfastly uphold Indonesian cultural concepts from their inception to the present day, blending them with current technological advancements as symbols of scientific progress. Supported by adequate skills, Marjan ads serve as evidence and trendsetters, showcasing that Indonesian products are highly competitive against foreign advertisements, if not superior.

The consistent concept of Indonesian culture as the main theme, beautifully developed and executed within advertisements, captivates numerous audiences towards Indonesian products, especially as a pioneer syrup brand in Indonesia. The role of Public Relations and the persuasive messages consistently displayed by Marjan, combined with diverse and unique Indonesian cultural concepts, make Marjan's advertisements eagerly anticipated by both loyal consumers and potential customers. Not forgetting the crucial aspect of effective advertising

impact: product sales, consistently proving to be the number one syrup brand in Indonesia for nine consecutive years, earning the Top Brand Award with a 50% market share, surpassing other syrup brands. This demonstrates the brand's quality and the strategic execution by Public Relations as the key factors in effective persuasive messaging in Indonesian product advertisements.

Marjan syrup advertisements would not achieve over 1,000,000 views if they did not possess effective and balanced persuasive key message factors. While not all indicators of persuasive key message factors are present in Marjan syrup advertisements, the absence of several key indicators such as Message Structure, Message Content, Framing, Language, and Emotional Appeals would prevent Marjan from being recognized as one of the successful advertisements that have significantly influenced society, maintaining market dominance in the syrup sector for six consecutive years (2018-2023).

In this research, the researcher found that the study sample, which consists of Marjan Syrup advertisements from 2021-2024, was chosen because these advertisements represent Marjan's latest concepts. Therefore, the data used resulted in findings that are more relevant to current study needs and informational considerations. The data utilized is from recent years, thus ensuring the research outcomes are more up-to-date compared to using advertisements from previous years. Earlier concepts from 2003-2009 featured short-duration ads focusing on syrup explanations and quality. From 2010-2018, the advertisements continued with a blend of Indonesian cultural concepts and evolving technologies, particularly highlighted during Ramadan, adorned with intricacies of preparation and resolved conflicts complemented by the sweetness of Marjan Syrup.

The research method employed is quantitative content analysis, wherein the researcher analyzes the persuasive message content evident in the displayed Marjan advertisements. According to the researcher, the data could further develop and provide a more comprehensive and clear analysis of persuasive messages if using another research method, such as qualitative, for example, by directly interviewing the production house responsible for producing and editing the advertisements or the Marjan team conceptualising the advertisements each year. Through this new method, it is hoped to gain insights into other aspects of persuasive messages and the success of Marjan Syrup advertisements each year. Due to various reasons, including tight timelines and challenges in establishing direct interviews with the company due to lengthy processes involving third parties, this study opted to directly analyze the content of the research subject. The findings obtained from this study have been meticulously managed and analysed to obtain the most accurate data using indicators from Richard M. Perloff. It is hoped that this research will be beneficial to anyone, anytime, anywhere, for all parties involved in the preparation and readers of this study in the future.

REFERENCES

- Abadi, S. (1994). *Marketing Public Relations Upaya Memenangkan Persaingan*. Jakarta: Lembaga Management FEUI.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy and Implementation*. Pearson Education.
- Eriyanto. (2011). *Analisis Isi: Pengantar Metodologi untuk Penelitian Ilmu Komunikasi dan Ilmu-ilmu Sosial Lainnya*. Jakarta: Kencana Prenada Media Group.
- Krippendorff, K. (2004). *Content analysis : an introduction to its methodology*. New York : Sage Publication.
- Krippendorff, K. (2013). *Content Analysis. An Introduction to Its Methodology* (3rd ed). California, CA: Sage Publications.
- Krippendorff, K. (2018). *Content Analysis: An Introduction to Its Methodology*. Sage Publications.
- Kotler, P. & Nancy, L. (2005). *Corporate Social Responsibility: Doing the Most Good for Your Company & Your Cause*. New Jersey: John Wiley and Sons, Inc.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Morissan, A. M. (2010). *Periklanan Komunikasi Pemasaran Terpadu*. Jakarta: Kencana.
- Marjan Boudoin. (2024). *Marjan Boudoin [Video]*. YouTube. <https://www.youtube.com/@MarjanBoudoin/videos>
- Moriarty, S., Mitchell, B. N., Wood, L. C., & Wells, W. (2019). *Advertising & IMC: Principles & Practice* (11th ed.). New York: Pearson Education.
- O'Guinn, T. C., Allen, C. T., Semenik, R. J., & Scheinbaum, A. C. (2018). *Advertising and Integrated Brand Promotion* (8th ed.). Stamford, USA: Cengage Learning.
- Ogilvy, D. (1963). *Confessions of an Advertising Man*. London: Southbank Publishing.
- Perloff, R. M. (2017). *The Dynamics of Persuasion: Communication and Attitudes in The 21st Century* (6th ed.). Routledge.
- Ruslan, R. (2007). *Kiat dan Strategi Kampanye Public Relations*. Jakarta: PT Raja Grafindo Persada.
- Ruslan, R. (2010). *Manajemen Public Relations & Media Komunikasi*. Jakarta: Raja Grafindo Persada.
- Raymond Chin. (2024, March 18). *Iklan Yang Paling Ditunggu di Bulan Puasa [Video]*. YouTube. Retrieved from <https://www.youtube.com/watch?v=IMsRIzGBX2g>
- Redaksi. (2024, January 11). *Warga RI Sudah Candu Parah, Habiskan 64,8 Miliar Jam di Aplikasi Ini*. CNBC Indonesia. Retrieved from <https://www.cnbcindonesia.com/tech/20240111144606-37-504833/warga-ri-sudah-candu-parah-habiskan-648-miliar-jam-di-aplikasi-ini>
- Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Penerbit Alfabeta.
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

- Sutherland, M., & Sylvester, A. K. (2007). *Advertising and The Mind of The Consumer*. Jakarta: PPM.
- Setiawati, E., & Ruamawati, R. (2019). *Analisis Wacana Konsep, Teori, dan Aplikasi*. Malang: UB Press.
- Wells, W., Moriarty, S., & Burnett, J. (2006). *Advertising: Principles & Practices* (7th ed.). New Jersey: Pearson Prentice Hall.
- Zhu, Z. (2023). *Advertising translation from Skopos theory*. *Academic Journal of Humanities & Social Sciences*, 6(6), 109-113. <https://doi.o>