

# CHAPTER I INTRODUCTION

## 1.1. Background of the Study

Advertisement is a form of communication used to promote a product, service, idea or concept to a wider audience. Its purpose is to attract attention, generate interest, and encourage specific actions from the audience, such as buying a product or supporting an idea. Advertising can take the form of messages in a variety of media, including print, electronic, digital, and other formats. An advertising strategy that involves things like images, text, audio, and video with the aim of effectively communicating a message to a target audience and having a positive impact on them.

Advertisement also draws a lot of public attention to any concept or strategy a company uses. An example is promotion plays a vital role in the current business setting, fulfilling various significant functions. It generates knowledge about goods and services, establishes brand identity and familiarity, and also boosts sales and profits. Although promotion offers countless advantages, advertisers must operate with integrity and accountability to uphold trust and reliability among consumers.

Advertisement has a huge impact on consumer awareness, companies need to have a high potential to attract public attention through advertising. Promotion is a formidable influence impacting society, enterprises, and customers in numerous manners. It encourages economic development by endorsing product and amenities and assumes a significant part in establishing recognition and devotion towards a brand. Nevertheless, promotion can also shape social standards and cultural patterns, provoke concerns related to privacy, and contribute to bilateral predicaments through excessive consumption. Responsible promotion maintains a harmonious equilibrium between endorsing a product and considering its impact on society and consumer well-being. It can also be utilized

build to disseminate public health messages and defense for diversity and determination. To capitalize on the advantages of promotion while reducing its adverse consequences, ethical and responsible method are imperative.

In the process of technological development, companies also use advertising media as stepping stone to promote themselves. Nowadays companies compete with each other by creating advertisements with creative ideas to sell their products and gain acceptance from the general public. Unsurprisingly, there will be fierce competition between companies to ensure their products are always up to date.

Story telling is the art or process of conveying a story through a variety of mediums to convey a message and value to an audience. It deals with story structure with elements such as characters, plot, conflict, climax, and resolution, with the goal of creating emotion and cohesion. The use of storytelling is not limited to entertainment, but is used in marketing, education, business, and many other contexts.

The importance of story telling lies in its ability to weave information into compelling and persuasive stories. By connecting information with emotional context and compelling stories, individuals are more likely to become emotionally and cognitively invested, which ultimately helps make the message or concept relatable. transmission becomes more impactful and memorable.

Story telling advertisement is a type of advertisement that uses stories to convey a deep and emotional marketing message to audiences. It is different from regular advertisements that promote products directly. By focusing on characters, conflicts, change, and values, narrative advertising creates a deeper connection between the brand and the consumer. This type of advertising can take the form of videos, social media campaigns, and many other digital content. Its goal is to create memorable experiences and link the brand message to the human experience.

Rhetoric is the art or science of using language effectively and persuasively to influence others. It involves using logic (logos), emotions (pathos) and credibility (ethos) to create powerful and engaging communication. Rhetoric plays an important role in various contexts, such as speech, writing and argumentation, and it plays an important role in areas such as politics, law, education, and advertising.

Rhetorical techniques are a set of strategies used to create effective communication and influence a listener or reader. The goal is to persuade, influence, or change their point of view on an issue or argument. By using techniques such as logic, emotion, reliability, comparison, and others, communicators can achieve stronger and more persuasive results in their communication.

Rhetoric also has figurative of speech which is speaking that uses words or sentences to describe something in an indirect way or through parables. Thus, this rhetoric can make the message more interesting and easily understood by the listener. Examples of figurative speech that are often used in rhetoric are simile, metaphor, personification, metonymy, synecdoche, hyperbole, paradox, and allegory.

The importance of figure of speech in these adverts is for the simile of an advert that can describe the product or service in a more creative and interesting way, making the message easier to understand and remember. Figure of speech can also help develop a brand's identity and make it more unique and different from other brands, thus increasing the impression of authenticity and trust in the audience of the advert.

This research is very important to study because it can provide great insight into how advertising can influence purchase intention, increase marketing effectiveness, and develop effective marketing strategies. As such, this research can assist other brands in developing more effective marketing strategies and improving their ability to build emotional connections with consumers. In addition, this research can also provide insights into how brands can use rhetorical techniques to enhance the aesthetic and persuasive impression in their advertisements, thereby improving the brand's ability to influence consumers' purchasing decisions.

The researcher chooses Rolex as the object of research because Rolex is one of the watch brands that produce their own gold. Rolex is known to refine 24K gold into 18K gold, either in yellow, white, or Everose gold variants, which is then used in their products. Therefore, it is not surprising that Rolex watches have a high price

tag, given the exclusive gold production process ( Ludyanto, 2023 ) . For this reason, the researcher chose the Rolex brand to research, in the hope of attracting audience interest in this study.

Based on the above background, the researchers believe that the study is interesting to exercise the storytelling rhetoric technique used by Rolex. This study analyzes Rolex as the main element of this study, using rhetorical techniques in narrative advertising.

## **1.2. Formulation of the Problem**

Based on the research background above, it is found that the formulation of the problem is:

1. What are the rhetorical techniques used in Rolex story telling advertisement?
2. What are the rhetorical figure of speech used in Rolex story telling advertisements?

## **1.3. Scope and Limitation of the Study**

The scope of this research classified into English for advertising rhetoric this study will be restricted only by analyzing 10 Rolex story telling advertisement videos on the social media platforms, specially YouTube. By selecting 10 videos, the researcher was able to ensure that the sample taken was large enough to provide a consistent picture of the rhetorical techniques and tropes used in Rolex adverts. Selecting 10 videos that are easily accessible through platforms like YouTube allows the researcher to collect data efficiently. It also made it easier for the researcher to compare and analyse the collected data. Thus, the researcher could focus on a more in-depth and systematic analysis of the selected sample.

## **1.4. Purpose of the Study**

1. To identify the rhetorical techniques in Rolex story telling advertisement.

2. To describe the meaning kind of rhetoric in Rolex story telling advertisement.

### **1.5. Significance of the Study**

This consider holds a few significances within the setting of utilizing explanatory procedures in Rolex's story promoting. Here are a few of the key focuses highlighting the centrality of this inquire about:

#### **1.5.1. Significance for Readers**

This consider holds noteworthiness for readers by advertising experiences into successful publicizing methodologies, understanding buyer behavior, considering moral suggestions, encouraging proficient advancement, and contributing to scholastic enhancement within the field of showcasing and communication.

#### **1.5.2. Significance for Students**

This think about gives understudies with openings to extend their understanding of promoting hones, create expository abilities, and consider moral viewpoints within the advanced promoting industry.

#### **1.5.3. Significance for future Research**

Future research can make deeper and more relevant contributions to our understanding of the role of story telling rhetoric in modern advertising.