

Rhetorical Structures of Beauty Brands Sales Videos on Instagram

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Abstract: This study analyze the rhetorical structures employed in beauty brand sales videos on Instagram aiming to understand how they engage viewers and influence purchasing behaviour. Using a genre-based analytical approach, especially the model suggested by (Warsidi, Adnan, et al., 2024), the study identifies three main rhetorical moves across 15 selected sales videos. These videos were chosen based on data sets criteria. The findings reveal that establishing customer interest is the most dominant move in all samples, with strategies such as presenting product benefits and using persuasive interaction language appearing most frequently. Conversely, strategies like greeting the audience or providing taglines appeared less often and were considered optional. The study explores language frames used to increase engagement on social media platforms, including emotionally resonant queries, descriptive product language, personal suggestions, and urgent calls to action. By combining qualitative and quantitative methods, this study provides valuable insights into how rhetorical strategies influence consumer behavior on social media platforms. The research emphasizes the importance of creating content and the strategic role of language and appearance in selling products effectively. This research contributes to understanding digital marketing and offers implications for rhetorical studies, social media marketing, and English for Business Purposes (EBP).

Keywords: *Instagram, sales, rhetorical.*

INTRODUCTION

The rhetorical structure of sales videos posted on Instagram plays an important role in engaging consumers and driving sales. Research shows that compelling sales videos use rhetorical strategies to capture attention and facilitate purchasing decisions. Understanding the targeted audience and their preferences is essential in crafting effective sales videos for Instagram. Businesses can create a stronger connection and boost their sales efforts by incorporating visual and verbal elements that resonate with the audience. Furthermore, incorporating storytelling techniques into sales videos can produce emotions and create a memorable experience for viewers, increasing customer engagement and loyalty.

Research has analyzed how English sales copies on Instagram can help sell products worldwide. The study examined 30 sales copies to find a way to sell things on Instagram. It was checked carefully for accuracy. The analysis showed three important functions: making a good impression, getting the customer interested, and helping them buy the product. The last two steps are necessary, while the first is more about following standard practices. These findings can help students understand how to write sales copies on Instagram better. Therefore, they could be handy for teaching how to use English in business, especially in writing sales copies (Warsidi, 2024).

The rhetorical move structure is also analyzed in the introductions of the research article on field business management, employing a genre-based analysis using Swales' CARS model to examine 30 research articles from high-ranking journals published in 2020-2021.



Findings revealed that academic writers in business management mainly followed the CARS model, with Moves 1 and 2 appearing cyclically and Move 3 being the most extensive. The study highlights the complex rhetorical structure of business management research article introductions, contributing to genre-based Literature and aiding ESP students and novice writers in improving their academic writing skills for publication in prestigious journals (Alsharif, 2022).

Business undergrads in Singapore and Malaysia also conducted a comparative rhetorical analysis of sales email structures. Utilizing a mixed-method approach that blends qualitative analysis for defining email moves with quantitative methods for assessing frequency, the research reveals distinct practices between the two countries. Malaysian emails tend to start without credentials, preferring indirectness and focusing on positive relationships. For example, unlike Singaporean emails, they are more direct and professional and frequently employ pressure tactics. These findings underscore the importance of understanding communication strategies in business emails to enhance professionalism. The study also suggests that further research in different regions could show how cultural factors influence email communication strategies (Ismail Shauki et al., 2022).

In Nigerian print media advertisements through linguistic stylistic and critical discourse analysis, a study explored the use of rhetorical strategies and trends, adopting a descriptive qualitative case study approach with a focus on the role of rhetoric in advertising. It aimed to understand how advertisers leverage rhetorical techniques to influence consumer behavior and convey socio-cultural values. The methodology involved a detailed examination of ten advertisements from various companies. The findings highlighted that advertisers use rhetorical strategies to engage audiences and affect purchasing decisions. The study underscored the persuasive power of rhetorical elements in advertising and suggested further investigation into semiotic aspects to better comprehend the impact of advertising language on consumer behavior and culture (Ghevolor et al., 2023).

In the speeches from the 'STEC Festival Bahasa competition at IAIN Kudus, ' by conducting a descriptive qualitative analysis, the research aimed to discover the structural and rhetorical strategies that make for effective speech. The results indicated that well-organized speeches with clear introductions, central bodies, and conclusions, supported by real-life examples and definitions, effectively engage the audience and improve message clarity. Rhetorical techniques, like metaphors and rhetorical questions, were vital for enhancing speech quality and persuasion. The study emphasizes the importance of

rhetorical elements in speech-making to enhance pedagogical methods and boost student engagement (Nikmah, 2022).

Another study examines the rhetorical strategies of successful IELTS (International English Language Testing System) test takers by analyzing ten YouTube videos of speaking tests scoring seven or higher. It identifies key communicative moves—directly addressing the interviewer's questions and supporting statements with examples—and strategies like sharing personal experiences and mentioning role models. The research suggests these techniques can improve test performance and offer educational insights while also considering limitations related to pronunciation, grammar, and vocabulary (Warsidi, Damayanti, et al., 2024).

The existing research has extensively explored the significance of rhetorical structures and linguistic strategies in various communication contexts, especially in sales videos on Instagram. Effective sales videos engage consumers by utilizing compelling rhetorical techniques and understanding audience preferences, ultimately driving purchasing decisions. Additionally, studies across different domains, including academic writing and speeches, emphasize the importance of structured rhetorical moves and persuasive language in enhancing clarity, engagement, and communication effectiveness. These findings collectively underscore the critical role of rhetoric in influencing behavior, whether in marketing, education, or professional writing, and suggest valuable implications for teaching and practice across fields.

While there has been considerable research on the effectiveness of social media marketing and video content in advertising, there is a limited understanding of specific rhetorical structures and language frames employed in beauty brand sales videos on platforms like Instagram. Most existing research focuses on broader marketing strategies or the overall impact of social media on consumer behavior without delving into the nuanced linguistic and rhetorical elements that contribute to viewer engagement. This gap has motivated the current study to analyze the rhetorical structures of beauty brands' sales videos on Instagram by answering the following research questions:

- 1) What rhetorical structures are contained in beauty brands' sales videos on Instagram?
- 2) What language frames are employed to create engagements?

METHOD

This study uses a mixed-method approach incorporating quantitative and qualitative

methods. The qualitative method focuses on uncovering significant insights through interviews and observations that probe deep into human experiences. Conversely, the statistical approach aims for findings that can apply to more significant populations by examining statistics and data and utilizing surveys and experiments to identify trends and test hypotheses.

This study analyzed the rhetorical structure of 15 beauty brands' sales videos posted on Instagram because this sample size allows for identifying patterns and trends without becoming overwhelming, enabling a focused examination of various techniques used by beauty brands; additionally, to select the 15 videos the researcher employed standard criteria for data sets. First, the sales video must be from beauty brands across different industries on Instagram, specifically Instagram reels, have at least 10.000 views, 50 comments, a minimum duration of 15 seconds, include specific content types (such as product demonstrations or testimonials), maintain a professional video quality, and sold at least 10.000 products.

For analyzing the rhetorical structures, this study used a genre-based approach explored in earlier studies (Warsidi et al., 2023; Warsidi, 2022, 2024). In this regard, the researchers analyzed the videos using the following steps:

1. Watching and transcribing the videos

In this step, the researcher conducted initial views by watching each video to get a general sense of its content and purpose. After that, the researcher transcribed the content by writing down the spoken words on-screen text and describing important visuals.

2. Identifying and coding rhetorical moves and steps within the videos

In this step, the researcher identified rhetorical moves and steps by following earlier genre studies (Warsidi et al., 2023; Warsidi, Adnan, et al., 2024; Warsidi & Adnan, 2024; Warsidi, 2022). In this regard, the researcher analyzed and coded moves and strategies in whole texts using a top-down approach (Ismail Shauki et al., 2022; Warsidi & Adnan, 2024).

In this regard, Because this study used videos as data sets, the analysis paid attention to both the transcribed versions and the original videos. The researcher employed an earlier study to indicate whether a move or strategy is obligatory, conventional, or optional (Warsidi, 2024). In this regard, when a move was used across all the corpus studies, it was required, which means it was required in sales videos. Then, it was quasi-obligatory, meaning it was not absolutely necessary, even though it was used in 80%–100% of all corpus investigations. Furthermore, it was common in 60% to 79% of the whole corpus,

suggesting that the move or tactic was used in the majority of sales films. However, it was optional, meaning that it was not necessary in sales presentations when it appeared in fewer than 60% of cases. (Warsidi, 2022).

RESULTS & DISCUSSION

RESULT

This section present the analysis results of the rhetorical structures and language frames found in 15 sales videos posted on Instagram, specifically from beauty brands. The selected videos were chosen based on specific criteria to ensure they represented successful sales strategies within the industry. The analysis aimed to identify patterns and trends in the rhetorical techniques used by these brands to engage their audiences and drive sales.

Rhetorical Structures Contained in Sales Videos posted on Instagram

Table 1. A summary of the analysis results of beauty brands' sales videos

Moves and strategies on beauty brands' sales videos on <i>Instagram</i>	Numbers (15)	Percentages
Move 1: Establishing a positive impression	6	40%
Strategy 1.1: Presenting a tagline	4	26,66%
Strategy 1.2: Greeting customers	2	13,33%
Move 2: Establishing customers' interest	15	100%
Strategy 2.1: Inviting customers to see the product	1	6,67%
Strategy 2.2: Presenting product benefits, details, or types	14	93,33%
Strategy 2.3: Presenting the product or its availabilities	6	40%
Strategy 2.4: Presenting proofs or testimonies	3	20%
Move 3: Facilitating the purchasing process	10	66,67%
Strategy 3.1: Presenting the price	4	26,67%
Strategy 3.2: Presenting where to order, buy, or pay for the product and discount	1	6,67%
Strategy 3.3: Attracting customers to buy the product	7	46,67%
Strategy 3.4: Closing the promotion	1	6,67%

The data shows that the rhetorical structure of beauty brand sales videos on Instagram consists of three functional moves. In this analysis, Move 2, which focuses on establishing customers' interest, appeared in 100% of the samples, showing its essential function in attracting potential customers. Move 3, focused on the purchasing process, was present in 66.67% of the samples, highlighting its importance in driving sales. On the other hand, Move 1, which is about establishing a positive impression, was found only in 40% of the data, meaning that while it is beneficial, it is not as essential as the other two moves.

Table 2. The rhetorical structure of sales videos on Instagram

"Moves and Strategies in the Rhetorical Structures of Sales Videos on Instagram	Level of importance
Move 1: Establishing a positive impression	Conventional
Strategy 1.1: Presenting a tagline	Optional
Strategy 1.2: Greeting customers	Optional
Move 2: Establishing customers' interest	Obligatory
Strategy 2.1: Inviting customers to see the product	Optional
Strategy 2.2: Presenting product benefits, details, or types	Quasi-obligatory
Strategy 2.3: Presenting the product or its availabilities	Optional
Strategy 2.4: Presenting proofs or testimonies	Optional
Move 3: Facilitating the purchasing process	Conventional
Strategy 3.1: Presenting the price	Optional
Strategy 3.2: Presenting where to order, buy, or pay for the product and discount	Optional
Strategy 3.3: Attracting customers to buy the product	Optional
Strategy 3.4: Closing the promotion	Optional

The data indicates that Move 1 has two strategies to create a good impression; however, sales videos made both presenting a tagline and greeting customers optional. With Strategy 2.2 being the most often used approach in the research, Move 2 offers four ways to generate customer interest. All four strategies in Move 3 are optional. This rhetorical model suggests that beauty brands concentrate on enabling the buying process and appealing to consumer interests to improve sales performance. The following sections will discuss further details about how these strategies are employed.

Move 1: Establishing a positive impression.

This functional move sought to create an impression on consumers. It showed in 6 sales videos; hence, it was usual in this research. Sales created a good impression in the following two strategies.

"Strategy 1.1: Presenting a tagline"

Ex.01: Kulit Dehidrasi dan Kemerahan? Calm your skin with Blue Hydra

Intensive Calming. (data8)

Ex.01: Dehydrated and Reddish Skin? Calm your skin with Blue Hydra

Intensive Calming. (data8)

Ex.02: Cleanser tepat untuk kulit sensitif Skintific Sensitive Soothe Cleanser

Your Ultimate Skin Rescue. (data9)

Ex.02: The right cleanser for sensitive skin Skintific Sensitive Soothe Cleanser

Your Ultimate Skin Rescue. (data9)

Ex.03: Apapun jenis kulitmu, there's something for you! (data12)

Ex.03: Whatever your skin type, there's something for you! (data12)

Ex.04: Solution New Wardah Lip Care Rutin Strong Lip Barrier, make everything better. (data11)

Ex.04: Solution New Wardah Lip Care Routine Strong Lip Barrier, make everything better. (data11)

By stating the four examples look to leave a lasting impression on consumers, 'Kulit Dehidrasi dan Kemerahan? Calm your skin with Blue Hydra Intensive Calming.' (Ex.01), 'Cleanser tepat untuk kulit sensitif Skintific Sensitive Soothe Cleanser Your Ultimate Skin Rescue.' (Ex.02), and 'Apapun jenis kulitmu, there's something for you!' (Ex.03), 'Solution New Wardah Lip Care Rutin Strong Lip Barrier, make everything better.' (Ex.04). By utilizing these taglines, the sales aim to create brand recognition and establish a strong market presence.

"Strategy 1.2: Greeting customers"

This strategy presents an alternative way to leave a positive impression on customers. By offering a friendly approach, sales representatives can engage viewers with warm greetings, as shown in the following examples:

Ex.05: Hai guys. (data1)

Ex.06: Hi everybody. (data14)

These examples illustrate how sales teams can initiate conversations with a simple "hi" or "hai," creating a welcoming environment that promotes customer engagement and fosters meaningful connections.

Move 2: Establishing customers' interest

"Strategy 2.1: Inviting customers to see the product"

Because it showed in all sales videos, this approach turned out to be the most effective approach to determine customer preferences. The following examples show how this approach shows up in the current data:

Ex.08: Apa itu oksidasi? Karena ini tuh mengandung minimotion technology yang punya formula anti-darkening jadi bisa ngurangin perubahan warna jadi gelap.

Aku bilang sih harus coba. (data1)

Ex.08: What is oxidation? Because it contains minimotion technology, which has an anti-darkening formula, it can reduce the color change to dark. I said you have to try it. (data1)

Ex.09: Karena bener-bener multifungsi, bisa eksfoliasi mendalam dengan strong exfoliator 17% tapi surprisingly tetap lembut dan menenangkan kulit dengan gentle ingredients-nya serta mengurangi tampilan pori-pori ini tuh peeling serumnya dari whitelab. (data2)

Ex.09: Because it is truly multifunctional, it can exfoliate deeply with a 17% strong exfoliator, but surprisingly, it is still soft and soothes the skin with its gentle ingredients and reduces the appearance of pores; this is the peeling serum from Whitelab. (data2)

Ex.10: Menurut aku juga, aku sangat setuju dengan coveragenya ini efeknya tuh seamless gitulah di kulit aku, kayak gak dempulan sama sekali tapi dia bisa banget menutupi bekas jerawat ataupun kemerahan. (data3)

Ex.10: In my opinion, I also really agree with the coverage; the effect is seamless on my skin, like no filler at all, but it can really cover acne scars or redness. (data3)

Ex.11: Pure Radiance Barrier Moisturizer dari Azarine ini punya kandungan Moisturizer Tech No.1 with Smart Adaptation Technology yang bisa memperbaiki dan memperkuat skin barrier. (data4)

Ex.11: Pure Radiance Barrier Moisturizer from Azarine has Moisturizer Tech No.1 with Smart Adaptation Technology, which can repair and strengthen the skin barrier. (data4)

Ex.12: karena mengandung WhiteCellDNA Niacinamide dan Nanowide serum ini bagus untuk anti aging dan mencerahkan tanpa efek samping yang punya kerutan, wajah kusam, mendingan pake ini sekarang. (data5)

Ex.12: Because it contains WhiteCellDNA Niacinamide and Nanowide, this serum is good for anti-aging and brightening without side effects. For those who have wrinkles and dull faces, it's better to use this now. (data5)

Ex.13: Ini adalah sunscreen kolagen pertama di Indonesia yang menggunakan Defense and Repair Technology. Sunscreen ini memiliki SPF 50 PA++++ yang bisa melindungi dari UVA dan UVB. Selain itu, dia juga mengandung fermented collagen water untuk mendorong produksi kolagen kulit dan memperbaiki skin barrier. Kandungan lainnya adalah mugwort extract dan sodium hyaluronate, yang berfungsi untuk menenangkan dan melembapkan kulit. Selain itu, sunscreen ini juga bisa mencerahkan kulit, jadi kulit kita auto cerah! (data6)

Ex.13: This is the first collagen sunscreen in Indonesia that uses Defense and Repair Technology. This sunscreen has SPF 50 PA++++, which protects against UVA and UVB. In addition, it also contains fermented collagen water to encourage skin collagen production and repair the skin barrier. Other ingredients are mugwort extract and sodium hyaluronate, which function to soothe and moisturize the skin. In addition, this sunscreen can also brighten the skin, so our skin is automatically bright! (data6)

Ex.14: Sebelum dia nge-set, kita langsung pakai brow pencil yang Bernama Micro Brow Sculpture. Yang aku pakai itu adalah shade Deep Grey. Aplikatornya segitiga yang super kecil, jadi gampang. (data7)

Ex.14: Before it sets, we immediately use a brow pencil called Micro Brow Sculpture. The one I use is the Deep Grey shade. The applicator is a super small triangle, so it's easy. (data7)

Ex.15: Dengan Blue Hydra Intensive Calming Solution yang mengandung azulin dan allantoin yang menenangkan serta merawat skin barrier, ditambah 15% Hydra Moist Infusion yang menghidrasi agar kulit lebih plumpy. (data8)

- Ex.15: Blue Hydra Intensive Calming Solution, which contains azuline and allantoin, which soothe and care for the skin barrier, plus 15% Hydra Moist Infusion, which hydrates to make the skin plumper. (data8)
- Ex.16: Membersihkan tanpa iritasi diformulasikan dengan triple soothing agent menyeimbangkan dan menghidrasi kulit sensitifmu gunakan setiap pagi dan malam perawatan efektif untuk kulit sensitive. (data9)
- Ex.16: Cleanses without irritation formulated with a triple soothing agent that balances and hydrates your sensitive skin. Use every morning and night as an effective treatment for sensitive skin. (data9)
- Ex.17: Totalnya ada 6 shades, lengkap dengan 3 undertone. Concealer ini juga skincare-infused, dan hasilnya tidak ada flashback, seamless, dan tahan lama. Catat ya, namanya Skinlight Cover Serum Concealer dari True2Skin! (data10)
- Ex.17: There are six shades in total, complete with three undertones. This concealer is also skincare-infused, and the results are flashback-free, seamless, and long-lasting. Take note: It's called Skinlight Cover Serum Concealer from True2Skin! (data10)
- Ex.18: Bibir cerah dan plumpy hanya dalam 14 hari. Lebih lembab dan terlindungi dengan SPF (data11)
- Ex.18: Bright and plump lips in just 14 days. More moisturized and protected with SPF (data11)
- Ex.19: Gentle untuk kulit sensitif, maupun untuk kulit normal dan berminyak. Teruji klinis mencerahkan, mengurangi komedo dan jerawat. (data12)
- Ex.19: Gentle for sensitive skin, as well as for normal and oily skin. Clinically tested to brighten and reduce blackheads and acne. (data12)
- Ex.20: Dan dia tuh mengontrol minyak berlebih, jadi bakal cocok banget buat yang punya kulit oily atau kombi. Selain itu emang di oil control-nya sih yang oke banget. (data13)
- Ex.20: And it controls excess oil, so it will be very suitable for those with oily or combination skin. Besides that, its oil control is really good. (data13)
- Ex.21: Very pigmented and tahan seharian, dia ini punya 5 warna yang super cantik-cantik ini packagingnya super unik ya jadi 2 in 1 gitu, ada yang matte ada yang gloss dan aku ini udah coba buat pake makan, tapi dia ini tetep ada loh stain-nya. (data14)
- Ex.21: Very pigmented and lasts all day, it has five super pretty colors, the packaging is super unique, so it's 2 in 1, there's a matte one, there's a gloss one, and I've tried using it for eating, but it still has a stain. (data14)

In Ex.08, the sales highlight the innovative "minimotion technology" and its anti-darkening benefits, encouraging customers to try the product. Ex.09 highlights the multifunctionality of the exfoliating serum, appealing to those aiming for effective yet gentle skincare. Meanwhile, Ex.10 focuses on the seamless coverage of the foundation. Ex.11

introduces a moisturizer with advanced technology for skin barrier repair. This strategy effectively captures customer interest and encourages them to buy the items.

Strategy 2.3: Presenting the product or its availabilities

6 out of 15 sales videos used this strategy, indicating that it was optional for the current research. Establishing clients' interest in making a purchase was another goal. The examples are as follows:

Ex. 22: totalnya ada 6 shades. (data3)

Ex. 22: There are six shades in total. (data3)

Ex.23: Udah ada juga Jeju Green Tea Water yang bisa mengontrol minyak hingga 6 jam. Ada Lipo Amino Acids-nya juga nih guys yang bisa mencerahkan dan meratakan warna kulit dalam 7 hari. (data4)

Ex.23: There is also Jeju Green Tea Water that can control oil for up to 6 hours. There are also Lipo Amino Acids, guys, which can brighten and even out skin tone in 7 days. (data4)

Ex.24: Ini adalah browcara yang ada shades-nya, ya. Ada tiga shades. (data7)

Ex.24: This is a brow cream that has shades, yes. There are three shades. (data7)

Ex.25: Totalnya ada 6 shades, lengkap dengan 3 undertone. (data10)

Ex.25: There are six shades in total, complete with three undertones. (data10)

Ex.26: Dia ini punya 5 warna yang super cantik-cantik ini packagingnya super unik ya jadi 2 in 1 gitu, ada yang matte ada yang gloss. (data14)

Ex.26: This one has five super pretty colors; the packaging is super unique, so it's 2 in 1; there's a matte one and a gloss one. (data14)

Ex.27: Medium Skin Warm Undertone ada shade NOO, CO1, NO1, W01, NO2, W02, dan NO3. (data15)

Ex.27: Medium Skin Warm Undertone has shades NOO, CO1, NO1, W01, NO2, W02, and NO3. (data15)

The examples show how the sales effectively present their available products. The sales use various language strategies, such as "totalnya ada 6 shades," "ada Lipo Amino Acids-nya," and "ini adalah browcara yang ada shades-nya." These phrases indicate the range of options and features, signaling product availability to potential customers.

Strategy 2.4: Presenting proofs or testimonies

Only three pieces of data revealed this strategy was used, indicating that it was more of an optional strategy in this study. Here are the examples:

Ex.28: Wah, gila banget sih. Ini jerawat aku ketutup setelah nge-blend cushion ini. Look, bener-bener perfectly covered. (data1)

Ex.28: Wow, that's really crazy. My acne is covered after blending this cushion. Look, it's really perfectly covered. (data1)

Ex.29: Tiba-tiba kulitku jadi glowing, cerah! (data6)

Ex.29: Suddenly, my skin becomes glowing, bright! (data6)

Ex.30: Tes buat motoran siang-siang kayak gini, tapi masih aman banget.

(data13)

Ex.30: Testing it for riding a motorbike during the day like this, but it's still really safe. (data13)

In the examples, the sales included testimonies that either provided proof or shared personal experiences: "Tiba-tiba kulitku jadi glowing, cerah." The purpose is likely to attract customers' interest in their products.

Move 3: Facilitating the purchasing process.

"Strategy 3.1: Presenting the price"

Ex.31: Tapi dia cuman jual diharga 70 ribuan dong. (data2)

Ex.31: But he only sells it for 70 thousand. (data2)

Ex.32: Inilah hasil dari cushion 90 ribuan tuh bagus banget ya (data3)

Ex.32: This is the result of the 90 thousand cushion; it's really good (data3)

Ex.33: karena harganya cuma Rp25.000! (data6)

Ex.33: because the price is only 25,000 IDR (data6)

Ex.34: lipstick ini tuh super affordable di bawah Rp50.000 (data14)

Ex.34: This lipstick is super affordable under 50,000 IDR (data14)

"Strategy 3.2: Presenting where to order, buy, or pay for the product and discount"

Ex.35: Gak pakai lama, langsung check out sekarang di Keranjang Kuning. (data4)

Ex.35: Without further ado, check out now in the Yellow Basket. (data4)

"Strategy 3.3: Attracting customers to buy the product"

Ex.36: Aku bilang sih harus coba. (data1)

Ex.36: I said you have to try it. (data1)

Ex.37: Gak pakai lama, langsung check out sekarang. (data4)

Ex.37: It won't take long, check out now. (data4)

Ex.38: Yang punya kerutan, wajah kusam, mendingan pake ini sekarang. (data5)

Ex.38: Those who have wrinkles, dull faces, better use this now. (data5)

Ex.39: Jadi, langsung saja cobain sekarang juga dan beli sekarang juga, karena harganya cuma Rp25.000! (data6)

Ex.39: So, just try it now and buy it now, because the price is only 25,000 IDR! (data6)

Ex.40: Betapa pentingnya alis untuk menjadi figura makeup kita. Setuju, bukan? Kalian bisa banget cobain produk terbaru dari Makeover! (data7)

Ex.40: How important eyebrows are to be our makeup figure. Agree, right? You can really try the latest product from Makeover! (data7)

Ex.41: Selain itu emang di oil control-nya sih yang oke banget, jadi udah ada yang tertarik coba? (data13)

Ex.41: Besides that, the oil control is really good, so is anyone interested in trying it? (data13)

Ex.42: yakin ga cobain concealernya luxcrime? (data15)

Ex.42: Are you sure you don't want to try the Luxcrime concealer? (data15)

"Strategy 3.4: Closing the promotion"

Ex.43: So that's all for today, everybody, bye-bye. (data14)

Language Frames Employed to Create Engagement

In the context of sales videos for beauty brands, various language frames are strategically used to engage viewers effectively. These frames capture attention and encourage potential customers to connect with the brand. The language frames employed to create engagement can be understood through the rhetorical strategies used across the three main rhetorical moves:

1. Establishing a Positive Impression

This move aims to build a welcoming and appealing first impression through emotionally engaging or catchy phrases.

Language Frames Employed:

a. Framing to bring out emotional concern using questions or direct statements:

Ex.01: "*Kulit Dehidrasi dan Kemerahan? Calm your skin with Blue Hydra Intensive Calming*" (data8)—This question first points out a typical skin issue and then offers viewers a solution for taking care of their skin.

b. Use of casual, friendly greetings:

Ex.02: "*Hai guys.*" (data1)

Ex.03: "*Hi everybody.*" (data14)—These simple greetings encourage familiarity and openness by using a conversational tone that personally addresses viewers.

These frames indicate that language in this move emphasizes attracting attention and generating feelings from the start of the video.

2. Establishing Customers' Interest

This move is the core of the rhetorical structure, appearing in 100% of the sales videos. It aims to educate, persuade, and boost interest through detailed product descriptions and relatable language.

Language Frames Employed:

a. Descriptive and informative language to emphasize product benefits:

Ex.04: "*Mengandung minimotion technology yang punya formula anti-darkening jadi bisa ngurangin perubahan warna jadi gelap*" (data1)—Highlights a unique feature and its benefit using technical but understandable language.

Ex.05: "*Bisa eksfoliasi mendalam dengan strong exfoliator 17% tapi tetap lembut dan menenangkan kulit.*" (data2)—Frames the product as both powerful and gentle, addressing consumer concerns.

b. Personal opinions and relatable user experiences:

Ex.06: "*Aku bilang sih harus coba.*" (data1) —This is a persuasive suggestion and a friendly recommendation.

Ex.07: *"Coverage-nya seamless, kayak gak dempulan sama sekali tapi bisa banget menutupi bekas jerawat."* (data3) —A testimonial frame expressing satisfaction with the product's performance.

c. Reassuring claims and testimonials:

Ex.08: *"Teruji klinis mencerahkan, mengurangi komedo dan jerawat."* (data12) —Presents scientific credibility and assurance of effectiveness.

The language frames in this move aim to influence viewers by balancing factual information and education about the product's benefits, details, and types.

3. Facilitating the Purchasing Process

This move is crucial for converting interest into action. Though optional, many sales videos used persuasive, action-oriented frames to encourage immediate purchases.

Language Frames Employed:

a. Direct calls to action:

Ex.09: *"Langsung check out sekarang di Keranjang Kuning."* (data4)—Uses urgency to drive immediate response.

Ex.10: *"Cobain sekarang juga dan beli sekarang juga."* (data6)—Using commands multiple times helps to create a sense of urgency and shows that decisions are important.

b. Appealing to affordability and value:

Ex.11: *"Cuma Rp25.000!"* (data6)

Ex.12: *"Super affordable di bawah Rp50.000."* (data14)—Emphasizes the price as a reason to buy, making people less unsure about their purchase.

c. Engaging viewers with questions and challenges:

Ex.13: *"Yakin ga cobain concealernya Luxcrime?"* (data15)—It provokes the viewer to reconsider and act.

The language used in this move is strong and inspiring, aiming to encourage customers to buy the product.

In conclusion, the study reveals that Instagram sales videos from beauty brands rely on emotionally engaging questions, personal recommendations, product highlights, and persuasive calls to action. These language frames serve to inform, spark connection, and encourage purchases. The most dominant rhetorical move was 'Establishing Customers' Interest,' used in all 15 videos.

Discussion

This study found that beauty brand sales videos on Instagram regularly used rhetorical structures to engage audiences, with "Move 2: Establishing Customers'" Interest appearing in 100% of the data. This move suggests to the sales videos' attempts to actively explain, in depth, and emphasize the product benefits and features in a manner that holds the audience's attention and keeps their interest throughout the video. It is the most important move in convincing the audience to think about the product being promoted. This result

supports (Warsidi, 2024), who emphasized that capturing interest is crucial in digital sales content. The authority of “Strategy 2.2: Presenting product benefits, details, or types” also aligns with previous research by (Ghevolor et al., 2023), confirming that clear, benefit-focused messaging effectively attracts consumer attention in advertising. “Move 1: Establishing a Positive Impression” was applied in only 40% of the sales videos. This suggests that while it holds matter, beauty brands prioritize direct and engaging product information over greetings or taglines. The study also found that “Move 3: Facilitating the Purchasing Process” appeared in 66.67% of the data. Although not in every sales video, strategies like Attracting customers to buy the products were frequently used, highlighting the importance of persuasive calls to action in driving consumer decisions. This result supports (Warsidi & Adnan, 2024), who underlined the need for motivational language in online marketing to encourage immediate consumer responses.

Language frames found in this study showed that multiple rhetorical strategies were utilized in Instagram sales videos to increase connection and engagement. The most frequent frames involved emotionally resonant questions, personal recommendations, and calls to action. Emotional concerns were raised through problem-solution patterns, like “Kulit dehidrasi dan kemerahan? Calm your skin...” while casual and friendly greetings such as “Hai guys” helped build rapport. Informative and descriptive language was used to emphasize product quality and innovation, like the mention of “minimotion technology” or “fermented collagen water.” Imperative phrases such as “Cobain sekarang juga” and questions like “Yakin ga cobain concealernya?” provoked action and increased urgency. These examples confirm that language strategies combining emotion, information, and command are central to persuading audiences and encouraging purchase behavior. Although optional, the occasional use of greetings and taglines still reflects specific branding strategies, as suggested by (Ismail Shauki et al., 2022), who noted the influence of cultural and contextual factors in rhetorical choices.

In addressing the research questions, this study effectively found the rhetorical structures and language frames used in beauty brand sales videos on Instagram. The results offer analysis relevant to social media marketing and the beauty industry. The study also emphasizes matching audience preferences and platform dynamics with careful rhetorical strategy application. In conclusion, the study reveals that the main emphasis in beauty brand sales videos is on establishing customer interest, which is supported by influencing and emotionally resonating language. These results help to clarify digital marketing discourse and provide useful implications to content creators, advertisers, and language teachers in the English for Business Purposes (EBP).

CONCLUSION

Based on the results of this study, beauty brand sales videos on Instagram consistently use rhetorical structures to attract and engage audiences. The findings confirmed that rhetorical moves and language frames influence consumer behavior through social media content. The study reveals that the most common rhetorical move in beauty brand sales videos is establishing customers' interest. Other moves are less common. Beauty brands appreciate content that clearly emphasizes product value and influences purchasing decisions. Various language frames, such as emotionally framed questions, descriptive language, personal testimonials, and direct calls to action, are employed to build connection and engagement with the audience, creating persuasive messages that encourage interaction or purchase.

This study only examined 15 beauty brand sales videos on Instagram, so it has data limit restrictions. As a result, the findings might not entirely reflect other product categories or social media channels. Future studies should broaden the data set, examine different sectors, or analyze audience reactions to specific rhetorical strategies to improve understanding of digital marketing communication. This study generally helps to clarify rhetorical strategies for Instagram-based sales communication. It emphasizes the need for content producers and marketers to use language properly to fit consumer expectations in the digital environment.

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