

# THE EFFECTIVENESS OF THE IMPLEMENTATION OF CRITICAL DISCOURSE ANALYSIS INSURANCE ADVERTISING IN ARGUMENTATIVE WRITING LEARNING FOR UNIVERSITY STUDENTS

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**Abstract:** This study aims to describe the application through the Fairclough Critical Discourse Analysis (CDA) model on insurance advertising and its effectiveness in argumentative writing learning. The research method is a mixing qualitative and quantitative. Qualitative methods are applied by using the Fairclough's CDA model that applies micro, *meso*, and macro dimensions. Quantitative methods are used to measure the effectiveness of Fairclough CDA model on argumentative writing learning. The results showed the use of language, connectivity, and hegemony with future concerns caused by lifestyle and social demands, and calamity with phrases as a form of the claim that needs to be made a counterclaim. This strongly supports the argumentation content. The Mann Whitney U test shows significance value of 0,000 is  $\leq 0.005$ . Thus, it can be concluded that Fairclough CDA model application of learning with CDA is effective for improving learning outcomes in argumentative writing.

**Keyword:** argumentation, writing, Critical Discourse Analysis (CDA), advertisement

Today, good arguments in social life are very important. Lam, Y. W., Hew, K. F., & Chiu, K. F. (2017) state that social movements are supported by the power of argumentation. Therefore, students must have the ability to write a good arguments. Keraf (2010) refutes basic arguments as logical and critical reasons with facts and evidence. Nippold and Ward-Lonergan

(2010) state that argumentative writing is sophisticated cognitive and linguistic. Two opinions that support this argument are abilities that reflect the ability to think critically and logically. The author of the argument must prove clarity to convince ideas based on facts. Arguments are reinforced by claims and counterclaim (Nussbaum & Kardash, 2005). Khun (1991) states his opini-

on about the construct of argumentation: argumentation is an attempt to make a claim, fight it, refute, and ultimately reach a conclusion.

In other types of writing, for example, exposition, facts are used only to support exposure or clarity. In the argument, there is a strong motivation to convince. Therefore, arguments require facts to be convincing. Keraf (2010) recommends that the argumentation writer must (1) examine whether all the facts used are true, and (2) also examine how relevant the quality of the facts is to support his argument. Thus, the facts in the argument must be true, relevant, and essential for their existence. For that, carefulness is needed so that what is conveyed becomes logical.

Ka-Kan-Dee (2015) reported that research on argumentation learning generally examined the structure of writing. Research on learning strategies in writing arguments is rarely done. Casallas & Castellanos (2016) said that argumentation is used as a tool for expressing opinions, such as research. In this regard, Casallas & Castellanos (2016) reports argumentation as a way to improve discussion skills. Another study was carried out by Ka-Kan-Dee and Kaur (2014). They report difficulties in writing arguments experienced by English Department students. Difficulties are in the aspects of providing solid evidence and organizing ideas, and understanding the problem. These three problems were also experienced by FKIP, Universitas Jember students of the Indonesian Language Study Program. The difficulty of writing an argument lies in the stage of conveying evidence, analyzing the problem, organizing ideas in the form of facts and reasons to support the argument. Javadi and Mohammadi (2019) state that the Critical Discourse Analysis (CDA) approach in learning can improve the ability to understand discourse and express thoughts. This study discusses the CDA procedure in directing writers to identify problems, relate to facts, and present them in logical (critical) thinking. Learning to write an argument by directing students to CDA is assumed to be the right step.

Analysis of advertising discourse can be seen as the activity of producing discourse related to the function of linguistic features, the communication process that directs it to social cognition, and the social context that influences the position of the advertisement in society

including how the condition of the community as the target of the advertisement. The discussion of advertising refers to the critical concepts summarized in James Paul Gee's linguistic tools. The discussion regarding the construction built in the CDA called the seven task building (Gee, 2011) as a tool for expressing social language in the advertisement. The language of advertising functions conatively because it targets the listener, the reader (Bühler, 2011). That is the persuasive basis of advertising. On the other hand, advertising is a marketing strategy undertaken to generate trust (Goddard, 1998). Education insurance advertising is the choice of learning media for students of the Indonesian Language Study Program because the choice of words and ideology of education has been understood by students in lectures in the fields of education and learning. This study discusses the CDA of educational advertising and its effectiveness in learning to write arguments. As revealed by Keraf (2010), critical and logical thinking is needed in preparing arguments. For this reason, procedural understanding is needed in presenting arguments.

## METHOD

This study uses qualitative and quantitative analysis methods. The qualitative analysis method is used to describe the CDA of education insurance advertisements applied to learn to write arguments. Quantitative analysis methods are applied through experiments with one group pre-test & post-test design. Research subjects were determined by nonprobability sampling with a purposive technique. The stipulation used was that the 34 students wrote as a research respondent. The research steps are (1) pre-test knowledge and argumentative writing skills; (2) learning activity by CDA; (3) post-test argumentative writing skills.

The Fairclough CDA model applies three dimensions, namely the textual dimension (microstructure), the discourse dimension (mesostructure) and the social practice dimension (macrostructure). CDA is applied with lecturer explanations and discussions to analyze education insurance ads in all three dimensions. The learning steps were taken after the pre-test are (1) students pay attention to the apperception of the structure of argumentation and technical wri-

ting. Then discuss CDA education insurance advertisements. Students connect the concept with the argumentation content construct that consists of sentence structure, facts, and evidence correctly, good propositions, and good idea organization. (2) Students analyze the advertising discourse with the method described in the Fairclough's CDA. The results of the analysis are presented in class discussion presentations to construct critical thinking through arguments containing claims and claims precisely. (3) Students have the task of compiling their views on education insurance advertisements that are submitted and clarified at the next meeting.

In the following week, students get an assignment to discuss insurance advertising CDA then do a post-test writing argumentation. Student writing is assessed by rubric assessing the ability of argument as follows.

**Table 1. Argumentation Content Assessment Rubric**

Assessment Aspect	1	2	3	4
The logical structure of the sentence				
Facts and evidence precisely (true, relevant, and essential)				
Persuasion is based on proper reasoning				
Appropriate use of propositions				
Good idea organization				

Note:

1: less

2: enough

3: good

4: very good

## FINDINGS AND DISCUSSION

The results and discussion consisted of (1) CDA of Fairclough model of education insurance advertising and its application in learning to write arguments (2) quantitative analysis to measure the effectiveness of learning with CDA in learning to write arguments.

### Result

The CDA ad starts with the illustration contained in the body text. Altsie and Grow (2006) state that aspects of the structure of advertising discourse consist of prehead, headline, visual, subhead, copy (body copy), logo, and tagline. Illustration of a product is a body copy

of the ad text that forms the core of the ad. There are three types of body copy, namely story, bullet points, and one-liner. The Story is structured because it contains an opening, a core, and a closing. Bullet points present information that is conveyed by emphasizing key information using pointers only. One-liner is the use of just one sentence or site address which is considered sufficient to attract attention. Illustration of advertisements, in general, takes the form of stories. There are several illustration ads in the form of bullet points and one-liner. Advertising illustrations lead to product descriptions for persuasive purposes. In learning to write this argument, insurance ads are taken from several online media and magazines (print media). The data source is an illustration of Prudential health insurance advertisement, AXA Mandiri (AXM) education insurance, college core insurance from Allianz (alz) with the consideration of a complete body copy.

### Textual Dimension

Each text simultaneously has three functions, namely representation, relations, and identity. The representation function is related to the methods used to display social reality in the text form. Analysis of text dimensions includes traditional forms of linguistic analysis: vocabulary and semantics, the grammar of sentences and smaller units, sound system (phonology), and writing system. The parts of microstructure analysis used to make students understand the use of language in writing arguments are described below.

### Cohesion and Coherence

The insurance illustration discourse is formed by the use of inclusive pronouns, namely the use of the word *kita* (we/us), which represents the reader and the producer himself. Can be observed in the following data:

- (1) Di zaman yang serba tidak menentu seperti sekarang ini, kita tidak pernah tahu apa yang akan terjadi dengan hari esok.  
*'In an uncertain lives like today, we never know what will happen with tomorrow.*

This is a form of cohesiveness. However, cohesiveness at the end which contains the purpose of the solicitation, is done by the use of

your pronouns you (Anda) and *nasabah* (customer).

- (2) Jika kesehatan kita terganggu, pastikan kehidupan Anda dan keluarga tetap terjaga.  
*'If our health is compromised, make sure your life and that of your family are maintained.'*
- (3) Hidup terus berjalan melewati berbagai tahapan. Anda dan keluarga layak mendapatkan kepastian keamanan dalam mengarahi setiap tahapan kehidupan tersebut.  
*'Life goes on through various stages. You and your family deserve security in wading through each of these stages of life.'*
- (4) ... tidak ada salahnya kita mencari solusi terbaik untuk sebuah perencanaan keuangan dan perlindungan bagi keluarga kita.  
*'.... it would not hurt us to look for the best solution for financial planning and protection for our families.'*
- (5) Allianz memberikan perlindungan dan pelayanan kepada nasabah di manapun.  
*'Allianz provides protection and services to customers everywhere.'*
- (6) Solusi terbaru dari AXA akan membantu Anda menyiapkan masa depan mereka dengan menghindari risiko ketidakpastian hidup.  
*'The latest solutions from AXA will help you prepare for their future by avoiding the risk of life uncertainty.'*

#### *Use of Direct Comparison-Statement*

Comparison with other things is done to form a comparison with the real-life that will be described. These sentences function as suggestions.

- (7) Apakah besok akan terang, hujan atau panas, dingin. Kita tidak pernah tau risiko-risiko apa yang akan terjadi dalam kehidupan kita. Tetapi yang paling utama yang harus kita jaga adalah kesehatan, karena kesehatan adalah aset kita paling penting.  
*'Will it be sunny, rainy or hot, cold tomorrow. We never know what risks will occur in our lives. But the most important thing we must protect is health, because health is our most important asset.'*
- (8) Bagi Anda yang seorang pekerja, tentunya tidak semua akan mendapat dana pensiun dari perusahaan tempat Anda bekerja, pegawai negeri sudah pasti mendapatkan dana pensiun, berbeda dengan pekerja swasta yang belum pasti akan mendapatkannya.

*'For those of you who are workers, of course, not all will get a pension from the company you work for, civil servants will certainly get a pension fund, in contrast to private workers who will not necessarily get it.'*

#### *Compound Sentences Relationship Terms*

The compound sentences are used in this illustration discourse are conditional relations statements. The clause describes negative things to be delivered in good condition as a solution or as a result of the solution. This can be observed in the following data.

- (9) Jika kesehatan kita terganggu, pastikan kehidupan Anda dan keluarga tetap terjaga.  
*'If our health is compromised, make sure your life and that of your family are maintained.'*
- (10) Jika meninggal sebelum usia 60 tahun maka keluarganya akan mendapat dana warisan sebesar Rp500.000,00.  
*'If you leave (died) before the age of 60, the family will get an inheritance fund of Rp. 500,000.00'.*

Illustrations about life are also expressed by compound sentences of relationship terms, as in the following data.

- (11) Kebanyakan orang akan mengalami masalah keuangan jika salah satu dari anggota keluarganya terkena penyakit seperti jantung, kanker, tumor dan stroke.  
*'Most people will experience financial problems if one of their family members is affected by a disease such as heart disease, cancer, tumor, and stroke.'*
- (12) Jika tabungannya tidak cukup untuk mencukupi biaya pengobatan, biasanya solusi yang mereka lakukan adalah menjual harta atau asset atau meminjam kepada teman dan kerabat.  
*'If the savings are insufficient to cover medical expenses, the solution is to sell their assets or assets or borrow from friends and relatives.'*

#### *Use of Statistical Data in Rhetorical News and Question Sentences*

Statistical data are used to strengthen the persuasion and inculcation of cognition or knowledge to the public. The data is sourced from in-

formation that is commonly read by the public and from formal institutions. That can be observed in the delivery of rhetorical question sentences such as the following data.

- (13) Tahukan Anda 83 % dana pengeluaran kesehatan berasal dari penghasilan keluarga?  
*'Did you know that 83% of health expenditure funds come from family income?'*
- (14) Tahukah Anda, berapa biaya yang harus Anda persiapkan untuk pendidikan buah hati Anda?  
*'Do you know how much money you have to prepare for your baby's education?'*

Utilization of statistical data can be observed in the following data.

- (15) Data World Health Organization (WHO) pada tanggal 31/03/2010 menyebutkan, sebanyak 60,44% orang Indonesia yang tinggal di kota-kota besar, rentan terkena penyakit berat akibat gaya hidup tidak sehat.  
*'Data from the World Health Organization (WHO) as of 31/03/2010 states that as many as 60.44% of Indonesians living in big cities are vulnerable to severe diseases due to unhealthy lifestyles.'*

Arrangements for the delivery of the first type of information (AXM 2 and alz 3) begin with questions to corroborate the information that will be shared with readers. The second type (prdt 10) uses information formation with emphasis on data sources, namely WHO. Both are delivered with numbers (quantity).

### **The Mesostructure Dimension**

Production the insurance illustration ads are produced using the assumption of discourse production connectivity.

- (16) Data World Health Organization (WHO) menyebutkan, sebanyak 60.44% orang Indonesia yang tinggal di kota-kota besar, rentan terkena penyakit berat akibat gaya hidup tidak sehat.  
*'Data from the World Health Organization (WHO) states that as many as 60.44% of Indonesians living in big cities are vulnerable to severe diseases due to unhealthy lifestyles.'*

- (17) Rentannya warga kota besar terkena penyakit pada umumnya diakibatkan gaya hidup tidak sehat seperti: mengonsumsi makanan cepat saji, kurang mengonsumsi sayuran dan buah-buahan, merokok, kurang olahraga, stress, peningkatan polusi, mengonsumsi alkohol. Setiap tahunnya semakin banyak orang Indonesia yang menderita

*'The Vulnerability of large city residents affected by diseases is generally caused by unhealthy lifestyles such as: consuming fast food, consuming fewer vegetables and fruits, smoking, lack of exercise, stress, increased pollution, consuming alcohol. Every year more and more Indonesians suffer.'*

- (18) Penyakit seperti serangan jantung, kanker, tumor dan stroke.

*'Diseases such as heart attacks, cancer, tumors and strokes'.*

- (19) Bagi anda seorang yang pekerja, tentunya tidak semua mendapat dana pensiun dari perusahaan tempat Anda bekerja, pegawai negeri sudah pasti mendapatkan dana pensiun berbeda dengan pekerja swasta yang belum pasti akan mendapatkannya. Melihat masa pensiun yang akan tiba pada pada usia 55 tahun untuk PNS dan 65 tahun pada karyawan swasta, maka sudah tentu Anda perlu mempersiapkannya dengan baik.

*'For those of you who are workers, of course not all get pension funds from the company where you work, civil servants are certainly getting a different pension fund from private workers who will not be sure to get it. Seeing the retirement that will arrive at the age of 55 years for civil servants and 65 years for private employees, then, of course, you need to prepare well.'*

### **Macrostructure Dimensions**

The Macrostructure dimension refers to the form of the demolition of hegemony. In writing arguments, claims and counterclaims can be learned as acts of dismantling hegemony. Examples of data that can be assessed in macrostructures are in the following two data.

- (20) AXA Mandiri menyediakan perlindungan bagi individu dalam perusahaan Anda dari risiko kematian, kesehatan, dan cacat total di mana pun kapan pun di seluruh Indonesia tanpa batas wilayah.

*'AXA Mandiri protect for individuals in your company from the risk of death, health, and total disability anywhere at any time throughout Indonesia without borders.'*

- (21) Membeli polis asuransi adalah sebuah komitmen jangka panjang. Pengakhiran suatu polis sebelum waktunya biasanya akan menyebabkan adanya biaya tinggi, dan nilai penebusan yang akan dibayarkan bisa menjadi lebih kecil dibanding nilai total premi yang dibayarkan.

*'Buying an insurance policy is a long-term commitment. Termination of a policy prematurely will usually result in high costs, and the redemption value to be paid may be less than the total value of the premium paid'*

In both data, there are two phrases can be used to dismantle hegemony, namely *protection without territorial boundaries* and *long-term commitments*. In the first phrase without territorial boundaries (data 20) the terms and conditions have not been disclosed and in data 21, the phrase long-term commitment shows the necessity to be bound without concern for falling income to pay premiums.

### Statistical Test Results

As explained earlier, the results of the pretest and posttest the ability to write arguments indicate that the data is not normally distributed. Thus, the Mann Whitney U test applied. The results of the test output can be described as follows.

**Tabel 3. Mann-U Whitney Test**

	Class	N	Mean Rank	Sum of Ranks
Argumen	1.00	34	19.50	663.00
	2.00	34	49.50	1683.00
Total		68		

**Tabel 4. Test Statistics<sup>a</sup>**

	Argume n
Mann-Whitney U	68.000
Wilcoxon W	663.000
Z	-6.315
Asymp. Sig. (2-tailed)	.000

a. Grouping Variable: class

The Man Whitney test results above show that the significance value of 0.000 is 0.005 meaning that the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted.

It can be concluded that the learning of critical discourse analysis influences students' ability to write arguments. In other words, the Fairclough's CDA learning model is effectively used in improving the ability to write arguments for Indonesian Language Study Program students, FKIP, Universitas Jember.

## Discussion

This section discusses insurance advertising CDA and its use in learning write argument.

### Discussion of Microstructure Dimensions

Pronouns *Kita* (we) are not used consistently to form cohesion. *Kita* are used to describing all the general conditions that may naturally be experienced by humans and contain the purpose of the agitation (data 1). Pronouns *Anda* (you) is/are used to indicate "objects" that must make changes or to show what should be done and refer to beneficiaries (users). Some illustrations show the reader as a target from the beginning so that pronouns *Anda* (you) is/are used from beginning to end (data 5 and 6). As a form of coherence, discourse is formed with illustrations of events and protection themes. The keywords used are *protection*, *solution*, *certainty*, and *guarantee* as a lexicon that is used repeatedly to support text unity. The influential words in this illustration are *solution* and *protection*. The word was developed to direct discourse in a coherent form.

There is a use of comparisons with season allegories as objects or focuses that need to be addressed (data 7). The uncertain season as compared to the conditions or risks that will be experienced by humans. The reasoning with indirect comparison uses the construction of facts and evidence (nature) to illustrate risk. In the argument, it is necessary to express futuristic thinking about the risk of an event or choice. Data 8 provides a comparison of public servants (ASN) with private employees in terms of obtaining pensions. Private employees are declared as disadvantaged because they do not get a pension. In the data, there are facts and evidence that lead to certain groups.

The argument leads to persuasion. The compound sentences in the example are used to persuade with presuppositions that function as

suggestions (data 9 and 10). The conditional sentence in the illustration of the insurance advertisement is needed to strengthen the suggestion or persuade. Construction *Jika ...maka...* (*if ... then ...*) is a statement in the form of recommendations. The presupposition sentence is used to describe negative circumstances that need to get a solution. The conjunctions *if* always forming a clause that states a negative state, while *then* it is a clause to describe the conditions that need to be done. In data alz 2 (data 13) cause and effect as a presupposition do not lead to a picture of a negative condition, but in a positive condition with the statement “*Because when your children 's dreams come true, you do too*”. These compound sentences connect the success of the child and the success of parents. Unlike previous data, this ad uses English to strengthen its identity as a foreign insurance. Not all statements of persuasion are stated negatively. Circumstances that show appreciation and ensure that a reader is a valuable person can also be used to persuade.

The empirical statements (scientific) using statistical data are used to support emergence of trust. Analytically, the sentences in the data (14, 15, and 16) contain general truths not truths of insurance benefits or goods offered. The data sentence is used to deliver on propositions that benefit the insurance company. The use of accurate data from reliable sources is an appropriate effort in argumentation to make a claim or counterclaim. In microstructures, students can study the presentation of data and critically view the data presentation as material arguments.

#### *Discussion on the Mesostructure Dimension*

Discourse production is carried out in a conative function as conceptualized by Jakobson (in Waugh, 1976) who broadens Bühler's opinion (1934; 2011). The conative aspect plays an important role because it emphasizes the message the sender expects and makes the message recipient do or think as he wishes. Insurance producers in Indonesia, especially foreign insurance companies, are strong enough to carry out this conative function because the Indonesian people have little interest in insurance because of the negative stigma of insurance and the idea that insurance is expensive and for the upper-middle class (Comment Hendrisman Rahim, Chair of

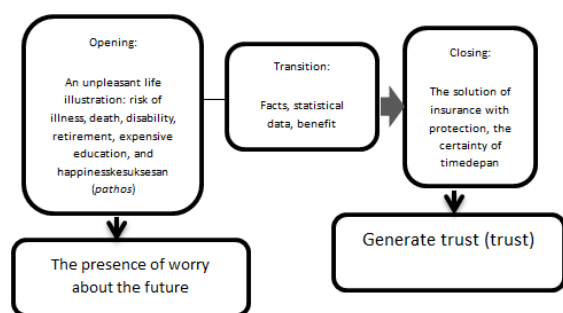
Dewan Asuransi Indonesia, dalam *Pikiran Rakyat on line* December 15, 2015). It was also stated that out of 100 Indonesians, only 12% had insurance policies and only 18% understood insurance well. According to Edi Setiadi, Deputy Commissioner of Industri Keuangan Non Bank Otoritas Jasa Keuangan, the contribution of insurance to the national economy is still very small. Therefore, there needs an effort to make them aware.

**Production** The insurance illustration ads are produced using the assumption of connectivity in the production of discourse in (1) the target is the urban community (2) the community with high living costs and style. The Discourse always forms connectivity (Gee, 2011). In the discourse, there is a connection between city residents and disease. The first connection is used to provide negative images that will and must be resolved with insurance. The second connection, connecting insurance needs with school fees which refers to the costs of universities that tend to be expensive in Indonesia and have high prestige value. Besides, the universities referred to are leading foreign universities such as Harvard (USA) and Monash (Australia). So the estimated education costs per year (2017 estimates) illustrated are Rp157.600.000 (for UPH Indonesia), Rp379.028.000 (for Harvard, USA), and Rp335.070.000 (for Monash, Australia), assuming annual inflation of 10%. The illustration directs the insurance holders are those with high income with a sum of 1 billion and an annual premium payment of more than 150 million. (illustration data from alz)

These data show the production of insurance illustrations emphasizing aspects of pathos (Meynard, 2002) by using a model of future depictions that require costs and the need for early preparation. The targets are education, illness, and retirement. All are assumed by playing with the emotions of the reader. The components used as the pathos dimension are; (1) if parents get into trouble (sickness, layoffs, and death), children's education will be neglected; (2) if sick due to unhealthy lifestyles, the costs will be expensive and people will sell all the assets owned resulting in a messy life; (3) if retirement and employees do not get pension then old age will be difficult because they do not earn; (4) if the company's employees get disasters such as death, illness, and total disability, the company will spend a lot of money and com-

plicate the company; (5) if going to school in a bona fide school the costs required are very high, it is necessary to prepare substantial funds.

This component is built in the meso-structure aspect (discourse practice). In argumentation, the logos aspect is needed to build logical statements and persuade by focusing on the pathos to convince the reader about the importance of doing or choosing something. These components if described will show the following pattern.



**Figure 1. CDA Mesostructure Component Advertisement**

### *Discussion of Macrostructure Dimensions*

The insurance advertisement illustration emphasizes the ultimate goal of changing people's attitudes to join or become insurance customers. The benefits taken by producers are financial as more and more customers deposit their money for future guarantees as they are offered. Some things that can be observed from the application of language use activities are, (1) embedding knowledge about future threats due to natural risks that cannot be denied such as illness and death. Besides, there are risks due to uncontrolled factors such as the risk of work accidents and illness that cause total disability, and the risk of economic fluctuations, as well as the risk of old age: pension; (2) embedding knowledge about insurance guarantees with offered protection.

In terms of aspects of discourse practice, some of that knowledge is imbedded with several aspects that are still lame. First, the inclusion of improper knowledge on illness risk connectivity is only accepted by city residents because unhealthy lifestyles are considered as a habit practiced by city residents (prdt 13). Aspects of the weaknesses of connectivity are (1)

there is a justification for unhealthy lifestyles because if sick there is insurance that solves the problem of pain due to unhealthy lifestyles; (2) there are efforts to illustrate unhealthy lifestyles with the rationalization that accentuates urban society showing inequality with social conditions in Indonesia. Connectivity to healthy and sick lifestyles-having severe illness because unhealthy lifestyles are not a problem because there is insurance - is connectivity that does not benefit knowledge for the community and the producers. Other knowledge imparted is that civil servants are more profitable than employees of private companies from obtaining pensions. Civil servants get pensions and private employees don't. This is a form of appointment information that is less favorable for the public and insurance companies because there is an assumption that civil servant guarantees are very good and private employees do not. Implicitly, civil servants do not need old-age insurance. Thus, there is the knowledge that insurance targets are private employees, not civil servants.

Second, there is an ambiguity in meaning that is built-in insurance with the use of the word all risks. After being observed there are only 33 types of serious illnesses that can be claimed. This leads to the illustration of serious illnesses so that insurance covers health costs for only 33 serious illnesses. The statement is prone to cause misinterpretation from the public. Another discourse uses the word protection without limits which is a practice of negative persuasion because without limit in the further investigation is not on its protection but in areas that are covered by the insurance. (data 20).

The Third is the hegemony of insurance companies with illustrations that suppress feelings directly with a picture of illness (mentioning the name of the disease), death, a total disability that has effects on educational failure, old age that languishes, the sale of family assets. This only appears in online advertisements, not in print media advertisements (in the same ad).

Fourth, insurance holders are identified with prestige and high social class with illustrations of estimated education costs at universities with middle and upper-class students both at home and abroad. This condition is not a depiction of the Indonesian people in general with the per capita income of the Indonesian people per year of Rp38.28 million (BPS Feb-



ruary 2018). On the other hand, raising the prestige of private schools and overseas schools at very expensive costs is an unfavorable condition for educational institutions that are relatively more affordable.

Fifth, there is a threat of loss when stopping the policy. With a long-term commitment to policyholders, the public is faced with the risk of loss if they are unable to pay the premium costs. This long-term commitment requires stable economic conditions. This condition is a risk for the community. Therefore, there must be a balanced understanding between profits and losses if they fail to pay the premium.

Phrases *komitmen jangka panjang* (Long-term commitment) formed by insurance companies to avoid feeling threatened for the community. Therefore, some statements that can be used as a critical view of the community. Martutik (2012) states that advertisements, especially advertorial advertisements, are engineered by capital owners to subtly hegemony prospective consumers to behave consumptively through persuasive message presentation techniques, namely feelings generation (emotion) techniques and thought generation (ratio) techniques.

Maynard (2002) mentions it as an aspect of logos and pathos. Logos refers to giving facts, rational arguments used in rhetoric. To support a discourse, pathos is more directed towards the involvement of emotions or referred to as the dimension of playing upon the feelings of the audience. In the macrostructure element, there is an attempt to dismantle the practice of hegemony through counterclaims.

#### *CDA and Argumentative Writing*

The most important thing in this research is the CDA component of Fairclough insurance advertising model that can overcome the problem of writing argumentations, especially in aspects (1) the use of facts and evidence correctly (true, relevant, and essential) (2) the use of persuasion is based on the right reasoning, and (3) the conveyance of ideas (well-organized ideas).

The first problem that is indicated by the fact and/or evidence used is not always proven true, sometimes irrelevant, and not needed in counterclaim can be overcome by training mesostructure and macrostructure studies in which

there is a disclosure of relevant facts as a basis for establishing connectivity. Thus, the argument becomes logical and critical.

In the second problem, the average student experiences the ambiguity of the concept of exposition (exposure) with an argument because they both use evidence. Students do not understand the use of facts and/or evidence as intensive persuasion efforts that can be supported by statistical and research data and presented in logical reasoning. This problem was overcome by understanding the mesostructure aspects. In the third problem, the conciliation of the delivery of ideas is less visible because it is influenced by subjective views in determining the location of statements coherently. This is indicated by discordant sentences and the incoherent relationship between paragraphs. This can be overcome by understanding the microstructure aspects of CDA Fairclough. In the pre-test, the score of most students is lacking and sufficient (under a score of 15). Therefore, CDA is needed to overcome these three problems.

The pattern of argumentation in advertising is formed by scientific data through facts and evidence. In learning with the CDA the Fairclough model there are points learned from CDA that show the relationship with argumentation. This can be illustrated in the following table 4.

**Tabel 4. Argumentation Components**

Argumentation Components	Fairclough CDA Dimension
Facts and evidence are true, coherent, and essential	Microstructure
Establish connectivity in statements (propositions); claims and claims	Mesostructure
Logical and critical in understanding hegemony, interpreting phenomena as evidence of equality or inequality that needs support	Macrostructure

Javadi and Mohammadi's research (2019) shows that critical discourse-based instruction can strengthen students' critical under-

standing of texts that are read due to the formation of critical thinking patterns in general. In this study, more specifically, CDA can be stated to have a supporting component that is directly related to writing arguments, especially in the structure, presentation and processing of facts, and also understanding contexts to present logical and critical thinking. Also, Fairclough's CDA is relatively simple. This helps students do the analysis more easily. As such, argumentative writing skills are confirmed by understanding the CDA Fairclough dimensions. These three dimensions reflect the use of language, message processing, and logical critical views. These three dimensions help strengthen the concept of argumentation as sophisticated cognitive and linguistic, as revealed by Nippold & Ward-Lonergan (2010). Ka-Kan-Dee & Kaur's research (2014) shows the same problem in writing arguments, namely the problem of the presentation and processing of facts. In this study, it was concluded the need for a critical attitude that could be built by training in critical studies. Besides, Ka-Kan-Dee (2015) analyzes the need for research on learning methods that underlie critical thinking in argumentation. Through the practice of analyzing the discourse of insurance advertisement, the student will understand and have competence in the content of the argumentation and understand the delivery logically and critically.

#### *Effectiveness of CDA Insurance Advertisement in Argumentative Writing Learning*

The effectiveness of applying the CDA Fairclough insurance advertising model has been proven with a hypothesis: CDA learning Fairclough model is effectively used in learning to write arguments. The significance value is statistically influenced by training in structural analysis, presentation, fact processing, and understanding of context to present logical and critical thinking. Fairclough's CDA model specifically

influences the ability of students to construct argumentation structures, the use of facts and evidence as material for claims and claims with connectivity, as well as meaning in context to present arguments which fundamentally must have a critical and logical presentation of ideas or facts.

## **Conclusion**

The Problems about learning to write arguments, especially the problem of writing content in the form of (1) the use of facts and evidence appropriately (true, relevant, and essential) (2) the use of persuasion is based on the right reasoning, and (3) the submission of ideas (organized ideas with both) can be overcome by learning Fairclough CDA models which simple and focused on structural and content problems. Micro, meso, and macro dimensions are easy to use as a medium for embedding knowledge about content argumentation in the structure, presentation and fact processing, and also context understanding.

The effectiveness of learning to write arguments with CDA Fairclough model in the discourse of insurance advertising shows positive results. Discourse analysis training contributes to helping students write content arguments well. The microstructure dimension is appropriately used to instill logical structures and techniques for the presentation of facts and evidence. The mesostructure dimension can be applied to practice the correct, coherent, and essential use of facts and evidence informing connectivity in propositions for claims and claims. The microstructure dimension can be used to understand logical and critical statements in understanding hegemony and interpreting phenomena. Thus, it can be said that the learning of Fairclough CDA on insurance advertising has a good effect on argumentative writing learning.

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