

LEVERAGING VISUAL RHETORIC ON INSTAGRAM: A CASE STUDY OF HEYLOCAL'S PRODUCT MARKETING STRATEGY

Student Name : Nur Fatihah
Student ID Name : 5504211027
Supervisor Lecture : Aswandi, M.Pd ., CICS
Student Institute : State Polytechnic of Bengkalis

ABSTRACT

The purpose of this study is to analyze the types of visual rhetoric that the Instagram account @heylocal.id used in its product marketing strategy and to comprehend the messages that were presented in the promotional videos. This study employed a descriptive qualitative methodology, gathering data through the observation and documentation using purposive sampling technique from 15 reel videos that were uploaded during January until May 2024. Identifying types of visual rhetoric, including metonymy, symbolism, visual metaphor, visual repetition, and others, as well as the informative, persuasive, and branding and promotional messages they conveyed, are the main goals of the analysis. The result demonstrated that Heylocal regularly uses visual rhetoric elements to enhance emotional appeal, develop brand image, and increase the effectiveness of promotional messages. Visual rhetoric proves to be a strategic tool in attracting audience attention and building consumer attachment to fashion products offered through the Instagram platform.

Keyword: Visual rhetoric, Heylocal, Marketing Strategy.