

## Advertisement Text Analysis Rubric and Worksheet

**Student's Name** : Aef Syaefullah

**Class** : RPL1B

**Title / Source of Advertisement:** Advertisement All-in-One Student App

No.	Criteria / Task	Guiding Questions	Student's Analysis / Findings	Score (1-4)
1	<b>Type of Advertisement</b>	What kind of advertisement is it? (Commercial, Public Service, or Social Awareness)	This is a Commercial Advertisement because it promotes a mobile application called the All-in-One Student App. Its purpose is to encourage students to download the app by highlighting its useful features, convenience, and ability to help them manage campus activities more efficiently.	
2	<b>Text Structure Analysis</b>	Identify and describe each part of the ad: <ul style="list-style-type: none"> <li>• Headline</li> <li>• Body Copy</li> <li>• Slogan / Tagline</li> <li>• Call to Action (CTA)</li> </ul>	<ul style="list-style-type: none"> <li>• Headline : All-in-One Student App – Everything You Need for Campus Life</li> <li>• Body Copy : The All-in-One Student App helps you manage campus life faster, more organized, and stress-free by giving instant access to essential academic information.</li> <li>• Slogan / Tagline : Smart Campus, Smart Life.</li> <li>• Call to Action (CTA) : Download the All-in-One Student App today and experience the convenience!</li> </ul>	
3	<b>Use of Power Words</b>	List the persuasive words or phrases used in the text (e.g., <i>free, amazing, exclusive, save, guaranteed</i> ). Explain how they influence the audience.	Power phrases include “All-in-One Solution”, “Instant access”, “Smart Campus”, and “Secure and encrypted”. These phrases make the application feel complete, fast, modern, and trustworthy. They influence the audience to see the All-in-One Student App as a practical and reliable tool for managing campus life, encouraging students to believe it is an essential app for improving their daily academic activities.	
4	<b>Sentence Classification</b>	Classify sentences into: <ul style="list-style-type: none"> <li>a. <b>Appeal to Mind (Logical):</b> Uses facts or logic.</li> <li>b. <b>Appeal to Feeling (Emotional):</b> Evokes emotion or desire.</li> </ul>	<b>a. Appeal to Mind :</b> <ul style="list-style-type: none"> <li>• Check grades &amp; attendance anytime. (Uses factual academic features to show practicality and usefulness.)</li> <li>• Real-time campus announcements. (States a</li> </ul>	

		<p>functional benefit that helps students stay updated instantly.)</p> <ul style="list-style-type: none"> <li>• Secure and encrypted data. (Provides a factual claim about safety and privacy protection.)</li> </ul> <p><b>b. Appeal to Feeling :</b></p> <ul style="list-style-type: none"> <li>• Everything is under control. Learning feels lighter. (Creates a sense of relief and reduces stress emotionally.)</li> <li>• An app designed to make your days easier. (Appeals to the desire for comfort and a smoother daily experience.)</li> </ul>
<b>5</b>	<b>Interpretation / Reflection</b>	What is the main message of the advertisement? How effectively does it persuade the audience?
<b>6</b>	<b>Organization and Language</b>	Is your analysis well-structured, clear, and grammatically correct? (Assessed by lecturer)

#### Scoring Guide:

Score	Description
<b>4</b>	Excellent – Complete, clear, and insightful analysis
<b>3</b>	Good – Mostly complete and relevant analysis
<b>2</b>	Fair – Partial or limited analysis
<b>1</b>	Needs Improvement – Inaccurate or incomplete response

# All-in-One Student App – Everything You Need for Campus Life

The All-in-One Student App helps you manage campus life faster, more organized, and stress-free by giving instant access to essential academic information.

## All-in-One Solution



Check grades & attendance anytime



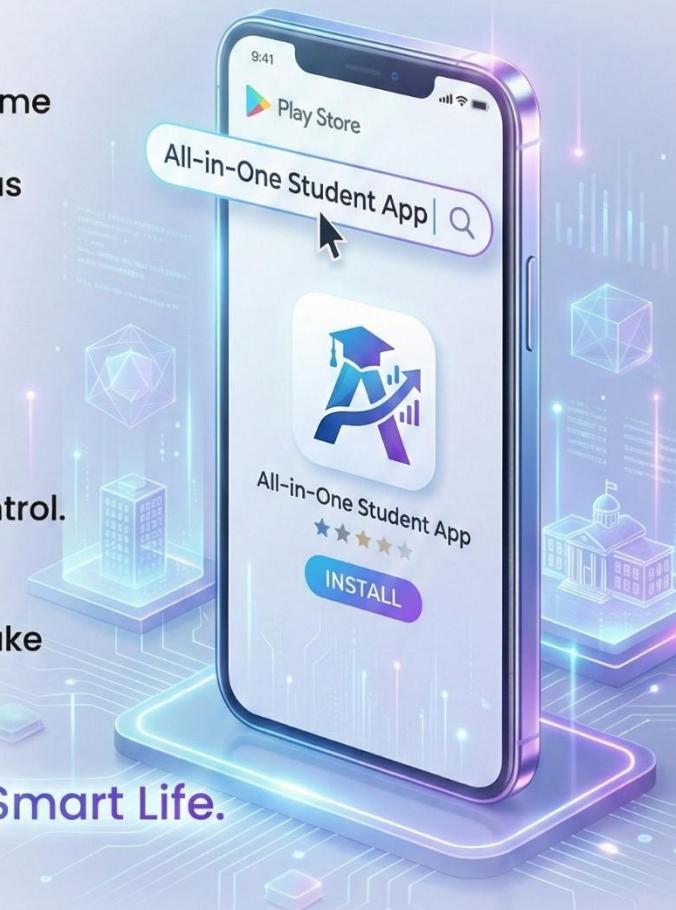
Real-time campus announcements



Secure and encrypted data

"Everything is under control.  
Learning feels lighter."

"An app designed to make  
your days easier."



Smart Campus, Smart Life.

Download the All-in-One Student App  
today and experience the convenience!

*Advertisement All-in-One Student App*