

ABSTRACT

NABILA NURFATYA HIDAYATI, 2026. ANALYZING THE VISUAL RHETORIC OF AN ENGLISH LANGUAGE COURSE ADVERTISEMENT ON INSTAGRAM. Department of English Education. Faculty of Teacher's Training and Educational Sciences. University of Siliwangi. Tasikmalaya.

This study aims to analyze how visual rhetoric elements construct meaning and perform their rhetorical functions in an English language course advertisement on Instagram. This study employed a qualitative approach using content analysis. The data consisted of an English language course advertisement collected through documentation and analyzed using Sonja K. Foss's (2005) visual rhetoric theory of the nature of image, function of image, and evaluation of image, combined with Newbold's (2018) persuasive rhetoric theory of ethos, pathos, and logos. The findings revealed that the advertisement constructed meaning through the integration of visual elements such as colours, objects, facial expressions, gestures, typography, and supporting verbal texts, which functioned as symbolic resources representing positive educational values such as enjoyable learning, creativity, confidence, and family involvement. The visual and verbal elements generally worked together to reinforce persuasive messages and support their rhetorical functions, although one visual element showed a weaker relationship with the accompanying text. Furthermore, the advertisement employed persuasive rhetorical appeals by establishing credibility through institutional logos (ethos), evoking positive associations with children's happiness and Mother's Day (pathos), and presenting logical information about the programme activities and registration fee (logos). It can be concluded that the English language course advertisement on Instagram demonstrated rhetorical effectiveness through the meaningful integration of visual and verbal elements, supported by persuasive rhetorical appeals that constructed meaning and communicated coherent messages.

Keywords: Visual Rhetoric, Instagram, Advertisement