

**A CLASSICAL RHETORICAL ANALYSIS
ON PERSUASIVE WRITING IN BUSINESS COMMUNICATION:
A CASE STUDY OF
THE 2013 JOHNSON AND JOHNSON *BABY CARE PRODUCTS*
OFFICIAL WEBSITE TEXT**

A THESIS



BY:

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GRADUATE SCHOOL
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
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Presented to Widya Mandala Catholic University Surabaya

In partial fulfillment of the requirement for

The Degree of

Master in Teaching English as a Foreign Language



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APPROVAL SHEET

(II)

This thesis entitled **A CLASSICAL RHETORICAL ANALYSIS ON PERSUASIVE WRITING IN BUSINESS COMMUNICATION, A CASE STUDY OF THE 2013 JOHNSON AND JOHNSON *BABY CARE PRODUCTS* OFFICIAL WEBSITE TEXT**, prepared and submitted by Leniwati Slamet (8212710006) has been approved and examined by the Thesis Board of Examiners.



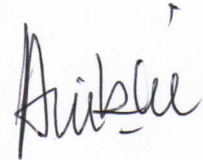
Prof. Eugenius Sadtono, Ph.D

Chair



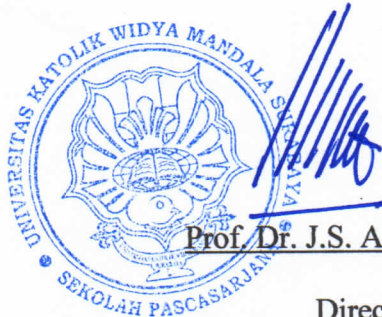
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ACKNOWLEDGEMENTS

My utmost gratitude goes to God the Father, the Son and the Holy Spirit for His Providence in the accomplishment of this thesis writing.

This thesis entitled **A Classical Rhetorical Analysis On Persuasive Writing in Business Communication-A Case Study of the 2013 Johnson and Johnson *Baby Care Products* Official Website Text** is conducted as a partial fulfillment of the requirements for a Master Degree in Teaching English as the Second Language in Graduate Program in Teaching English as a Foreign Language.

My special gratitude goes to:

1. Dede Oetomo, Ph.D., my thesis advisor, for his patience, guidance and support to complete writing the thesis and for spending a lot of his valuable time to review the thesis. His advices, comments and inputs during the process of writing have given me a very great contribution.
2. Prof. Dr. J.S. Ami Soewandi the Director of the Graduate School and Dr. Hendra Tedjasuksmana, M.Hum., the Head of Graduate Program in Teaching English as a Foreign Language.
3. The examiners: Prof. Eugenius Sadtono, Ph. D., and Prof. Anita Lie, Ed.D.
4. All the lectures of Graduate Program in Teaching English as a Foreign Language Prof. Dr. Wuri Soedjatmiko, Prof. Eugenius Sadtono, Ph.D., Prof. Dr. Agustinus Ngadiman, Y.G. Harto Pramono, Ph.D., Prof. Anita Lie, Ed.D, Dr. Ignatius Harjanto, Dr. V. Luluk Prijambodo, and Dr. B. Budiyo who have taught and enriched me with knowledge and wisdom during my academic years.
5. Ria, Dita, Lucia, Maria, Mrs. Yati and Mr. FX. Sujana for their helpful assistance.
6. Father Dr. Petrus Maria Handoko, CM and Vox Angelica Mariae for their prayers and supports.

I do realize that this thesis has some weaknesses; therefore, I do hope for suggestions and constructive critics for the improvement. I expect that this thesis will be helpful for those who need it.

Surabaya, December 2017

The writer

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Leniwati Slamet. 2017. A Classical Rhetoric Analysis on Persuasive Writing in Business Communication: A Case Study of The 2013 Johnson and Johnson *Baby Care Products* Official Website Text. Thesis. English Education Department Graduate School of Widya Mandala Catholic University.Surabaya. Advisor: Dede Oetomo, P.hD

Abstract

The twenty-first century business globalization forces businesses of all sizes to live in a very competitive climate. In order to have a long-live sustainability, a corporation needs to develop and maintain constant communication with its stakeholders. The communication may occur in the forms of oral and/or written. The study deals with the use of Aristotle Rhetoric (Ethos, Logos, Pathos) to be used to construct the message. The research is a descriptive case study with the data source: The 2013 Johnson and Johnson *Baby Care Products* Official Website Text. The method used is the participants answer questioner (open ended questions) and write essays. The twenty-four valid participants take part in the research. The answers of the participants become the data of the research to answer the statements of the problem. The first statement of the problem concerns with the composition of the Aristotle Rhetorical Appeals of the text. The results are Ethos: 168, Logos: 217 and Pathos: 149. The second statement of the problem associates with the participants' perception toward the text. The results are the wide range of products, the world-wide marketing network, the Corporation vision, the high qualify guaranteed *Baby Care Products*, the willingness of the Corporation to listen to the customers, the research on baby's skin and the regular product assessment create the Johnson and Johnson Corporation credibility (Ethos). The text is constructed using the logical arguments (Logos) by providing solid evidences concerning the facts about the Corporation, the Corporation's understanding about baby's vulnerable skin, researches supported by numerical data on the baby's conditions and safety products offered and the citing of experts' opinions and sources feed the minds of the participants. The sensory imagination and the memory of the participants evoke the feelings that make the text succeeds to market the *Baby Care Products* with the selling point *nurturing and motherhood in particular the loving-bond between mother and her child*. The third statement of the problem concerns with how influential the text to persuade the participants. The result shows that the text has great impacts toward the participants. The participants confess that the text gives them valuable information and educate them about the baby's conditions and the *Baby Care Products* to help treat the baby's healthy conditions. The participants admit that they are willing to share the information about the products, to buy and to use the products. In conclusion, the text succeeds to win the minds and the hearts of the participants.

Key Words: Rhetoric, Ethos, Logos, Pathos