

## **Analysis Persuasive Sentences Advertisement Shopee on Youtube**

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### **ABSTRACT**

This study focuses on analyzing persuasive sentences used in Shopee advertisements on YouTube. This study describes the results of analyzing persuasive sentences in Shopee advertisements. This study is based on the structure of persuasive sentences, namely Introduction to the Issue, Series of Arguments, Call to Action, and Reaffirmation, so that the influence of the advertisements presented by Shopee will be clearly seen. This type of research uses a qualitative descriptive method. The data collection technique in this study uses the observation and note-taking technique. The researcher observed Shopee advertisements on YouTube published between January and December 2024 that contained persuasive sentences. After conducting the observation, the researcher found five advertisements that contained persuasive sentences in accordance with the persuasive sentence structure. by watching Shopee advertisements on YouTube and then noting the sentences used by Shopee advertisements. The data analysis technique in this study uses three stages: data reduction, data presentation, and conclusion. The results of this study show that four Shopee advertisements meet the persuasive sentence structure. This study uses five Shopee advertising videos as data for the use of persuasive sentences in Shopee advertisements in accordance with the structure of persuasive sentences. These Shopee advertisements are long enough to explain the message thoroughly per the persuasive sentence structure. Meanwhile, one Shopee advertisement does not meet the persuasive sentence structure due to its short duration. This short advertisement aims to prevent boredom and make the message conveyed to the general public easy to remember, so it can clearly target the main message directly. The five Shopee advertisements still have at least one filled structure, namely the Invitation Statement (PA), making them effective in inviting the audience.

**Keywords:** Persuasive Sentences; Shopee ads; YouTube

### **INTRODUCTION**

Humans were created as monodual creatures, meaning they are social and individual. People often seek activities to fulfill their desires, from playing online

games, completing academic and non-academic assignments, and watching videos on YouTube, as reflections of themselves. A man with no soul will utilise technology to weave an interaction with others. It is not only individual human beings who utilize digital technology, but also soulful social teams that utilize digital technology. This is for daily sustainability activities, which means interaction with others to convey information.

This required information, including current news, weekend news, weather radar information, and sales offers, will be displayed through solicitation-based advertisements. This information is obtained through various methods, and it is the only one in the media, such as radio, television, and mobile phones. Nowadays, mobile phones are unavoidable because they are so portable and can be used anytime, anywhere. Mobile phones are now helpful in accessing various applications, one of the most popular being YouTube.

The YouTube application has a variety of videos. In the middle of the video display, some advertisements are depicted by audiovisual means, along with sentences that convey information and contain persuasive sentences to the audience, although broadcast for several seconds. Show advertisements must have persuasive sentences, good visual displays, and be interesting to look at so that the goal of attracting customers to buy the products/services offered can be increased because the advertisement offers easy-to-understand diction and image displays.

A persuasive sentence in an advertisement is used to expose the idea with reason, evidence, or example. For a convincing reader, it is followed with an invitation, seduction, or suggestion to the reader. Persuasive sentences are usually used for Advertising promotes goods, inviting someone or readers to visit a location. The persuasive sentence is delivered clearly, straightforwardly, with straightforward diction, is engaging, and has rhyme, thus captivating readers with the invitation. An advertisement is a way to engage with the public and is remembered for a long time. This advertisement provides a strategic marketing opportunity in the commercial sector, conveying information about product/service offerings on social media and television stations.

Advertisements on YouTube appear from various e-commerce platforms such as Bukalapak, Lazada, Tokopedia, Blibli.com, and Shopee. According to the Big Indonesian Dictionary (KBBI, 2024), advertising includes ordered news designed to encourage and persuade the public to be interested in the goods and services offered. The advertisement must be persuasive, show a visual, and be visually appealing, attracting customers to purchase the products/services offered. Thanks to the increasing prevalence of advertising, Shopee has become one of Indonesia's most frequently used online shopping apps.

Data shows Indonesians prefer to purchase products through e-commerce rather than through social media (13%) and offline stores (6%). Consistent with (Fadhilah et al., 2024), customers no longer need to visit the store because, using the Shopee

platform, they wait at home for their orders to arrive. Indonesians purchase goods through e-commerce because it simplifies the buying and selling process. Digital marketing and online transactions have become a habit, even commonplace, among teenagers, given the ease and instantaneous nature of purchasing necessities.

Besides that, the Shopee Wrong One application for shopping and selling online can guarantee that customers will find products in the market and trustworthiness—the seller's commitment to customers' purchases. Shopee's guarantee gives customers the freedom to choose their needs without fear of fraud. Against technological developments and the increasing ease of online shopping, primarily through applications like Shopee, this research is quite relevant in an educational context. Shopee has changed the way people shop. With the offer of convenience and trust through the warranty provided. This allows researchers to explore how the phenomenon can be utilized through learning, especially in teaching the Indonesian language.

The problem formulation in this study is how to analyze persuasive sentences in Shopee advertisements. On YouTube. Based on the formulation problem, researchers analyze how persuasive sentences are found in Shopee advertisements. This analysis aims to determine the persuasive sentences used in the advertisements on the YouTube Shopee Indonesia account. Sentence persuasive. It has already been widely researched, so this research uses sources that previous researchers have researched to make it easier to achieve the research objectives.

First, the researcher chose research conducted by Eka Putri Paramita with the title "Analysis of Persuasive Sentences in Online Sales Communication Strategies" on Media Social Instagram (IG ) in 2022 (Paramita et al., 2022). A method study used a descriptive qualitative method. Objective in research: For known types and meaning sentences used by sellers on Instagram. Results study. This is in the form of findings. On Instagram, persuasive sentences are used to get the attention of buyers, so the persuasive sentences used are popular slang words and use foreign languages.

Second, the researcher chose research conducted by Lia Pertiwi titled "Use of Sentence Persuasion on Advertisement Shampoo in Television Channel Trans TV "in 2020. Muhammadiyah University of North Sumatra, Medan. This study aims to describe the use of persuasive sentences based on language forms. The data source for this study uses Shampoo advertisement data. In the Television Channel Trans TV. Method used in this study. This study uses a descriptive method with qualitative analysis data. Data analysis techniques study. This is done by downloading the video advertisement for Shampoo, which has already aired on Trans TV through YouTube.com. Results study. Using persuasive sentences in the Trans TV Channel Shampoo advertisement, suprasegmental sound elements, including tone, stress, and pauses, can be obtained. The language elements include invitations, commands, and affirmations.

Based on the previous research, the following is explained: analysis sentence, persuasive strategy, Communication, Sale online, media, Social, Instagram (IG), And Use Sentence Persuasion on Advertisement Shampoo in the Television Channel Trans TV. So, the study can be explained. Researchers are researching persuasive sentences in Shopee advertisements on YouTube published between January and December 2024. Previous research focused more on describing the use of persuasive sentences based on language form. Therefore, it is explained in the study. The researchers analyze the persuasive sentences in Shopee advertisements on YouTube to determine the effectiveness of Shopee advertisements. Based on the apparent gap, this study has an important impact on advertising as a medium for appealing to the general public and how the elements contained in advertisements can attract viewers to take action in accordance with the message conveyed. This study also looks at how the meaning of advertisements corresponds to the persuasive sentence structure of Shopee advertisements.

## **LITERATURE REVIEW**

### **Previous Related Study**

Eka Princess Paramita conducted a study titled " Analysis of Persuasive Sentences in Online Sales Communication Strategies on Instagram (IG) Social Media " in 2022. The research method used is a qualitative descriptive method. This study aims to determine the types of persuasive sentences in online sales communication strategies on Instagram (IG) social media in 2022. This means the persuasive sentences used by sellers on Instagram. The results of this study are findings that sellers on Instagram use persuasive sentences to gain the attention of buyers. Therefore, the persuasive sentences used are popular slang words and foreign languages. Collection of data on the study. This uses the observation technique in

Media, social, and studies literacy to strengthen argumentation. Technique analysis data on study This observes information from a number of journals and then makes it into data.

Amalia Fitri conducted research titled " Diction of Food and Beverage Product Advertisements on the Lemonilo YouTube Channel." This type of research uses a qualitative approach. The data collection technique in this research is observation, documentation, and listening notes. The data analysis techniques used in this study included data reduction, data presentation, and conclusion drawing/verification. The results of this study examined the use of diction in food and beverage product advertisements on the Lemonilo YouTube channel from 2018 to 2024.

A study by Farah Salsabila Wibowo entitled " The Use of Persuasive Language in Indonesian Food Video Posts on TikTok as an Alternative Teaching Material for Junior High School Students " was conducted in 2024. This study aimed to determine the use of persuasive language in Indonesian food video posts by content creators on the TikTok application. This study used a descriptive qualitative

method. The data collection technique in this study used documentation techniques, as seen in the notes. The results of this study are to find the techniques used in using persuasive language in Indonesian food video posts by content creators on TikTok.

Zahrotun Nisa conducted research titled " Use of Persuasive Language in Body Lotion Advertisements." The research method used is descriptive qualitative. The source data used in the study is a body lotion advertisement viewed on YouTube, which includes persuasive techniques. The purpose of this study is to describe the use of persuasive language in body lotion advertisements.

Research conducted by Lia Pertiwi with the title " Use of Persuasive Sentences" on the Advertisement Shampoo on the Television Channel Trans TV. This study aims to describe the use of persuasive sentences based on language forms. The data source for this study uses shampoo advertisements on the Trans TV channel. The method used in this study is the descriptive method. Descriptive with qualitative data analysis. Technique analysis data study this with method download video advertisement Shampoo Which Already broadcast in television Trans TV channel through Youtube.com. The results of this study in the form of persuasive sentences in Trans TV Channel Shampoo advertisements can be obtained from suprasegmental sound elements, including tone, stress, and pauses. The linguistic elements include invitations, commands, and affirmations.

### **Sentence Persuasive**

According to (Syamsul, A. Khusnul, 2017) persuasive sentences are sentences to convince as well as persuade person other so that follow all Which in order. According to Ramlan (2005), sentences can be classified into three types based on shape syntax: sentence news, sentence ask, and sentence ordered. According to (Kosasih, 2017), the structure of a persuasive sentence is Introduction to the Issue, Series of Arguments, Invitation Statement, Reaffirmation.

### **Advertisement**

According to Simanjuntak et al. (2024), advertising is a product promotion form offering goods or services. It is a very effective medium for promoting a product and can also become a product's characteristic. Advertisements are divided into two types: TV advertisements and print advertisements. TV advertisements include television commercials, YouTube advertisements, audiovisual advertisements on digital billboards, and so on.

### **Shopee**

According to (Ujung & Adisa, 2023), Shopee has succeeded in its aggressive marketing strategy and rapid growth in the Southeast Asian market. The Shopee marketplace was first launched in Singapore in 2015 and has expanded its business reach to countries such as Malaysia, Thailand, Taiwan, Vietnam, and the

Philippines. Shopee was founded by Chris Feng, an internet entrepreneur previously associated with Rocket and previously managed Zalora and Lazada. According to (Larasati, 2023), Shopee has become a company that operates in sales, needing daily items such as accessories, clothing, food, and other necessities. Shopee has become Wrong One platform Which provide experience shop on line which is easy to reach, safe and fast for customers.

### **Youtube**

According to Abraham (2011), YouTube is an online platform allowing users to share and watch videos. YouTube was founded by three former PayPal employees, Steve Chen, Chad Hurley, and Jawed Karim, who have headquarters in 901 Cherry Ave, San Bruno, California, United States. YouTube, known as [www.youtube.com](http://www.youtube.com), was launched on 14 February 2005. It contains various content, including tutorial videos, educational videos, music, etc. According to Mudianti (2023), YouTube has become popular among children and teenagers for simply watching videos, sending videos, enjoying the benefits of watching movies, listening to music, watching the latest videos, and so on.

## **METHOD**

### **Design and Samples**

This study employed a qualitative descriptive research design because its main objective was to analyze and describe the persuasive sentence structures used in Shopee video advertisements on YouTube. As Creswell (2015) explains, qualitative research is appropriate for exploring social or linguistic phenomena in depth, emphasizing meaning and context rather than numerical data. Through this approach, the researcher was able to observe how persuasive language operates within advertising discourse and identify patterns in sentence structures and functions. The data in this study consisted of five Shopee video advertisements selected from the official Shopee Indonesia YouTube channel. The researcher used purposive sampling to ensure that the selected advertisements met specific criteria relevant to the study's objectives. First, each advertisement had to be officially produced and uploaded by Shopee Indonesia to guarantee authenticity and professional quality. Second, the advertisements were required to have clear narration and visual elements containing persuasive messages that promote Shopee's products, services, or campaigns. Third, the selected advertisements were uploaded between January and June 2025, representing recent and relevant marketing content.

The five selected advertisements covered different Shopee promotional campaigns, including ShopeePay, ShopeeFood, Shopee Live, Brand Festival, and Big Sale events. This variation was intentional to capture a range of persuasive techniques used across various product categories and target audiences. Each advertisement was analyzed sentence by sentence to identify and classify persuasive structures

according to four main elements: Introduction of Issue (PI), Series of Arguments (RA), Statement of Invitation (PA), and Return/Affirmation (PK). The selection of Shopee advertisements as the data source was also deliberate. Shopee is one of Indonesia's leading e-commerce platforms with a strong digital marketing presence, making its advertisements a rich source of persuasive language data. The chosen sample provided diverse yet comparable materials, allowing the researcher to examine how Shopee consistently applies persuasive strategies across its campaigns. This sampling approach ensured that the data reflected authentic, widely viewed promotional materials representative of current digital advertising trends in Indonesia.

### **Instrument and Procedure**

This study uses the Shopee Advertising Persuasive Sentence Analysis guideline instrument. On YouTube, Kosasih put forward a persuasive structure, including an Introduction to the Issue, a Series of Arguments, a Call to Action, and a Reaffirmation. The research stage is the stage of conducting research, from the initial research to the final research stage. 1) The preparation stage for selecting subjects and objects. Study stages help researchers analyze the topic discussed in the study so that they can continue to the next stage. 2) The research stage is carried out once the researcher has determined the subject and object of the research. Next, the researcher watches Shopee advertisements on YouTube. After data collected, researchers will analyze sentence persuasive on advertisement impressions to find out the persuasive sentences in Shopee advertisement impressions on the YouTube application. 3) In the completion stage of this research, the researcher will compile the data obtained for the study. Next, the researcher will conclude the results of the study and will make it relevant to the material taught in advertising texts.


### **Data Analysis**

We see data reduction using Miles and Huberman's analysis data by following the steps model interactively. Data was reduced by collecting data from Shopee video advertisements accessed through YouTube. The researcher then simplified the advertising data by sorting and selecting those containing persuasive sentences. This allowed the data to form a conclusion for the study. After data reduction, the researcher then presented the data by organizing the collected data and arranging it appropriately. With a pattern connection structure, the sentence is persuasive. Which If the content in Shopee advertisements on YouTube is appropriate, the researcher will conclude from analyzing a neatly arranged Shopee advertisement.

## **RESULT AND DISUSSION**

*Table 1. Video Advertisement Shopee on YouTube 31 January 2024*

Barcode	Code	Advertisement Quote	Persuasive Sentence Structure	Meaning of Advertising
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			PI, RA, PA, PK	
	04Jan	Before Shopee Live, I was a housewife who usually picked up and dropped off my children and took care of the house. Now, after Shopee Live, I am very happy because, in addition to earning extra income, I can still be at home with my family.	This quote falls under (PI) because of the initial statement that establishes the situation, need, or problem that forms the basis of the urgency of the advertising message.	It means introducing the issues experienced by one content creator before and after joining Shopee Live.
		It's pretty good for me to go live for 3-4 hours a day, for example, and this can provide extra income for vacations and my children's education, so it's really good. I work from home but can still help with household expenses. It's really great to be a creator on Shopee Live because the promotions are really big, and everyone who shops immediately checks out.	This quote is classified as (RA) because it contains logical explanations, factual data, or benefits that support the effectiveness of the appeal.	The meaning of this quote is a logical reason and there is evidence that Shopee Live has a significant impact, saving time and increasing income for content creators who offer products on Shopee Live.
		Come on! Shop on Shopee Live for cheap	This quote is classified as (PA) because it contains a sentence that directly	It means inviting the general public to join and



		discounts twice a day.	addresses the general public to take action in accordance with the purpose of the advertisement.	shop on Shopee Live because there are cheap discounts twice a day.
		For those of you who haven't joined Shopee Live yet, now is the time to join, because you can go live from anywhere and anytime.	This quote is classified as (PK) because it reinforces the main message through repetition or a convincing closing sentence.	The message is intended to convince the general public that joining Shopee Live can increase their income and allow them to go live anytime, anywhere.

The first table of research data explains the sentences used in Shopee advertisements that were collected by researchers. These sentences are adapted to the structure of persuasive sentences, namely Introduction to the Issue, Series of Arguments, Call to Action, and Reaffirmation. Each sentence has its own meaning. The meaning of the advertisement in the Introduction to the Issue explains that it has a meaning related to the issues experienced by one of the content creators before and after joining Shopee Live. The meaning of the advertisement in the Series of Arguments explains the fact that Shopee Live has a significant impact, saving time and increasing income for content creators who offer products on Shopee Live. The meaning of the Call to Action advertisement explains the invitation to the general public to join and shop on Shopee Live because there are cheap discounts twice a day. The meaning of the Reaffirmation advertisement explains that joining Shopee Live can increase income and allow users to go live anytime and anywhere, as evidenced by the repetition of words to convince the general public, such as "For those of you who haven't joined Shopee Live, now is the time to join, because you can go live from anywhere and anytime."

*Table 2. Video Advertisement Shopee on YouTube 31 January 2024*


Barcode	Code	Advertisement Quote	Persuasive Sentence Structure	Meaning of Advertising
			PI, RA, PA, PK	
	05Jan	And the change I've experienced since joining Shopee Affiliate is truly a complete	This quote falls under (PI) because of the initial statement that establishes the situation, need, or problem that forms the	It means introducing the issues experienced by one content creator before

		turnaround. Not a 90-degree turn, but a 180-degree turn.	basis of the urgency of the advertising message.	and after joining Shopee Affiliate.
		I never thought I would be at this point, and it turns out that my decision to join Shopee Affiliate was definitely not a wrong choice! I used to earn a modest income, but now, thank God, I have achieved so much.	This quote is classified as (RA) because it contains logical explanations, factual data, or benefits that support the effectiveness of the appeal.	The meaning of this quote is that joining Shopee Affiliate is not a bad choice, because by joining, the general public will increase their income to meet their needs.
		Please join now! I'm sure you won't regret it! Come join Shopee Affiliate with me now!	This quote is classified as (PA) because it contains a sentence that directly addresses the general public to take action in accordance with the purpose of the advertisement.	It means inviting the general public to immediately join Shopee Affiliate.
		I'm sure you won't regret it!	This quote is classified as (PK) because it reinforces the main message through repetition or a convincing closing sentence.	The message conveyed to the general public is that they will not regret joining Shopee Affiliate.

The second table of research data explains the sentences used in Shopee advertisements that were collected by researchers. These sentences are adapted to the structure of persuasive sentences, namely Introduction to the Issue, Series of Arguments, Call to Action, and Reaffirmation. Each sentence has its own meaning. The meaning of the advertisement in the Introduction to the Issue explains the problems experienced by one of the content creators before and after joining Shopee Affiliate. The meaning of the advertisement in the Series of Arguments explains that joining Shopee Affiliate is not a wrong choice, because by joining, the general public will increase their income to meet their needs. The meaning of the Call-to-Action advertisement explains the invitation to the general public to immediately

join Shopee Affiliate. The meaning of the Reaffirmation advertisement explains to convince the general public that they will not regret joining Shopee Affiliate.


*Table 3. Video Advertisement Shopee on YouTube 01 February 2024*

Barcode	Code	Advertisement Quote	Persuasive Sentence Structure	Meaning of Advertising
			PI, RA, PA, PK	
	01Feb	After joining Shopee Affiliate, I was able to buy my own house and my own vehicle.	This quote falls under (PI) because of the initial statement that establishes the situation, need, or problem that forms the basis of the urgency of the advertising message.	It has an introductory meaning related to urgent issues, namely telling the story of the life experienced by one content creator who is now successful.
		Speaking of life changes, honestly, Shopee Affiliate has had a huge impact on my life, a very significant change. I used to live with my parents, but now, after joining Shopee Affiliate, I can buy my own house and my own vehicle.	This quote is classified as (RA) because it contains logical explanations, factual data, or benefits that support the effectiveness of the appeal.	The meaning of this quote is a logical reason supported by facts, namely the drastic change in the life of a content creator who is now successful after joining Shopee Affiliate.
		Come on! Join Shopee Affiliate with me now!	This quote is classified as (PA) because it contains a sentence that directly addresses the general public to take action in accordance with the purpose of the advertisement.	It means inviting the general public to join Shopee Affiliate.
		Shopee Affiliate.	This quote is classified as (PK) because it	The meaning of this quote is

			reinforces the main message through repetition or a convincing closing sentence.	repeated several times because Shopee Affiliate will bring significant changes, which will convince the general public to join Shopee Affiliate.
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The third table of research data explains the sentences used in Shopee advertisements that were collected by the researcher. These sentences are adapted to the structure of persuasive sentences, namely Introduction to the Issue, Series of Arguments, Call to Action, and Reaffirmation. Each sentence has its own meaning. The meaning of the advertisement in the Introduction to the Issue explains that it is related to an urgent issue, namely the life story of a content creator who is now successful. The meaning of the advertisement in the Series of Arguments explains the drastic change in the life experienced by one of the content creators who is now successful after joining Shopee Affiliate. The meaning of the Call to Action explains to the general public to join Shopee Affiliate. The meaning of the Reaffirmation explains that Shopee Affiliate will bring significant changes, which will convince the general public to join Shopee Affiliate.

*Table 4. Video Advertisement Shopee on YouTube 14 February 2024*

Barcode	Code	Advertisement Quote	Persuasive Sentence Structure	Meaning of Advertising
			PI, RA, PA, PK	
	03Feb	Come on! Shop now and enjoy! #ShopeeMallBungaNol	This quote is classified as (PA) because it contains a sentence that directly addresses the general public to take action in accordance with the purpose of the advertisement.	This means that the general public is encouraged to purchase products at Shopee Mall to get a 0% interest promotion during February.

The fourth table of research data explains the sentences used in Shopee advertisements that were collected by researchers. These sentences are adapted to the structure of persuasive sentences, namely Introduction to the Issue, Series of Arguments, Call to Action, and Reaffirmation. However, in this fourth table, only the persuasive sentence structure of Call to Action is present because this Shopee advertisement is short in duration. The Call to Action explains to the general public that purchasing products at Shopee Mall will result in a 0% interest promotion during the month of February.

*Table 5. Video Advertisement Shopee on YouTube 01 March 2024*

Barcode	Code	Advertisement Quote	Persuasive Sentence Structure	Meaning of Advertising
			PI, RA, PA, PK	
	01Mar	Well, this one is also gray. The beige one is also nice! Oh no... but! It turns out... the collar doesn't suit my neck.	This quote falls under (PI) because of the initial statement that establishes the situation, need, or problem that forms the basis of the urgency of the advertising message.	It means raising awareness about urgent issues experienced by the general public.
		Oh yeah, I just remembered! If something like this happens, don't worry! Luckily, I bought it on Shopee! Shopee has a free return guarantee.	This quote is classified as (RA) because it contains logical explanations, factual data, or benefits that support the effectiveness of the appeal.	The meaning of this quote is a logical reason because shopping on Shopee can overcome this as a factor supporting the effectiveness of the appeal that has been conveyed to the general public.
		Just shop at Shopee! Changed your mind? Item not suitable or damaged? Just return it, it's easy!	This quote is classified as (PA) because it contains a sentence that directly addresses the general public to take action in accordance with the purpose of the advertisement.	This means that when shopping on Shopee, if the item does not meet your expectations, Shopee offers and provides a free return service.

		Just shop at Shopee now! Now! Now!	This quote is classified as (PK) because it reinforces the main message through repetition or a convincing closing sentence.	The use of the word “now!” in advertisements convinces the general public to shop for products on Shopee.
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The fifth table of research data explains the sentences used in Shopee advertisements collected by researchers. These sentences are adapted to the persuasive sentence structure, namely Issue Introduction, Series of Arguments, Call to Action, and Reaffirmation. Each sentence has its own meaning. The meaning of the advertisement in the Introduction to the Issue explains that it is related to urgent issues experienced by the general public. The meaning of the advertisement in the Series of Arguments explains that shopping at Shopee can overcome this issue as a factor supporting the effectiveness of the invitation that has been conveyed to the general public. The meaning of the Call to Action explains to the general public that when shopping on Shopee and the item is not suitable, Shopee offers and provides a free return service. The meaning of the Reaffirmation explains that the use of the word “now!” in the advertisement convinces the general public to shop for products on Shopee.

Based on five Shopee advertisements that have been analyzed, researchers found that advertisements must have a general audience target based on persuasive sentences. This persuasive sentence structure is an important foundation for every advertisement, especially Shopee advertisements. After clearly understanding that advertisements that meet the structure of persuasive sentences and the meaning of advertisements agree with Eka Putri Paramita (2022) consist of Issue Introduction, Series of Arguments, Call to Action, Reaffirmation, including long advertisement duration, This is because a long advertising narrative will explain the Introduction to the Issue at the beginning of the sentence, which is the basis for the urgency of creating the advertisement. Second, it will explain the Series of Arguments in the form of logical reasons based on facts. Third, there is a Call to Action, which is an important element in creating advertisements to appeal to the general public. Finally, there is a Reaffirmation in the form of repeated reinforcement of words, which serves as a closing sentence to convince the general public. Fulfilling the persuasive sentence structure in advertisements will be effective and convey a complete message. According to Agnes Abigail Simanjuntak (2024), advertisements will be complete if they are long in duration, because the duration of an advertisement greatly affects its content. Further research shows that duration can be a reference in the content of persuasive sentence structures found in advertisements. This is different from advertisements with short durations because the diction used is not too much. This is similar to what Amalia Fitri (2024) said, according to her, the effectiveness of advertising text can be seen from the diction used in the advertisement.

## CONCLUSION

Based on the results analysis, Shopee fulfills four advertisements in persuasive sentences. Because the Shopee ad data is long, it can explain the message content comprehensively according to the target audience. Structure a persuasive sentence. The advertisement for Shopee is long. It helps provide specific, complex objectives about the product offered in the advertisement. Meanwhile, there is one Shopee advertisement that does not meet the structure. The sentence is persuasive because the duration of existence is short, and the duration of the advertisement is short. This aims to avoid boredom and make it easy to remember the message conveyed to the audience so that the message can be clearly directed. From the amount to 5 data advertisements, which are still used, have a minimum one structure that is filled, which is Statement Invitation (PA), make it effective as well as Has the opportunity to invite, raise curiosity, and influence the general public to take action according to the advertisement's invitation. This study is expected to serve as a reference for future research, especially in identifying or further examining persuasive sentences, particularly those found in advertisements. This study has limitations, such as the fact that it is limited to Shopee advertisements and only examines advertisements on Shopee. As a recommendation, future researchers could further examine advertisements found in several media.

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