

CHAPTER 1

INTRODUCTION

1.1 Background of Study

In modern society, social media has become a crucial part of daily life, as it gives users free access to connect with people from various communities (Tafari, 2009). Human attitudes, thoughts, and behavior have also been consistently influenced by the power of social media (Yanar & Tütüniş, 2016).

As a result, social media is not only used for sharing photos and videos or connecting with friends, but is also used as a marketing medium. Compared to traditional media, promotional content on social media is now more effective and efficient. Businesses from all industries, including hospitality, now can use social media to promote their products or services and reach a wider audience. Among many social media platforms, Instagram is one of the most effective marketing tools for capturing public attention. Katai (2021) stated that Instagram, in particular, boasts higher engagement rates compared to platforms like Facebook or X, making it ideal for maximizing marketing efforts. Serafinelli (2018) highlights Instagram's focus on visual content, facilitating connections and idea sharing, which enhances its effectiveness as a platform for business branding through persuasive communication.

Anigbogu and Okere (2021) found that promotions are fundamentally designed with strong, persuasive, and emotionally evocative language. In the context of

Instagram promotions, the choice of language plays a crucial role in influencing potential customers, making it essential for captions to be both persuasive and engaging. The language used in the captions not only provides information, but is created with persuasive elements that are easy to understand and engaging (Losi & Rosida 2022). Effective advertising using persuasive language includes highlighting product/service benefits, using compelling visuals, crafting unique slogans, and offering special deals, among other tactics. According to Azzahra and Heryono (2023), persuasive speech is a part of advertising language. Persuasive refers to the ability to influence or convince individuals to take the actions or adopt the viewpoints presented by the author (Nggara et al. 2021). In everyday life, we realized or not, we are frequently swayed by others' actions or opinions (Fitria, 2021). Romanova and Smirnova (2019) state that in advertising, persuasive techniques are used mainly to create a connection with people and increase brand awareness, rather than just to drive sales. This shows that social media, particularly Instagram, not only used as a platform for sharing information and entertainment but also as a medium to capture the audience's attention and build the image of the hospitality business.

One of the international hotel chains that actively uses Instagram as a promotional medium is The Westin Resorts Nusa Dua Bali. As part of Marriott International, The Westin Resorts Nusa Dua Bali is known as a five-star hotel with a luxurious image. Through its official Instagram account, Westin uses social media to share information about the hotel's facilities and services. The captions and visuals contain persuasive elements with the aim of attracting potential guests to stay at the hotel or use the facilities offered.

Numerous studies have examined persuasive language in advertising. Romanova and Smirnova (2019) conducted a study focused on identifying the most frequently used persuasive techniques in English-language commercials, categorize them based on principles of argumentation, and analyze the linguistic devices that produce the most effective outcomes. The result of the study shows that the most common persuasive techniques used in English-commercials is pathos (79%), ethos (13%), and logos (8%). Another research was done by Huseynova et al. (2022), the study focused on investigating the persuasive techniques used in advertisements, particularly in the context of international hotel and fast-food restaurant promotions. The researchers found that the most commonly used verbal technique was the "we are different and unique" approach, while the most frequent types of vocabulary were "abundance words" and "confidence words". On the other hand, Ramadhan (2022) explored the use of figurative language in slogan advertisement. The result of this study found that slogan added imaginative appeal, using creative figurative language in the advertisement to create messages that resonate emotionally, engage intellectually, and remain memorable. Further study was written by Auliya and Hastuti (2022). The study found 11 persuasive techniques of Lamb's theory applied by Maybelline New York and the most used persuasive techniques is Everyday/colloquial language.

Although several studies have examined the use of persuasive language in advertisements and promotions, there appears to be a lack of research that specifically analyses persuasive language in hotel Instagram captions. Thus, this study aims to analyse the types of persuasive language used in The Westin Resorts

Nusa Dua Bali Instagram caption and identify the functions of each type of persuasive techniques.

1.2 Problem Identifications

Based on the research background, it can be identified that although persuasive language has been widely studied in various forms of advertisements and promotional media, such as magazines, television commercials, and product slogans, there is still a limited number of studies that specifically focus on the use of persuasive language in hotel Instagram captions. Most previous research tends to emphasize traditional advertising platforms or other industries, with less attention given to the hospitality sector, particularly in the context of social media marketing.

Therefore, the problem identified in this study is the lack of analysis regarding how persuasive language is used in hotel Instagram captions and how each type of persuasive language functions in delivering promotional messages. To address this gap, this study focuses on analyzing the types of persuasive language used in the Instagram captions of The Westin Resort Nusa Dua Bali and identifying the functions of each type based on the framework proposed by Cialdini (2021).

1.3 Scope of the Research

This research focuses on the persuasive language used in Westin Hotels & Resorts' Instagram captions. It will analyze the types of persuasive language used and identify the functions of each types of persuasive language used.

1.4 Research Questions

1. What types of persuasive language are used in The Westin Resorts Nusa Dua Bali Instagram captions?
2. What are the functions of each type of persuasive language used in The Westin Resorts Nusa Dua Bali Instagram captions?

1.6 Purpose of Study

1. To identify types of persuasive language strategies used by The Westin Resorts Nusa Dua Bali.
2. To discover the functions of each type of persuasive language used in The Westin Resorts Nusa Dua Bali Instagram caption.

1.7 Significances of the Study

The result of this research contribute two research significances, i.e., theoretical significances and empirical significances, as described as follows:

1.7.1 Theoretical Significances

This research contributes to the development of persuasive language studies, particularly in the field of digital marketing and hospitality communication. By doing the analysis, this study provides a contextual understanding of how persuasive language is realized in social media, specifically Instagram captions. U

1.7.2 Practical Significances

a) For Other Research

This study can serve as a reference for future research related to persuasive language, marketing communication, and social media analysis. It provides an example of how Cialdini's theory can be applied in analyzing real-world data, particularly in the hospitality industry. Future researchers may use this study as a foundation to explore similar topics in different contexts, platforms, or industries, or to develop further research by incorporating additional variables such as audience engagement or visual analysis.

b) For Lectures

For lecturers, especially those teaching marketing, business communication, or English for specific purposes, this research can be used as a practical teaching resource. It provides concrete examples of how persuasive language is used in real digital marketing content, which can help explain theoretical concepts in a more applicable and relatable way.

c) For Students

For students, this research offers insights into how persuasive language is applied in marketing and business contexts, particularly in social media. It can help students develop their skills in writing promotional content, understanding audience engagement, and applying persuasive strategies effectively.

1.8 Definition of Key Terms

The definition of key terms is used to provide information of this research. Each definition can be explained as follows:

1.8.1 Persuasive Language

According to Aristotle (2007), persuasive language refers to the strategic use of language to influence the audience's beliefs or actions through credibility (ethos), emotional appeal (pathos), and logical reasoning (logos).

1.8.2 Social Media

A collection of digital platforms that enable users to create, manage, and share content individually or collaboratively. (Davis, 2019).

1.8.3 Instagram

Instagram can be defined as a social media platform that focuses on sharing photos and videos while enabling users to interact through features such as likes, comments, and direct messages (Eldridge, 2025). In addition, Ting et al. (2015) explain that Instagram is designed for mobile-based visual sharing and brand engagement, making it particularly effective for marketing purposes.

1.8.4 Caption

A text placed under a photo or video that provides information or describes what the subject is doing (Cambridge Dictionary, 2023).

