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

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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 stylists, linguistic units (figures of speech) can be comprehended, aiding in the overall understanding
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. Sudijiman (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.
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.
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):
The research analysis is supported by Kim Wook Dong’s theory with the category 감정에 호소하는 수사법 (Gamjeonge hosohaneun 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.
Table 1:
Research findings the frequency of types of figure of speech occurrence in Indonesian advertisements with Korean celebrities brand ambassador

<table>
<thead>
<tr>
<th>Figure of Speech</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>예변법 (Prolepsis)</td>
<td>1</td>
<td>7.1%</td>
</tr>
<tr>
<td>부정법 (Infinitive)</td>
<td>1</td>
<td>7.1%</td>
</tr>
<tr>
<td>환어법 (Epanortesis)</td>
<td>1</td>
<td>7.1%</td>
</tr>
<tr>
<td>과장법 (Hyperbole)</td>
<td>3</td>
<td>21.5%</td>
</tr>
<tr>
<td>영탄법 (Ekslamasio)</td>
<td>2</td>
<td>14.3%</td>
</tr>
<tr>
<td>자문자담법 (Monologue)</td>
<td>3</td>
<td>21.5%</td>
</tr>
<tr>
<td>설의법 (Rhetorical)</td>
<td>2</td>
<td>14.3%</td>
</tr>
<tr>
<td>의문법 (Interrogative)</td>
<td>1</td>
<td>7.1%</td>
</tr>
<tr>
<td>Total</td>
<td>14</td>
<td></td>
</tr>
</tbody>
</table>

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)
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 anhda) 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)
유희 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.
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 (Tsubawa 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

Picture 3:
Brand ambassador corrected the statement

Source: https://www.youtube.com/watch?v=KJfSU7gi_Xw

How to Cite (in APA 7th Edition):
How to Cite (in APA 7th Edition):
The advertisement describes the flavour of Nu Green Tea beverage

The advertisement describes the flavour of Nu Green Tea beverage

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.
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. 엉탄법 (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*

[Image]
Source: [https://www.youtube.com/watch?v=tgI5X6Ruhmo](https://www.youtube.com/watch?v=tgI5X6Ruhmo)

와, 대박! Mantul! 진짜 맛있는데! (Wow, Awesome! It actually tastes really good!)
마시봐! (Try drinking!)
와! 진짜 맛다! (Wow! It’s really clear!)
와! 향도 완전 좋은데! (Wow! It smells good too)
In the phrases ‘와, 대박! Mantull!’, “마셔봐! 와! 진짜 맛다!” 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), 어머나 (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
Data 1.

저의 일생이 궁금하시죠? (Are you curious about my daily life?)

를들이 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 투입하는 것이 더 중요해요. (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 주름스 꾸준히 바르는 것 이에 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?)
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?)
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/어 요.’ 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...
pronounced. Interrogative sentences are extremely necessary and have great potential for expressing expressiveness from it is 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>
<thead>
<tr>
<th>Data</th>
<th>Communication Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Persuasive</td>
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<tr>
<td>Luwak White Koffie (2016)</td>
<td>✓</td>
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<tr>
<td>Blibli (2021)</td>
<td>✓</td>
</tr>
<tr>
<td>Nu Green Tea (2020)</td>
<td>✓</td>
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<tr>
<td>YOU Beauty (2023)</td>
<td>✓</td>
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<tr>
<td>Ms Glow (2022)</td>
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<td>Everwhite Brightehing Serum (2021)</td>
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</tr>
</tbody>
</table>

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:
Data 1.

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
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
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.
14일의 미백을 만나러 가시죠 (14 Days journey to clear skin)
14일 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 시작은 건강하게 Fit with Realfood 마셔요! (Start your healthy day with Fit with Realfood)
좋은 것만 천혜드리기 위해 자연 그대로로 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)
아 역시 다들 (Yes! 12 days non-stop)
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
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.
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