

RHETORICAL TECHNIQUE USED ON ROLEX STORY TELLING ADVERTISEMENT

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ABSTRACT

The researcher aims to discuss the rhetorical techniques and majas used in Rolex story telling advertisements. The purpose of this research is to find out the rhetorical techniques used in Rolex story telling advertisements and the rhetorical meaning contained in them. The data was categorized into descriptive qualitative research. The data collection technique was by using documentation and observation. This research focuses on 10 Rolex advert videos on YouTube to understand the rhetoric used in the advert. The researcher also used documentation techniques to get accurate results. The results of this study found that there are 2 rhetorical techniques and 6 majas used in the 10 advertisements, namely ethos and pathos rhetorical techniques and the majas of metaphor, repetition, hyperbole, antithesis, alliteration, and metonymy.

Keyword: Techniques, Figure of Speech and Advertisements.