

## Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies

Maria Margaretha Ronauli<sup>1\*</sup>, Velayeti Nurfitriana Ansas<sup>2</sup>, Arif Husein  
Lubis<sup>3</sup>

<sup>1,2,3</sup>Universitas Pendidikan Indonesia  
Indonesia

Corresponding author: [margaretharona24@gmail.com](mailto:margaretharona24@gmail.com)

Article History: Submitted date; May 11<sup>st</sup>, 2024; Revised date; June 25<sup>th</sup>, 2024;  
Accepted date; June 27<sup>th</sup>, 2024; Published date; June 30<sup>th</sup>, 2024

### ABSTRACT

Effective communication in advertisements hinges on clarity and relatability. Choosing the right figures of speech and communication strategies can significantly enhance the effectiveness of an advertisement. This study aims to identify the types of figures of speech and communication strategies technique used in advertisements featuring South Korean celebrity brand ambassadors for Indonesian product. Using a descriptive qualitative method based on the theories of Kim Wook Dong (2002) and Tatang (2016), data source were collected from advertisements on social media YouTube by using the method of listening to the note-taking technique. An interactive analysis model was used to analyze the data. Based by predetermined criteria, data was reduced to a total of nine Indonesian product advertisements with containing South Korean celebrity brand ambassadors from 2016 - 2023. The findings reveal that various figures of speech and communication strategies were employed to evoke consumer emotions in conveying the message and the purpose of the advertisement. By employing figures of speech that evoke emotions, advertisers can increase the effectiveness of their campaigns by strategically selecting linguistic elements that resonate with the target audience.

**Keywords:** communication strategy, figure of speech, indonesia advertisement, korean brand ambassador

### INTRODUCTION

Figure of speech is a critical integration of content and form, making it a significant linguistic aspect in advertising. Through stylistics, linguistic units (figures of speech) can be comprehended, aiding in the overall understanding

#### How to Cite (in APA 7th Edition):

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

of advertisements (Hartoko and Rahmanto in Pradopo, 2020). Advertisements typically employ concise sentences, prioritizing visual elements. The use of various figures of speech—such as word choice, figurative language, sentence structure, tone, and rhetorical—differentiates one advertisement from another (Pradopo, 2020). Persuasive and informative figures of speech can evoke emotions, creating a connection with consumers and prompting desired responses, like purchasing the product. Sudjiman (in Pratiwi, 2015) defines figures of speech as methods of expressing thoughts and feelings in both written and spoken form. According to Umami & Anto (2020), figures of speech strongly influence potential consumers' product choices and purchasing decisions. These linguistic elements can distinguish and characterize brands, enhancing the product image and preventing advertisements from becoming monotonous (Hafsah Yunus & Syaeba, 2019). Effective use of figures of speech in promotional texts can attract buyers and make advertisements more engaging (Fitriani, Razali, & Iqbal, 2020). An interesting figure of speech and the right choice of words will also make the advertisement more interesting and not boring. Consumers can judge if the chosen figure of speech and communication strategy can attract their buying interest in a product or can also introduce the product just by watching and listening to the advert. The preparation of advertising text is supported by communication strategy techniques to help convey the message. Communication strategy is one of the important aspects that allows the process of acceleration and continuity of development programmes, especially in the field of marketing (Heris, 2016: 1). Communication in marketing has a very important role for companies to image or a particular brand. Research objectives aims to describe the types of figures of speech used in Indonesian product advertisements featuring South Korean celebrity brand ambassadors and analyze the communication strategies employed in these advertisements to convey their messages with the formulation of the problem expressed through the following research questions (1) How does the figure of speech appear in establishing communication between brand ambassadors and audience and (2) How is the communication strategy technique used in Indonesian product advertisements in conveying its message through South Korean celebrity brand ambassadors. Thus, the results of this study aims to provide meaningful input for being able to develop and contribute to the field of linguistics, especially in stylistics, in this case figure of speech. The practical benefits are that this research is expected to add insight and knowledge for readers regarding figure of speech and communication strategies in Indonesian advertising products that use Korean celebrity brand ambassadors.

Obviously, marketing strategies that work with brand ambassadors are one of the most frequently used strategies in promoting products. In addition to brand ambassadors, the current marketing strategy trend is through the Korean wave phenomenon. Korean wave or *Hallyu* gained prominence in Southeast Asia and mainland China during the late 1990s.

**How to Cite (in APA 7th Edition):**

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

Particularly appealing to the youth, this phenomenon encompasses a wide array of cultural products, including Korean music (K-pop), dramas (K-drama), films, fashion, cuisine, and beauty standards (Kim, 2015). With the Korean Wave phenomenon, many brands in Indonesia have collaborated with K-Pop stars, such as BlackPink with *Oreo*, *Ruang Guru* with *Treasure*, *Shopee Indonesia* with *Stray Kids*, *Tokopedia* with *Blackpink* and *BTS*, *Mie Sedaap* who collaborated with one of the *Super Junior* members, *Choi Siwon*, then *Nu Green Tea* beverage brand which also collaborated with the *NCT 127*.

Previous research have explored the impact of brand ambassadors and the Korean Wave on consumer buying interest. Hendaya and Afifah (2020) revealing that brand ambassadors significantly and positively influence shopping interest. Furthermore, the Korean Wave also positively and significantly affects online shopping interest, indicating that both brand ambassadors and the Korean Wave contribute to online shopping interest. The selection of Korean celebrities as brand ambassadors can significantly affect purchasing interest, as evidenced by Ahmad and Azizah (2021). Their study aimed to assess the influence of *Choi Siwon* as a brand ambassador on buying interest for *Mie Sedaap Goreng* Korean Spicy Chicken products, with attitudes towards advertising serving as an intervening variable. The findings demonstrate that brand ambassadors significantly impact both attitudes towards advertising and purchase intention. In additional, Several researchers have conducted studies on the use of figures of speech in advertising. *Nirmala* (2020) analyzed the figures of speech in television biscuit commercials. The data comprised sentences from 17 biscuit advertisements aired on private television channels between 2014 and 2019. The findings indicated that the advertisements utilized figures of speech such as repetition, rhetorical questions, hyperbole, and personification. These rhetorical devices were employed by advertisers to emphasize and affirm the qualities of the biscuits, aiming to attract the interest of television viewers and encourage them to purchase the products.

Furthermore, *Torto* (2019) explains advertisers employ a variety of strategic techniques to persuade customers to make purchasing decisions. One of them is persuasive strategy for conveying the advertising message. This research has similarities in explaining persuasive communication strategy techniques to convey advertising messages, but the focus of the research conducted by *Torto* was investigated the use of grammatical elements in the English language advertisements created by copywriters in Ghana newspapers to achieve a persuasive effect. This research does not only focus on grammatical elements but analyzes the whole text that has the potential to have a persuasive effect. However, this studies related to figure of speech and communication strategy in Indonesia advertisement with Korea language and brand ambassador are still limited. Thus, this study aims to describe the variety of figure of speech and communication strategy techniques used in Indonesia advertisement with Korea celebrity brand ambassadors.

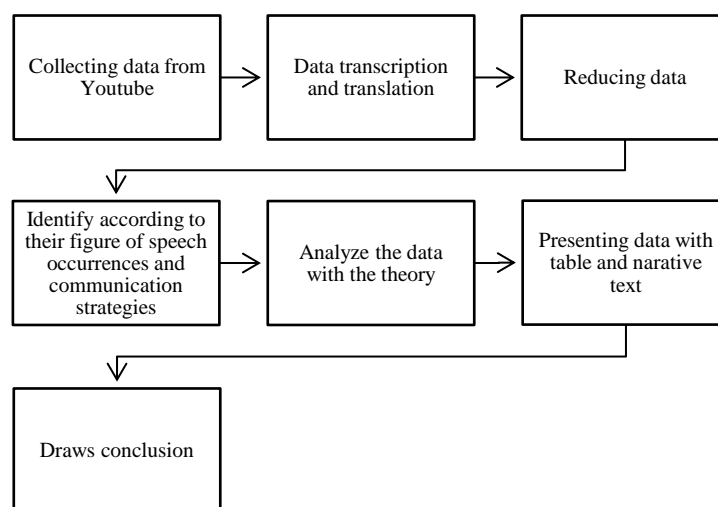
**How to Cite (in APA 7th Edition):**

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

## METHOD

This descriptive qualitative research using analysis stage based on the Miles, Hubermann and Saldana model (2014: 12-14), data sources are taken from local product advertisement videos that use South Korean celebrity brand ambassadors in promoting their products on Youtube. From these data sources, data is obtained in the form of advertisement text that have been transcribed and translated from videos. To be able to produce accurate research results, the technique of listening to the note-taking technique is carried out. Listening to advertisements related to the topic and purpose of the research, namely figure of speech and communication strategy techniques that have been downloaded from the YouTube. The researcher took notes from all the transcribed and translated advertisement texts using machine translation tools (Papago, DeepL, and Naver dictionary). Then identified the lingual units in the advertisement texts that fit the criteria of the research object. The criteria set by the researcher is that the entire text of the advertisement uses Korean language and figure of speech that appears is in the category of figure of speech that evokes feelings. Because from the data found, there are advertisements that do not have figure of speech and only a few words are conveyed in the advertisements. After all the data were identified and reduced, the researcher analysed the data. From several data sources that have been reduced, obtained nine Indonesian product advertisements with South Korean celebrity brand ambassadors published from 2016 - 2023 that use Korean language in conveying the message. Furthermore, analyzed the data with the theory and calculate how many occurrences of figure of speech and communication strategies in each advertisement text.

Graphic 1:  
*Stages of data analysis process*



### How to Cite (in APA 7th Edition):

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

The research analysis is supported by Kim Wook Dong's theory with the category 감정에 호소하는 수사법 (*Gamjeonge hosobaneun susabeop*) means 'figure of speech that evokes feelings'. In 2012 Kim Wook Dong argued in his research on rhetoric in adverts that the use of figure of speech in advertisement copy is due to the fact that information in adverts appeals more to emotions than logic. In other words, *pathos* (emotion) is much more important than *logos* (logic) or *ethos* (credibility). Then the theory from Tatang (2016) is used to support the analysis of communication strategies. The delivery method of communication can be examined from two perspectives: the implementation approach and the content form. Regarding the implementation approach, it can be executed in two ways: redundancy (repetition) and canalizing. While the second according to the form of content is known methods: informative, persuasive, educative, coercive. Data validity in this study was maintained through interrater method. The data validation was conducted by a lecturer that expert in Korean linguistics from Universitas Pendidikan Indonesia. The expert, chosen for their knowledge in phonology, morphology, syntax, and semantics. The researcher sent the data, analysis results, consent form, and validation form from email, and received the corrected and validated data after a few days. The data can be used after being corrected according to the revision results from the expert judgement. Finally, the researcher draws a conclusion which is the answer to the research based on data analysis. Through this answer, it can be seen whether the results of this study affirm or negate the formulation of the research problem.

## FINDINGS AND DISCUSSION

The research findings were categorized into two primary areas: the types of figures of speech utilized in Indonesian product advertisements featuring Korean celebrity brand ambassadors, and the communication strategy techniques employed in Indonesian product featuring Korean celebrity brand ambassadors advertisements.

### a. Types of Figure of Speech in Establishing Communication Between Brand Ambassadors and Audience

The results show that the figure of speech that appear in the advertisements are 예변법 (Prolepsis), 부정법 (Infinitive), 환어법 (Correction), 과장법 (Hyperbole), 영탄법 (Exclamation), 자문자답법 (Monologue), 의문법 (Interrogative). Eight types of figure of speech were found and shown in the following table.

#### How to Cite (in APA 7th Edition):

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

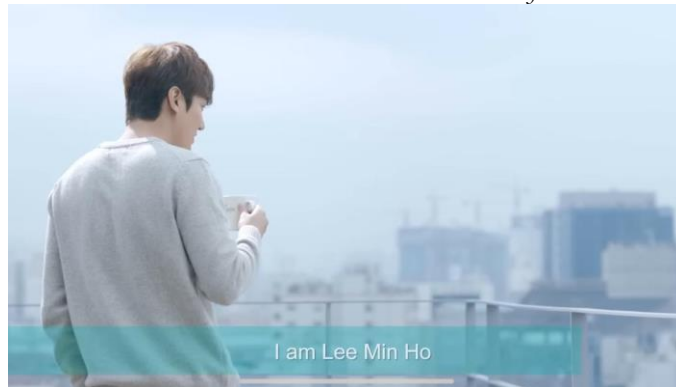
Table 1:  
*Research findings the frequency of types of figure of speech occurrence in Indonesian advertisements with Korean celebrities brand ambassador*

Figure of Speech	Frequency	Percentage
예변법 (Prolepsis)	1	7.1%
부정법 (Infinitive)	1	7.1%
환어법 (Epanortesis)	1	7.1%
과장법 (Hyperbole)	3	21.5%
영탄법 (Ekslamasio)	2	14.3%
자문자답법 (Monologue)	3	21.5%
설의법 (Rhetorical)	2	14.3%
의문법 (Interrogative)	1	7.1%
Total		14

### I. 예변법 (Prolepsis)

Prolepsis can also be referred to as anticipation. Prolepsis is a figure of speech that uses an introductory sentence but the real meaning will be known later. For example, a short video might start with a question or intriguing statement, followed by a compelling reveal about the product. The use of 예변법 or prolepsis is shown in the following data:

Picture 1:  
*Brand ambassador introduce himself*



Source: <https://www.youtube.com/watch?v=yYYAQ7-P-0o&t=10s>

안녕하세요 이민호입니다 (Hello, I am Lee Min Ho)  
저는 Luwak White Koffie를 사랑합니다 (I Love Luwak White Koffie)

#### How to Cite (in APA 7th Edition):

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161-186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

In 2016, Luwak White Koffie engaged a South Korean actor, Lee Min Ho as a brand ambassador. Sentences like ‘안녕하세요 이민호입니다’ is a statement sentence that introduces himself as the brand ambassador of the advertisement. It uses the final ‘-습니다’ which shows respect that is usually used for official situations but it is used here to give a sense of trust and politeness to the listener (Young, 2022). The real purpose is to state that the speaker likes the product being advertised by saying ‘저는 Luwak White Koffie를 사랑합니다’ so that the target audience or potential customers will be interested in buying the product. This creates a moment of suspense that captures the audience's attention, making them eager to learn more about what the celebrity endorses. The celebrity's influence can amplify the effectiveness of prolepsis, as audience are more likely to pay attention and be persuaded by the advertisement, as well as buying intention (Min and Chang, 2019).

## II. 부정법 (Infinitive)

Infinitive or 부정법 in Korean is a way of conveying a message that uses the infinitive form of a verb that has been negatively stated. In Korean, this can be realised using the construction 부정형 (*bujonghyeong*), which often involves adding the suffix -지 않다 (*ji anbda*) after the infinitive verb or negation 못 (*mot*). The use of 부정법 or infinitive is shown in the following data:

죄송합니다, Blibli에서는 더 이상 제품을 팔지 않겠습니다  
(Sorry, we **will no longer selling** products on Blibli)  
가품을 팔지 않겠습니다 (Will not sell fake products)  
죄송합니다, Blibli에서는 더 이상 배송을 하지 않겠습니다  
(Sorry, Blibli **will not be** shipping anymore)  
느린 배송을 하지 않겠습니다 (Will not do slow shipping)  
유료 배송도 하지 않겠습니다 (There **will be no** shipping charges)

Park Seo Joon became the brand ambassador in the advertisement in 2021 to celebrate 10 years of Blibli. The infinitive in the data above is marked in the clauses ‘팔지 않겠습니다’ and ‘하지 않겠습니다’. ‘팔지 않겠습니다’ literally means ‘Will not sell’. This sentence is used to emphasise that Blibli will not sell products or services to the buyer. This may cause the buyer to feel disappointed or surprised because the seller refuses to sell the product that the buyer wants. ‘하지 않겠습니다’ literally means ‘Will not do’ indicates that the speaker will not perform the specific action, which in this case, is not to make a slow delivery and will not be charged a delivery fee.

### How to Cite (in APA 7th Edition):

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

By stating what they won't do (charge for shipping), advertisers can highlight their customer-friendly policies, setting high standards and differentiating themselves from competitors. This technique grabs the audience's attention with an unexpected statement and then turns it into a positive message, making the advertisement more memorable. Using negative infinitive statements in social media posts, such as on twitter or online ads can be a quick way to grab attention and convey a strong message (Tsugawa and Ohsaki, 2015).

### III. 환어법 (Epanortesis)

The purpose of this figure of speech is used to strengthen the statement by making the first statement which is then corrected by correcting or replacing it with another. (Adnan, 2021). Because the mistake occurred intentionally or unintentionally. The use of 환어법 or epanortesis in advertising texts is shown in the following data:

Picture 2:

*Brand ambassador gave a false statement*



Source: [https://www.youtube.com/watch?v=KJfSU7gi\\_Xw](https://www.youtube.com/watch?v=KJfSU7gi_Xw)

Picture 3:

*Brand ambassador corrected the statement*



Source: [https://www.youtube.com/watch?v=KJfSU7gi\\_Xw](https://www.youtube.com/watch?v=KJfSU7gi_Xw)

#### How to Cite (in APA 7th Edition):

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>



죄송합니다, Blibli에서는 더 이상 제품을 팔지 않겠습니다  
(Sorry, we will no longer selling products on Blibli)  
가품을 팔지 않겠습니다 (Will not sell fake products)  
죄송합니다, Blibli에서는 더 이상 배송을 하지 않겠습니다  
(Sorry, Blibli will not be shipping anymore)  
느린 배송을 하지 않겠습니다 (Will not do slow shipping)

환어법 or epanortesis in the advertisement starts with the opening ‘죄송합니다, Blibli에서는 더 이상 제품을 팔지 않겠습니다’ which means an apology because Blibli does not sell products anymore and then proceeds to convey the next sentence which is the message to be emphasized, namely that Blibli does not sell fake products (가품을 팔지 않겠습니다). Epanortesis is used again to convey the next message by using the same introductory sentence which is ‘죄송합니다, Blibli에서는 더 이상 배송을 하지 않겠습니다’ means Blibli does not ship products anymore that has the real meaning of not making slow shipments (느린 배송을 하지 않겠습니다). According to Tarigan (2013: 34-35) in Hartati, Pratami, & Hayati (2022) 환어법 (Epanortesis) is a figure of speech that takes the form of affirmation by correcting a previous statement that is considered wrong. In the advertisement text, the speaker wants to affirm that Blibli does not sell counterfeit products and does not make slow deliveries, but starts by giving wrong information such as Blibli will not sell more products or will not deliver packages. This creates an initial shock or suspense, grabbing the audience’s attention and making them more engaged with the message. The epanortesis provides relief and reinforces the positive aspect of the product or service. The epanortesis makes the statement more memorable because it surprises the audience and reinforces the superiority of the product.

#### IV. 과장법 (Hyperbole)

Hyperbole is a figure of speech that exaggerates its appearance, size, quantity, or characteristic with the intention of emphasising a situation to heighten, and increase its impression and effect. The use of 과장법 or hyperbole in advertising texts is shown in the following data:

#### How to Cite (in APA 7th Edition):

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

Picture 4:  
*The advertisement describes the flavour of Nu Green Tea beverage*



Source: <https://www.youtube.com/watch?v=tgI5X6Ruhmo>

#### Data 1

너의 오빠처럼 달콤해... (It tastes as sweet as your OPPA)  
이 향기가 '사랑해' 라는 말이 나오게 (The aroma makes you want to say 'saranghae')

The Nu Green Tea advert was launched in 2020 and features NCT 127 as brand ambassadors. The Nu Green Tea drink advertisement contains the figure of speech of *과장법* (hyperbole). More precisely, the sentences '너의 오빠처럼 달콤해' and '이 향기가 '사랑해' 라는 말이 나오게' are clauses that contain the figure of speech of simile or *직유법*. However, this simile can also be said to contain hyperbole because it exaggerates something. The flavour and fragrance of the product are described hyperbolically. The taste is described as being like a male idol who in this context has a cute face and the fragrance of the drink is like saying 'saranghae' (I love you). The fragrance of Nu Green Tea certainly cannot make everyone who inhales the aroma say 'I love you' because the fact is that a fragrant aroma does not necessarily bring pleasant feelings and atmosphere to the person who smells it. It can actually happen when the fragrance reminds us of someone, but it is more appropriate and customary to say 'it smells nice' than to say 'I love you'. Moreover, the fragrant aroma can actually bring up sad events based on Wahyuningtyas (2015) research on coffee and peach aroma for memory recall on romantic occasion. Hyperbole can simplify and dramatize the benefits of a product, making it easier for consumers to grasp the key selling points quickly. Advertisers can strongly emphasize what sets their product apart from competitors, making it more attractive.

#### How to Cite (in APA 7th Edition):

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

## Data 2

더 좋은 인생은 바로 여기서 시작되니까 (A better life, will start from here)

Kintakun is a local company engaged in the supply of bedding goods, such as bed sheets, bed covers, pillows, blankets, pillowcases and other supplies. In 2022, Kintakun officially made one of the South Korea actors as their brand ambassador, Ji Chang Wook. Hyperbole being use by claiming that the bedroom is the starting point of a better life. It is an exaggeration that a bedroom, although cosy, cannot directly lead to improvements in all aspects of one's life. The hyperbole reinforces the message that the bedroom is not just an ordinary bed, but has value that can affect one's happiness and quality of life. When used effectively, hyperbole can significantly enhance the impact of advertising campaigns and drive consumer interest and sales. Mosa (2021) showed that advertising credibility had a moderately positive effect on purchase intentions and recommended that marketers should provide realistic and honest information in advertising messages. However, it is essential to balance hyperbole with credibility and factual information to ensure that the audience is not misled and remains confident in the brand's promises.

## V. 영탄법 (Exclamation)

Exclamation is a figure of speech that expresses feelings or emotions so earnestly that it appeals to others. Used to express overwhelming feelings directly. The use of exclamatory in advertising texts is shown in the following data:

Picture 5:

*Brand ambassador expressing the quality of the beverage*



Source: <https://www.youtube.com/watch?v=I5X6Ruhmo>

와, 대박! Mantul! 진짜 맛있는데! (Wow, Awesome! It actually tastes really good!)

마셔 봐! (Try drinking!)

와! 진짜 맑다! (Wow! It's really clear!)

와! 향도 완전 좋은데! (Wow! It smells good too)

### How to Cite (in APA 7th Edition):

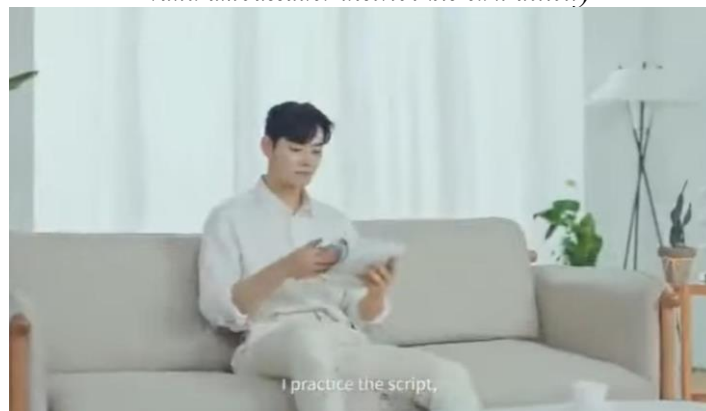
Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

In the phrases ‘와, 대박! Mantul!’ , “마셔봐! 와! 진짜 맑다!” and the sentences “진짜 맛있는데!” and ‘향도 완전 좋은데!’ contain the figure of speech of 영탄법 (exclamation) because they express the taste of the drink product with a strong delivery, Usually the exclamation is completed with words like “아아 (ah), 오오 (oh), 어머니 (Oh My God), 아이구 (Ouch), 와 (Wow)”. Expressing the feeling that the beverage is delicious by using an exclamation such as ‘와 (Wow)’. According to LDOTEL as cited in Adrefiza (2014), ‘wow’ is used to express strong feeling such as pleasure and surprise. This means that the speaker is conveying that the flavour of the beverage is really good by judging the speaker expression after taste the beverage. The use of expressions such as ‘대박!’ (daebak) and ‘와!’ (wah) show great admiration and enthusiasm for the drink. This helps in building a positive impression of the product. Exclamations immediately capture attention and convey a sense of excitement and enthusiasm about the product, which can be infectious and appealing to consumers. This helps consumers quickly understand the content of the message because of the additional expressions conveyed. In the conversation, the speaker in detail describes the taste (맛있는데 - good) and the quality (맑다 - clear), as well as the pleasant aroma (향도 완전 좋은데 - good aroma). This helps demonstrate the product and makes audiences curious to try. In auditory and visual media, exclamations can add dynamism and energy, making the advertisement more engaging and memorable.

## VI. 자문자답법 (Monologue)

Monologue is a figure of speech in which a speaker asks a question and then answers it himself. In monologue, the speaker takes on the role of a listener as well. The use of 자문자답법 or monologue in advertising texts is shown in the following data:

Picture 6:  
*Brand ambassador describe his own activity*



Source: [https://www.youtube.com/watch?v=pIW\\_DHHgNpQ](https://www.youtube.com/watch?v=pIW_DHHgNpQ)

### How to Cite (in APA 7th Edition):

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

Data 1.

저의 일생이 궁금하시죠? (Are you curious about my daily life?)  
틈틈이 연기 연습을 하고 시간 날 때마다 팬분들과 소통도  
하고 있어요 (I practice acting in my spare time and interact with my  
fans whenever I can)  
제 피부 비결이요 (The secret of my skin?)  
좋은 영양소를 섭취하는 것 이상으로 피부에 직접 닿는 것이  
더 중요하죠 (It's more than just eating good nutrition, it's more  
important to apply it to your skin)  
건강한 음료를 마시는 것 외에도 Ms Glow 주를스 꾸준히  
바르는 것 이게 바로 제 피부의 비결이에요 (Besides drinking  
healthy drinks, applying Ms Glow Juice consistently is my skin secret).

In 2022 Ms Glow teamed up with South Korean idol and artist, Cha Eun Woo as the brand ambassador. The advertisement starts with the opening line ‘저의 일생이 궁금하시죠?’ which means asking if the listener is curious about the daily activities of the speaker. The speaker then explains what he does, which is practicing acting and communicating with his fans whenever he has free time. Then the speaker asks the listener again with the sentence ‘제 피부 비결이요?’ or what is the speaker's secret to having good skin. The interrogative sentence and the answer have the figure of speech of 자문자답법(monologue) because the speaker acts as a listener or audience as well. Monologue refers to a rhetorical technique that asks its own questions and gives its own answers. Monologues can break down complex information into a Q&A format, making it easier for the audience to understand the benefits and features of the product. The speaker gives the answer directly when he finishes asking the question. There is no direct interaction with the listener, instead it is a continuous narrative from the same person's point of view. This figure of speech creates the impression that the speaker is directly sharing his personal experiences, thoughts and views with the listener. This can give a sense of intimacy as well as attract attention as it feels like someone is speaking directly to the listener. Spokesperson credibility has been defined generally as having three dimensions, there are: expertise, trustworthiness, and attractiveness (Veronica and Prasastyo, 2022). When celebrities or spokesperson answers their own questions, it can establish authority and credibility, as it demonstrates knowledge and confidence in the product. It also adds a personal touch, making their endorsements seem more genuine and persuasive.

Data 2

생기 없는 내 피부 무슨 방법이 없을까? (Is there anything I can  
do about my dull skin?)

**How to Cite (in APA 7th Edition):**

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

최상의 성분으로 피부 속 어두운 부분은 밝게 (It's the best ingredient to brighten the dark areas of your skin)  
밝은 부분은 빛나게 (To make the bright part shine)

The speaker asks a question about how to deal with dead facial skin and then answers it herself by using skincare product that being promoted. The advertised product can make a previously dark face bright, and an already bright one more glowing. New media offers companies multiple ways to reach consumers, one of them is communicate with them (Hennig-Thurau et al., 2010 in Garrido-Moreno & Gracia-Morales, 2018). By incorporating monologues into communication strategies, advertisers can address potential customer queries, build credibility, and guide the audience through a thought process that highlights the product's value.

## VII. 설의법 (Rhetorical question)

Rhetorical question is a figure of speech that leads to a conclusion through the form of a question. Unlike a grammatical question, it does not require an answer, as the answer is implicit within the question itself. Thus, despite its interrogative form, the content is not. The use of rhetorical question in advertising texts is shown in the following data:

Data 1:

이제 제 피부가 왜 좋은지 아시겠죠 (Now you know why my skin is good, right?).

The sentence above contains a rhetorical question characterised by the presence of a question mark symbol (?). The sentence ‘이제 제 피부가 왜 좋은지 아시겠죠?’ has a rhetorical question because the speaker doesn't want the audience to answer the question. The speaker is making the point that the audience knows that the reason the speaker's skin is good is by using the product being promoted. This is a way to draw the listener's attention and sympathy to the speaker's argument. This sentence is classified as a rhetorical question because it conforms to a question used without requiring an answer. 설의법 (rhetorical question) is an effective figure of speech in advertising that can engage the audience, emphasize key messages, and prompt reflection and action. Rhetorical questions can capture the audience's attention by prompting them to reflect on the question, making the advertisement more interactive and engaging.

Data 2:

어때요? 편안하죠? (How is it? Comfortable right?)

### How to Cite (in APA 7th Edition):

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

The speaker is not really looking for an answer, but wants to emphasise that comfort is an obvious and already perceivable trait of the room. The use of rhetorical questions in the above ad text serves to invite the listener to agree with the statement without the need to provide an answer and creates a more persuasive impression to convince about the product being introduced. This question is used to reinforce the statement that the bedroom is indeed cosy and makes the audience feel involved in the conversation.

### VIII. 의문법 (Interrogative)

An interrogative in stylistic is slightly different. While interrogative sentences in grammar require an answer, interrogative sentences in rhetorical do not always require an answer. For example, it is used to ask for something, plead for something, or recommend something, and it is also used to express expectations or demand something (Gye, 2012). The use of 의문법 or interrogative in advertising texts is shown in the following data:

Picture 7:  
*Brand ambassador ask to audience*



Source: <https://www.youtube.com/watch?v=ps7n5Hr5Svg>

Everwhite Brightening Serum  
같이 써볼래요? (Will you try it with me?)

Although it is interrogative, the intention of the sentence is to invite the listener to use Everwhite Brightening Serum products. Interrogative sentences in grammar require an answer, but interrogative sentences in rhetorical do not always require an answer. In this sentence it is used to recommend something. The interrogative suffix ‘-아/어요’ is used to create a sense of familiarity with the listener but still in a polite form. This is because the speaker is a character who becomes a lover for the listener in the advertisement. So that the message of the sentence can be understood more quickly and the closeness between the speaker and the listener is more

#### How to Cite (in APA 7th Edition):

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

pronounced. Interrogative sentences are extremely necessary and have great potential for expressing expressiveness from its components in advertising (Kamola, 2023). Interrogatives can encourage immediate action or trial, nudging consumers towards a purchase decision or product experience. Interrogatives can preemptively address consumer doubts or objections, positioning the advertised product as a solution.

**b. Communication strategy technique used in Indonesian product advertisements in conveying its message through South Korean celebrity brand ambassadors.**

Communication in marketing has a function in influencing consumer perceptions and attitudes towards marketed products. There were three technique of communication strategies found and shown in the following table. Three types of communication strategies were found and shown in the following table.

Table 2:  
*Frequency of Communication Strategies Occurrence in the Research Data*

Data			Communication Strategy		
			Persuasive	Informative	Repetition
Luwak (2016)	White	Koffie	✓	✓	✓
Bibli (2021)					✓
Nu Green Tea (2020)			✓		
YOU Beauty (2023)			✓	✓	✓
Ms Glow (2022)			✓	✓	✓
Everwhite Serum (2021)	Brightehing		✓		
SimInvest (2023)			✓		
Realfood Indonesia (2022)					✓
Kintakun (2022)			✓		
Total			7	3	5

**I. Persuasive Communication Strategy**

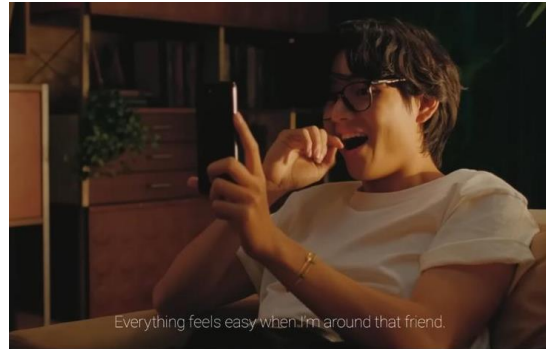
Persuasive technique aims to influence by means of persuasion, targeting both the thoughts and emotions of the public. The use of persuasive language in advertisements aims to inform the products owned by a company in order to attract attention, influence, and persuade readers to buy and use these products. The use of persuasive communication strategies in advertising texts can be seen in the following data:

**How to Cite (in APA 7th Edition):**

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>



Picture 8:  
*Brand ambassador described the product as his friend*



Source: <https://www.youtube.com/watch?v=F45272EmC-U>

Data 1.

그 친구는 늘한결같아요 (He is always consistent)  
지금의 제가 되기 전부터 변함없이 제 곁에 쪽 있어줬죠 (He's always been by my side since before I became who I am now)  
개랑 있을 때가 제일 편해요 (I feel most comfortable with him)  
그 친구랑 있으면 뭐든 쉽게 느껴지거든요 (He always gives smart advice whenever I feel doubtful)  
제가 망설일 때마다 똑똑한 조언을 해주는 것도 늘 그 친구였죠 (He always gave me smart advice whenever I hesitated)  
저보다 저를 더 잘 아니까 완전히 믿고 기댈 수 있는 친구예요 (I can trust and rely on him without hesitation because he knows me very well)

The communication strategy used in the SimInvest advertisement is persuasive by mentioning the advantages of the platform's services that are being advertised and as if to make the platform a friend of the speaker who can give advice in making decisions in selling or investing stocks when confused and all can be done easily in doing things around stocks. The persuasive communication strategy used in the example involves presenting the positive characteristics of the SimInvest app like a friend with the aim of persuading or convincing the audience of the importance of friendship. The speaker starts by describing his friend as '늘한결같아요' (always consistent), to emphasise the stability and reliability of investing in stocks, which usually experience ups and downs. '지금의 제가 되기 전부터' (before I became who I am now) is highlighting the long and close relationship. This shows the depth of their relationship and gives the audience confidence about the quality of the platform's app services. The speaker emphasises the object's

**How to Cite (in APA 7th Edition):**

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

positive influence in her life, such as making her feel comfortable and giving her smart advice when he feels doubtful.

#### Data 2

이게 바로 Y.O.U 만의 미백 시크릿 코드 (This is the enlightening secret code of Y.O.U)

14 일 이후부터 한층 더 밝아질 거예요 (In 14 days brighten your skin)

The use of the term ‘시크릿 코드’ (Secret Code) creates the impression that the product has something special or secret that only the product has, thus attracting consumers to find out more about the product. Aided by the use of hyperbole or the use of exaggerated expressions, it is seen in the claim that the skin will become much brighter after 14 days (한층 더 밝아질 거예요). By stating that the skin will be bright in 14 days, the message promises specific and measurable results, which is often a strong incentive for consumers to try the product. Persuasive communication strategies are essential for advertisers and marketers aiming to engage and convert their target audience effectively. A skincare brand featuring a Korean celebrity may be perceived as more trustworthy and effective due to the high standards associated with Korean beauty products. Previous studies have found that celebrity worship has impacts on beauty product awareness and product purchase intentions, even intentions to visit Korea (Halim and Kiatkawsin, 2021).

## II. Informative Communication Strategy

Informative technique involves delivering message content intended to influence the audience by providing information. Informative techniques primarily engage the audience's cognitive faculties and are expressed through statements that convey information, knowledge, news, and related content. The use of informative communication strategies in advertising texts can be seen according to the following data:

인도네시아 (Indonesia) number 1 Luwak White Koffie

The phrase ‘인도네시아 number 1 Luwak White Koffie’ indicates Luwak White Koffie as coffee beverage in Indonesia that has been ranked as the Top Brand in the white coffee category. This survey has been conducted by the Indonesian research and survey institute Top Brand Award which honours brands that achieve the TOP title and have outstanding performance in the Indonesian market using a methodology independently operated by Frontier Research. In 2016, Luwak White Koffie received a Top Brand Index of 74.2% which made the product the first rank (Fadilah, 2017). Although it does not directly explain the results of the Top Brand Award survey in the

#### How to Cite (in APA 7th Edition):

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

advert starring Lee Min Ho, the sentence ‘인도시아네 number 1 Luwak White Koffie’ is a fact that is conveyed clearly, not convoluted, and easy to understand. Informing consumers about the product’s features, benefits, and usage can enhance their knowledge, making them more confident in their purchasing decisions. Detailed information can reduce the perceived risk associated with purchasing a product. When consumers feel well-informed, they are less likely to feel uncertain or hesitant about their purchase. This can prevent impulse buying because consumers who buy impulsively are not likely to consider the consequences of their purchases or think carefully before making decisions (Park & Dhandra, 2017).

### III. Redundancy (Repetition) Communication Strategy

Repetition or redundancy technique is a way to influence the audience by repeating the message addressed to the audience. In the context of design, the repetition strategy requires the highlight as the main content that is repeated. The use of repetition communication strategy in the advertising text can be seen according to the following data.

Data 1.

14 일의 미백을 만나러 가지죠 (14 Days journey to clear skin)

14 일 이후부터 한층 더 밝아질 거예요 (in 14 days brighten your skin)

The YOU Beauty advertisement uses repetition communication strategy by emphasising and repeating the number ‘14’ which is the function of the product. This is a strong form of repetition to emphasise the short period of time to see brightening results. The use of this number indicates a relatively short time to see the promised results. This can evoke emotions of curiosity and enthusiasm, as well as the expectation to see rapid changes in a short timeframe. By using repetition or redundancy, the message an information about the benefits of the product is emphasised and more easily remembered by the reader (Alek, 2023). This can increase the effectiveness of the communication in influencing the reader's perception and action towards the product.

Data 2.

하루 시작한 건강하게 Fit with Realfood 마세요! (Start your healthy day with Fit with Realfood)

좋은 것만 전해드리기 위해 자연 그대로를 담았으니까 (Fit with Realfood is made with natural ingredients)

12 일 동안 매일 아침 나를 건강하게 만드는 Fit with Realfood (I drink Fit with Realfood every morning 12 days non-stop)

야 역시 다들 (Yes! 12 days non-stop)

#### How to Cite (in APA 7th Edition):

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

나의 하루를 LEVEL UP 시켜주는 Realfood Up! (To LEVEL UP my day, I drink Realfood Up!)  
일할 땐 활력있게 Realfood LEVEL Up Original! (To LEVEL UP while working, Realfood Up Original)

The repeated message is that consuming Realfood products can increase the audience's endurance in carrying out daily activities. An example is the repetition of the phrases 'Realfood' and 'LEVEL UP' to highlight the focus on authenticity and quality of the products. Not only that but to emphasise the enhancement or improvement promised by Realfood products. By repeating the phrases 'Realfood Up' and 'Realfood LEVEL Up Original', the message creates brand awareness and helps the listener remember the product name better. The repetition of the word 'LEVEL UP' to emphasise the benefits that the reader or listener will get from the product. In addition, it aims to remind the audience of the product's benefits in improving their health and energy. Fadilah and Tawami (2020) revealed the use of repetition in fast food slogans as an effective strategy to instil brand image into consumers' minds. Repetition builds familiarity with the brand, which can lead to increased trust and preference. Familiarity often translates to preference as consumers tend to favor known brands over unknown ones. The combination of celebrity and repetitive messaging can significantly boost recall. Fans are likely to remember not just the celebrity but also the product they advertise.

## CONCLUSION

The research findings on the use of various figures of speech and communication strategies in Indonesian product advertisements featuring Korean celebrity brand ambassadors reveal that these elements not only enhance the linguistic aesthetics of the advertisements but also evoke strong emotional responses from consumers. Because the focus of this research is on broadcast advertisements rather than written texts, the interaction between brand ambassadors and audiences is crucial. Stylistics not only describes figures of speech but also explains their usage and the emotional impact they have on consumers, proving that emotional appeals in advertisements are often more effective than logical ones. Among the diverse figures of speech found in the advertisements from 2016 to 2023, 자문자답법 (monologue) and 과장법 (hyperbole) are the most prevalent. Monologue is frequently used because it allows the speaker to act as both questioner and respondent, engaging the audience in a conversational manner. Hyperbole, on the other hand, quickly captures attention by appealing to emotions. The dominant communication strategy identified in these advertisements is the persuasive communication strategy, which aims to influence and suggest actions to potential buyers, thereby heightening

### How to Cite (in APA 7th Edition):

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

emotional engagement. This research provides valuable insights for Korean language learners, particularly in stylistics, figure of speech and communication knowledge, namely communication strategies. Figure of speech is not specifically discussed in Korean language learning, so it can be an additional insight for students. The findings can serve as practical benefits for copywriters and companies looking to effectively utilize Korean celebrity brand ambassadors in their advertisements. It also shows that the communication strategy techniques chosen in communication between brand ambassadors to the audience are very influential in conveying information and the purpose of the advertisement. Therefore, the research also provides suggestions that stylistic research, especially the figure of speech in advertisements as a research field is not only studied monodisciplinarily as a language-literature study. However, it can explore the effects and functions of figure of speech received by the public as potential consumers of products from Indonesian advertisements that use Korean celebrity brand ambassadors by employ various methodologies, such as surveys and interviews, to gather empirical data on consumer perceptions and emotional responses to advertisements. By expanding research in these areas, a more comprehensive understanding of the interplay between figures of speech, communication strategies, and consumer emotions can be developed, further enhancing the effectiveness of advertisements featuring Korean celebrity brand ambassadors.

**How to Cite (in APA 7th Edition):**

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

## REFERENCES

- Agung, H., Farady Marta, R., Kembau, A. S., Firellsya, G., Venness, V., Indrawan, G. B., & Christanti, C. (2023). Digital business communication strategy barometer: stimulation of K-pop brand ambassadors for consumers of e-commerce products in Indonesia. *International Journal of Advanced Multidisciplinary*, 1(4), 366–375. <https://doi.org/10.38035/ijam.v1i4.149>
- Ahmad, R. F., & Azizah, N. (2021). Peran sikap pada iklan dalam memediasi pengaruh brand ambassador terhadap minat beli produk mie sedaap goreng korean spicy chicken (The role of attitudes towards advertising in mediating the effect of brand ambassadors on purchase intention for korean spicy chicken fried sedaap noodle products), 2(2), 300-315.
- Ahn, Eui Jin., Lee, Cheol Woo., dan Jeong, Hwi Man. (2015). TV 광고언어에서 격식체와 비격식체의 사용빈도: 관여도, 문장유형, 발화맥락을 중심으로 (The frequency of formal and informal language in TV commercials: focusing on involvement, sentence type and utterance context). *한국광고홍보학보*, 17(3), 232-260.
- Alex, M. P. (2023). Discourse analysis for language education. Jakarta: Publica Indonesia Utama.
- Azzahra, F. P., Barkah, C. S., Chan, A., & Tresna, P. W. (2021). Doctor reisa's role as a brand ambassador for dettol. *The International Journal of Business Review (The Jobs Review)*, 4(2), 175-190.
- Choi, J. (2015). Hallyu versus hallyu-hwa: cultural phenomenon versus institutional campaign.
- Fadilah, A. (2020). Repetition in Mcdonald's slogan. *ELTICS : Journal of English Language Teaching and English Linguistics*, 5(2). <https://doi.org/10.31316/eltics.v5i2.896>
- Fitrah, R. A., & Juita, N. (2022). The use of non-comparative figure of speech in the snack advertisements on indonesian television as the learning materials in school. *QALAMUNA: Jurnal Pendidikan, Sosial, Dan Agama*, 14(2), 467–490. <https://doi.org/10.37680/qalamuna.v14i2.3422>

### How to Cite (in APA 7th Edition):

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

- Fitriani, U. A., Razali, & Iqbal, M. (2020). Penggunaan majas oleh agen iklan berbasis online di instagramm (The use of majas by online-based advertising agencies on instagram). *JIM PBSI*, 5(2), 39–56.
- Ganghariya, G., & Kanozia, R. (2020). Proliferation of hallyu wave and Korean popular culture across the world: A systematic literature review from 2000-2019. *Journal of Content, Community & Communication*, 11(6), 177-207. <https://doi.org/10.31620/JCCC.06.20/14>
- Garrido-Moreno, A., Lockett, N., & García-Morales, V. (2018). Social media use and customer engagement. In *Encyclopedia of Information Science and Technology, Fourth Edition* (pp. 5775-5785). IGI Global. <http://dx.doi.org/10.4018/978-1-5225-2255-3.ch502>
- Go, Young. (2022). 한·중 공익 광고 언어의 대조 연구 -문장 유형 및 수사법을 중심으로 (A contrastive study of Korean-Chinese public service announcement language - focusing on sentence types and rhetoric). [석사학위논문, 동국대학교]. <http://www.riss.kr/link?id=T16061751>
- Gye, Hyo Ha. (2012). 한, 중 속담 비교 연구(A comparative study of Korean and Chinese proverbs. 상명대학교 일반대학원, Seoul.
- Hafsah Yunus, N. M., & Syaeba, M. (2019). Gaya bahasa dan pesan moral pada lirik lagu bahasa Mandar (Suatu kajian stilistika) (Figure of speech and moral messages in Mandarese song lyrics (A stylistic study). *Celebes Education Review*, 1(2), 63–70. <https://doi.org/10.37541/CER.V1I2.182>
- Halim, T. M., & Kiatkawsin, K. (2021). Beauty and celebrity: Korean entertainment and its impacts on female indonesian viewers' consumption intentions. *Sustainability (Switzerland)*, 13(3), 1–19. <https://doi.org/10.3390/su13031405>
- Hendayana, Y., & Afifah, N. M. (2020). Pengaruh brand ambassador dan Korean wave terhadap minat belanja online melalui marketplace Tokopedia (The influence of brand ambassadors and Korean wave on online shopping interest through the Tokopedia marketplace). *Kinerja*, 3(01), 32-46. <https://uia.e-journal.id/Kinerja/article/view/1285>
- Heris. (2016). Ilmu komunikasi proses dan strategi (Communication processes and strategies). Tangerang: Indigo Media.

**How to Cite (in APA 7th Edition):**

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

- Jin, Mi Jam. (2013). 한·중 의약품 TV 광고언어 수사법 비교 연구 (A Comparative study of the verbal rhetoric of Chinese and Korean pharmaceutical TV commercials) [석사학위논문, 호서대학교]. <http://www.riss.kr/link?id=T13270067>
- Kak, Hyun Cho. (2015). 디자인 공모전 수상광고의 수사법 활용에 관한 연구 -대한민국디자인전람회 수상작을 중심으로 (Research on the use of rhetoric in design competition winning advertisements - focusing on the winners of the Korea design exhibition). 커뮤니케이션 디자인학연구, 51(-), 44-58.
- Kamola, Y. (2023). Use of rhetorical interrogatives in advertising language. *World Bulletin of Social Sciences*, 27, 113-115.
- Kim, Bok-rae. (2015). Past, present and future of hallyu (Korean wave). *American International Journal of Contemporary Research*, 5(5), 154-160.
- Kim, Wook Dong. (2012). 광고의 수사학 (Rhetoric in advertising). *수사학*, 17, 5-26.
- Lee, Jae Young., & Lee, Jong Min. (2016). 모바일 배너 광고의 메시지 표현 유형과 수사적 표현 방식에 따른 광고 효과 연구 (Studying the effectiveness of mobile banner ads based on the type of message and rhetorical of presentation). *한국광고홍보학보*, 18(3), 81-107, 10.16914/kjapr.2016.18.3.81
- Maemunah, S., Setiawan, H., & Meliasanti, F. (2022). Analisis gaya bahasa pada slogan iklan makanan dan minuman serta rekomendasinya sebagai bahan ajar teks iklan di SMP (Analysis of figure of speech in food and beverage advertisement slogans and its recommendation as teaching materials for ad texts in junior high school). *Jurnal Pendidikan Tambusai*, 6(2), 10570-10580. <https://jptam.org/index.php/jptam/article/view/4098>
- Min, J. H. J., Chang, H. J. J., Jai, T. M. C., & Ziegler, M. (2019). The effects of celebrity-brand congruence and publicity on consumer attitudes and buying behavior. *Fashion and Textiles*, 6(1). <https://doi.org/10.1186/s40691-018-0159-8>
- Mosa, R. A. (2021). The impact of advertising credibility on purchase intentions: an empirical study among iraqi facebook users. *European Journal of Business and Management Research*, 6(5), 228-234. <https://doi.org/10.24018/ejbmr.2021.6.5.1123>

**How to Cite (in APA 7th Edition):**

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161-186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>



- Nirmala, V. (2020). Gaya bahasa dalam iklan komersial di televisi (Language style in commercial advertising on television). *BIDAR*, 10(2), 1–12.
- Park, H. J., & Dhandra, T. K. (2017). Relation between dispositional mindfulness and impulsive buying tendency: Role of trait emotional intelligence. *Personality and Individual Differences*, 105, 208–212. <https://doi.org/10.1016/j.paid.2016.09.061>
- Park, Jin Woo., & Lee Jong Min. (2014). 광고의 수사적 표현 방식이 정교화와 브랜드인지, 광고태도 및 브랜드태도의 구조적 관계에 미치는 영향 (The Impact of rhetorical in advertising on the structural relationships between elaboration and brand cognition, ad attitude and brand attitude). *광고연구*,(103), 102-138.
- Pradopo, Rachmat Djoko. (2020). *Stilistika (Stylistics)*. Yogyakarta: Gadjah Mada University Press.
- Prasad, B. B. N. (2017). Stylistic and linguistic features of English in advertisements. *National Conference on Marketing and Sustainable Development*, 586–592.
- Pratiwi, D. P. E. (2015). Iklan komersial pada media elektronik: Gaya bahasa, makna, dan ideologi (Commercial advertising on electronic media: Figure of speech, meaning and ideology). *Disertasi. Denpasar: Universitas Udayana*.
- Tatang, S. (2016). *Dinamika komunikasi/Tatang S (Communication dynamics/Tatang S)*. Bandung: Pustaka Setia.
- Titik Hartati, Fisnia Pratami, & Mardiah Hayati. (2022). Gaya bahasa perbandingan dalam kumpulan cerpen 11:11 karya Fiersa Besari (Comparative figure of speech in 11:11 short story collection by Fiersa Besari). *Seulas Pinang: Jurnal Pendidikan Bahasa Dan Sastra*, 4(2), 46–55. <https://doi.org/10.30599/spbs.v4i2.1785>
- Torto. (2019). The use of grammatical elements to achieve persuasion in advertising in the print media in Ghana. *New Media and Mass Communication*. <https://doi.org/10.7176/nmmc/85-05>
- Tsugawa, S., & Ohsaki, H. (2015). Negative messages spread rapidly and widely on social media. In *COSN 2015 - Proceedings of the 2015 ACM Conference on Online Social Networks* (pp. 151–160). Association for Computing Machinery, Inc. <https://doi.org/10.1145/2817946.2817962>

**How to Cite (in APA 7th Edition):**

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>

- Umami, S., & Anto, P. (2020). Gaya bahasa perbandingan pada kumpulan puisi dalam pembelajaran sastra di SMA (Comparative figure of speech in a collection of poems for literature learning in senior high schools). *El Banar: Jurnal Pendidikan dan Pengajaran*, 3(1), 14–26. <https://doi.org/10.54125/ELBANAR.V3I1.40>
- Veronica, S., & Prasastyo, K. W. (2022). The influence of endorser credibility and advertising effectiveness towards brand attitude and purchase intention of oppo indonesia. *E-Jurnal Manajemen TSM*, 2(2), 237–248. Retrieved from <http://jurnaltsm.id/index.php/EJMTSM>
- Wahyuningtyas, B. P. (2015). Aroma sebagai komunikasi artifaktual pencetus emosi cinta: Studi olfactics pada memory recall peristiwa romantis (Scent as artifactual communication triggering emotions of love: An olfactics study on memory recall of romantic events). *Humaniora*, 6(1), 77-85. <https://doi.org/10.21512/humaniora.v6i1.3300>
- Widayanto, R. N. A. (2021). Komparasi muatan gaya bahasa dalam iklan minuman kemasan siap minum: Kajian stilistika (A comparison of stylistic content in ready-to-drink beverage advertisements: A stylistic study). *Jurnal Bahasa Dan Sastra*, 9(3), 230. <https://doi.org/10.24036/jbs.v9i3.112901>

**How to Cite (in APA 7th Edition):**

Ronauli, M. M., Ansas, V. N., & Lubis, A. H. (2024). Korean Celebrity Brand Ambassador in Indonesia Advertisement: A Study Exploring Figure of Speech and Communication Strategies. *Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya*, 14(1), 161–186. <https://doi.org/10.26714/lensa.14.1.2024.161-186>