

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

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### **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*

### **1. INTRODUCTION**

Social media has been identified as a significant means of connecting information and has been demonstrated to exert a notable impact on society across various aspects of life. DataReportal estimates that by January 2023, the number of active social media users in Indonesia reached 167.0 million, reflecting a growing dependence on digital platforms. The potential of social media as a marketing instrument is widely acknowledged, with many experts deeming it to be more efficient and effective than traditional methods. This phenomenon can be attributed to the increasing accessibility of producer companies to a vast international customer base, thereby facilitating interaction and engagement across diverse geographical regions.

In the contemporary digital era, social media has emerged as a highly effective and influential platform for marketing promotions. This medium provides a pragmatic conduit for the promotion of products or services online, aligning with the evolving patterns of consumer behavior. The rapid proliferation of social media users, exemplified by Instagram's significant growth, has led to its emergence as a prominent marketing instrument. Instagram provides businesses with the opportunity to enhance their visibility and engagement with specific target

audiences. The employment of creative captions and persuasive rhetoric by companies fosters the development of engaging and memorable marketing communications, which are colloquially referred to as electronic marketing or *e-marketing*. This process entails the strategic leveraging of social media platforms to promote products, brands, or services to a digitally connected audience.

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

The process of promotion through online channels, commonly known as social media marketing, is an objective strategy that companies use today. Advertising is a marketing tool that is familiar with this concept, as ads are everywhere. Companies use social media to advertise in the same way that they do through other media. This is what makes advertising play an important role in marketing greetings because advertising is a way to convey interesting information or messages to attract consumers with visual messages in it. In addition, targeted advertising from these platforms allows businesses to reach specific demographics, maximizing the effectiveness of their marketing campaigns. By utilizing analytics and user data, companies can continuously refine their strategies, ensuring that their messages are relevant and get results. Instagram is considered as a medium that is quite effective and efficient in conveying messages, photos are widely used by producers to convey information or messages and of course also a way to communicate with consumers. Similarly, the @miniso.official company posts photos and uses captions as a place to convey information and communicate for its promotional activities. To make advertisements appealing and persuasive, it is crucial to have a deep understanding of conveying messages and crafting effective language in advertisement writing.

The use of rhetoric in social media marketing, particularly on the platform Instagram, has emerged as an efficacious strategy for enhancing audience engagement and persuasion. Rhetoric theory, which originated from the art of speaking in ancient Greece, focuses on three main elements: *logos* (logic), *pathos* (emotion), and *ethos* (credibility). In the context of Instagram, visual rhetoric is employed to create engaging and persuasive content. Recent research demonstrates that the utilization of visual rhetoric in social media advertising can enhance consumer awareness and interest, as well as influence purchase behavior. Therefore, mastering the art and language styles employed in advertisement making is essential. One such language style is rhetoric, which companies utilize to effectively communicate messages or slogans. As one of the Instagram accounts that uses rhetoric in its captions, @miniso.official a

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

The objective of this research was to analyze the rhetoric present in the @miniso.official Instagram posts. The data that were analyzed were derived from @miniso.official Instagram posts. The researcher selected @Miniso.official as the object of this research due to the brand's high level of activity on social media, particularly on Instagram. Given their popularity and active engagement on social media, it was reasonable to assume that they had developed an effective marketing communication strategy. The company's extensive product line has led to a significant presence on Instagram, with a total of 2,942 advertisements featured in their Instagram account. Their advertisements employed a distinctive language style, which was deemed worthy of further investigation. Therefore, it is clear that there is a pressing need to gain a deeper understanding of the rhetorical techniques used in captions, especially given the significant opportunities that exist within the Instagram platform. To make posts more engaging, it requires ingenuity in creating captions. This helps encourage buyers to purchase the brand. In promoting products, captions can be a tool to interact in a convincing language with millions of users who can encourage readers to buy the product. Rhetorical techniques and language styles have a significant influence on reader comprehension, which in turn affects the persuasiveness of advertising language. Therefore, it is imperative to conduct research to ascertain the language style and rhetorical techniques used by @miniso.official.

## **2. REVIEW OF LITERATURE**

A literature review was conducted prior to this research to gain a deeper understanding of the rhetorical techniques used in @miniso.official Instagram posts as a marketing communication strategy. This review is based on three previous studies related to the topic of this research.

### **2.1 RELATED STUDIES**

After conducting a thorough literature review, several studies related to the research topic were identified.

First, a study was conducted by Oktavina (2022) and titled "**The Analysis of Rhetorical Figures in Beauty Cosmetics: Advertising Feeds in @maccosmetics Instagram Caption**". The study aimed to analyze the types of rhetorical figures, schemes, and tropes utilized in beauty cosmetics advertisements posted on @maccosmetics Instagram feed. The study used Muholland and Vaičėnonienė's theory to analyze the types of rhetorical figures of speech in the

advertising texts. The methodologies used in this study, such as content analysis and discourse analysis, can be used as references to design appropriate research methods in future studies.

Secondly, Schmidt (2023) conducted research titled "**Rhetorische Figuren und ihre Funktionalität**". This research shows how the use of rhetorical modes of expression can be understood from a functional point of view as a dual text strategy: besides the advertising strategy to promote goods and services.

## 2.2 LITERATURE REVIEW

The theoretical foundation of this study is built upon key concepts in marketing communication, the mechanics of social media, and the application of classical and digital rhetoric.

### 2.2.1 Marketing Communication

Marketing communication is defined as the process by which companies interact with their existing or potential customers to inform, persuade, and remind them about the products, services, or brands offered. In the digital era, marketing communication strategies are increasingly reliant on platforms that enable two-way interaction and immediate feedback. The main purposes of marketing communication are: (1) **Informing** customers about a product or service; (2) **Persuading** them to make a purchase; (3) **Reminding** them of the brand's existence; and (4) **Adding Value** by building brand image and connection. Advertising, especially through social media, is a critical tool for conveying interesting and persuasive messages to attract consumers.

### 2.2.2 Social Media Management

Social media, particularly platforms like Instagram, has emerged as a highly effective and influential channel for digital promotions (*e-marketing*). **Social Media Management** involves the strategic administration of a company's presence across various digital platforms to optimize reach and engagement. Key activities in social media management, especially relevant to this research, include:

- **Content Scheduling and Posting:** Ensuring consistent and timely delivery of visual and textual content.
- **Audience Interaction:** Actively engaging with comments and messages to build community.
- **Rhetorical and Linguistic Strategy:** Employing creative captions, persuasive rhetoric, emojis, and hashtags to foster memorable communication and enhance brand image.
- **Performance Measurement:** Utilizing analytics to measure the effectiveness of posts and generate reports.

## 2.3 THEORETICAL FRAMEWORK

In order to effectively analyze the rhetorical techniques and distinctive language styles employed in the Instagram posts of @miniso.official, it is essential to refer to a comprehensive theoretical framework that integrates a variety of language styles and rhetorical techniques.

The framework integrates three main theoretical components:

1. **Rhetorical Techniques (Aristotle, 2004)**: This component includes seven classical rhetorical devices: **Metaphor**, **Irony**, **Repetition**, **Hyperbole**, **Alliteration**, **Anaphora**, and **Simile**. These devices are utilized to analyze the persuasive elements in the captions.
2. **Characteristics of Digital Rhetoric (Eyman, 2015)**: This provides context for analyzing digital communication through the lenses of **Interactivity**, **Multimodality**, **Connectivity**, and **Speed and Distribution**. This framework helps understand how traditional rhetoric adapts to the online environment.
3. **Language Style (Labov, 2001)**: This component focuses on: **Lexical Choice** (tone formal, informal, humorous), **Call to Action**, **Visual and Text Congruence**, **Emoji and Symbol**, and **Audience Engagement** (keywords, product description). This is used to analyze the linguistic style used to build social closeness and persuade the target audience.

### 3. METHOD

#### 3.1 Research Design

This research was conducted using a **qualitative approach**. This methodology was chosen to provide a comprehensive description of the phenomenon by collecting data and focusing on inference and meaning, prioritizing the depth of the data. This approach enabled the interpretation and explanation of the rhetoric in the posts from the @miniso.official Instagram account, specifically explaining how rhetorical techniques are applied to persuade the audience. The core technique employed was **qualitative content analysis**.

#### 3.2 Location and Object of the Study

The study focuses on the **Instagram account @miniso.official** and its posts. It analyzes the language styles and rhetorical techniques used in these posts to examine how language engages audiences and shapes consumer perception as part of an effective marketing communication approach.

The research time frame involved the examination of **30 to 50 posts** uploaded to the @miniso.official Instagram account from **June to December of 2023**. This period was selected because it reportedly constituted the time with the highest user interactions, especially during the holiday season and year-end campaigns (June–December). The objective was to obtain a relevant and up-to-date representation of Miniso's marketing communication strategy. The sample size (30–50 posts) was considered sufficient to capture the variation in rhetorical techniques and language styles used in the captions, informed by principles of thematic saturation in qualitative research.

#### 3.3 Research Instrument and Data Collection

The main research instrument used was a **comprehensive coding framework**. This instrument was designed to systematically identify and categorize the various rhetorical techniques (Metaphor, Irony, Repetition, Hyperbole, Alliteration, Anaphora, and Simile) and language styles (Lexical Choice, Call to Action, Visual and Text Congruence, Emoji and Symbol, and Audience Engagement) present in the selected posts.

The **Data Collection Technique** employed in this descriptive qualitative study was **observation**. The researcher systematically observed and collected posts published by @miniso.official within the defined period.

### 3.4 Data Analysis Technique

The analysis process followed the steps typical of qualitative content analysis:

1. **Data Reduction:** The initial data were reduced by selecting and extracting only the captions and relevant visual elements from the 30–50 selected Instagram posts.
2. **Data Display:** The extracted data were organized and displayed using a matrix/table format. This display method was used to categorize the rhetorical techniques and language style components based on the theoretical frameworks.
3. **Conclusion Drawing:** Based on the detailed categorization, conclusions were drawn. This involved summarizing key findings, identifying dominant patterns, and determining the overall impact of using rhetorical techniques in @miniso.official's marketing communications on Instagram.

## 4. RESULTS AND DISCUSSION

### 4.1 Results

The analysis of 30 selected @miniso.official Instagram posts published between June and December 2023 revealed a consistent and strategic deployment of rhetorical techniques and specific language styles in marketing communication.

The research confirms two main findings:

1. **Rhetorical Techniques:** @Miniso.official strategically utilizes a variety of classical and digital rhetorical devices in its Instagram captions to enhance marketing communication and persuasion.
2. **Language Style:** The brand consistently employs an **informal and engaging language style** that aligns with its youthful and playful brand identity.

### Dominant Rhetorical Techniques

Among the seven classical rhetorical techniques examined, **metaphor, hyperbole, and repetition** were the most frequently and strategically utilized devices. These figures were often combined with **alliteration** to create compelling and memorable messages.

Rhetorical Technique	Function in Captions
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<b>Metaphor</b>	Used to create evocative and aspirational imagery (e.g., "one-stop destination" for shopping).
<b>Hyperbole</b>	Used for emotional exaggeration to highlight product quality, scarcity, or positive experience (e.g., "all your shopping needs," or creating a sense of exclusivity).
<b>Repetition</b>	Used to emphasize key themes, product names, or calls to action, reinforcing brand recall and message retention.

### Dominant Language Style Components

The language style analysis consistently showed the presence of features designed to boost engagement:

- **Informal Lexical Choice:** The tone used is generally informal, cheerful, and expressive, incorporating casual language, emojis, and slang (e.g., "chillin'," "daydreaming," and use of the " ~ " symbol) to match the brand's youthful target audience.
- **Call to Action (CTA):** Almost all posts included direct or subtle invitations to engage, such as questions ("Which Strawberry character do you pick?") or encouragement to shop ("Happy shopping!") to trigger immediate audience response.
- **Multimodality:** All posts consistently incorporate visual and textual elements (emojis, symbols, and relevant hashtags) to reinforce and express the tone of the message.

## 4.2 Discussion

### 4.2.1 Data Analysis of Rhetorical Techniques in Captions

The findings indicate that the rhetorical strategy of @miniso.official is built upon devices that leverage **pathos** (emotion) and **logos** (logic/exaggerated facts) to generate persuasion.

#### 1. Persuasive Power of Metaphor and Hyperbole:

- **Metaphor** converts mundane product descriptions into imaginative concepts, linking everyday life to something magical or full of wonder. For example, describing Miniso as a "kingdom of plush dolls" creates a positive, imaginative, and positively exaggerated image, strengthening the product's appeal in the audience's mind.
- **Hyperbole** is critical for creating a sense of urgency, excitement, or exclusivity, thereby overriding objective reality and motivating impulse purchases. These exaggerations are common in digital marketing to capture fleeting attention.

#### 2. Multimodal Rhetoric for Engagement:

- The research highlights that the effectiveness of the captions is not solely verbal; it relies on **multimodal features** where text is constantly reinforced by the accompanying image/video, emojis, and hashtags. The visual rhetoric employed

ensures the content is engaging and persuasive, enhancing consumer awareness and influencing purchase behavior.

#### 4.2.2 Data Analysis of Language Style in Captions

The language style analysis confirms the brand's objective to build a friendly, approachable, and relatable persona on Instagram.

##### 1. Informal Tone and Social Closeness:

- The consistent use of an **informal, cheerful, and enthusiastic tone** and **colloquialisms** (e.g., "check-in point," "pink magic") mirrors everyday digital conversation. This strategy minimizes the transactional distance between the brand and the consumer, creating a sense of **social closeness** that is essential for audience engagement on social media.

##### 2. Strategic Use of Call to Action (CTA) and Multimodal Elements:

- The frequent use of **CTAs** (both direct and indirect questions) ensures **interactivity** and encourages users to participate, which is a key characteristic of successful digital rhetoric.
- **Emojis, symbols, and hashtags** function as visual cues and contextual signals. They reinforce the emotional tone (e.g., using ❤️ and ✨ emojis for sweetness) and provide essential **connectivity** by linking the post to broader trends, seasonal events, and product categories (keywords like #plush, #giftidea).

In summary, @miniso.official's marketing strategy on Instagram effectively combines classical rhetorical techniques with modern digital language styles, making its communication highly persuasive, engaging, and relevant to its target audience<sup>23232323</sup>.

## 5. CONCLUSION

This section presents the conclusions drawn from the discussion in the previous chapter, based on the results of the research entitled "Analysis of Rhetorical Techniques Used in Instagram posts by @Miniso.official as a Marketing Communication Strategy". The analysis addresses two main problem formulations.

Firstly, regarding the rhetorical techniques used, the analysis indicates that **@Miniso.official strategically utilizes a variety of rhetorical techniques** in its Instagram captions to enhance its marketing communication. Commonly used devices include **metaphor, hyperbole, alliteration, and repetition**, which significantly contribute to the brand's engaging and persuasive messaging style. Furthermore, the account integrates interactive elements such as calls to action and aligns its content with current trends and seasonal themes to boost relevance and audience engagement. All posts analyzed consistently incorporate multimodal features, reflecting a uniform use of visuals, emojis, and text to reinforce messages. Overall, the findings suggest that @Miniso.official employs a deliberate and varied rhetorical approach to effectively connect with its audience on the social media platform.

Secondly, concerning the caption language styles, **@Miniso.official consistently uses an informal and engaging language style** that reflects its youthful and playful brand identity throughout its Instagram posts. The captions strategically blend brand-specific language and technical terms with informative content and calls to action, often accompanied by relevant visuals. The use of **emojis, symbols, keywords, and varied product descriptions** further enhances audience engagement. In essence, Miniso effectively utilizes Instagram as a strategic marketing communication tool to build brand recognition and foster connection with its audience through a combination of rhetorical techniques, multimodal elements, and interactive content.

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