

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Social media is considered one of the best media in product marketing. Over time, a significant shift towards visual content has been experienced by social media. Images, colors, videos, and other visual elements are tended to be responded to more by users than just text. Therefore, the utilization of visual rhetoric is viewed as key in product marketing strategies.

According to Nordquist (2025), visual rhetoric refers to visual elements such as images, lines, colors, videos, and texts that are visually packaged to convey persuasive messages and intentions. Visual rhetoric can influence each person's perception and understanding through the use of symbol strategies in picture frames. Naturally, humans are more easily attracted to visual objects. Therefore, a very strong attraction is created by visual rhetoric, the attention of the target audience is attracted, and a strong message is generated. Therefore, visual rhetoric creates a very strong appeal, attracts the attention of the target audience, and increases consumer engagement with marketing. Visual elements have the ability to directly evoke emotions. So visual rhetoric can harness emotional power to build deeper connections between brands and customers, often positively impacting purchase decisions.

Nordquist (2025) states that visual rhetoric has a significant impact on influencing the message and perception of the audience. Therefore, in the concept of rhetoric, visuals are an important tool to influence and persuade audiences. In addition, visual rhetoric also enables the simplification of complex messages, facilitates understanding, and improves memory. Through the combination of color, composition, and other design elements, rhetorical visuals can create a strong identity and build trust in the message being conveyed. By relying on the power of

visuals, visual rhetoric can create a compelling narrative, change the audience's perspective, and direct them toward the view or action desired by the messenger.

Visual elements play an important role in social media, especially on the Instagram platform with 1.74 billion users worldwide by January 2025 from *"Datareportal Website"*. Instagram is a visual-centric platform with various attractive features for sharing photos and videos, making it a powerful communication tool, branding, and as a tool to influence the audience. Through its distinctive and attractive filters, layout, and aesthetic design features, Instagram facilitates user expression and creativity, creating opportunities for individuals and businesses to convey messages and build brand image effectively.

Therefore, Instagram is often used as a marketing medium by business people in this digital era. The popularity of Instagram as a promotional tool is increasing due to its wide reach and significant impact among internet users. Instagram is becoming a very effective tool for promoting products, services, or brands. The features such as sharing images, videos, stories then IGTV, and other interactive features available attract potential customers to be able to communicate innovatively and creatively. On the other hand, Instagram has become a golden tool to direct the right target market through their preferences, behaviour, and demographics. Interactions such as comments, likes and direct messages with other users also provide Instagram with an atmosphere to contact potential clients on a more communicative level through creativity. Instagram is also used as a social media channel. Instagram is not just a social media network, it has become an integral element of most digital marketing plans by brands and individuals who want to maintain or expand their online footprint.

With the features of sharing images, videos, stories, and so on, it allows business people to create content as attractive as possible to market their products. Therefore, as a business person, you can add visual rhetoric to the content to be uploaded so that the uploaded content seems expensive and attractive. One of the business accounts that uses Instagram as a marketing medium is Heylocal.

Although much research has been conducted on digital marketing strategies, such as research from Phardani & Islam (2022) with their underline title “*Retorika Visual Iklan Gojek Versi Pesan Dari Rumah Buat Kita Yang Di Jalan*”, Alim & Rahim (2021) in their study “*Visual Rhetoric in Visual Communication: Theory and Concepts in Public Service Announcements Advertising Campaign*” and also from Nurusholih (2020) on the study “*Analisis Retorika Visual Konten Iklan Produk pada Account Instagram Bank BNI*”, a significant gap still exists in understanding the effectiveness of visual rhetoric on social media platforms, especially Instagram. The use of visual rhetoric on Instagram on @heylocal.id as a product marketing strategy has not been fully explored by previous research studies. Furthermore, in certain existing studies on visual rhetoric, there are limitations in studies that specifically analyse the elements and types of visual rhetoric implemented in video storytelling for product marketing. The majority of previous research tended to focus on the analysis of visual rhetoric in the form of static images. Based on the identification of these gaps, the use of visual rhetoric in @heylocal.id product video storytelling will be examined in this study. The selection of the research object is based on initial observations that the product videos presented by @heylocal.id are characterized by interesting visualizations and in-depth messages, which are consistently met with positive responses from Instagram users.

As one of the famous fashion brands from Indonesia with followers reaching 2.5 million by July 2025, of course, it seems that Heylocal very concerned about using good and attractive visual rhetoric in every post on its Instagram account. It can be observed that the price of the product is quite pricy, but when launching a new product, Heylocal is even able to sell the item in just a matter of hours. According to *wolipop.detik.com*, Heylocal has also been awarded the MURI Record with the most prayer set and bag sales in just 1 minute. Heylocal managed to sell 4,363 units of the London Bag series bags on September 16, 2021, on its website. This is certainly inseparable from the role of Heylocal Instagram as a strong marketing medium, as well as the use of interesting visual rhetoric in every ad post and content so that it is indirectly able to engage a large audience. Due to the effectiveness of visual rhetoric in capturing viewers' attention on the @heylocal.id

Instagram account, this will also be a fascinating subject to explore and evaluate. Through an in-depth analysis of the elements and type of visual rhetoric used in @heylocal.id video content, this study is expected to make a significant contribution to the understanding of the effectiveness of visual rhetoric in contemporary digital marketing strategies.

1.2 Formulation of The Problem

1. What are the types of visual rhetoric used by the @heylocal.id reel videos in Instagram?
2. How is the message conveyed through visual rhetoric in reel videos on the @heylocal.id Instagram account?

1.3 Scope and Limitation Problem

This research focused on the analysis of the implementation of visual rhetoric in the context of promotion through the Instagram @heylocal.id platform, with an emphasis on examining the types of visual rhetoric and messages conveyed in reel video products. To ensure the depth and sharpness of the analysis, temporal and content limits were established. The research object was limited to posts published in the January to May 2024.

1.4 Purpose of the Study

1. To identify types of visual rhetoric are used by the @heylocal.id in the reel videos of Instagram.
2. To analyse the messages conveyed through the use of visual rhetoric in the @heylocal.id reel videos.

1.5 Significance of The Study

1.5.1 Significance for Readers

To help and provide information, and knowledge, and as a reference to readers about the use of visual rhetoric in Instagram to attract consumers.

1.5.2 Significance for Researcher

This study helps future researchers and provides a new perspective on information both in terms of effectiveness and the impact of using visual rhetoric on a product marketing video.

1.5.3 Significance for Academic

Academically, the English for Business and Professional Communication Study Program, Languages Department at State Polytechnic of Bengkalis is projected to benefit from the data, references, and information media that this study is expected to contribute.