

ANALYSIS OF RHETORICAL TECHNIQUES USED IN @MINISO.OFFICIAL INSTAGRAM POSTS AS MARKETING COMMUNICATION STRATEGY

Name : Octavia Herawati

Reg. Number : 5504211051

Advisor : Aswandi, M.Pd., CICS

ABSTRACT

This research is motivated by the importance of effective marketing communication strategies in the digital era, especially through Instagram social media. The problem studied is how rhetorical techniques and language styles are used by the @Miniso.Official Instagram account to attract consumer attention. This research aims to identify rhetorical techniques and language styles used as marketing communication strategies. The method used is descriptive qualitative with observation techniques on 30 posts of @Miniso.Official Instagram uploads published from June to December 2023. The results showed that the most dominant rhetorical techniques used were metaphor, hyperbole, and repetition, as well as the use of informal language styles, call to action, emoji, and hashtags. The findings reveal that visual and verbal rhetorical techniques combined in a multimodal manner can increase posts appeal and audience engagement. The new thing presented in this research is a systematic mapping of the use of digital rhetoric techniques on the Instagram platform as a marketing strategy.

Keywords: Rhetorical Techniques, Instagram Posts, Marketing Communication,, Digital Marketing, Language Style, Miniso.official