

CHAPTER I INTRODUCTION

1.1 Background of the Study

Social media has been identified as a significant means of connecting information and has been demonstrated to exert a notable impact on society across various aspects of life. DataReportal estimates that by January 2023, the number of active social media users in Indonesia reached 167.0 million, reflecting a growing dependence on digital platforms. The potential of social media as a marketing instrument is widely acknowledged, with many experts deeming it to be more efficient and effective than traditional methods. This phenomenon can be attributed to the increasing accessibility of producer companies to a vast international customer base, thereby facilitating interaction and engagement across diverse geographical regions. In the contemporary digital era, social media has emerged as a highly effective and influential platform for marketing promotions. This medium provides a pragmatic conduit for the promotion of products or services online, aligning with the evolving patterns of consumer behavior. The rapid proliferation of social media users, exemplified by Instagram's significant growth, has led to its emergence as a prominent marketing instrument. Instagram provides businesses with the opportunity to enhance their visibility and engagement with specific target audiences. The employment of creative captions and persuasive rhetoric by companies fosters the development of engaging and memorable marketing communications, which are colloquially referred to as electronic marketing or e-marketing. This process entails the strategic leveraging of social media platforms to promote products, brands, or services to a digitally connected audience.

E-marketing encompasses a variety of approaches, each with its own distinct strategy and advantages. The strategic implementation of email marketing entails the dissemination of customized communications directly to customers'

inboxes, making it an effective way to keep and maintain customer relationships. E-marketing also utilizes some of the rapidly growing social media applications such as Facebook Twitter and Instagram to interact with audiences, build brand awareness, and drive traffic to websites or online stores. The most widely used social media is Instagram where Instagram can be used by users to take and give effects to photos, and share them. Compared to other social media, Instagram is superior because it can convey descriptions or messages for a brand through photos or videos or what we often mention as captions. Facebook is known as the social media with the largest users in the world, but Instagram is described as a very fast-selling application. The results of a Forrester research study show that Instagram's popularity as a marketing platform exceeds Facebook.

The process of promotion through online channels, commonly known as social media marketing, is an objective strategy that companies use today. Advertising is a marketing tool that is familiar with this concept, as ads are everywhere. Companies use social media to advertise in the same way that they do through other media. This is what makes advertising play an important role in marketing greetings because advertising is a way to convey interesting information or messages to attract consumers with visual messages in it. In addition, targeted advertising from these platforms allows businesses to reach specific demographics, maximizing the effectiveness of their marketing campaigns. By utilizing analytics and user data, companies can continuously refine their strategies, ensuring that their messages are relevant and get results.

Instagram is considered as a medium that is quite effective and efficient in conveying messages, photos are widely used by producers to convey information or messages and of course also a way to communicate with consumers. Similarly, the @miniso.official company posts photos and uses captions as a place to convey information and communicate for its promotional activities. To make advertisements appealing and persuasive, it is crucial to have a deep understanding of conveying messages and crafting effective language in advertisement writing. The use of rhetoric in social media marketing, particularly on the platform Instagram, has emerged as an efficacious strategy for enhancing audience

engagement and persuasion. Rhetoric theory, which originated from the art of speaking in ancient Greece, focuses on three main elements: logos (logic), pathos (emotion), and ethos (credibility). In the context of Instagram, visual rhetoric is employed to create engaging and persuasive content. Recent research demonstrates that the utilization of visual rhetoric in social media advertising can enhance consumer awareness and interest, as well as influence purchase behavior. Therefore, mastering the art and language styles employed in advertisement-making is essential. One such language style is rhetoric, which companies utilize to effectively communicate messages or slogans.

As one of the Instagram accounts that uses rhetoric in its captions, @miniso.official a retail company that sells stationery, beauty products, electronics, and household goods. The reason researchers selected @miniso.official as their assessment material because @miniso.official employs effective visual rhetoric in the presentation of products through the use of appealing imagery and video. This is done with the objective of stimulating consumer interest and increasing sales. Additionally, the company leverages Instagram features such as hashtags, tags, and follower engagement to enhance interaction and engagement. @miniso.official effectively applying of quality rhetorical techniques in their captions. Additionally, researchers noted that the @miniso.official account boasts a substantial following of approximately 1.2 million individuals, making it a potentially valuable resource for buyers seeking information. The act of producing and sharing captions also creates a rhetorical context that can be examined through the use of rhetorical analysis.

The objective of this research was to analyze the rhetoric present in the @miniso.official Instagram posts. The data that were analyzed were derived from @miniso.official Instagram posts. The researcher selected @Miniso.official as the object of this research due to the brand's high level of activity on social media, particularly on Instagram. Given their popularity and active engagement on social media, it was reasonable to assume that they had developed an effective marketing communication strategy. The company's extensive product line has led to a significant presence on Instagram, with a total of 2,942 advertisements featured in

their Instagram account. Their advertisements employed a distinctive language style, which was deemed worthy of further investigation.

Therefore, it is clear that there is a pressing need to gain a deeper understanding of the rhetorical techniques used in captions, especially given the significant opportunities that exist within the Instagram platform. To make posts more engaging, it requires ingenuity in creating captions. This helps encourage buyers to purchase the brand. In promoting products, captions can be a tool to interact in a convincing language with millions of users who can encourage readers to buy the product. Rhetorical techniques and language styles have a significant influence on reader comprehension, which in turn affects the persuasiveness of advertising language. Therefore, it is imperative to conduct research to ascertain the language style and rhetorical techniques used by @miniso.official .

These promotions often present the message or heading in an unexplained manner, consequently, this study is significant in that it examines the rhetorical techniques employed in advertisements and their impact on the persuasive power of these messages. It is hoped that this topic will raise awareness of rhetoric among readers, enabling them to comprehend the role of rhetoric in advertisements and the potential for rhetorical devices to be employed in everyday communication. Furthermore, this thesis may encourage readers to utilize rhetorical devices, such as metaphor, in their own communication, both in advertisements and in their daily lives.

This study analyzes the posts published on the Instagram social media platform by the official @miniso.official account. @miniso.official has identified Instagram as its primary platform for communication with consumers, leveraging this channel to engage with its audience, promote its products, and enhance its brand image. In this study, the researcher analyzed 30 to 50 of the most interactive posts uploaded from June to December of 2023 by the Instagram account @miniso.official. The objective of this study is to collect comprehensive and clear data regarding the use of rhetorical techniques on the @miniso.official Instagram account. The data collection methods employed in this study are observation.

1.2 Formulation of the Problem

The researcher formulates two questions that need to be answered in this study. The problems are :

1. What rhetorical techniques does @miniso.official use as a marketing communication strategy?
2. What language styles does @miniso.official use in Instagram posts as a marketing communication strategy?

1.3 Limitation of the Problem

This research was limited to the analysis of rhetorical techniques in Miniso's official Instagram posts. The analysis focused on posts published within a specific time frame, specifically from June to December of 2023. The posts that were the subject of the analysis were selected on the basis of the highest number of interactions.

1.4 Objective of Study

The purpose of this study is to analyze the rhetorical techniques and language styles used in posts on the @miniso.official Instagram account.

1.5 Significance of Study

The research has significant implications for the development of effective marketing strategies, the introduction of rhetoric, language style, and content quality improvement. Furthermore, this research can make a significant contribution to the field of digital marketing and communication, helping to improve the effectiveness of marketing strategies.

1.5.1. Significance for Readers

The purpose of this research was to provide readers with information, knowledge, and a reference regarding the use of rhetorical techniques in Instagram posts to attract consumers.

1.5.2. Significance for Researchers

The study has provided researchers with a comprehensive understanding of the effectiveness of rhetorical techniques in attracting and retaining audiences on social media. The findings contributed to the academic literature on rhetoric in digital marketing and provided practical insights that could be applied in designing more persuasive marketing campaigns. Moreover, the study has refined the researcher's analytical abilities in text analysis and data interpretation, which are of immense value in the domain of communication and marketing.

1.5.3 Significance for Academics

The English for Business and Professional Communication Study Program of the Language Department of Bengkalis State Polytechnic stands to benefit from the data, references, and information media that this study is expected to contribute. Furthermore, this study provides a foundation for further research on effective communication strategies in various digital platforms.