

Rhetoric in Advertising: A Study of Samsung Galaxy 24 FE Advertisement on Youtube

Raysa Purba^{1*}, Mega Uli Arta Silitonga², Naomi Sephania br. Sirait³, T. Thyrhaya Zein⁴

¹²³⁴ Program Studi Sastra Inggris, Fakultas Ilmu Budaya, Universitas Sumatera Utara

Purbaraysa10@gmail.com^{1*},

meggsgsltg@gmail.com², naomisephaniasirait@gmail.com³, <mailto:t.thyrhaya@usu.ac.id>⁴

Address: Jl. Dr. T. Mannsur No.9, Kampus Padang Bulan, Medan, 20155, Sumatera Utara

Author Correspondence: Purbaraysa10@gmail.com

Abstract. *This study analyzes the rhetorical strategies in Samsung's Galaxy S24 FE advertisement on YouTube, examining how diction, persuasion techniques, and language style appeal to a broad audience. Through qualitative content analysis, the research categorizes diction into denotative and connotative meanings and general and specific terms to understand how Samsung communicates product attributes clearly and persuasively. Persuasive techniques include rationalization, identification, suggestion, conformity, and compensation. Samsung's language style, characterized by alliteration, assonance, and anastrophe, and Samsung's repetition language style, characterized by epistrophe, reinforces product qualities and aids memorability. The results reveal that Samsung effectively combines direct, relatable language with emotional and logical appeals, positioning the Galaxy S24 FE as a product that meets diverse lifestyle needs. This study contributes insights into the role of rhetoric in digital advertising, highlighting methods for effective consumer engagement and brand positioning.*

Keywords: *Rhetorical strategies; digital advertising; diction; language style*

Abstrak. Studi ini menganalisis strategi retorika dalam iklan Samsung Galaxy S24 FE di YouTube, dengan meneliti bagaimana diksi, teknik persuasi, dan gaya bahasa menarik bagi khalayak luas. Melalui analisis konten kualitatif, penelitian ini mengkategorikan diksi menjadi makna denotatif dan konotatif serta istilah umum dan khusus untuk memahami bagaimana Samsung mengomunikasikan atribut produk dengan jelas dan persuasif. Teknik persuasif meliputi rasionalisasi, identifikasi, sugesti, konformitas, dan kompensasi. Gaya bahasa Samsung, yang dicirikan oleh aliterasi, asonansi, dan anastrof, dan gaya bahasa pengulangan Samsung, yang dicirikan oleh epistrof, memperkuat kualitas produk dan membantu daya ingat. Hasilnya mengungkapkan bahwa Samsung secara efektif menggabungkan bahasa yang langsung dan relevan dengan daya tarik emosional dan logis, memposisikan Galaxy S24 FE sebagai produk yang memenuhi berbagai kebutuhan gaya hidup. Studi ini memberikan wawasan tentang peran retorika dalam periklanan digital, dengan menyoroti metode untuk keterlibatan konsumen yang efektif dan pemosisian merek.

Kata kunci: Strategi retorika; periklanan digital; diksi; gaya bahasa

1. INTRODUCTION

In today's digital marketplace, the competition for consumer attention has reached new heights, with brands utilizing platforms like YouTube to deliver dynamic advertisements that capture attention and drive engagement. Among leading smartphone brands, Samsung has consistently harnessed rhetorical techniques in its advertising, aiming to connect with viewers emotionally and intellectually. This study analyzes the rhetoric in the Samsung Galaxy S24 FE advertisement on YouTube, examining how Samsung employs persuasive strategies to appeal to a diverse audience and enhance brand loyalty.

The YouTube video site, as one part of social networking in the social media category in its development, has produced various impacts of value for its users. Values held by its users. In addition to the ease of connecting without being influenced by distance and time. Progress and speed in achieving popularity have been realized for its users (Chandra, 2017). Youtube is a website that aims to facilitate its users to share videos they have, or just watch and enjoy videos. YouTube has benefits, including searching for music video clips, short movies, television shows, movie trailers, educational videos, and so on, which are the work of certain parties. Ron Rice defines new media as a communication technology that involves computers (both mainframes, PC, and notebooks) that facilitates its users to interact with each other (Wiryany & Pratami, 2019).

Advertisement is a form of product or service information from producers to consumers or the delivery of messages from sponsors through media. The emergence of advertisements aims to introduce products or services to consumers so that consumers are provoked/influenced (Putra et al., 2023). Advertising media not only includes television or radio but also the internet, which is present as an electronic media that can reach more aspects so that the internet can convey marketing messages effectively and efficiently. One of the advertisements via the internet is through social media YouTube. The emergence of advertisements on social media YouTube has received various responses from YouTube users; some are interested and indifferent, and some even consider the advertisement to be annoying (Hardianto, 2017).

According to research by Murtini et al., (2023) shows that, that advertising effectiveness, as measured by the number of YouTube advertising pages, has a significant impact on purchase intention, as measured by viewer recall. At the same time, brand community, as measured by advertiser customers, is an independent variable and a moderating variable related to advertising effectiveness and purchase intention. The moderate relationship of brand community to the association between advertising effectiveness and purchase intention is negative, while the direct relationship of brand community to purchase intention is positive. Whereas. According to research by Riadianti, (2024) shows that, In the digital era, YouTube has become one of the most popular and effective media for distributing advertisements and information. In this case, an important discourse analysis of YouTube advertisements can help understand how these advertisements build brand image and influence consumer behavior.

Traditionally defined as the art of persuasion, rhetoric has found new life in the digital age, particularly visual and multimedia advertising. Classical rhetorical appeals ethos, pathos, and logos serve as foundational elements in advertisements, shaping audience perception and

influencing decision-making. Burke, (1969) emphasized that rhetoric in advertising is not just about selling a product but about aligning the audience's values with the brand's message, fostering a deeper, more personal connection. In the Galaxy S24 FE advertisement, Samsung leverages these appeals to project an image of quality, innovation, and reliability, aiming to resonate with consumers who value performance and lifestyle integration.

Previous studies have shown the critical role of rhetoric in digital advertising, especially in the highly competitive smartphone market. For instance, (McQuarrie & Phillips, 2008) explored how rhetorical figures like metaphor and antithesis in advertisements draw attention and stimulate viewer engagement, resulting in higher recall and brand recognition. Similarly, Mcquarrie and Mick, (1999) observed that ads employing visual rhetoric, such as carefully chosen imagery and symbolic representations, are perceived as more sophisticated and appealing, particularly in technology markets where aesthetic appeal enhances product value.

Moreover, Suherlan & Okombo, (2023) has highlighted the important role of technology in changing the marketing landscape and consumer behavior. In the ever-evolving digital age, such changes significantly impact how companies interact with consumers, create value, and maintain competitiveness. As a well-established brand, Samsung capitalizes on its reputation to build trust in its advertisements, using ethos to reinforce the credibility of its brand and product features. This advertisement's emphasis on advanced technical specifications is an example of logos in action, catering to viewers who prioritize logical reasons to buy, such as performance metrics, camera quality, and durability. Meanwhile, pathos, which taps into emotions, often appeals to consumers' lifestyle aspirations. Han, (2020) demonstrated that the positive attitudes in consumers are persuaded by entertainment motivation, user-friendly, customer-build, reliability and authenticity, and user interaction

Other researchers have highlighted the importance of narrative techniques in digital advertising, especially on platforms like YouTube. Holt and Cameron (2012) argued that modern advertisements increasingly employ storytelling to create relatable scenarios, allowing viewers to envision themselves using the product. Samsung's Galaxy S24 FE advertisement applies these narrative elements to build a sense of community and inclusivity, aligning with the audience's desires for connectivity and a technologically enhanced lifestyle. This approach strengthens brand association and situates the product as a vehicle for a fulfilling and connected life.

Building on this study, this research conducts a qualitative content analysis of the Samsung Galaxy S24 FE advertisement on YouTube. It dissects its rhetorical strategies to reveal how Samsung appeals to consumer values and perceptions. By examining the

combination of visual, textual, and auditory elements within the ad, this study will contribute to a deeper understanding of Samsung's marketing tactics and offer insights into effective rhetorical practices in digital advertising

2. RESEARCH METHODOLOGY

This study employs a qualitative descriptive approach. The subject of this research is the Samsung Galaxy S24 FE advertisement published on Samsung's official YouTube channel on September 26, 2024. The research focuses on rhetoric within the advertisement, specifically analyzing diction, persuasive techniques, and language style, as seen in this latest Samsung Galaxy S24 FE ad on YouTube. Data collection was conducted using various techniques, including documentation, direct observation, attentive listening, and detailed note-taking to ensure thorough data capture. The data analysis method used is content analysis, focusing on syntactic units to systematically identify and interpret rhetorical elements. To ensure the validity and reliability of the data, this study incorporates persistent observation and triangulation of theoretical perspectives, strengthening the depth and accuracy of the findings.

3. RESULTS AD DISCUSSION

This study has three important points that are based on the research objectives, namely (1) The diction contained in the Galaxy S24 FE Unboxing slogan on Samsung's Youtube; (2) The persuasive techniques contained in the Galaxy S24 FE slogan on Samsung's Youtube; (3) The style of language contained in the Galaxy S24 FE slogan on Samsung's Youtube. Based on the research that has been conducted, based on the video uploaded to the Samsung YouTube account on September 27, 2024, the video contains diction, persuasive techniques, and style of language. The results of this study are as follows.

Diction in the Galaxy S24 FE Unboxing Advertising Slogan

Diction in this study is classified based on meaning and words. Diction based on meaning includes denotation and connotation, while diction based on words includes general, specific, original, and loan words. Based on the results of the analysis, the slogan in the Samsung video only uses denotative and connotative meaning diction, then the word diction only uses general, original, and specific words. As all the slogans in the video are original words in English.

a. Denotation

Denotation is the meaning of a word that primarily refers to the actual word in the dictionary (Parji & Prihandini, 2023). Denotative meaning dominates the use of slogan

language, namely all slogans in the video. Connotative meaning is when a word suggests an association or it is an imaginative or emotional suggestion associated with the words, while the reader can relate to that association (Parji & Prihandini, 2023). Connotative meaning is also known as implied meaning, emotional meaning, or evaluative meaning.

Table 1: Results of connotation diction in the Galaxy S24 FE Unboxing slogan

| | | |
|---|---|--|
| Blue | Mint | Listen to music for up to 81 hours |
| Graphite | Yellow | Unboxing Galaxy S24 FE |
| Gray | Choose your color and make it yours | In-box items |
| Quick Starts Guide | Ejection Pin | USB-C to C Cable |
| Colorfully crafted for you | Stunning low-light portrays with Galaxy's | Hyper-realistic gaming experience |
| Meet the most powerful camera ever in Galaxy FE series | Built for durability | Provisual Engine |
| Samsung Exynos 2400e provides an incredibly captivating and realistic gaming experience | 10MP Selfie Camera | 12MP Ultra Wide Camera |
| 50MP Wide-angle Camera | 8MP 3x Optical Zoom Telephoto Camera | 6.7" FHD Display |
| Enhanced peak brightness | 1,900 nits | A battery that works harder so you can play longer |
| 4,700 mAh | Watch videos up to 28 hours | Aluminum frame |
| Corning Gorilla Glass Victus+ | IP68 rating | Dust and water-resistance |
| Galaxy S24 FE | Galaxy AI is here | Enhanced peak brightness |
| Watch videos up to 28 hours | | |

Based on the data that has been analyzed, it can be concluded that all slogans refer to the actual meaning without adding emotion or implied meaning in it. Samsung does not use connotative diction in the video as all the slogans are displayed with the actual meaning of the words only. All examples in the table, including the words "*watch*," "*portray*," and "*camera*" are examples of denotative diction because they do not have figurative meanings. This makes it straightforward for the audience to understand that they are looking at a Samsung product with good camera specifications.

b. General

Sumitro, (2020) stated that General words are distinguished from specific words based on their scope. The more general a word is, the greater the possibility of misunderstanding or differences in interpretation.

Tabel 2: Results of general words in the Galaxy S24 FE Unboxing slogan

| Unboxing Galaxy S24 FE | In-box items | Quick Starts Guide |
|---|--|--|
| Choose your color and make it yours | Listen to music for up to 81 hours | A battery that works harder so you can play longer |
| Colorfully crafted for you | Meet the most powerful camera ever in Galaxy FE series | Stunning low-light portrays with Galaxy's |
| Samsung Exynos 2400e provides an incredibly captivating and realistic gaming experience | | |

Based on the data that has been analyzed, Samsung uses several general words, such as “*music*”, “*color*”, dan “*camera*”. Since they do not specify what color, what kind of music, or what kind of camera they are referring to, these words are general. The viewer is nearly forced to think of only music or cameras in general as a result of this. Even though the video may explain the camera or the colors specifically in the next minute.

c. Specific

Sumitro, (2020) stated that words become narrower in scope and more specific. The more specific, the narrower the scope, the less misunderstanding occurs. In other words, the more specific the meaning of the word used, the faster the choice of words.

Table 3: Results of specific words in the Galaxy S24 FE Unboxing slogan

| | | |
|----------------------|------------------------------|--------------------------------------|
| Aluminum frame | 10MP Selfie Camera | 8MP 3x Optical Zoom Telephoto Camera |
| Ejection Pin | 12MP Ultra Wide Camera | Hyper-realistic gaming experience |
| USB-C to C Cable | 50MP Wide-angle Camera | 6.7” FHD Display |
| 1,900 nits | IP68 rating | 4,700 mAh |
| Built for durability | Dust and water-resistance | Galaxy AI is here |
| Gray | Mint | Blue |
| Aluminum frame | Corning Gorilla Glass Victus | Provisual Engine |
| Yellow | Graphite | |

Based on the analysis, Samsung includes the use of specific words considering that the electronic products they offer come with specific features/names. Namely *Yellow*”, “*Aluminum*

frame”, and “*10MP Selfie Camera*”. Can be compared with the results in table 2, table 3 is the video detail section. Samsung uses general words then specific words later on. Samsung introduce the product in general before explaining the Samsung product in detail, even complete with detailed numbers to attract the consumers.

Persuasion Techniques in Galaxy S24 FE Unboxing

Persuasion techniques are useful for optimizing persuasion to be right on target. The techniques in persuasive discourse that are often used are rationalization, identification, suggestion, conformity, compensation, projection, and substitution (Keraf, 2007). After conducting the analysis, there were only 5 persuasive techniques applied by Samsung in the video except for the substitution and projection techniques.

a. Rationalization

As a form of persuasive technique, rational is a persuasive technique that is characterized by limiting reason to provide a basis for justification for a problem, where the basis or reason is not the direct cause of a problem (Kasanova, 2016)

“Stunning low-light portrays with Galaxy’s”

The persuasive rationalization technique in this advertisement tries to convince consumers how the features offered by Samsung products can capture amazing low-light images. The data is included in the rationalization because Samsung provides a logical justification that the Galaxy S24 FE can capture low-light shots.

b. Identification

Identification is a form of persuasive technique that is characterized by an attempt to identify or equate the person doing the persuasion with another object.

“Choose your color and make it yours”

This data includes persuasive identification techniques. The sentence tries to identify that the Samsung Galaxy S24 FE was created specifically as well as possible and can make users feel satisfied.

c. Suggestion

Suggestion according to Kasanova, (2016) is an attempt to persuade or influence other people to accept a certain belief or position without providing a logical basis for belief in the person who wants to be influenced.

“Colorfully crafted for you”

From this sentence, it seems as if it is trying to suggest to the video audience that the Samsung Galaxy S24 FE product is specifically designed for its users.

d. Conformity

According to Kasanova, (2016), conformity is a mental mechanism to adjust or match oneself with something that is desired.

“Samsung Exynos 2400e provides an incredibly captivating and realistic gaming experience”

The persuasive technique in the form of conformity in this sentence shows that for video viewers who like to play games and want to experience a good gaming experience, then the Samsung product is the answer. Through the video, the product tries to justify itself to the audience, especially gamers.

e. Compensation

Compensation is an action or a result of an effort to seek a replacement for something unacceptable, or an attitude or condition that cannot be maintained.

“Dust and water-resistance”

It can be interpreted that the team if the audience team chooses the Samsung product, the compensation obtained is a product that has resistance to dust and water. Where Samsung saw the opportunity first and then came up with a replacement or solution to the problem.

Language Style in Galaxy S24 FE Unboxing

Style of language is the way of pronouncing language in prose or how an author expresses something that will be presented and can change and create certain connotations (Ilham & Akhiruddin, 2022). In this study, only 4 types of style of language were found. Samsung does not use any figurative language style at all, making the video seem to go straight to the point of introducing Samsung products and the features they offer in a simple language style without any figurative language.

a. Analysis of Language Style

If the language of a reference text maintains its basic and structural meaning, then its language has a denotative meaning, which means it is included in the rhetorical or rhetorical style of language (Akmalia et al., 2021). Rhetorical style consists of 23 types. The form of rhetorical style obtained from the analysis results

1) *Alliteration*

Alliteration is a figure of speech that takes the form of repeating the same consonants.

Colorfully crafted for you

Corning Gorilla Glass Victus

USB-C to C Cable

2) *Assonance*

Assonance is a type of language style that takes the form of repeating the same vowel sound.

50MP Wide-angle Camera.

3) *Anastrophe*

A style of language in which the predicate of a sentence precedes the subject because it is given more priority.

Choose your color and make it yours

b. Analysis of Repetition Language Style

(Putra, 2023) states that repetition is the repetition of sounds, syllables, words, or parts of sentences that are considered important to give emphasis in an appropriate context. The form of repetition language style obtained from the analysis results is only 1 language style.

1) *Epistrophe*

Epistrophe is a type of repetition figure of speech that places repeated words/phrases at the end of a sentence in sequence.

*10MP Selfie **Camera***

*12MP Ultra Wide **Camera***

*50MP Wide-angle **Camera***

*8MP 3x Optical Zoom Telephoto **Camera***

4. CONCLUSION

The rhetorical techniques used in the Samsung Galaxy S24 FE YouTube ad have been thoroughly examined in this study. The study shows how Samsung successfully conveys product attributes and appeals to a wide range of consumers by looking at diction, persuasion techniques, and language style. The combination of general and specific terms contributes to a multi-layered understanding of the product's attributes, while the use of clear, denotative diction guarantees that product features are easily understood. In order to strategically appeal to both the logical and emotional aspects of consumer decision-making, persuasion techniques like rationalization, identification, suggestion, conformity, and compensation support Samsung's positioning as a brand that meets to a range of lifestyle needs.

The language style, characterized by alliteration, assonance, anastrophe, and epistrophe, enhances the ad's memorability and contributes to the creation of a smooth, engaging narrative. The ad's straightforward and relatable approach—coupled with its effective use of rhetorical devices—demonstrates Samsung's skillful use of digital rhetoric to

establish a connection with consumers, highlighting both the functional and aspirational qualities of the Galaxy S24 FE.

In conclusion, Samsung's advertisement showcases the power of rhetoric in modern digital marketing. By carefully crafting its language and employing persuasive strategies, Samsung not only promotes the technical specifications of the Galaxy S24 FE but also positions the product as an essential tool for a connected, high-performance lifestyle. This study contributes to our understanding of digital advertising by highlighting the role of rhetoric in building brand identity, fostering consumer engagement, and enhancing product appeal in an increasingly competitive market.

REFERENCE

- Akmalia, A. N., Hartati, D., & Adham, M. J. I. (2021). Gaya Bahasa Retoris Dan Kiasan Dalam Karya Lima Penyair Anak Dan Pemanfaatannya Sebagai Bahan Ajar Sastra Di Smp. *Basastra: Jurnal Bahasa, Sastra, dan Pengajarannya*, 9(1), 126-141.
- Burke, K. (1969). *A Rhetoric of Motives*. University of California Press.
- Chandra, E. (2017). Youtube, citra media informasi interaktif atau media penyampaian aspirasi pribadi. *Jurnal Muara Ilmu Sosial, Humaniora, dan Seni*, 1(2), 406-417.
- Han, Y. (2020). Advertisement on Tik Tok as a pioneer in new advertising era: Exploring its persuasive elements in the development of positive attitudes in consumers. *The frontiers of society, science and technology*, 2(11), 81-92.
- Hardianto, R. D. (2017). Pengaruh Iklan Di Media Sosial Youtube Terhadap Minat Beli (Studi Kasus Pada Mahasiswa Uksw Pengguna Media Sosial Youtube). *Skripsi Fakultas Ekonomika Dan Bisnis, Universitas Kristen Satya Wacana Salatiga*
- Holt, D., & Cameron, D. (2012). *Cultural Strategy: Using Innovative Ideologies to Build Breakthrough Brands*. Oxford University Press
- Ilham, I., & Akhiruddin, A. (2022). Analisis Gaya Bahasa Retoris dan Gaya Bahasa Kiasan dalam Pidato Nadiem Makariem. *Gurindam: Jurnal Bahasa dan Sastra*, 2(1), 53-63.
- Kasanova, R. (2016). Penggunaan Teknik Persuasif Dalam Iklan. *Jurnal Komposisi*, 1(2), 101–110.
- McQuarrie, E. F., & Mick, D. G. (1999). Visual rhetoric in advertising: Text-interpretive, experimental, and reader-response analyses. *Journal of consumer research*, 26(1), 37-54.
- McQuarrie, E. F., & Phillips, B. J. (2008). *Go Figure! New Directions in Advertising Rhetoric*. M.E. Sharpe.

- Murtini, M., Listyawati, I. H., & Prasetyanto, W. E. (2023). Efektivitas Iklan di Youtube dan Komunitas Merek serta pengaruhnya terhadap Keputusan Pembelian. *Jurnal Bisnis, Manajemen, dan Akuntansi*, 10(2), 107-121.
- Parji, R. P., & Prihandini, A. (2023). Makna denotatif dan konotatif empat kutipan milik sage pada permainan valorant: kajian semantik. *Mahadaya: Jurnal Bahasa, Sastra, Dan Budaya*, 3(1), 85-94.
- Putra, O. S. (2021). Gaya Bahasa Perulangan dalam Lirik Lagu Album Super Surprise Karya Band Tipe-X. *Jurnal Iswara: Jurnal Kajian Bahasa, Budaya, dan Sastra Indonesia*, 1(1), 22-28.
- Putra, R., Sulaeman, L. R., Nurali, N., Padang, E., & Tarmuji, T. (2023). Strategi Membuat Iklan Yang Efektif Untuk Mendatangkan Pelanggan. *J-Abdi: Jurnal Pengabdian kepada Masyarakat*, 2(10), 6755-6764.
- Riadianti, F., Ansoriyah, A. S., Nurhasanah, W., Antika, R., Gafari, M. O. F., & Siregar, M. W. (2024). Analisis Wacana Kritis Teori Teun Van Dijk Pada Iklan YouTube Holisticare ID Berjudul “Jalur Pulang”. *PUSTAKA: Jurnal Bahasa dan Pendidikan*, 4(3), 08-20.
- Suherlan., Okombo, M. O (2023). Technological innovation in marketing and its effect on consumer behaviour.
- Sumitro, D. S. (2020). *Bahasa Indonesia Diksi Atau Pilihan Kata*. 3–9. Di akses dalam bentukPDF di https://lms-paralel.esaunggul.ac.id/pluginfile.php?file=%2F41886%2Fmod_resource%2Fcontent%2F4%2F3_7572_esa113_092018_pdf.pdf
- Wirany, D., & Pratami, T. V. (2019). Kekuatan Media Baru Youtube Dalam Membentuk Budaya Populer. *ARTCOMM*, 2(02), 25-30.