

ABSTRACT

Dinar, Bonaventura Brilliant Alfa. (2017). *Advertisement Rhetorical Figures in Nike Sportswear Instagram Captions*. Yogyakarta: English Language Education Study Program, Faculty Teacher Training and Education, Sanata Dharma University.

Nowadays advertising has been excessively developed; therefore, many advertisers use digital advertisements, such as websites and social media. One of social media that is getting the buzz is Instagram. Instagram is quite effective and efficient to promote products, since it is able to be linked to other social media. Nike Sportswear is a successful sportswear brand in the world. It uses Instagram to promote their products, such a running shoes or sneaker shoes that is popular among people.

In promoting their products, Nike Sportswear uses many kinds of strategy. From linguistic aspects, advertiser usually uses rhetorical figures that is strongly persuasive for the readers. The researcher was interested in analyzing the rhetorical figures that were used Nike Sportswear in Instagram. Besides, the researcher was also interested to investigate the functions of those figures.

There were two formulated problems in this research. They were 1) Which rhetorical figures are used in Nike Sportswear' Instagram captions? 2) What are the functions of rhetorical figures in Nike Sportswear' Instagram captions?

This research was a qualitative research in which discourse analysis was employed to analyze the data. The researcher analyzed Instagram captions of Nike Sportswear as the primary data in this study. There were 280 captions that were analyzed in study. These captions were the postings in 2016, thus the data were considered up-to-date.

The researcher took 12 figures from Vaičėnienė research. In promoting their products in Instagram, Nike Sportswear derives their captions with 10 of 12 rhetorical figures. The figures are repetition (of syllables, sounds, and keywords), synonymy, ellipsis, polysemy, homophony, wordplay, metaphor, personification, simile, and overstatement. Beside the rhetorical figures function to appeal the readers, researcher found the function of each figure. Figures of repetition function to intensify the exposure and lead the exposure to be more memorable. Then, figures of omission which omits substances in the sentence has function to excite reader interest by involving the reader in completing the advertisements and these figure also create the sense of informality. Figures of composition are used for engaging emotion and creation and making the advertisements remarkable with humour and witty idea. The mostly used figures called tropes function to colour the words to create perception bias by making the words more appealing.

Keywords: *rhetorical figures, captions, Instagram, Nike Sportswear*

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Saat ini, iklan sudah sangat berkembang, bahkan beberapa pengiklan sudah mulai menggunakan iklan digital, seperti website dan media sosial. Salah satu media sosial yang paling marak saat ini, bernama Instagram. Instagram sangat efektif dan efisien dalam mempromosikan produk, karena media sosial ini dapat dihubungkan dengan media sosial yang lain. Nike Sportswear adalah sebuah merk penyedia alat olah raga terkenal di dunia. Instagram digunakan untuk menjajakan produknya, seperti sepatu lari dan sepatu sneaker, yang sangat digandrungi saat ini.

Dalam pengiklanan produknya, Nike Sportswear menggunakan beberapa strategi di Instagram. Pada aspek linguistik, pengiklan biasanya menggunakan figur retorikal yang sangat persuasif saat dibaca oleh para pembaca. Peneliti tertarik untuk menganalisa figur retorikal yang digunakan oleh Nike Sportswear dalam Instagram. Selain itu, peneliti juga tertarik dengan fungsi dari figur retorikal yang mereka gunakan tersebut.

Ada dua masalah yang sudah diangkat pada penelitian ini. Antara lain adalah 1) Figur retorikal manakah yang digunakan di caption unggahan-unggahan Instagram milik Nike Sportswear? 2) Apa fungsi dari figur retorikal di caption unggahan-unggahan Instagram milik Nike Sportswear?

Penelitian ini merupakan penelitian kualitatif yang menggunakan *discourse analysis* untuk menganalisa data. Peneliti menggunakan caption unggahan-unggahan Instagram milik Nike Sportswear sebagai data utama. Ada 280 caption yang diteliti pada penelitian ini. Data yang diambil adalah unggahan-unggahan pada tahun 2016, yang berarti data ini adalah data terkini.

Peneliti menggunakan 12 figur dari penelitian *Vaičėnienė*. Dalam mempromosikan produknya di Instagram, Nike Sportswear memodifikasi caption menggunakan 10 dari 12 figur retorik. Antara lain adalah *repetition of syllables, sounds, and keywords, synonymy, ellipsis, polysemy, homophony, wordplay, metaphor, personification, simile, dan overstatement*. Selain untuk menarik perhatian, peneliti juga menemukan beberapa fungsi pada setiap figur. *Figures of repetition* berfungsi untuk menekankan iklan dan membuatnya lebih mudah diingat. Kemudian, *figures of omission*, yang dengan sengaja menghilangkan beberapa unsur dalam kalimat, berfungsi untuk meningkatkan ketertarikan dengan melibatkan pembaca dalam iklan dan juga memberikan kesan informal. *Figures of composition* digunakan untuk melibatkan emosi dengan humor dan pikiran jenaka. Lalu, *figures of tropes* digunakan untuk memberi warna pada kata agar memberikan kesan menarik kepada pembaca.

Kata kunci: *rhetorical figures, captions, Instagram, Nike Sportswear*