

ABSTRACT

A advertisement spread to all segments of society, including advertisements for baby. The advertising process makes phrase or sentence to provide information about the product. Those phrases and sentences are called copywriting. In advertisement, copywriting which written has no other intention than to draw the attention of consumers. For that purpose, copywriters make sentences that contains the style of language and the persuasion technique. Hiyoko Kurabu magazine which specifically for baby becomes the object of this discussion.

The method used in this research is qualitative descriptive and the used teory retoric, which include the style of language and the persuasion technique. The style of language are onomatope, personification, repition, etc. The persuasion technique are red hearing technique, icing device, pay off idea, etc. For the result of this research, the most used style of language is onomatope, and the most used persuasion technique is pay off idea technique. This advertisement doesn't use any exaggerating or sugar coating words.

Keyword : Advertisement, copywriting, style of language, persuasion technique