THE STUDY OF RHETORIC OF FASHION PRODUCTS ADERTISEMENT ON INSTAGRAM

THESIS

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ABSTRACT

Haya, Irfaul. (2019). *The Study of Rhetorics of Fashion Product Advertisement on Instagram.* English Department, Faculty of Arts and Humanities. The State Islamic University of Sunan Ampel Surabaya. Advisor: Murni Fidiyanti, M.A

Key words: *Rhetoric, Advertisement, Instagram.*

Advertisement is a medium that gives the information about product or service. Keep in mind, that the advertisement is so important for promotion and to get the desired target, it need a strategy in using a language that is called rhetoric to persuade consumer. Therefore this study analyze the rhetoric of fashion product advertisement on instagram. There are three problem to be solved in this study, namely: (1) What kinds of rhetoric that contain in the fashion product advertisement on Instagram; (2) What is the function of rhetoric of fashion product advertisement on instagram.

The writer used descriptive qualitative method. This study was called descriptive qualitative because the researcher explained the data descriptively and produced a comprehensive summary of the rhetoric in fashion products advertisement on Instagram. The researcher used the sentences, clauses and phrases of advertisement on Instagram as the data. It was taken on the eight different online shops on Instagram, which were considered from each product advertisement to represent various types of fashion products. The data was collected by selecting eight advertisement caption from each onlin shop, then conducted screen shoot by a mobile phone, after that transcribed the data to the document. The transcription was analyzed of the kinds of rhetorics by giving the colour, and then the researcher calculated the number of each kind of rhetoric and found the dominant rhetoric of fashion product advertisement on instagram. Finally, the reason why certain types of rhetoric was used in fashion product advertisement on instagram was identified by looking the language of the advertisement

The results of this study indicate that there are 15 types of rhetoric found in fashion product advertisements uploaded on Instagram, according to Edward and Mick's classification. The most dominant type of rhetoric that was found, is Rhetorical Question. Rhetorical question is to attract the attention of others. This type is mostly found on Instagram because Instagram itself is an application that has comment column feature to response the question that is asked by the advertiser on caption of their posting. In conclusion, the rhetoric in advertisement is an important part of the promotional activities, because rhetoric in advertisement can motivate, encourage, persuade readers to remember, to like, to choose and then to persuade them to purchase the product or service.

ABSTRAK

Haya, Irfaul. 2019. *The Study of Rhetorics of Fashion Product Advertisement on Instagram.* English Department, Faculty of Arts and Humanities. The State Islamic University of Sunan Ampel Surabaya. Penasehat: Murni Fidiyanti, M.A.

Kata Kunci   : *Rhetoric, Advertisement, Instagram.*

Iklan adalah media yang memberikan informasi tentang produk atau layanan. Perlu diingat, bahwa iklan sangat penting untuk promosi dan untuk mendapatkan target yang diinginkan, diperlukan strategi dalam menggunakan bahasa yang disebut retorika untuk membujuk konsumen. Oleh karena itu penelitian ini menganalisis retorika iklan produk fashion di instagram. Ada tiga masalah yang harus dipecahkan dalam penelitian ini, yaitu: (1) Apa saja jenis retorika yang terdapat di iklan produk fashion di Instagram; (2) Apa fungsi retorika pada iklan produk fashion di Instagram.

Penulis menggunakan metode deskriptif kualitatif. Penelitian ini disebut deskriptif kualitatif karena peneliti menjelaskan data secara deskriptif dan menghasilkan ringkasan komprehensif dari retorika dalam iklan produk fashion di Instagram. Peneliti menggunakan kalimat, klausa dan frasa iklan di Instagram sebagai datanya. Itu diambil di delapan toko online yang berbeda di Instagram, yang dianggap mewakili berbagai jenis produk fashion. Data dikumpulkan dengan memilih delapan teks iklan dari masing-masing toko online, kemudian dilakukan pemotretan dengan ponsel, setelah itu mentranskripsikan data ke dokumen. Transkripsi dianalisis dari jenis retorika dengan memberi warna, dan kemudian peneliti menghitung jumlah masing-masing jenis retorika dan menemukan retorika yang dominan dari iklan produk fashion di instagram. Akhirnya, alasan mengapa jenis retorika tertentu digunakan dalam iklan produk fashion di instagram diidentifikasi dengan melihat bahasa iklan

Hasil penelitian ini menunjukkan bahwa ada 15 jenis retorika yang ditemukan dalam iklan produk fashion yang diunggah di Instagram, menurut klasifikasi Edward dan Mick. Jenis retorika yang paling dominan yang ditemukan, adalah Pertanyaan Retoris. Pertanyaan retoris adalah untuk menarik perhatian orang lain. Jenis ini banyak ditemukan di Instagram karena Instagram sendiri adalah sebuah aplikasi yang memiliki fitur kolom komentar untuk menjawab pertanyaan yang diajukan oleh pengiklan pada judul tulisan mereka. Kesimpulannya, retorika dalam iklan adalah bagian penting dari kegiatan promosi, karena retorika dalam iklan dapat memotivasi, mendorong, membujuk pembaca untuk mengingat, menyukai, memilih dan kemudian membujuk mereka untuk membeli produk atau layanan.

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CHAPTER I

INTRODUCTION

This chapter defines the background, problem, object, and significance of the study, scope and limitation, and definition of the key terms.

1.1 Background of The Study

As a social being, humans need interaction with each other in their life. In social interaction, human beings will do communication processes. In this communication process, there is a connector that can realize the interaction among human beings. The connector is a language with all its aspect when we want to explain an opinion or information not everyone can focus and accept it. Therefore, we need the right technique to convey it, that is a persuasive technique. Persuasion is the goal of rhetoric.

Rhetoric aims to explain the principles that become the foundation of prose or verbal discourse to influence people's attitudes and feelings. In short, the rhetoric discusses the fundamental foundations for composing an effective discourse. One of written discourse that contains elements of rhetoric which are discussed in this research is an advertisement.

An advertisement has become an inseparable part of human life. An advertisement always encounters the community in activities, such as when watching television, reading print media, on the trip, even when online, etc. Advertisement is information provided by producers (advertisers) to the community with the aim that the public consumes the products offered. However, advertising does not just provide information about the products

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offered, but also able to manipulate the psychological community to be able to change the perception and attitude of the community for buying product advertisement.

There are many advertisements that use a model to support the product offered — especially fashion products. The advertisers use celebrity models in advertising or often called celebrity endorsers. According Shimp (2002, p.304) that celebrity endorser is an artist, entertainer, athlete, and public figure who is widely known for their success in their respective fields of supported fields. Celebrity endorsers are expected to be their spokespersons, so that the offering products are embedded in the minds of consumers, so consumers want to buy the brand.

Instagram's self is one of the social media are widely used by people, because Instagram provides easy information that can be accessed easily by the users, for uploading photos and videos. Information access that the people share is also wider and easier.

Based on Bell's (2009, p.1) statement, the term of social media is a part of people's live for better or for worse, sharing an expression such as citizen journalism are commonplace. The development immediately used as a promotion media which is considered more effective than others. Social media is a new marketing tool that allows people to get to know their customers in ways that are previously not possible. This information and knowledge must be paid for with output of respect, trustworthiness, and honesty. One of the social media that holds the centre of public attention of

buying an item or using a service is Instagram, because it is very easy to access, if we are looking for an item that we need, that is we just simply use the hashtag (#) of the keyword object that we want. Instagram is also the type of social medias most demand by the shop owners or the person who offers the products, so it can be concluded that many people who shop by Instagram application because on Instagram there are many online shops.

In addition, Instagram is an effective social media for providing information, such as the previous explanation above, that we can upload photos or videos on our Instagram application to appear. So it can be audiovisual. The audiovisual model that is owned that is very communicative of providing its messages. Therefore social media is useful as the formation of attitudes, behaviors, as well as mindset. Regardless of whether the customers are affected or not, that is determined to what extent advertisements on social media, especially Instagram, which is applied persuasion communication that inspires viewers or potential customers.

Corresponding with the previous explanation above, that advertising is a tool or media to persuade someone or prospective customers so that the products offered to attract the attention and sympathy of potential customers. Advertisers use rhetoric as an aspect to support the persuasion of the advertisement.

There are some previous studies of rhetoric had been conducted by the other researcher. The first is *Strategic of Rhetoric in An Automotive Advertisement on France Media* by R Bagus Nugroho (2006), this research

examined the principle and the element of rhetoric on the *four-wheeled vehicles* advertisement. The result of this study showed that the principles of rhetoric that appeared are L'elocution and L'invention and the element of rhetoric that was used is Reduplikasi. However, this study is lacked of the data, because the researcher only put one automotive advertisement in the franch media.

The second previous study had been done by Katrandjiev, Velinov, and Radova (2016). They conducted the research entitled *The rhetorical figures in Bulgarian Advertising Slogans*. The results showed that the most popular figures of thought in Bulgarian advertising slogans are as follows: metaphor, exclamation, antithesis, hyperbole, and aposiopesis. On the other hand, the most frequently used figures of speech were the following: appeal, epithet, and anaphora. This study had less focus because researchers took three sources media of advertising with various categories.

The third, Dini Safitri (2015) conducted a research, entitled *Rhetoric in Social Media (Pathos Discourse Model on Rhetoric in Social Media).* The concerning of this research, namely to examine the modes of rhetoric that exist on Facebook post based on four themes, namely politics, the Islamic world, criminality. This study showed that rhetoric on social media is a model that invites conversation and contains the pathos discourse

The fourth is a journal by William Mahir Muttaqien and Sujito (2016), entitled *Rhetorical Pattern in Argumentative Essay Writing By EFL Students of IAIN Surakarta*. The finding showed that rhetoric pattern categories in

three different writing achievers were failed to use. However, strong connectivity between pattern of the seven rhetoric categories and overall quality of academic writing across level of achievement was significantly linked. The disadvantage of this study is the topic discussion is too wide of the topic discussed, because the researchers here also discussed the quality of the essays made by students, such as vocabulary, grammatical, etc

The fifth previous study is *The Rhetoric of Obama (An Analysis of Rhetoric and Genre Characteristics of President Barack Obama's 2013 Inaugural Address*) by Naem Iqbal (2013). The results found that Obama used an impressive strategy, while the rhetorical devices found were tricolon, anaphora, parallelism, allusions, sententia, alliterations, asyndeton, polysyndeton, climax, and metaphor. For emphasizing important points of his speech, Obama combined 2 or more devices. The study also featured three persuasive tools from speech, namely Ethos, Pathos, and Logos, which Obama used to persuade audiences ethically and emotionally. As for the weaknesses of this study it is less focused because in one study using two theories.

Based on the previous study above, the writer concludes that there are still some incompleteness in their researches, such as is lacked of data and less focuses, and most of the researchers analyzed the aspects of the rhetoric of advertisements in traditional mass media and rhetoric on other discourse such as rhetoric on speech, facebook, and argumentative essay. There are two prefious study about rhetoric have focused in advertisement. Those are the study by Nugroho (2006) conducted rhetoric in automotive advertisement on

franch media. However little data because the researcher only put one advertisement and only found two principles and one element of rhetoric. The second, the study by katrandjief, Velinov and Radova (2016) examined rhetoric in slogan advertisement. Moreover, this study is not focused because the researcher took the data from three sources media; magazines, internet and TV, and many categories of advertisement, such as foodstuff, drinks, automobiles, airlines, gas station, clothing and cosmetics, tourism and so on. Therefore, the writer expands the study of rhetoric in advertisement on modern mass media that is social media, in this case, is Instagram. To be more specific, the writer takes the fashion product as the data analysis.

This study aims to develop theories and the treasures of science, both language science and non-linguistic disciplines which show that advertisements can be studied using the theory of rhetoric. Furthermore, the advertiser or producer can use the kinds of rhetoric in the advertisement and know the example of it to persuade people. In this case, the writer examines rhetorics in fashion product advertisement on instagram and what the dominant rhetoric of being used of fashion product advertisement on instagram. Then, what are the function of rhetorics of fashion product advertisement on instagram.

1.2 Problems of The Study

Regarding the background of the study, the researcher formulates the following questions:

1. What kinds of rhetoric contained in the fashion product advertisements on Instagram?

2. What is the function of rhetoric of fashion product advertisement on Instagram?

1.3 Objectives of The Study

This study aims at explaining:

1. Describes the use of rhetoric on fashion product advertisements on Instagram and the dominant rhetoric used on fashion product advertisements on Instagram.

2. Describes the function of the rhetoric of fashion product advertisement on Instagram

1.4 Significance of The Study

The research of the rhetoric of fashion product advertisement on Instagram is expected to be able to give both theoretical and practical significances. The theoretical significance, it is expected that this study could give a contribution of scientific knowledge to the expansion of linguistic study, particularly those are related to the rhetoric. Moreover, it can be used as a material to linguistics' lecturer about rhetoric in advertisement, especially the use of rhetoric on fashion product advertisement on Instagram. For the

practical significance, it is expected that this research could give an understanding of rhetoric and also kinds of rhetoric in advertisement to the reader. Then, informing advertising practitioners about creative strategies for using the rhetoric in the creation of an advertisement, especially on Instagram to make a good advertisement.

1.5 Scope of Limitation

The researcher focuses on this study to written discourse analyses. The researcher examines and describes the types of rhetoric found in fashion product advertisements on social media, in this case, is on Instagram. This study analyzed 15 types of rhetoric by Edward and David theory, which include rhyme, alliteration, anaphora, epistrophe, anadiplosis, antithesis, hyperbole, rhetorical question, metonymy, metaphor, homonym, epanalepsis, paradox, irony, and parison, because it is considered as the important and also often appears in advertisement. As well as the rhetorical function that is in fashion product advertisements on Instagram.

1.6   Definition of Key Terms

1. Rhetoric is a technique of using language effectively and persuasively in spoken or written form.

2. Fashion is a popular trend, especially in styles of dress and ornament or manners of behavior.

3. A product is the item offered for sale.

4. Advertisement is a form of communication that attempts to influence the behavior of a defined target audience.

5. Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

6. Instagram is a free, online photo sharing application and social network platform that was acquired by facebook in 2012.

CHAPTER II

REVIEW OF LITERATURE

This chapter presents the related theories used in this study. This chapter contains Discourse Analyses, rhetorics, social media and Instagram.

2.1 Discourse Analyses

Coulthard (1994, p.2) said that almost all of the branches of linguistics study are descriptive studies, including the study of linguistic texts or written discourse. According to Coulthard (1994, p.1-2), the main purpose of written discourse analysis is to answer questions about what the text is (especially the published text). This question can be broken down into several simpler questions, namely: 1) What are the components that formed text and 2) What is the internal pattern of each component. Meanwhile, it is generally agreed that by analyzing a text one can see the choice of sentence patterns that are possible for certain communicative purposes.

According to Beugrande and Dressler (1981, p.14), the earliest text studies can be found in the form of rhetorical studies, which have been carried out since ancient Greece and Rome until the medieval centuries and so on until now. The study of rhetoric in ancient times was greatly influenced by its main task, namely to train public orators. Beaugrande and Dresler (1981, p.13) stated that their main field of study is invention or the discovery of new ideas, disposition or compilation of these ideas, elocution or the discovery of appropriate expressions to convey ideas, memorization or attempts to remember or memorize these ideas before delivery.

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Beaugrande and Dressler (1981, p.13) said that in the beginning of the modern linguistics development, text analysis was limited to the pattern of sentences as the largest unit, by looking at the internal patterns of the sentences listed in a text or discourse, whereas the text pattern was wider than the sentence which included writing style, or it can be called rhetoric. This view, according to Beaugrande and Dressler (1981, p.13), is based on the assumption that sentences or clauses are very basic parts in language, and analyzing sentences is much easier and simpler if done by determining what elements form a correct sentence rather than with how to determine what elements form a unit of language that is wider than a sentence, such as paragraphs, parts of text or written discourse in full.

2.2 Rhetorics

Rhetoric as a branch of science has a decisive role in utterances. Mastering the rhetorics having language skill properly can improve the ability to speak and write well. Since the Greece - Roman era until now, the philosophers and science have brought up their minds about rhetoric. More specifically the concept of rhetoric is described as follows.

Rhetoric can be interpreted as the use of language that deviates from the rules of the standard language, both lexical and semantic. While according to Keraf (2006, p.1) that rhetoric is a traditional term which given to a technique of using language as an art based on a well-structured knowledge. Rhetorical style is used in advertisements with the aim of persuading readers or prospective buyers of the goods or services offered. Aristotle (cited in Syafi'ie,

1988, p.1) sees rhetoric as the faculty of seeing the available situation of persuasion. According to this understanding, Aristotle interpreted rhetoric as the ability to see the tools available to persuade. The available device tools are in the form of language and all its aspects. So, rhetoric according to Aristotle is the ability to choose and use language in certain situations effectively to persuade others. Persuasion in this sense is interpreted positively, which is to make other people know, understand and accept the intent conveyed as a message or content of communication.

From the opinions above, it can be concluded that rhetoric is the study of intelligence in public speaking. Rhetoric is speaking effectively using oral and written language as a medium or basic material in expressing ideas. Rhetoric is the study of composing words to be able to give messages well to the audience. Moreover, rhetoric is also very important for the daily lives of every human being to interact with other people. As for communicating, there is an element of persuasion that aims to change behavior.

2.3 Rhetoric in Advertisement

Rhetoric in advertising can be in the form of the language style application to obtain an aesthetic effect; therefore, in making an advertisement text to produce a persuasive effect on its readers, one must pay attention to the structure of word usage that match the advertising theme. This matter aims to make advertisement text produces persuasive effect and attract the reader attention. There is a classification of rhetoric according to McQuarrie and.

Mick (1996, p.427) that the classification according to them can be seen in the following the table:

According to McQuarrie and Mick, rhetoric figure is divided into two categories, namely scheme and trope. Scheme itself means sentence a structure change which in this case it involves spelling change as such by adding or subtracting letters or syllables in the beginning, middle or the end of a word or spelling. Corbett and Connors, (1999, p.381-395) propose a scheme of construction into five categories: balanced schemes, hyperbaton schemes, repetition schemes, abortion schemes and diversity schemes. While McQuarrie and Mick (1996, p.429) distinguish into two categories, namely: Repetition and reversal. According to McQuarrie and Mick (1996, p.429-432) that repetition is to combine several elements of expression without changing the meaning of the element. Usually, in an advertisement, there are some

repetitions of sound that produce rhyme, integrated sounds, alliteration, and assonance. Repetition is applied to the phrase structure. For example, anaphora (initial word), epistrophe (final word), epanalepsis (beginning and end), whereas reversal refers to changes in the form or arrangement of words in a balanced manner that produces different impressions or meanings, meaning one term can be considered as the opposite of the others.

McQuarrie and Mick (1996, p.429-433) distinguish trope into two categories, namely: Substitution and destabilization. Rhetoric substitution operations choose expressions that require adjustments by the recipient of the message to understand the intended content, which refers to the linkage of meaning, some symbolic, parable, or imagery. Whereas destabilization is choosing an expression in such a way that the initial context makes it's meaning uncertain which refers to conflicting words or phrases in terms of meaning, symbolic, expressed or implied in the structure of the same or related verses.

Following are the types of rhetoric according to McQuarrie and Mick that will be analyzed in this discussion:

1. Rhyme is repetition of syllables at the end of words.

   Example: Kitchen aid for the way it's made.

2. Alliteration is a stylistic device which has the same first consonant sound.

   Example: The *power* of color is yours

3. Anaphora is the repetition of words at the beginning of phrases.

Example: Early treatment, early cure

4. Epistrophe is repetition of words at the end of phrases.

   Example: Choose to be your most beautiful, salon-beautiful

5. Anadiplosis is repetition of words toward the end of one phrase and the beginning of the next.

   Example: Kleenex ultra. Ultra softness is all you feel

6. Parison has marked parallelism between successive phrases; often inclose the use of one or more repeated words

   Example: The quality you need. The price you want.

7. Antithesis is incorporation of binary opposites in a phrase.

   Example: If we try, we might succeed; if we do not try, we cannot succeed

8. Hyperbole is exaggerated or extreme claim.

   Example: The best. All the time.

9. Rhetorical question is asking a question to make an assertion.

   Example: Don't you have something to do?

10. A metonym is the use of a portion, or any associated element, to represent the whole.

    Example: The imports are getting nervous

11. Metaphor is substitution based on underlying resemblance

    Example: Say hello to your child's new bodyguard

12. A homonym is one word that can be taken in two senses

    Example: Make fun of the road

13. Antanaclasis is repeating a word in two different senses

Example: Today's slims at a very slim price

14. Paradox is a self contradictory false or impossible statement

Example: This picture was taken by someone who didn't bring a camera.

15. Irony is a statement that means the opposite of what is said

Example: Laugh at our expense

2.4 Advertisement

Nickels (cited in Asmajasari, 1997) argues that advertisement is non-individual communication, with several costs, through various media carried out by companies, non-profit institutions, and individuals.

Based on the understanding above it can be concluded that advertisement is a media information product that is delivered to the public with clear information on advertising, it will certainly produce results in the form of actions or reactions of prospective customers to buy the product that is informed. Therefore, before the advertisement message is sent, the advertiser must consider how consumer will interpret the advertisement and provide a response to the intended advertising message.

2.4.1 The Function of Advertisement

Asmajasari (1997) explains that there are several advertising functions discussed among others:

2.4.1.2 Provide Information

Advertisement can add value to an item by providing information to consumers. Of course, advertisement can provide more information than others, both about the goods, the price, or other information that has benefits

for consumers. Without such information people will not know much about the item.

2.4.1.3 Persuade or Influence

Advertisement is not just telling, but also persuading especially to potential buyers, stating that a product is better than another product. In this case, advertisements that are persuasive are installed on television media or magazines. Advertising that is persuasive can lead to criticism from certain people or groups. However, in reality there are also persuasive advertisements that are aimed at good, for example: encouraging people to stop smoking, to pay attention to nutrition, to go to places of worship, to plan and limit birth attendance, and so on. Advertisement like this can lead to positive views on society.

2.4.1.4 Creating An Impression

People will have a certain impression of what is advertised. In this case, advertisers always try to create the best advertising. In other terms, advertising can create an impression on the community to make purchases rationally and economically. Sometimes buying an item is not done rationally or paying attention to its economic value, but is more motivated to maintain prestige, such as the purchase of a car, a grand house, etc.

2.4.1.5 Satisfied Desire

Before choosing and buying a product, sometimes people want to be told in advance. Sometimes people also want to be persuaded to do something good for them or the community. For example, being persuaded to help the

poor, or being persuaded to get a better education. So, from the explanation above, it can be concluded that advertising is a tool that can be used to achieve goals, and the goal itself is an exchange that satisfies each other's desires. Errors in advertising can affect these mutually satisfying exchanges.

2.4.1.6 As A Communication Tool.

Advertisement is a tool to open two-way communication between sellers and buyers so that their desires can be fulfilled. In this case, communication can show ways to make exchanges satisfying. Advertisement initiatives do not come from the seller, but the buyer often uses advertisements for their needs, for example, to find work, find lost items, and so on. With this kind of advertising, it can give other people the possibility to contact the parties concerned so that there will be communication or conversation on both sides

2.4.2 Kinds of Advertisement

Asmajasari (1997) describes several ways in advertising that can be classified based on its use because the difference depends on the company's goals in the advertising program. The various types of advertising are as follows.

2.4.2.1 Advertising Products

In product advertising, advertisers tell the market about the products it offers. Advertising of this product can be further divided into several parts, namely as follows:

2.4.2.2 Primary Demand Advertising

Primary demand advertising is advertising that seeks to push demand for a type of product as a whole, without mentioning the brand name or name of the manufacturer. Advertising like this is usually done by a combination of entrepreneurs or trade associations. For example, "Sweetened condensed milk is healthier."

2.4.2.3 Selective Advertising Demand

This selective advertising demand is almost the same as Primary demand advertising; only the difference in selective demand advertising is the brand of goods offered. Most advertisements of various goods and services that appear in the media are intended to encourage selective demand for a particular brand of goods or services. Selective advertising emphasizes the reason for buying a particular product brand.

2.4.2.4 Institutional Advertising

Institutional advertising, also called corporate-image advertising, is conducted to generate sympathy for the seller and is intended to create goodwill for the company. Institutional advertising is divided into three parts, namely as follows.

2.4.2.4.1 Institutional Patronage Advertising

In this advertising, sellers try to lure consumers by stating a motive to buy to the seller and not the motive to buy a particular product. Example: notification of the delivery of goods to the house.

2.4.2.4.2 Institutional Public-Relations Advertising

This advertising is used to make a good understanding of the company to employees, company owners, or the general public. Example: the company will reduce the pollution caused by the factory or its products.

2.4.2.4.3 Public Service Advertising

It is a public service ad. For example, describing an encouragement for the public to be careful in using vehicles. Here, life insurance companies, for example, can help by providing instructions for choosing a vehicle.

2.4.2.5 National, Regional and Local Advertising

2.4.2.5.1 National Advertising

National advertising is often referred to as general advertising, which is advertising that is usually sponsored by producers with distribution nationally.

2.4.2.5.2 Regional Advertising

Regional advertising is advertising that is limited to certain areas of a country; for example, only covers the island of Java.

2.4.2.5.3 Local Advertising

Local advertising is usually carried out by retailers or directed to the local market only. It will be beneficial for the brand of the product if this advertising is carried out by the manufacturer; but if this advertising is done by a retailer, the benefit will go to the name of the shop. Therefore, local advertising can be carried out jointly between producers and retailers.

2.4.2.6 Market Advertising

This type of advertising used in market advertising depends on the intended target, whether consumers, trade intermediaries or industrial users. The type of advertising is as follows.

1. Consumer advertising, aimed at consumers

2. Trade advertising, aimed at intermediary traders, especially retailers.

3. Industrial advertising, aimed at industrial users.

2.5 Social Media

According to Kotler and Keller (2012, p.568), social media is a means for consumers to share text, image, audio information and videos with each other and with the company and vice versa. To facilitate promotion company sales now prefer practical ways, one of them is by using social media. According to Kotler and Keller (2012, p.568-570), there are three main platforms for Social media:

2.6.1 Online Communities and Forums

Online communities and forums come in everything shape and size. Many are made by the customer or customer group without interest commercial or affiliate company.

2.6.2 Blogs

There are three millions of blog users with various likes and preferences with some of them are for private use, for close friends or family and there are also some of them for reaching and persuading a large scale of audience.

2.6.3 Social Networks

Social networks have been a good and important force in business for consumers and business marketing. Some of them are Facebook, Twitter, Blackberry messaging, Instagram, Path and still many other types. Each Network offers different benefits for the company.

2.7 Instagram

Ghazali (2006) said that Instagram is one social media that can be used as a promotion of a product or service. The name of Instagram is taken from the word *insta* as in the original word of *instant* and *grams* from the word *Telegram*. Therefore Instagram is a combination of the word *Instant* and *Telegram*. It can be interpreted as an application that sends information quickly. Mainly in the form of photo with additional features in the platform such as photo manager, photo editor, and sharing photo to other social networks. Instagram has main attraction for users in addition, Instagram is an application for Photo-sharing and online social networking service that allows users to share the results of photos through a variety of social media services such as Facebook, Twitter, etc.

The Instagram users have been growing rapidly because of the excellent features Instagram offers. The advantages of the form of ease when the users uploading photos. Photos can be uploaded on Instagram from users' camera album. Instagram users can easily use the in-app-effects that enable users to edit their photos as desire. According to Salbino (2014, p.47) as the social networking application has been devoted to sharing photos, Instagram

has interesting feature that every photo is framed to square similar to Kodak Instamatic and Polaroid which is very different from today's 16:9 aspect ration used in camera phone generally, which is usually used by the camera ponsel.

Instagram has two founders. The first is Kevin Systrom, which has been known by the public as person involved in the world app. Systrom grew in the area of the outskirts of beautiful Boston Yan known as Holliston. He graduated from Stanford University in 2006 with a degree in engineering and management. Then he joined Google for two years with the task to take care of Gmail and then work in the development team corporate. He has many activities were involved in the world of social media made Kevin want to do something at his own. Then Kevin Systrom launched startup technology first, with his engineering background, he was able to manage it well. Berkowski (2016, p.91) said that he saw the potential for mobile and the big bang app that focused on the check-in location-based. After that he falls into the flow with a website called Burbn.com.

The history of Instagram is not just about Kevin Systrom. As often happens, there is another founder. According to Kevin, though less well known in public, Mike is a spirit of the app him. Mike grew in Brazil and moved to the United States in 2004 to learn techniques at Stanford University. He is the type of engineers that are more conservative but have flair design and strong creativity. Bergowski (2016, p.93) said that After graduating from Stanford University, he joined the s*uperhot* startup me if this is the name of a company, use *superhot capital meeb*. A search-engine-based chat platform

which the popularity exploded. However, what Mike really wanted was develop and do something new and different. From the same desire, they met. Kevin Systrom and Mike Kreiger have continued the execution and focused very nicely.

Instagram trend is a way for marketing to offer products as a media of communication. The advantage of Instagram is that Instagram allows public participation as advertisement channel. About 3 million Instagram users have been showing off the works of the photos via Twitter or Facebook. The increase of Instagram user and the availability of Instagram in both mobile phone and computer, these have been the biggest advantages that allow people to access Instagram everywhere and every time. The rapid growth of Instagram users makes numbers of entrepreneurs have a look at the application for its easiness on uploading product photos as well as the easiness on commenting on a post.

CHAPTER III

RESEARCH METHOD

This chapter describes the research design, research instrument, data and data source, data collection and data analysis.

3.1 Research Design

This study used descriptive qualitative method. Descriptive qualitative method is to describe a phenomenon and its characteristics. According to Sandelowski, (2000, p.334), descriptive qualitative method presents a comprehensive summary of a phenomenon or events. This study was called descriptive qualitative because the researcher explained the data descriptively and produced a comprehensive summary of the rhetoric in fashion products advertisement on Instagram.

3.2 Data Collection

3.2.1 Data and Data Sources

The researcher used the sentences, clauses and phrases of advertisement on Instagram as the data. It was taken on the eight different online shops on Instagram, which were considered from each product advertisement to represent various types of fashion products. These were: Bag, shoes, jacket, dress, blouse, jewelry, watches and shirt.

3.2.2 Instrument

Wilkinson and Birmingham (2003, p.18) that instrument is a device to get relevant information to your research project. It means that there are many

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various alternative instruments. In this study, these were two instruments, human instrument and non human instrument. The human instrument was the researcher herself who collected, counted classified and analyzed the data. While the nonhuman instrument was mobile phone and laptop to take advertisement text on Instagram, opened each online shopping, selected some photos that contained rhetorics, and helped the researcher analyzed the data.

3.3 Technique of Data Collection

As an initial step of research, data collection related to linguistic theory and advertising rhetoric with the literature review method. After that, the collection of advertisement text data for fashion products were carried out in the following ways:

1. Searching advertisement photos that used the English text, which was aimed to assign representatives of online shops to be used as research material. In this case, the researcher looking for 8 fashion products that are considered representative, namely: bag, shoes, dress, shirt, jewelry, watches, blouse and jacket. For example:

2. Carrying out a comprehensive reading of the text advertisement of each photo gallery owned by each the online shop, the researcher tried to understand the contents of the information related to rhetoric.

3. Selecting some photos to be used as research material.

4. Taking the advertisement text of fashion products on Instagram by shooting the screen of mobile phone

3.4 Technique of Data Analyses

After collecting the data, the researcher used some steps to analyze rhetorics; the steps consist of:

1. Identifying the fashion product advertisements on Instagram by giving the color. For example:

The Data	The coding of Rhetoric
Our gown Jardin just got a makeover! Ladies if you are looking for effortless and stunning. Jardin may be the one. Silk Organza and those cap sleeves you wanted * As always made with love in the USA. Sometimes a simple accessory like a bag can give you all the feelgood vibes. Maybe it's the fuchsia colorway, maybe it's the cute dog motif, but we are barking mad for the Jake crossbody Bag with Danny Dog Motif!	a) Rhyme: Red b) Alliteration: Yellow c) Anaphora: Green d) Epistrophe: Dark Green e) Anadiplosis: Blue f) Parison: Navy g) Antithesis: Grey h) Hyperbole: Pink i) Rhetorical question: Brown j) Metonym: Purple k) Metaphor: Orange l) Homonym: Dark Grey m) Antanaclasis: Maroon n) Paradox: Tosca o) Irony: Teal

2. Classifying the data based on fifteen characteristics of rhetorics by Edward and Mick.

3. Explaining and describing the kinds of rhetoric, according to Edward and Mick theory. There are fifteen kinds of rhetoric; these are rhyme, alliteration, anaphora, epistrophe, anadiplosis, antithesis, hyperbole, rhetorical question, metonymy, metaphor, homonym, epanalepsis, paradox, irony, and parison.

4. Explaining and describing the dominant of rhetorics that was found in fashion product advertisement on Instagram.

5. Describing the function of rhetoric that was used in the fashion products advertisement on Instagram.

6. Concluding the finding discussion, it was the rhetoric of fashion product advertisement on Instagram.

CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the writer presents the finding and discussion of the data analyses. This research analyzes rhetoric in the text of fashion product advertisement on Instagram. It analyzes with using the theory from Edward and Mick. Based on the data, the researcher used eight different online shops with different products of fashion; those are bag, shoes, jacket, blouse, shirt, jewelry, dress, and watches. After that, the writer explains the function of the rhetoric contained in the text in a fashion advertisement on Instagram. The deeper outline will be explained below.

4.1 Findings

The function of advertisement text must be seen as the function of the advertisement system as a whole, namely as a communication tool with persuasive goals. The position of the text in advertisements is varied and more complicated. The more advanced technique-logo gets, the more techniques used in advertising get advanced because advertisement is so important in the business world. Therefore the advertisement text has developed into the art of persuasion or rhetoric.

The data of this study are text in fashion advertisements on Instagram was uploaded from November 2018 to January 2019. It's the data were taken from different online shops, namely bag products were taken from Leo Camerini's account, shoe products were taken from Fizzygoblet, shirt products

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were taken from Cordone_1956, jacket products were taken from the parajumpers_official account, jewelry products were taken from yennies_place accounts, dress products were taken data from fashioneaks accounts, watch products were taken from time4diamonds accounts and blouse products were taken from gracila_official accounts. From the eight online shops, the writer took only eight text advertisements which were considered for containing rhetoric from each online shop. The total of rhetorics that was found in 64 the data are 113 rhetorics.

The writer found that the rhetorical question had the highest number, which was 25 data. According to Larson (1984), rhetorical questions are sentences whose form or sentence arrangement is a question, but the purpose of using the sentence is more than just seeking information. Rhetorical questions look like real questions, but in fact, they are not a question. In advertisements, rhetorical questions are persuasive questions that do not require answers or advertisers have provided answers or choices. The use of rhetorical questions in advertisements on Instagram is high because the Instagram application has a comment column feature that can be used by reciprocal communication between sellers and buyers, and is general or can be seen by many people. The following is an explanation of the kinds of rhetoric contained in the fashion advertisement text on Instagram uploaded in November 2018 - January 2019, which includes:

4.1.1 Rhyme

Rhyme is the repetition sounds at the end of the word or line. This style is used to make the reader remember the words. If the word is said, the ear will hear and remember it, because the repetition of this sound is like reverberation, that is heard continuously in the ear. So the ear hears the words which are like a repeated rhyme, and this will make it easy to remember.

There are 11 rhymes that were found in this study; four data are taken because they are considered representative. The data of rhyme contain rhymes described below.

Data 14

*Life is **beautiful** when it's **flowerful**,*
won't you agree? Our launch or celebrate the festivity around the corner, these beauties have "treat yourself" " written all over them."

Rhyme is shown in words *beautiful* and *flowerful*. The rhyme "*full*" is located at the end of words such as in *beautiful* and *wonderful*. The advertisement text above contained rhyme because of the repetition at the end of the syllable of word. Those words mean that life is beautiful when our lives are full of happiness. So, advertisers here want to say that when we wear shoes with the flowers picture, we can get a beautiful life. The next data of rhyme is expressed below.

Data 15

New under the sea, Under the sea.
*Darling, it's **better**.*
*Down where it's **wetter**.*

Take it from me! Or from www.fizzygoblet.com, our latest beauties "under the sea" are now live

The rhetoric in this text is rhyme, which is repetition at the end of the words, those are *better* and *wetter*. Moreover, the repetition of syllable *tter* at the end of the word in these data identified that the advertisement text contained rhyme. Those two words *better* and *wetter* mean that both are important. It gives the impression that advertiser provides information to consumers that the underwater theme is very beautiful for shoes. The phrase *Under the sea* is the theme of the shoes. Another data that contains rhyme is presented below.

Data 17

left or right?
*New **selection** #cordone1956,*
*Shirt limited **edition,***
high-quality fabrics, button exclusive.
Check now complete details online at www.corodone1956.it

The third data advertisement is shown rhyme, in the word *selection* and *edition.* Both words in the text above are rhyme. Due to the repetition of the syllables that ended by *ion* The advertiser wants to provide information that the word *selection* means the choice. The advertiser wants to say that the shirt offered in the product photo is the latest choice for consumers. And the meaning of the word *edition* means the latest edition so that the choice can be limited. Another data of rhyme is shown below.

Data 29

Rough and tough
Are you looking for a coat that can take you through the most action-packed adventures, withstanding any kind of wear?

> *One of parajumpers' rugged series is what you need!*
> *Sturdy fabric, sporty details and simple silhouettes for a jacket*
> *that fears nothing.*

This data includes Rhyme because there is repetition of *ough* that have the same sound, which is *rough* and *tough*. It gives the impression that the advertiser gives great attention to the characteristics of this coat, which is not only rough but also tough.

4.1.2 Alliteration

Alliteration is the repetition sound from the first syllable, occur close together in a series. It usually has the same concept as rhyme. This rhetoric is to attract the attention of buyers by emphasizing attention.

There are eight alliterations found in this study; four data are taken because they are considered representative. The data advertisements that contain alliteration appear below:

Data 7

> *A precious lucky charm. Versatile and compact, the mirror of the*
> *harmony, **freedom and freshness** crocodile.*
> *Small #leo30handbag in algae green has just arrived:*
> *explore all styles now following the link bio*

Alliteration in this data could be identified from the words *freedom* and *freshness* because both words have repetition of *free* in the initial syllables. This rhetoric is used to give a pressure of the word *freedom* and *freshness.* Because the advertiser knows that this kind of advertisement sales bag for woman, to make their consumers feel attracted and interested to their product, the advertiser put the word *freedom* and *freshness* to promote their product

through the fact that usually women like a bag which made from crocodile leather. The next data of alliteration is conveyed below.

Data 10

> ***Sun, sand and sea*** *on our mind.*
> *Where do you plan to escape to for ringing in the new year?*

The alliteration of this data is *Sun, sand and sea*. The words *sun, sand* and *sea* identified an alliteration because they are started with the same "*s*" sound in their initial syllables. In this data, the emphasizing of the words is used for giving the impression of the important words. Those words are used to persuade the consumer to think about the beach environment because it is a theme of the product advertisement. On the beach we can find the blazing sun, sand and sea, like this shoe product advertisement. We can find the Sun, sand and sea image in these shoes. Furthermore, other data is explained below.

Data 28

> *Our collections are inspired by all the brave and iconic adventurers,*
> *like our #pjsfriends @leighanfalley,* ***a fierce and fearless*** *Alaska bush pilot!*

The alliteration of this data is in words *fierce* and *fearless*. *Fierce and fearless* both had same repetition **of** *fi(e)r* on their initial syllables.The advertiser wants to emphasize those words. Because *fierce* and *fearless* describe the Alaska bush pilot. Alaska bush pilot is the figure of this advertisement. It means that the advertiser wants to say that if the consumers use this jacket they will feel like Alaska bush pilot who is not afraid doing

something dangerous according to their activity. Another data of the alliteration data is provided below.

Data 36

> *Good morning Instafam!!*
> *Now, what's your excuse? It's too big it's not as simple as I want, my baby will pull it. I like small earrings,*
> *Problem solved! **Small but stylish.***
> *I am dedicated to bringing you nothing but the best*
> *She is selling for N1500 only! Shikini money!*
> *Oya gets yours by following the link in our bio or send.*

Sound repetition here is in the word *small* but *stylish*. Therefore, the data is categorized into alliteration because there is a repetition of "*s*" sound on their initial syllables. The usage of this rhetoric shows that they put pressure on the word *small* and *stylish*, which means that these earrings are small and make people who wear it look impressive.

4.1.3 Anaphora

Anaphora is a form of repetition of the same words at the beginning of a phrase, clause or the next sentence. There are nine anaphoras found in this study, and three data are taken. The data that contain the Anaphora is presented below.

Data 23

> *1,2,3 what you prefer?*
> *New selection #cordone1956 shirt "classic", fabrics 120/20 twill,*
> ***button Australian pearl, button hoe finished by hand.***
> *Check now complete details online at www.cordone1956.it*

The anaphora of the text advertisement is *Australian button pearl, button hoe finished by hand*. Anaphora was identified in the word "button" that

located at the beginning of phrase and it was repeated in the following phrase. Hence, both phrases identified as anaphora because the phrases had repetition of the initial word.

This rhetoric combines two or more different ideas. The function of this style is to show the different thing and the reader can consider it. Usually, the ideas are arranged to liven up although the next idea is different. It makes the reader or consumer will always remember it. Anaphora has appeared in the other data.

Data 44

In character, in manner, in style, in all things, the supreme excellence is simplicity
What do you have to say about this off shoulder dress?.
Do let us know in comment section.

The word *In character, in manner, in style, in all things* is anaphora. The word repetition in the data above could be seen from the repeated-word of *in*. The word *in* is repeated three times at the beginning of phrases.

The advertiser uses this rhetoric because the advertiser wants to make the readers always memorize about all of the descriptions of simplicity that is poured out in this dress. And the next data that contains anaphora is presented below.

Data 47

Take care of your costume and your confidence will take care of itself
Rate this dress 1-10
Follow the account @fashioneaks for daily fashion update

The anaphora in this data is the sentence *Take care of your costume and your confidence will take care of itself* because they have repeated-phrase of taking care at the beginning of the following phrases. It is made by the advertiser to make the customer always take care of their costume and if they take care of their costume surely the confidence will also take care of you. Another data of anaphora is given in the data below.

Data 61

Brilliant Vibrant Yellow flowers
***Want** that shirt, **want** the brilliant new day*

The advertisement above contained anaphora, *want* that is repeated twice at the beginning of phrases. By using the word *want* the advertiser persuades the reader to buy the shirt. Moreover, the emphasizing of the phrase *want the brilliant new day* can interest the reader to believe the phrase. It makes the reader remember and maybe someday will buy it.

4.1.4 Epistrophe

Epistrophe is a style that repeats words at the end of a phrase. In this study, there are three data containing Epistrophe rhetoric:

Data 24

Total look #cordone1956
*Suit **by hand***
*Shirt white new collection **by-hand,***
Ties 7 fold,
Discover online at: www.cordone1956.it worldwide shipping
Data 60

*Lovely roses embroidery design, love **it,** take **it.***
Data 63

*Folkstyle dress. Feels **good** when you look **good***

Three data presented above is epistrope, because the data show the repetition words at the end of phrase. In the first data the phrase *by hand* is repeated twice, in the second data the word *it* is repeated twice, and then in the third data the word *good* is repeated twice also. The forms of repetition described above are similar in form with the repetition of anaphor form but different in place. The repetition of an anaphor is located in front, whereas the repetition of epistrophe is located in end of the phrase. The advertiser wants to make the reader or customer memorizes the advertiser text.

4.1.5 Anadiplosis

Anadiplosis is a form of repetition of words at the end of the first phrase and the beginning of the next phrase. In this study, based on the data there is only an advertisement that contains Anadiplosis:

Data 37

How well do you accessorize your corporate wears??
My neck stand is not showing the beauty of these long chains!
*But I assure **you, you** will full in love with it at first sight!*
This is selling for only 7500!!
Order now by following the link in our bio or send us a DM

The anadiplosis is the word *you* because this word is repeated in the first word of the next sentence. The function of this rhetoric is to generate the interest of the idea between the first sentence and the next sentence. In this case, the advertiser believes that the readers surely will fall in love with this jewelry.

4.1.6 Parison

Parison is phrases or clauses with the same structure. Based on the data there are twelve data containing the Parison rhetoric. The data that contain parison:

Data 3

> *Sparking **ocean blue** is one of @leo.camerini brand colors sea.*
> *The idea was to reinterpret elegant evening tones, such as **ocean blue** and black.*
> *The golden cascade and the turquoise glitters help to give an attractive and seductive look to the handbag.*
> *This color is fully hand painted. Each leather is different- each 3.3 handbag is unique.*

The parison of this data is the phrase *ocean blue*, because this phrase is repeated twice. The phrase *Ocean blue* in this text is repeated twice for protecting the constancy of the idea. In this data, the advertiser wants to say that the theme of this bag is ocean blue and is repeated of in the next sentence to highlight the theme. The data of parison has also appeared in the other data, that is

Data 12

> *When you get **luck-key** and find **the key** to your happiness online.*
> ***Black keys** on velvet with these vintage embellishment is a season pick-me-up!*

In this data, the word *key* is parison, because there is a repetition of the word *key* three times in the sentences. The advertiser wants to emphasize the theme of the shoes that are about key. The first and the second *key* means something that can get fortune and happiness, and the last *key* means the theme of the shoes because the shoes have a key image. Therefore the

advertiser emphasizes the word *key* in the first sentence. Next, is the third data of parison,

Data 18

> *Customize now your perfect shirt handmade in Italy.*
> *www.cordone1956.*
> **New** *label for the* **new** *shirt by hand, discover* **new** *collection online.*

In this advertisement there is a *new* word that is repeated three times, The advertisement above has Parison because the word *new* is repeated three times in the text. In this data, the advertiser wants to convey an important message that the shirt collection is a new collection. Therefore the advertiser repeats the *new* word three times. Then the next data of parison is given below.

Data 34

> **Two times** *the goodness!* **Two times** *the beauty!*
> *Our jewelry pieces make you stand out!!*
> *Shop the beautiful two piece at N7000 ONLY!*
> *HURRY! slide into my DM or follow the link in my bio to place your orders*

This advertisement is parison because the phrase *two times* is repeated twice. The advertiser's purposes in this advertisement are, he wants to convey that when a customer buys the jewelry. By using the jewelry, the customer will get the goodness and beauty twofold.

4.1.7 Antithesis

Antithesis is a style that combines two different ideas in parallel for showing that as if there are two different things that the reader can compare

both easily. In this study, from the data analyzed there are two data containing the antithesis:

Data 36

Good morning Instafam!!
Now, what's your excuse?
It's too big it's not as simple as I want, my baby will pull it. I like small earrings.
Problem solved! Small but stylish. I am dedicated to bringing you nothing but the best
She is selling for N1500 only! Shikini money!
Oya gets yours by following the link in our bio or send.

This data is anthithesis because from the data above the advertiser uses antithesis implicitly that the customer's earing problem have solved by the product offered. The use of an antithesis above makes the customer better understand the interesting of the advertisement, the comparison of two situation makes understanding the clear point in the advertisement. Another data of antithesis is displayed below.

Data 37

How well do you accessorize your corporate wears??
My neck stand is not showing the beauty of these long chains!
But I assure you, you will full in love with it at first sight!
This is selling for only 7500!!
Order now by following the link in our bio or send us a DM

This data, *My neck stand is not showing the beauty of these long chains! But I assure you, you will full in love with it at first sight!* Shows antithesis, because the sentence, *My neck stand is not showing the beauty of these long chains!* Has the opposite meaning with the sentence, *But I assure you, you will full in love with it at first sight!*. The advertiser wants to persuade the consumer or reader to buy the long chains because

the sentence *My neck stand is not showing the beauty of these long chains!* Makes the reader curious with the jewelry product, it contrasts with the sentence *But I assure you, you will full in love with it at first sight!*. The antithesis above makes sure the reader buy the jewelry.

4.1.8 Hyperbole

Hyperbole is rhetoric that describes something excessively to increase persuasion and shows something or condition that is better than which should be. Based on the data there are fourteen hyperboles that were found. Three data are described below.

Data 3

> *Sparking ocean blue is one of @leo.camerini brand colors sea. **The idea was to reinterpret elegant evening tones, such as ocean blue and black.***
> *The golden cascade and the turquoise glitters help to give an attractive and seductive look to the handbag. This color is fully hand painted. Each leather is different- each 3.3 handbag is unique.*

The data, *The idea was to reinterpret elegant evening tones, such as ocean blue and black* shows the hyperbole, because this clause exaggerates real circumstances. From this sentence, the advertiser wants to say that the bag is suitable used in the evening, because like ocean blue and black. The bag is likened as the beauty of ocean blue and black. This statement is included the excessive statement because it is not suitable with the fact that the beauty of a bag is the same as the beauty of the ocean blue and black. It is used to attract the reader's attention. Hyperbole is also presented in the next data advertisement.

Data 9

Christmas time excitement – wear it as you mean it!
*A bright red coat and printed sneakers are **the old forms of the 100 emoji***

This phrase means that a combination of bright red coat and printed sneakers are suitable for many people, characters or feelings. This shows an exaggeration because an outfit will not be able to represent 100 different human characters or feelings. It can be seen that the phrase *100 emoji* is used to replace the words *people* in the text so that it seems great.

Data 15

The butterfly effect of these shoes can lead to a series of compliments fluttering your way.

The sentence ***The butterfly effect of these shoes can lead to a series of compliments fluttering your way*** is hyperbole because the sentence above is the mind of the advertiser himself who is very excessive and not appropriate with the fact. Someone who sees the effect of butterflies on the shoes does not necessarily praise the person using it, since everyone has different tastes. Another data of hyperbole is provided below.

Data 25

Two times the goodness! Two times the beauty!
Our jewelry pieces make you stand out!!
Shop the beautiful two piece at N7000 ONLY!
HURRY! slide into my DM or follow the link in my bio to place your orders

The hyperbole is *Our jewelry pieces make you stand out!!*. The sentence gives the message that the jewelry that is offered will make everyone who uses it can be stand out or have the great impression. Through the sentence

the advertiser uses the excessive word to draw the jewelry. Person's confidence not only appears by using the jewelry. The hyperbole is used to attract other people's attention.

4.1.9 Rhetorical Question

Rhetorical Questions are questions that do not really need answers and aim to highlight something. There are twenty-five rhetorical questions found in this study; four data are taken because they are considered representative.

Data 1

With its rounded, softer shape and bright colors, the new #LEO30HANDBAG collection is for a woman who does not want to go unnoticed. Light, rouge, algae green or black Bordeaux: **Which is your favorite one?**

The data, *Which is your favorite one?* shows rhetorical question, because this question is a choice of the answers that have actually been provided by the advertiser. The answer is surely one of the three colors of the bag, like in this picture, so this is a rhetorical question. The other data of rhetorical question is presented below.

Data 10

Sun, sand and sea on our mind. **Where do you plan to escape to for ringing in the new year?**

The data, *Where do you plan to escape for ringing in the new year?* Is rhetorical question, because the advertiser asks the customer about a plan for the new year. It is used to attract the reader's attention. The next data is explained below.

Data 20

> *The classic stripes in double twist oxford with the collar button down,*
> ***what do you think?***

The rhetorical question can be seen in this question *what do you think?*. The goals of the rhetorical question in this data are to attract the reader's attention and establish two-way communication between the reader and advertiser. Therefore this question is rhetorical question. When the advertiser gives a question about the customer's opinions about the products offered, the question answered in the comments column so that the readers know the detailed product and more believe in buying it. Other data of rhetorical question used in fashion product advertisement is displayed below.

Data 29

> *Rough and tough*
> ***Are you looking for a coat that can take you through the most action-packed adventures, with standing any kind of wear?***
> *One of parajumpers' rugged series is what you need!*
> *Sturdy fabric, sporty details and simple silhouettes for a jacket that fears nothing.*

The question *Are you looking for a coat that can take you through most action-packed adventures, with standing any kind of wear?* is a rhetorical question because it already has an answer that is the One of parajumpers' rugged series. It can be seen in the next sentence, that is *one of the parajumpers' rugged series is what you need! Sturdy fabric, sporty details and simple silhouettes for a jacket that fears nothing.* The

rhetorical question is applied to interest the attention of the customer as they normally search for an answer once they are asked.

4.1.10 Metonymy

Metonymy is the style used to describe the whole by using part or vice versa using the whole to describe a part. There are twelve metonymies found in this study, and four data are taken because they are considered representative.

Data 4

> *Distinguished by* **Sophisticated** *and* *elegance* *in form and colors, leo camerini matches contrasts and assonances for the best wow effect. Get inspired by an outstanding look and explore our luxury hand-crafted collection at* *www.leocamerini.com*

This data shows metonymy, because the word *sophisticated* and *elegance* are parts of leocamerini bag. The words *Sophisticated* and *elegance* describe the characteristic of @leocamerini bags in this picture. The reader or consumers must read the next sentence to know it. It can be seen in this sentence *leocamerini matches contrasts and assonances for the best wow effect.* In this data, the producer wants to reveal or show that leocamerini bag in this picture is the product for high-class people because this bag is made by the full creativity. In appealing words *sophisticated* and *elegance* is refers to the combination and contrast of colors and forms of leocamerini bag. The metonymy has also appeared in another data; the other metonymy is shown below.

Data 5

> ***Bright and vibrant tones*** *discover their minimal and elegant side. This how our yellow mimosa 3.3 handbags in small size energize any day with its never-ending beams of sunlight. Explore more of our handcrafted luxury handbag collection at* www.leocamerini.com

The second data is the word *bright* and *vibrant* tone because those have a meaning of the displaying of yellow mimosa 3.3 bags, the product of leocamerini. These two words are a part of the bag description which is advertised. In this case, the producer wants to say that this bag can give the consumers energy that can provide enthusiasm. The next data of metonym is presented below.

Data 6

> ***The soft, pale tones evoke flowers in full bloom.*** *Pastel pink shades fill dreams with the tenderness and spontaneity. Embrace your inner spring goddess with leocamerini 3.3 handbag nuanced pastel pink. Rediscover luxury now at* www.leocamerini.com

Then the third data is *The soft, pale tones evoke flowers in full bloom. Pastel pink shades fill dreams with the tenderness and spontaneity* shows metonymy rhetoric, because the data above are parts of the leocamerini 3.3 handbags nuanced pastel pink. Next, the data of metonym is provided below.

Data 7

> ***A precious lucky charm***. ***Versatile and compact, a mirror of the harmony, freedom and freshness crocodile.*** *Small #leo30handbag in algae green has just arrived: explore all styles now following the link bio*

Then the fourth data is *A precious lucky charm. Versatile and compact, mirror of the harmony, freedom and freshness crocodile* shows

metonymy. The metonymy above describes the charm of the small leo30handbag which have algae green color. It can be seen in the sentence *#leo30handbag in algae green has just arrived, like this picture*. The metonymy is used to attract the customer's attention to buy the product offered.

4.1.11 Metaphor

The use of metaphor is to compare two things that are actually different but deliberately equated. There are seven metaphors found in this study; three data are taken because they are considered representative. The data that contain metaphor is described below:

Data 12

> *When you get **luck-key** and find **the key** to your happiness online. **Black keys** on velvet with these vintage embellishment is a season pick-me-up!*

In the first data, there are some phrases that are actually different but deliberately equated, they are phrases *luck-key, the key*, and *black keys.* Those three phrases include metaphor. These phrases had different meanings, but these phrases were deliberately compared to describe key-decorated shoes. The first phrase is *luck-key* and the second phrase *the key* means the fortune, while the third phrase, *black keys* are the product advertised itself, namely black-patterned shoes like the picture. Here the advertiser expects when a reader buys shoes with these key motifs, they will get a fortune. Thus, the advertiser used

metaphor to create persuasive effect that attracted readers. The other metaphor is explained below.

Data 16

> ***Birds of the same feather****, flock on the beach together*
> *Which pair would you pack for your trip? Flamingo or fly birdie?*

In the second data, this data is metaphor because the phrase *Birds of the same feather* which is likened to *Flamingo or birdie fly?* phrase. *Birds of the same feather* in this text meant someone who has the same interest or hobby. Meanwhile, *Flamingo or birdie fly?* Was the style presented by producer. The advertiser want to said that someone that like bird must buy this shoes with flamingos and birdie flies motifs on its design. As depiction is very clever because this shoes product with bird motifs is equated with someone who has the same interest or hobby. The other data of metaphor is displayed below.

Data 62

> *Hot Hot Hot**, I need ice cream***
> *Check our **ice cream** printed shirts! So cute*

Metaphor in the data can be seen in *ice cream* and *ice cream printed shirts*. Both phrases had different meanings. Here the first *ice cream* phrase means the real ice cream that is eaten when the weather is hot, then the second phrase is *ice cream printed shirts,* which is a shirt with an ice cream motif. This is deliberately equated with the first *ice cream* phrase. The depiction through the clause, *hot hot hot*, *I need*

ice cream has high persuasive power, the reader or customer will

interest and pay attention to the product offered.

4.1.12 Homonym

Homonyms are the same words in both pronunciation and spelling but

have different meanings or in other words, one word has more than one

meaning. Based on the data, there are the three homonyms found in this

study. The data that contain a Homonym type:

Data 30

> *The wait is over: the **Kodiak** is back in a new stylish chalk color.*

The homonym in this data is *the Kodiak* word. *The Kodiak* here is

ambiguous because they have two meanings; 1) the *Kodiak* can be a

jacket, the suitable for vacation on the cold Kodiak island, 2) the design

jacket like Kodiak bear. The other data of homonym is also presented in

the other advertisement, like in the data below.

Data 49

> *We always had a **weakness** for the Daytona and the Submariner, definitely our favorite watches. Which one is your favorite? Watches available in stock, enquire today.*

The homonym in this data is in the word *weakness*, because the

meaning of the word *weakness* here is ambiguous, because they have two

meanings; 1) the word *weakness* means the defect of the Daytona and

submariner types, 2) a lack of a watch production level. Here, advertiser

invites the readers to guess the meaning that is delivered by advertisers

and thus readers will pay more attention to this advertisement and become more interested. What advertisers do in this way usually attracts the attention of readers, readers will try to find answers because of their curiosity about the meaning of the words. Thus the attention will be given to the advertisement and will continue to be remembered.

4.1.13 Antanaclasis

Antanaclasis is repeating one word with different meanings. Based on the data there are only two data that contains antanaclasis rhetoric:

Data 12

> *When you get luck-key and find the key to your happiness online. Black keys on velvet with these vintage embellishment is a season pick-me-up!*

The data above contains antaclasis because the word *key* is repeated three times with different meanings. The antaclasis in the data above can be identified from the phrases *luck-key*, *the key* and *black keys that repeated "key" but presented different meanings.*The words *key* of the first and second word refer to the *key* in the third word, the meaning of *the key* here is the motif of shoes offered by the advertiser, which is a key-patterned image. Whereas the first *key* and the second mean something we can do to get good luck and happiness. Here advertisers want to emphasize that having key-patterned shoes like the one in the picture will make the user get good luck and happiness. The next data of antanaclasis is presented below.

Data 13

> *New **under the sea, Under the sea***
> *Darling, it's better*
> *Down where it's wetter*
> *Take it from me! Or from www.fizzygoblet.com our latest beauties "under the sea" are now live*

In this data *under the sea* phrases are repeated three times. Therefore, this advertisement contains antaclasis. The first and second *under the sea* phrases have the meaning of life under the sea, while the last *under the sea* phrase means the shoes with a theme under the sea or that has a motif of life under the sea. The advertiser want to emphasize the under the sea theme.

4.1.14 Paradox

The paradox is the style in which a statement gives wrong or contrary idea to what happened. In this study, from the data there are two advertisements of the paradox, those two data are explained below:

Data 22

> ***Winter is coming**, discover the new collection **knitwear and new limited shirt collection.***
> *In the photo crew-neck orange cashmere six holes and denim shirt limited edition.*
> *www.cordone1956.it*
> *worldwide shipping.*

Paradox in the data above can be seen in the sentence *Winter is coming, discover the new collection knitwear and new limited shirt collection"*. It is include paradox because the contradiction statements are different from reality. This sentences advertiser announces that winter has arrived, but winter should be identical with knitwear or

jacket. But the advertiser says the opposite, the advertiser offers knitwear and also the latest collection of shirts with limited production, the word *limited* should be followed by the word *knitwear*, because winter will only happen for a few days. The purpose of advertisers is, even though the weather now is winter and he also offers knitwear, the producer still has a collection of shirts that may not sell well and can be used after the winter is over. So advertiser promotes it again in this advertisement, and it is expected that the intention of the advertiser is to get buyers to buy knitwear that they can use in the winter at the same time buying shirts that are limited. So that the buyers immediately buy it and can use it after the winter is over. The other data of paradox is given below.

Data 63

> ***Dress for yourself, not for anyone***
> *Today recommendation*

In this data shows paradox. It can be seen in this statement *Dress for yourself, not for anyone*. The phrase *for yourself* have meaning only the reader that read this advertisement, and the phrase *not for anyone* means potential customer. The customer is not only one but many or the potential customer. The irony rhetoric style is intended to highlight the superiority of a product offered. In this case, advertiser tries to influence the reader that the superiority of the product offered is on the designed, and it is only for the customer.

4.1.15 Irony

The irony is the style in which statements made have the opposite meaning of what he wrote or said. Two ironies are found in the data of the study. Those two data are explained below.

Data 5

> *Bright and vibrant tones discover their minimal and elegant side. This how our yellow mimosa 3.3* **handbags in small size energizes any day with its never-ending beams of sunlight.** *Explore more of our handcrafted luxury handbag collection at* www.leocamerini.com.

Irony in the data above is this sentence *handbag in small size energizes any day with its never-ending beams of sunlight,* A small size bag is assumed to be highly energized every day, because of the contradiction statements that differ from the reality. In this data, it is said that the handbag in small size will provide many things as big as beams of sunlight. Another irony is also found in the other advertisement. It is shown below.

Data 49

> **We always had a weakness for the Daytona and the Submariner**, *definitely* **our favorite watches.** *Which one is your favorite? Watches available in stock, enquire today.*

The sentence *We always had a weakness for the Daytona and the Submariner, definitely our favorite watches* include irony. The statement of *a weakness for the Daytona and the Submariner* has contradictory meaning with the previous sentence, that Daytona and

Submariner are the favorite watches. In this data, advertiser uses *weakness* words for the type of Daytona and Submariner clock types. It is contrasted by the sentence *our favorite watches* in the advertisement above. The intention is not because those types have not been produced or the production is limited, but actually, advertiser wants to say that selling rate of those types is so high that many customers have to stand in line to get it because usually someone will be encourage to buy the most desirable item. Therefore, if the impression of this product is given by the advertiser, the customers are in demand and need to struggle to get it. Surely, there are many prospective buyers who increasingly want to have it. Thus the intention of persuasion is achieved.

4.2 Discussion

Related to the problem of the study, the writer has identified 15 types of rhetorics such as Rhyme, alliteration, epistrophe, anadiplosis, parison, antithesis, hyperbole, rhetorical question, metonym, metaphor, homonym, antanaclasis, paradox, dan irony. Moreover, the researcher also analyses advertisers' purposes of utilizing those rhetorics.

The researcher chooses some online fashion shops on Instagram that promote and produce fashion products. The researcher chooses products of 8 online fashion shops, namely : bag products from Leo Camerini's account, shoes products from Fizzygoblet, shirt products from Cordone_1956, jacket products from the parajumpers_official account,

jewelry products from yennies_place accounts, dress products from fashioneaks accounts, watch products from time4diamonds accounts and blouse products from gracila_official account. Furthermore, the researcher also presents the analysis of the advertisements' purposes or functions of utilizing rhetorics in advertisement texts.

According to McQuarrie and Mick (1996, p.424-433), that rhetoric is the most effective way to deliver the opinion based on the situation. The fifteen kinds of rhetoric based on their opinion was found in this research. Rhyme rhetoric is used by seven online fashion shops such as Fizzygoblet, Cordone_1956, Parajumpers_official, Yennies_place, Fashioneaks, Time4diamonds, dan Gracila_official. The purpose of rhyme is to highlight the important words in the sentences to make reader memorize the message. Then, alliteration is used in 5 online fashion shops such as Leocamirini, Fizzygoblet, Parajumpers_official, Yennies_place, Gracila_official. Advertisers utilize this strategy to attract people' attractions. The next anaphora is founded in 3 of the selected-fashion online shops such as gracila_official, Cordone_1956, Fashioneaks. The advertisers use this style to show different things so that the reader can compare them.
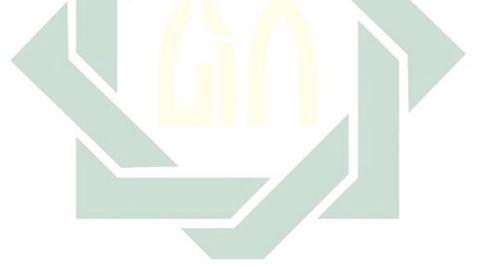
Afterward, Epistrophe is identified in 3 online shops, such as Fizzygoblet, gracila_official, Cordone_1956. Epistrophe has the same purpose and function as well as anaphora. Thereafter, anadiplosis is identified in one online fashion shop, namely Yennies_place. This style

aims to give a statement that is repeated in the previous sentences. Then, parison is identified in 5 data sources such as Leocamirini, Cordone_1956, Yennies_place, Fashioneaks, gracila_official. The advertisers use this rhetoric to keep the presented-ideas. The next is antithesis is only found in one data source namely Yennies_place. The Antithesis aims to show two different things but readers can easily compare both of them. Hyperbole can be found in all of the selected-data sources. Most advertisers use this type of rhetoric to emphasize persuasion and to highlight the revealed-message. Not only hyperbole, but also rhetorical questions are founded in all selected-fashion online shop accounts. Moreover, the producers use the rhetorical questions to emphasise the message so that it will attract the readers. Afterward, metonymy is found in 6 of selected-fashion online shops namely: Leocamirini, Fizzygoblet, Cordone_1956, Yennies_place, Time4diamonds, and Gracila_official. It aims to attract readers so that the readers would be interested in purchasing the products.

Furthermore, metaphor is found in 5 online fashion shops namely: Leocamirini, Fizzygoblet, Fashioneaks, Time4diamonds, and Gracila_official. The advertisers use metaphor to create persuasive effect so that it will attract readers' attention. Farther, homonyme is found in three online fashion shops namely, Parajumpers_official, Time4diamonds, and Fizzygoblet. This rhetoric type enabled readers to guess the meaning of presented advertisement So that the readers will be more attracted and give more attention to it. The advertisers tend to attract readers and the

readers will curiously find the meaning presented in the advertisement. Thus, readers will pay attention to the advertisement and will memorize it. Then, antanaclasis is founded only in 1 fashion online shop namely Fizzygoblet. The antanaclasis highlights and emphasizes message to the readers. Thereafter, paradox is founded in 2 fashion online shop namely Parajumpers_official and Time4diamonds. The advertisers attach paradox to give positive impression of the presented products. So that the persuasive goal can be achieved. Irony is also founded in 2 of the selected-fashion online shops. The sources namely: Leocamirini, and gracila_official. This rhetoric type aims to emphasize the quality of the presented-products. Therefore, this rhetoric indirectly increases and emphasizes the weakness of the competitors. From the finding of this present study it can be concluded that the rhetoric in advertisement is an important part of the promotional activities, because rhetoric in advertisement can motivate, encourage, persuade readers to remember, to like, to choose and then to persuade them to purchase the product or service.

Meanwhile, Islam regulates advertisement to prevent violence and exaggeration that violated religious law and norms. The advertisement is considered to be halal as long as it fulfilled these following conditions :

Substantially, advertisement is allowed (mubah) in case it does not contradict syari'ah, akhlak and Islamic ethical norms. Moreover, advertisers must be honest and Amanah when they promoted their

products. The advertiser must not give wrong perceptions, must not broadcast fake advertisement that contained deception. Moreover, the advertisement must not deceive the consumers by copying brand or logo.

Therefore, relating to all of the results, this study shows new findings of rhetoric in advertisement on modern mass media that is Instagram. The writer successes to examine rhetoric in fashion product advertisement on Instagram and the function of rhetorics of fashion product advertisement on Instagram. This study shows that advertisements text on Instagram can be studied using the theory of rhetoric.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter is the last section of this study. It contains a brief explanation of this study, and it also encompasses the suggestion for the next researcher who wants to analyze about rhetoric in advertisement.

5.1 Conclusion

This research examines the types of rhetoric that exist in the fashion product advertisement carry out on social media, namely Instagram. It also involves the purposes of rhetoric uses in the fashion product advertisement on Instagram. For answering the first and the second research question, the writer uses the rhetoric theory from Edward McQuarrie and David Glenn Mick.

According to McQuarrie and Mick (1996, p.429) that rhetoric is divided into two categories, namely scheme and trope. McQuarrie and Mick (1996, p.429) distinguish scheme into two categories, namely: Repitation and reversal. McQuarrie and Mick (1996, p.429-432) stated that repetition is to combine several elements of expression without changing the meaning of the element. McQuarrie and Mick (1996, p.429-432) said that in advertising, this is usually found in the voice so that the poetry numbers are created, the sound chime, and alliteration or assonance. Repetition is applied to the phrase structure, such as anaphora (initial word), epistrophe (final word), epanalepsis (beginning and end), whereas reversal refers to changes in the

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form or arrangement of words in a balanced manner that produces different impressions or meanings, meaning one term can be considered as the opposite or the opposite of the others. Furthermore, McQuarrie and Mick (1996, p.429-432) divided trope into two categories, namely: Substitution and destabilization, rhetoric substitution operations choose expressions that require adjustments by the recipient of the message to understand the intended content, which refers to the linkage of meaning, some symbolic, parable or imagery whereas destabilization is choosing an expression in such a way that the initial context makes its meaning uncertain which refers to conflicting words or phrases in terms of meaning, symbolic, expressed or implied in the structure of the same or related verses.

The total of rhetorics is in 64 data are 113 rhetorics. The types of rhetoric found in the fashion products advertisements are rhyme, alliteration, anaphora, epistrophe, anadiplosis, parison, antithesis, hyperbole, rhetorical questions, metonymy, metaphor, homonym, antanaclasis, paradox and irony, based on the Edward and Mick's classification.

The writer found that the most dominant rhetoric is substitution. The substitution is a form of creative discourse and often violates the rules of normal speech. This style requires adjustment by the recipient of the message to understand the intended content; this style appears with different forms, namely the form of hyperbole, rhetorical question and metonymy. McQuarrie and Mick (1996, p.432) stated that these rhetorics are used to emphasize and attract the attention of consumers. The most widely used

rhetorical question, namely as many as 25 advertisements, with a percentage of 21.5% percent. The rhetorical question is a question that does not always ask for information, the question is sometimes used only as a distraction to something. In the advertisement on Instagram itself, there are many rhetorical questions, because the spread of advertisements through this media also aims to get the reader's responses. Therefore, the advertiser can find out how far the general response about their products or services. This strategy is to attract the reader's attention and also to know the readers' response about their products or services because the reader or customer can directly provide answers or responses to the question being asked by the advertiser, to seller and advertiser get mutually benefit from each other.

5.2   Suggestion

In this part, the writer provides some suggestion for the future researcher. This study focuses on analyzing rhetoric which publishes in social media, that is on Instagram and specifically in the fashion product advertisement. This study only focused on the advertisement text, it will be interesting if the future researcher examine the response of the customer about rhetorics in advertisement with using questionnaire.

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