

## Persuasive Acts in the *AsianGuyStream*'s YouTube Contents

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### Abstract

Skill and strategy are essential in persuasion. By implementing appropriate strategies and having a good speaking skill can make someone be a good persuader. Successful persuasion can even move other people to do almost anything. Studying persuasion is under the notion of pragmatics since pragmatics studies the use of language in a certain context, in this case the context is the persuasive attempt. Atsu, the famous Genshin Impact content creator, implement the hope theory in persuade his viewers to keep wishing. This theory is an appropriate strategy since in Genshin Impact, players need to spend game resource even money if they want to maximize the character and weapon's potential through wishing. This system is called gacha; in gacha games, the players do not know exactly what they get. Thus, Atsu kept giving hope to the viewers that they will get the rewards after spending much resources or money. This strategy is shown to be successful since Atsu, most of the time, was successfully delivered his persuasive attempt. The data was taken from the videos uploaded in his YouTube account under the name of AsianGuyStream. The data was stored by screenshotting and analyzing the persuasive expression using hope theory and visual aids. The result of analysis showed that Atsu's successful persuasive attempt was supported by increasing player's hope on getting reward and visual aids by video editing.

**Keywords:** *persuasive attempt, hope theory, visual aids*

## INTRODUCTION

The purpose of communication is to influence other people to do what we want or at the very least to get the feedback towards the message we deliver. In order to get feedback, the message must comply with certain strategies, especially if the purpose is to influence other people to do something as the speaker wishes. In the communication process, some strategy and words are used in such a way so the speaker can achieve the communication purposes. As speech entails the action, as the definition of perlocutionary act, the purpose of persuasion is the action that in line with the persuasive utterance (Hidayat, 2016).

Many famous people such as Martin Luther King and Cicero could build their rapport to move other people because they have a great persuasion skill. Persuasion is the gateway to show your value (King, *Persuasion Tactics: Covert Psychology Strategies to Influence, Persuade, & Get Your Way (Without Manipulation)*, 2016). Presidents of America also implemented the idea of persuasion in their speech during war to make others changed their belief toward certain political issues. Speech, which is delivered orally, utilises the function of language as the means of communication. In this context in which communication aims to persuade others to change their beliefs, persuasion focuses on how great the impact of the persuasive attempt is to the receivers so that the receiver shows sort of change in their behaviour (Hussein & Adel, 2018).

It has been commonly acknowledged that the choice of different tactic in persuasion is necessary to reach the goal. The political speech aims to make other parties follow persuader's ideology. The two presidents mentioned previously used persuasive strategies to make the citizens support the government's wish to initiate the war. The speech was designed in such a way to assert to the citizens the president's belief of what is correct or wrong; it is clear that the president wanted to deliver what was in his mind clearly to the citizens. Atsu did slightly different

from those in term of his focus. He focused on igniting viewers' hope to wish the character.

*Genshin Impact* implements *gacha* system. *Gacha* game system encourages the player to spends some even lot of money if they want to play the game conveniently and unleash the maximum power of a character. One of *gacha* games that gains popularity around the world is *Genshin Impact*. The most recent awards they got is *the Best Mobile Game Awards* at Gamescom 2024 (Aditya, 2024). Hoyoverse developed this game based in China. The popularity of this game encourages content creators and streamer to make the content about this game.

As it needs to spend much resources, both in game and real money, to get the character or weapon the player wants, Atsu often uses unique ways such as storytelling and encouragement. It bridges his encouragement to his viewers to keep wishing and trusting their luck to him. He sometimes asks his video editor to edit the unlucky part to be posted, so people will see that he has a good luck in this game. This action is in-line with the purpose of persuasion in which to make the hearer do the desired action (Jain, 2018), in this case to make a wish.

This study wants to reveal the persuasion strategy used by one of *Genshin Impact's* content creators, Atsu. He has a YouTube channel with the account name *AsianGuyStream*. This study would like to see how the hope of the listeners can be raised by implementing a persuasion strategy. This hope can also be improved by using visual aids in which has not been explored deeply in persuasion strategy. The digital form of persuasion is also needs to be studied more since the media to deliver persuasion has expanded due to the technology.

### ***The help of visual in persuasive act***

Talking about persuasive attempt cannot be separated from psychology. It is interesting how Patrick King wrote a book about using psychology strategy to make a persuasive attempt. In his book, he explained that the tone of persuasion affects human psychology (King, *Persuasion Tactics: Covert Psychology Strategies to*

*Influence, Persuade, & Get Your Way (Without Manipulation)*, 2016). This statement is supported by O'Keefe who defined persuasion as a successful intentional effort at influencing another's mental state through communication in the receiver has some measure of freedom (O'Keefe, 2016). One way to trigger viewer's emotion is visual element since visual can help the mental process the information or persuasion better (Ibrahim, Shiratuddin, & Wong, 2016).

Using visual element such as video editing and meme is the unique persuasive point made by Atsu. Since this research took the data from YouTube videos and, in most cases, the YouTubers have an editing team, Atsu also has an editor who edits his long live Twitch streaming into the interesting moments and puts it in YouTube videos. Meaning to say, the editor chose and put some interesting moments happened during Atsu's live to the YouTube viewers. This editing process was carried out to catch viewers' attention to ask Atsu wish in their account.

Element is visual includes font, colour, or images (Seo, 2023). Those visible elements are employed to affect the message. Further in his research, he quoted that image is used in message because it has eye-catching effect. Viewers will remember the image in order to relate it with the message. Image is also closely related with memory. Using image can support the memorability of the message (Seo, 2023). Based on this, using picture is a strategical action to make the message delivery successful. Another research done by Jain also confirmed that picture can convince people and communicate well compared to verbal or other means (Jain, 2018).

Experts and researchers agree that picture and other visuals enhance the persuasion context's message. Since picture does not exist alone; meaning to say it is always related to the text, picture is a good choice to enhance the written message (Jordan, 2021). Picture also helps building rapport and touching viewers' emotion. Image is used in persuasion or campaign to trigger emotion. Even the verbal persuasion better is supported by visual since both have a salient distinction. Verbal

material provides more rational, logical and linear pathway while visual aid provides the emotive impact (Joffe, 2008) (Huddy & Gunnthorsdottir, 2000).

Another important role of picture in persuasion is leading the message. Many researchers, as mentioned by Suh, believed that visual message can grab people's attention more easily than verbal one (Suh, 1999). Picture is also believed to make the complex message is delivered more easily. Its beneficial factors to grab attention and lead the message makes pictures is implemented by many to successfully persuade.

Researchers found out that audiences see the elements on the visual aids and make judgment based on the representation. The representation in persuasive is needed to intensify the communication. There are three dimensions of communicative intens as explained by Joo, Li, Steen, and Zhu: emotional traits, personality traits and values, and overall favourability (Joo, Li, & Zhu, 2014). Every human has an emotional side. This side influences people in all aspects of their lives, including how they perceive persuasive attempts. Unlike the emotional traits, personality traits and values focus on the persuasive object; which means, the persuasive picture is shown in such a way to reach the purpose of persuasion. Then, both aspects shape the overall persuasive attempt for the viewers.

### ***Hope appeals***

Scientifically hope exists because people fear something; for example, people follow healthy diet since they fear getting sick and at the same time hope to have a healthy body. The stakeholder uses this particular reason to make a persuasive attempt that touches this physiological state (Nabi & Myrick, 2019). This finding is supported by Ledford who found out that hope increases both perceived message effectiveness and information seeking (Ledford, 2020). Thus, by focusing hope after doing something, driving self-efficacy to follow the suggestion will be easy.

This study also implemented the theory of hope appeals in persuasion attempt. Hope appeals theory is under the umbrella of emotional appeals in

persuasion (Worthington, 2017). Persuasion and emotion are indeed interconnected. An experiment showed that including oneself in a certain group led to a more elicited emotion, therefore leading to more persuasion than someone who does not include oneself in any group (Wirz, 2018). In relation with previous theory on the use of visual aids in persuasion which can affect the emotion, hope appeals can be supported by visual aids.

This theory, which Chadwick initiated, covers the condition that people's behaviour is motivated by the hope of achieving future rewards. The components of the messages are opportunity, response efficacy, and self-efficacy. By fulfilling these components, the expected result of persuasion attempt is attention, interest, perceived effectiveness, and behavioural intentions (Chadwick, 2015).

Persuasion message applying hope theory must take a note on the opportunity the receivers will get. Chadwick gave example of campaign to reduce artificial lighting in Alaska since it can reduce the beauty of aurora borealis. By taking part in this campaign, people have an opportunity to see the aurora borealis. Seeing Aurora borealis can catch people's attention and encourage them to take part in this campaign. By having an interest towards the campaign, people are willing to take part in it; the campaign has fulfilled the response-efficacy and self-efficacy (Chadwick, 2015).

According to this persuasive theory, the persuader needs to catch other people's attention to opportunity. Thus, the persuaders need to emphasize what the reader will get in the future if he does certain action or follows a particular suggestion. The persuasive hope theory is implemented by emphasizing importance, goal congruence, possibility, and future expectation. Persuasion attempt needs to show the importance of doing certain action for the recipient.

## **RESEARCH METHODS**

This study belongs to qualitative research. In linguistics, study about persuasive act is under the pragmatic realm. This study belongs to the pragmatic study since this study analyses the language used in a certain context; in this study,

the context is persuasion. It aims to reveal the effective delivery of persuasion. Further, the analysis went beyond expression to use visual aids to enhance the message of persuasion.

Pragmatics, as Verschueren explains it, focuses its study on resource-oriented explorations. In order to do that, the data for pragmatic study are usually in the form of texts, conversations, or discourse in general. Further, he explains pragmatics as an interdisciplinary analysis that gives the researcher insight into how language and human life are connected (Verschueren, 1999). Thus, pragmatic study regards all language used as meaningful to construct meaning in the world.

In addition, Yule explained that pragmatics deals with the relationships between linguistic forms and the users of those forms. Studying language by implementing pragmatics theory allows the researchers reveal the speaker's intended meanings, the assumptions, purpose or goals, and actions he performs while speaking (Yule, 1996). In other words, pragmatics is used when the purpose of the study is to analyse how the speaker uses his utterance to deliver his intention or goal of speaking.

The data was gathered by screenshotting Atsu's utterances that contained persuasion attempt. The persuasive expressions were analysed using the theory of persuasive hope theory. The pictures and other editing results were also captured as the data for using visual aids in persuasion.

## **RESULTS AND DISCUSSION**

Atsu uses several ways to persuade viewers to wish on certain characters or weapons. These strategies are: storytelling, giving hope, word of wisdom, and video editing. These strategies will be elaborated later in the next session.

### ***The tone of Atsu's persuasive act***

Generally, Atsu delivered his persuasive attempt in a happy and hopeful mood. This mood is necessary to build since it is hard to keep wishing, especially for those with limited resources (primogems and money). However, with Atsu's

encouragement, players sometimes kept allowing Atsu to wish in their accounts. Atsu delivered his encouragement uniquely and funnily.

Picture 1:Atsu playing with words



Source <https://youtu.be/3c27hnEmtY8?si=ir3pMdJGi0koVacB>

Although his encouragement sounds like he had a lecture, surprisingly the audiences liked it. The way Atsu played with words were interesting; for example, when he got the bow *The Rust*, he mentioned that the player still need to believe in his luck since he is not rusty (he said that *Cause I ain't rusty*) [Picture 1]. Not only playing with words, Atsu also pointed out his similar characteristics with the character; for example, he convinced the player that he was going to get lucky in wishing in Wriothesley's banner since the character had similar build with Atsu.

The benefits of certain action, in this case the benefits of having the copy of a character or weapon, can be the best thing to point out in delivering the persuasive attempt. The purpose of having more copies is to make the character stronger. The strong characters are necessary to fight the boss and conquer the spiral abyss. Based on this purpose in playing *Genshin Impact*, Atsu gives hope to the player to keep wishing character or weapon to make their gameplay easy.



Picture 2: Atsu giving a word of encouragement



Source [https://youtu.be/bKd\\_WOpsffo?si=M74tAHRm3OysVFfS](https://youtu.be/bKd_WOpsffo?si=M74tAHRm3OysVFfS)

Atsu gives hope to the player in an interesting way. Sometimes he begins the content by telling a motivational story and sometimes he uses words of wisdom to encourage the viewers to keep wishing. Those methods bring positive atmosphere; playing *Genshin Impact* is fun since players can get many characters with unique gameplay. By doing so, Atsu proves that he, as the *Genshin* player himself, realises that the important thing for *Genshin* player to get the character is to follow the most-recent gameplay trend and to conquer even the most challenging enemy.

Picture 3: Atsu giving a word of wisdom

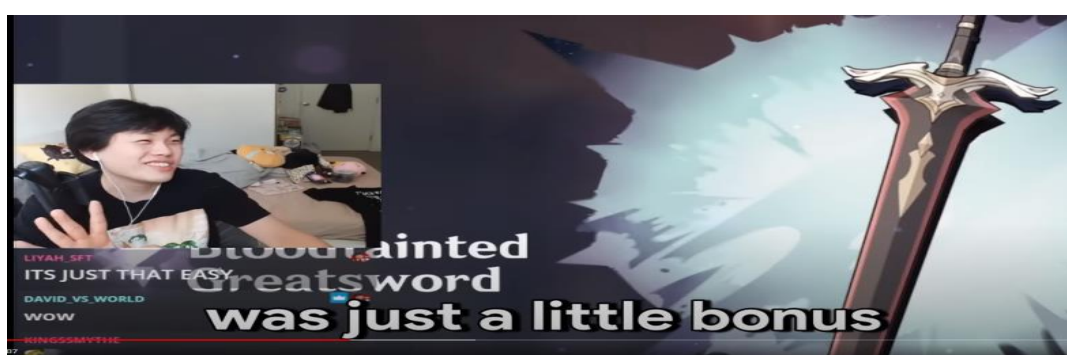


In relation with Atsu brings positive atmosphere during wishing session, he often uses same phrases that become his iconic expression to encourage the players. Some phrases that caught players' attention are *most gamblers lose when they only one step closer to the prize, go all-in, it is a mountain to climb, 5-star standard banner character is just a bonus, one more multi, I only need one more wish, if you want a character, you'll get character*. Let's take a closer look on those phrases. It is clear that getting the desired character or weapon and unlocking the maximum potential of the character or the weapon, a player needs a big luck if he does not want to spend all his resources (currency both in game and real life); that is why Atsu says a player needs to go all-in which means a player needs to prepare much resource to get the weapon or character he wants.

The phrases mentioned above also show that playing *gacha* games is like gambling; you never know exactly what you get. The exciting part about this kind of game is the anticipation of whether a player will get the character or weapon he wants. The funny thing is exactly the same: gamblers often quit playing when they are getting close to the prize, the same as Genshin Impact players quit wishing after many numbers of pity, which means they are getting closer to their desired character. Again, both gambler and Genshin Impact player quit because they run out of funds.

Being hopeful about getting the desired character after getting "unwanted" characters is typical among players. This is why Atsu kept saying just one more multi or one more wish, since every wish the players made was their way to get closer to the character or weapon they wanted. There is always an internal debate within the player whether he keeps going or stops since he has limited resources. This expression is used to bring hope to the player that they can get what they desire after spending some money and resources. This persuasive strategy is discussed in later part.

Picture 4: Atsu mentions that the unwanted character or weapon is a bonus



Source <https://youtu.be/qkt7GTNHDXY?si=SZY062gcKulV4NND>

### ***The implementation of persuasive hope theory in Atsu's persuasion attempt***

People are tempted to try gambling because they hope to win a lot of money. In many occasions, gambling is considered something bad to do. However, people are still tempted to gamble since they expect the reward. Persuasion is also implemented in marketing; asking people to buy something and this often has the sense of manipulation. With appropriate technique, persuasion will be delivered successfully even in manipulative situations (Aziz & Othman, 2020). Marketing always says that something is the best or better than the others, while it is not always the case.

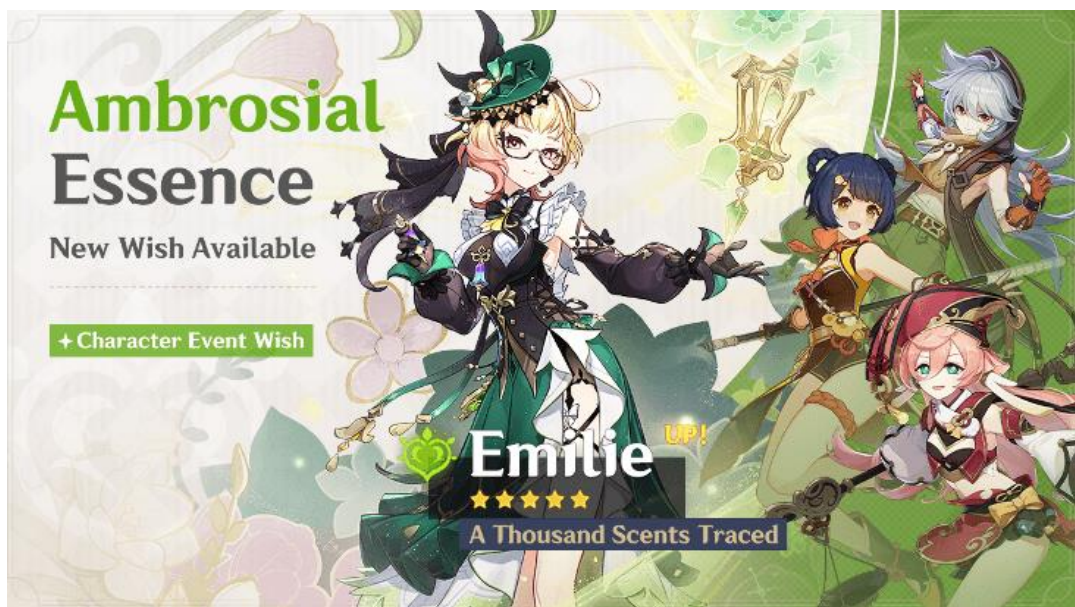
The same concept applies in *Genshin Impact*. The wishing system in *Genshin Impact* makes the players do not know exactly what character they get. Although it is certain that after a certain number of wishes, the player can surely get a five-star character, known as the best characters in the game. They cannot be sure whether the character they get is the banner character. They can get other five-star characters; for example, in the Emilie banner (Picture 5), players can get Emilie after around 80 wishes but there is a possibility they get other characters such as Diluc, Jane, or Qiqi which is not in the banner.

Among the players, they often call the lucky one: directly get the banner character as those who win 50-50. It is called 50-50 since there is a 50-50 chance to get the banner character. During 1 until 78 wishes, the players have the possibility to get the four-star characters in the banner: they are shown on the right side of the banner character as in Picture 5. Again, the players do not know which four-star character they will get. They can get the same character along the way, but they can get all those three. In short, the character appears randomly when you wish.

This kind of system makes the players always hope to get the character they want as soon as possible. Not to mention they want to have as many copies as

possible, which requires a lot of money since it is almost impossible to earn sufficient resources to get everything they want, unless they are very lucky to get the character they want soon. As additional information, player needs to use the game resource so-called primogems and 1 wish costs 180 primogems. To win 50-50, a player needs to spend around 15.000 primogems. Before the banner change and the player is free-to-play (they do not spend any money or just a few), they can earn around 12.480 primogems.

Picture 5:Character banner



Source <https://game8.co/games/Genshin-Impact/archives/460310>

Hope theory in persuasion is appropriate for analyzing Atsu's basis in delivering his persuasion. Players get persuaded more easily since they hope for the rewards they get after doing something, in this case keep wishing until their resource dries out even after spending a lot of money. Utilizing this condition, Atsu can "easily" deliver a persuasion.

In hope theory, the message should cover opportunity, response efficacy, and self-efficacy. Obviously Atsu often addressed the chance to win 50-50 or the early coming of the desired character (Picture 6). He also discussed sometimes himself as the person who brings luck; he refers as the streamer's luck.

As it has been mentioned on the previous part that Atsu has favourite phrase to brings the positive tone during the wishing session. Those phrases at the same time gives hope for the players that they will get what they want after having so many amount of wish. Although they lost the bet, Atsu kept saying they still can gain luck when they got the character they wanted in early number of wish; Atsu asked the player to hope for the early five-star character to get the character as early as possible. Being persuaded by this and having hope that all resources they spent is worth, players allow Atsu to keep wishing in their account.

Picture 6: Atsu's utterance to encourage players



Source <https://youtu.be/qkt7GTNHDXy?si=SZY062gcKulV4NND>

Another utterance that shows Atsu's promise to chase opportunity to get the character is by saying that the failure to win 50-50 was just stepping stones to reach the greater things. Atsu clearly pointed out the opportunity to get the character players wanted as he encouraged the player to keep wishing. In another time, he said that the character that the players lost to was addressed as a bonus. The diction *bonus* here gives the nuance that the players did not lose; he just got another character beside the characters he wanted. This kind of expression build the hopeful and happy atmosphere that by keeping wishing for a character, the players

can get many characters with unique playstyle and strengthen the team during fighting the enemy.

Picture 7:Lilypichu was influenced by Atsu



Source <https://youtu.be/QDWeQ7ztq20?si=lfiDC3Xe5Bl80gSj>

As Atsu mostly posted the case of his successful persuasion, it can be inferred that the hope of getting the best character could move the players. As Atsu always says thank you to the player for providing the interesting content for his YouTube channel, it shows that Atsu can persuade the player to keep wishing. The most memorable story is when he played with Lilypichu, a famous voice actress. Lilypichu was convinced to go to the maximum amount of 4-star characters although Atsu had explained that it was even more difficult to get 4-star character because there is no guarantee in getting the character she wanted. However, Atsu mentioned that having the maximum constellation of the character significantly strengthened the character. Being convinced by that (Picture 7), Lilypichu spent a lot of money, even Atsu said that she should stop.

The persuasive attempt explained earlier was also successful since all players follow Atsu's suggestion to spend all resources to get the character. This shows that hope triggers the action to achieve the goal. The same story happened to

Osmathuswhinee's account (Picture 8). Atsu always encourages the players to keep wishing since each wish a step to get closer to the main prize. The failure to get the desired character is like the stepping stone to finally get what he desires. Although Osmathuswhinee had limited resources to wish for two weapons, he kept trying to get both since Atsu mentioned that those two swords were the best so far.

Picture 8:Atsu's utterance to encourage players



Source [https://youtu.be/ifus8Afd0qw?si=96xEd3\\_FU3gj\\_6aE](https://youtu.be/ifus8Afd0qw?si=96xEd3_FU3gj_6aE)

The players who asked Atsu to wish in their account responded positively to Atsu's persuasion. It was proven by their behaviour to keep wishing their desired character or weapon. Even Atsu needed to stop Lilypichu to spend more money on this game. In a nutshell, hope for having the best experience in the game makes the players are willing to spend a lot of money or uses all the resources they have to get the best character and weapon.

### **The use of visual aids to enhance the message of Atsu's persuasion**

Visual aids in Atsu's contents about wishing are in the form of video cutting and meme. The technology development nowadays allows content creators to be more creative in realising their creative idea in their content; in other words, no

matter how wild the idea is, it is always possible to make it happen. The same thing happens to some Atsu's contents about wishing the character or weapon. Atsu wanted to build rapport by saying that he was a lucky streamer. In order to achieve that, he asked his editor to cut the parts which showed his unluckiness. For information, the data used in this research was taken from YouTube. Atsu's YouTube videos are the result of editing done by the editor taken from his whole streaming; usually the editor took the interesting and worth-to-content moment.

This study found Atsu asked his editor to cut the unlucky part four times. One of those, the editor showed that Atsu asked him to cut the unlucky part (Picture 9). In other cases, the editor showed how the wishing process happened and even in one occasion, the editor gave the effect like a classic movie (giving a light brown colour on the screen). The editor also added the text telling that the account had reached a pity to get five-star character. Another technique that the editor used is pausing the video and putting the black screen with the statement here's what actually happened to show that what the YouTube viewers see is not what actually happened during live streaming; in other words, the editor wanted to say that Atsu was not as lucky as he seemed to be.

Cutting the unlucky part of this gimmick shows an effective way to attract the viewer: to watch the video and ask Atsu to wish in their account. It shows that visual aids help Atsu to catch people attention to allow his wish in their account and provide content for Atsu. In this situation, the editing strategy is seen as the additional to humorous side of Atsu and his editor. Viewers do not feel betrayed or cheated since the editor always showed what happened; sometimes he used the effect like previous explanation or provided the number of wishes using the perimeter. Some viewers even put the comment that he felt happy that the editor showed what was actually happened. In short, the viewers knew that this editing is meant to create a humorous side of Atsu and the wishing session.

Picture 9:Atsu asking his editor to cut the unlucky part





Source <https://youtu.be/tMS5LOrfWPI?si=l828i3qFEZSro8Uy>

Meme also emphasizes the message in Atsu's attempt to persuade the player. One meme that represented viewer's suspicion that Atsu was indeed a lucky person was *pepe the frog* with suspicious look. This meme was added at the same time as Atsu's utterance *Do you want to keep going for constellation?* This implied that it was (almost) impossible to get the maximum constellation of a character with limited resource or without spending much money.

Picture 10: The use of meme to highlight viewers' suspicion



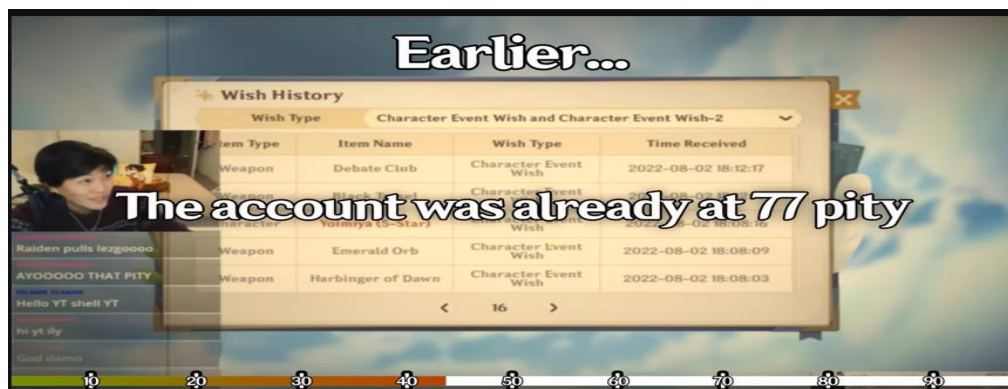
As meme is regarded as the means of communication in the digital era, it is understandable that meme is the pivotal way to enhance the message. Since its early development, meme was created to replicate a gene until this digital era, meme is used as representation. The object it represents evolves from gene to human mind; that is why meme is called cultural replicators; it is associated with human mind (Díaz, 2013). In this internet era, meme is made to describe humorous sense. The meme is considered witty, multimodal, digital stuff, user-generated with typical content features. Meme as a part of internet text becomes the creative mixture of linguistic and semiotic components; thus meme is used in speech to create humorous sense (Nita, Setiawan, & Lestari, 2021). In relation of being a representation, triggering emotion, and getting the internet development, meme can be regarded as language; it is used to transmit content element such as jokes,

rumours, videos, or websites. In short, meme is used to express feelings on certain issues or to heighten the emotion, especially in the internet era (Petrova, 2021).

From this analysis, it can be seen how convenience the technology development is in assisting the content creator implement their idea. Despite there is a possibility that Atsu provided such an interesting content to add his views and subscriber, the fact that he can continuously do the same content concept for around 2 years proves that this method can attract the *Genshin Impact* players to ask Atsu to wish in their account although they had limited resource. This condition added the exciting moment during the wishing session. The exciting moment was highlighted by adding video editing such as giving a classic effect or adding meme.

Visual aid can trigger emotion of the players. As explained earlier, meme developed into the representation of emotion, adding meme aims to emphasize emotion. In this case the emotion being represented is the emotion of suspicion if someone, Atsu, says that make a wish on character in *Genshin Impact* is lucky and worth to do. In fact, based on most cases told in community and the pity counting application, the luck is not that high and mathematically speaking a player needs to spend a lot of money if he wants to maximize the character's potential. It is the reason why the use of *pepe the frog* with suspicious look fits the emotion well.

Picture 11: The use classic effect in video editing



Source <https://youtu.be/DljbxjVIZw?si=sYoK49gP-GV8vVDq>

## CONCLUSION

The choice of appropriate persuasion tactic is effective in delivering a successful persuasive attempt. Atsu chose the hope appeals theory since the hearers, the *Genshin Impact* players, always have a high hope to get the character or weapon they want in their wish. This hope is supported by the *gacha* system implemented in this game in which the players will not know for sure what they get. Thus, the player will keep wishing until certain number of pities, hoping to get what they want eventually.

The development in technology also give the new nuance in persuasive attempt. Atsu brilliantly made use of technology to add the humorous side of the wishing session. This humorous side was done by editing the unlucky part or giving the classic effect. Another visual aid used in this persuasive attempt is the use of meme. The meme chosen was pepe the frog with suspicious expression. This expression represented the emotion of the viewer in which they are always suspicious if the luck is with their side; there is a trivia that the CEO of this game developer cried since players think that this game is “stingy”. The players need to spend a lot money and resources to get what they want.

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