

Words That Work: A Thematic Study of Persuasive Language in Online Advertisements

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ABSTRACT

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In the rapidly evolving digital era, online advertising has emerged as a central strategy in marketing communication. While language plays a crucial role in crafting persuasive advertisements, few studies have provided a thematic synthesis of the linguistic strategies used in online ads. This study aims to identify and synthesize persuasive linguistic strategies as discussed in recent academic literature. The research employs thematic analysis based on Braun and Clarke's six-phase framework. Data were collected from ten peer-reviewed journal articles published between 2020 and 2025, each focusing on persuasive language in digital advertising. The analysis revealed four dominant themes: *Emotional Resonance*, *Building Credibility*, *Interactive Appeal*, and *Aesthetic Persuasion*. These findings demonstrate that language in online advertising is not only used to convey product information but also to establish emotional connections, build trust, stimulate audience engagement, and enhance the aesthetic appeal of the message. The study offers practical implications for advertisers, encouraging a focus on emotional and interactive elements in message construction. It also calls for further research into the effectiveness of these strategies across different digital platforms and cultural contexts.



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1. Introduction

In the rapidly evolving digital age, online advertisement has become a dominant force in the world of marketing communications. With the proliferation of digital platforms such as social media, e-commerce websites, and search engines, advertisers have unprecedented access to diverse audiences worldwide. This shift has changed the way companies advertise their products and services, as online advertisement becomes more personalized, interactive, and linguistically diverse (Shanahan & Kurra, 2011). Unlike traditional print or broadcast media, digital advertisement often rely on concise yet meaningful text content to attract attention in a highly competitive environment (Kotler & Keller, 2016). As users scroll through endless feeds and search results, advertisers must rely on punchy wording to break the flow and capture interest within seconds. This phenomenon underscores the increasing

importance of language in shaping consumer experiences and influencing decisions in online contexts (Filipowski, 2014; Pezzuti et al., 2021).

While visual elements such as color schemes, images, and design play a crucial role in capturing attention, language remains a key persuasive tool in designing effective advertisement. Words can convey trust, urgency, desire, and even fear—all emotional triggers that advertisers use to drive engagement and conversion (Flusberg et al., 2024). Persuasive language is not simply decorative; it is a functional strategy used to present a product or service in a desirable light. Through rhetorical devices such as repetition, hyperbole, metaphor, and direct address, advertisers can subtly influence how consumers interpret and respond to messages (Al-Bahrani & Ali, 2021; Cook, 2001). Careful manipulation of sentence structure, diction, and tone of voice allows marketers to craft messages that appear personal, urgent, or authoritative, depending on the desired effect (Melnichuk et al., 2020). The study of language in advertisement therefore offers valuable insights into the ways in which communication strategies can influence consumer behavior in subtle but powerful ways.

Strategic linguistic choices are at the heart of persuasive advertisement. The psychology behind the use of language in advertisement has long been a topic of interest in disciplines such as linguistics, marketing, and communication studies. According to Cialdini (2007), persuasive appeals are often based on psychological principles such as authority, reciprocity, scarcity, and social proof. These principles are often linguistically realized through certain lexical and grammatical constructions. For example, imperative verbs such as “Buy now!” or phrases that suggest exclusivity, such as “Limited time offer,” are not chosen at random—they are strategically selected to encourage immediate action or convey value. In addition, advertisers often use inclusive language such as “you” and “we” to build rapport with the audience and create a sense of belonging. These techniques demonstrate how persuasive language is used not only to inform, but also to direct, influence, and motivate consumer decisions.

Although much has been written about advertisement and rhetoric, relatively few studies have taken a thematic approach to summarize the findings of the entire academic literature on persuasive language. Existing research is often limited to single case analyses or focuses on advertisements from specific industries or cultural contexts. While such studies are informative, they lack a broader synthesis of the conceptualization of persuasive language in different sources (Fuertes-Olivera et al., 2001; Wang, 2010). In addition, there is often a gap between linguistic theory and practical advertisement discourse, resulting in a limited incorporation of academic findings into applied marketing strategies. This lack of comprehensive, thematically oriented analysis underscores the need for research that identifies common persuasive linguistic strategies as discussed in various academic works. Bridging this gap is crucial for a more unified understanding of how language is persuasive in online advertisement.

This study fills this gap by conducting a thematic analysis of selected academic journal articles that examine persuasive language in online advertisement. Rather than analyzing the advertisement directly, this study employs a meta-analytic lens and uses thematic analysis to extract and categorize persuasive linguistic strategies identified by scholars in previous studies. This method provides a flexible yet systematic framework that allows researchers to break down complex textual data into meaningful categories. By applying this method to existing academic literature, this study aims to uncover recurring strategies, rhetorical features, and language patterns that recur in discussions of persuasive online advertisement.

The main aim of this study is to synthesize scholarly perspectives on a number of dominant themes that constitute persuasive linguistic strategies in online advertisement discourse. Through this synthesis, the study aims to answer the following question: What are the main linguistic strategies discussed in academic journals that contribute to the persuasive power of online advertisement? By answering this question, the study not only contributes to linguistic theory, but also offers practical implications for advertisers, educators, and content creators who want to create more effective messages. From a practical perspective, the results of the study can inform advertisement practice by offering insights into what types of language use are generally associated with effectiveness and persuasiveness. In a world where attention is scarce and competition for consumer engagement is fierce, knowing “what words work” can make a crucial difference.

2. Research Method

This study used Braun and Clarke’s (2019) six-phase thematic analysis method to examine and identify recurring linguistic strategies used in persuasive online advertisements. The aim is to investigate how language works to influence consumer behavior by analyzing existing journal articles that discuss persuasive elements in advertisement. Through systematic coding and theme development, the method aims to uncover patterns of persuasive language and construct themes that explain their effectiveness in the digital marketing context.

A systematic literature search was carried out in academic databases such as Google Scholar, Semantic Scholar and ScienceDirect. Specific keywords were used in the search, including: “persuasive language in advertisement”, “linguistic strategies in online advertisement”, “language techniques in advertisement”, “linguistic persuasion in digital marketing” and “language in online advertisements”. The inclusion criteria were as follows:

- Only peer-reviewed journal articles published between 2020 and 2025 were considered.
- A total of 10 journal articles were selected for analysis.
- The articles had to be available in full text (open access) and directly related to the use of persuasive language in online advertisements.

- Studies that were behind a paywall, not available in full text or not aligned with the research focus were excluded.

Table 1
The List of Journals Used in This Study

No	Journal	Publisher	e-ISSN	Website
1	Indonesian Journal of English Language Teaching,	Universitas Katolik Atma Jaya, Jakarta	2655-1977	http://ojs.atmajaya.ac.id/index.php/ijelt
2	Jurnal Bima : Pusat Publikasi Ilmu Pendidikan Bahasa dan Sastra	Asosiasi Riset Ilmu Pendidikan Indonesia	3021-7768	https://doi.org/10.61132/bima.v2i4.1381
3	Journal Ilmu Humaniora	Fakultas Ilmu Budaya (FIB) Universitas Jambi	2597-7229	https://online-journal.unja.ac.id/index.php/titian
4	Multicultural Education	International Journal Documentation & Research Institute	-	http://ijdri.com/me/?s=A+Linguistic+Analysis+of+Commercial+Adverts+in+English%2C+Arabic+and+Russian
5	Lingua Cultura	Binus University	2460-710X	https://doi.org/10.21512/lc.v18i1.11957
6	Journal of Humanities And Social Science	International Organization of Scientific Research	2279-0837	www.iosrjournals.org
7	Journal of Interactive Marketing	American Marketing Association	1094-9968	https://journals.sagepub.com/doi/10.1016/j.intmar.2020.06.005
8	Russian Journal of Linguistics	RUDN University	2687-0088	https://doi.org/10.22363/2687-0088-24591

9	Journal of Pragmatics	ScienceDirect	0378-2166	https://doi.org/10.1016/j.pragma.2021.10.027
10	Eurasian Journal of Applied Linguistics	Eurasian Journal of Applied Linguistics	2149-1135	http://dx.doi.org/10.32601/ejal.10108

The thematic analysis followed Braun and Clarke's six steps to systematically interpret the data:

Step 1: Familiarization with the data

The researcher began by reading all ten selected journal articles thoroughly to familiarize himself with their content. Initial notes were taken on recurring persuasive techniques and linguistic patterns such as emotional appeals, authority claims, and rhetorical devices. This step helped to create a solid foundation for critical analysis and theme development.

Step 2: Generating initial codes

Key excerpts or phrases illustrating persuasive strategies were identified and assigned initial codes. These codes represented various linguistic techniques.

Examples of initial codes are:

- Emotional appeal: language that evokes emotion or empathy (e.g. "Protect your family's future").
- Rhetorical question: Asking a question to engage the reader (e.g. "Why wait any longer?").
- Authority Reference: Mentioning data, experts or research findings (e.g. "Backed by clinical studies").

Step 3: Searching for Themes

The researcher then organized the codes into broader themes by identifying patterns among them.

Examples of emerging themes include:

- Emotional triggers in advertisement: focus on feelings such as fear, love or urgency.
- Credibility and trust: Use of data, expert opinions or certifications to persuade.
- Audience engagement: Strategies such as direct address or questions to involve the audience.

Step 4: Reviewing Themes

Each theme was reviewed and refined by re-reading the original articles to ensure that they accurately reflected the data. The researcher revised or

merged themes where necessary to ensure clarity and coherence and to maintain a strong connection between the data and the research objectives.

Step 5: Defining and naming the themes

The themes were clearly defined and named to reflect their core meaning. Each theme was supported by a concise explanation and examples from the dataset.

Examples:

- Theme 1: Emotional resonance – Persuasive language that targets emotions to influence decisions.
- Theme 2: Building credibility – Using expert recommendations and factual information to build trust.
- Theme 3: Interactive Appeal – Language strategies that engage or speak directly to the audience.

Step 6: Producing the Report

The final phase involved writing the research report, outlining the themes along with the evidence from the articles. Each theme is linked to the research objectives and demonstrates how specific linguistic strategies contribute to the persuasive effectiveness of online advertisements. The findings provide valuable insights for researchers and practitioners interested in advertisement language and consumer behavior.

3. Result and Discussion

Using Braun and Clarke's (2006) thematic analysis, this study identified four overarching themes that represent the linguistic strategies in online advertisement discourse. Each theme is further divided into sub-themes to capture more specific linguistic patterns used in persuasive communication. These strategies, derived from various online advertisements, showed how language is deliberately used to persuade consumers, create emotional resonance, convey authority, prompt action and enhance the aesthetic quality of messages. The themes and sub-themes are as follows:

Table 2
Themes and Sub-Themes of Persuasive Linguistic Strategies in Online Advertisements

Theme	Sub-Themes	Description
Emotional Resonance	1. Inclusive and Personal Pronoun	Language that appeals to consumers' emotions through direct address (e.g., "you," "we"), affect-laden adjectives (e.g., "radiant," "delightful"), figurative expressions (e.g., personification, metaphors), and context-sensitive emotional framing (e.g., pandemic solidarity).
	2. Attitudinal and Emotive Adjective	
	3. Figurative Language for Emotional Depth	
	4. Specific Emotional Framing	

Theme	Sub-Themes	Description
Building Credibility	<ol style="list-style-type: none"> 1. Evaluative Lexis and Descriptive Noun Phrase 2. Lexical Marker of Certainty 3. Non-finite and Reduced Clause 4. Evaluative Nominal Groups 	Strategies that construct trustworthiness through authoritative vocabulary (e.g., "premium-grade," "clinically proven"), compact syntactic forms (e.g., "Made with..."), and nominal phrases that embed quality judgments directly into product descriptions.
Interactive Appeal	<ol style="list-style-type: none"> 1. Imperative Mood and Directives 2. Interrogative and Rhetorical Question 3. Engagement Marker 4. Informal and Colloquial Register 	Linguistic features that simulate interpersonal interaction and encourage participation, including commands ("Buy now!"), rhetorical questioning ("Ready for a change?"), real-time cues ("now," "just"), and casual speech patterns (e.g., slang, contractions).
Aesthetic Persuasion	<ol style="list-style-type: none"> 1. Figurative and Poetic Device 2. Hyperbolic Expression 3. Evaluative and Emphatic Adjective 4. Sentence Fragmentation and Ellipsis 	Stylistic techniques that enhance the beauty, rhythm, and memorability of advertisement through metaphor, alliteration, intensifiers (e.g., "super stylish"), and minimalistic, fragmented structures that reflect the tempo of digital communication.

Below is a detailed explanation of each theme and sub-theme, supported by linguistic examples and relevant scholarly discussions.

Emotional resonance

Emotional resonance is a powerful strategy in online advertisement, where advertisers appeal to the emotions of their audience to create a lasting connection. Advertisements that evoke emotions such as happiness, nostalgia, empathy, and warmth are more likely to influence consumer behavior, as emotions drive decision-making and brand loyalty. Several key linguistic strategies are used to establish emotional resonance, making brands feel more human and relatable to the audience.

1. Inclusive and personal pronoun

Maharani et al. (2024) and Losi & Rosida (2022) explore the importance of inclusive and personal pronouns like "we," "our," and "you" in online advertisement. These pronouns serve a dual purpose: they directly engage the consumer by addressing them personally, and they create a sense of collective belonging, making consumers feel as though they are part of a shared experience. For instance, the use of "we" and "our" in phrases like "We're here

for you” positions the brand as a partner, not just a product provider, fostering a sense of camaraderie and empathy with the audience. On the other hand, the use of “you” and “your” directly addresses the consumer, making them the focus of the message and increasing the likelihood of engagement. This strategy enhances emotional appeal by forging a direct and personal bond between the consumer and the brand, which can make advertisement feel less like a commercial transaction and more like a relationship.

2. Attitudinal and emotive adjective

Al-Subhi (2022) and Khedri et al. (2022) emphasize the strategic use of attitudinal and emotive adjectives to convey positive emotions that connect with consumers on a sensory and affective level. Words such as “delightful,” “luxurious,” and “radiant” evoke strong emotional responses by attributing desirable qualities to the product. These adjectives are not merely descriptive; they are designed to trigger feelings of happiness, contentment, or admiration. For example, a skincare brand might describe its products as “flawless” or “radiant,” enhancing the appeal of the product by making consumers envision themselves experiencing these qualities. This technique is effective in creating aspirational imagery, where the product is not just useful, but it becomes a source of personal satisfaction and emotional fulfillment.

3. Figurative language for emotional depth

Abed & Dakhil (2021) explain how metaphors, personification, and other forms of figurative language deepen emotional resonance by imbuing brands or products with human-like qualities. This allows abstract or inanimate entities to become emotionally relatable to consumers. For instance, when a beauty brand describes its products as “your beauty ally,” it personifies the brand, making it seem as though it is a partner in the consumer’s personal journey. Such personification fosters trust and emotional attachment, as consumers often form sentimental bonds with entities that seem to “care” for them. Additionally, metaphors such as “a warm cup of comfort” for coffee or “your perfect skin companion” for skincare products humanize the brand, enabling consumers to form emotional connections more easily. These figurative strategies turn abstract qualities—like beauty, comfort, or trust—into tangible experiences that consumers can emotionally invest in.

4. Specific Emotional Framing

Sari (2024) and Maharani et al. (2024) explore how advertisements during the COVID-19 pandemic used emotionally charged language to reflect collective experiences and societal struggles. Phrases such as “Shopee dari Rumah” (Shopee from home) or “#JagaEkonomiIndonesia” (Protect Indonesia’s economy) resonated deeply with consumers during times of uncertainty. The emotional framing of these slogans capitalized on shared national values, communal solidarity, and empathy, aligning the brand with the collective needs and concerns of the audience. Such appeals create a sense of shared purpose,

reminding consumers that they are not alone, and that their purchasing decisions can support the greater good. This strategy strengthens the emotional bond by situating the brand as both a practical and emotional ally during difficult times, further enhancing consumer loyalty and engagement.

Building credibility

Building Credibility involves linguistic techniques that reinforce the brand's authority, reliability, and expertise. In an online context where skepticism runs high, advertisers must do more than list features—they must linguistically construct a persona of trustworthiness. This is achieved through carefully chosen vocabulary, syntactic forms that imply objectivity, and evaluative language that signals high standards.

1. Evaluative lexis and descriptive noun phrase

Evaluative lexis and richly detailed noun phrases create an impression of premium quality. Sari (2024) and Abed & Dakhil (2021) describe how phrases such as "hand-selected ingredients," "limited edition drop," or "premium-grade steel" convey exclusivity and meticulous craftsmanship. In luxury fashion advertisement, for example, "crafted from Italian full-grain leather" both specifies origin and implies artisanal expertise. These noun phrases function as shorthand for rigorous quality control, allowing advertisers to project an aura of exclusivity without lengthy justification. The layering of pre-modifiers (e.g., "slow-roasted, organic, single-origin") enriches the textual texture and anchors product claims in a perceived narrative of excellence.

2. Lexical marker of certainty

Certainty markers like "guaranteed," "definitely," "always," and "proven" serve as linguistic badges of confidence. Pezzuti (2022) shows that such markers effectively reduce consumer hesitation by removing modal hedges (e.g., "might," "could"). For instance, a health supplement ad stating "Clinically proven to boost immunity" uses "clinically proven" to project scientific rigor, while "guaranteed results" implies a risk-free proposition. These markers operate on a pragmatic level: by refusing to acknowledge alternative outcomes, they create a rhetorical boundary that shields the brand from doubt. The declarative structure further reinforces this stance, presenting claims as incontestable facts.

3. Non-finite and reduced clause

Non-finite clauses and reduced structures allow advertisers to present product features in a compact, authoritative style. Khedri et al. (2022) note that constructions like "Made with pure CBD oil" or "Backed by real customer reviews" mimic objective reporting and scientific reporting, conferring an aura of impartiality. These succinct clauses can appear in taglines, bullet points, or image captions, ensuring that key benefits are consumed at a glance. The

absence of overt agency (no explicit “we”) lends a pseudo-impersonal tone, making the claims seem self-evident and data-driven.

4. Evaluative nominal group

Hidarto (2021) explores how evaluative nominal groups—clusters of nouns and modifiers—signal inherent value. Phrases such as “vibrant cruelty-free palette” or “award-winning hydration complex” embed positive judgments within the noun phrase itself. In cosmetics advertisement, “ultra-luxe glow serum” combines two high-impact modifiers to heighten desirability. These nominal groups often foreground the most persuasive adjectives and brand descriptors first, structuring the reader’s attention and predisposing them to a favorable interpretation. Through this syntactic alignment, brands reinforce both semantic and evaluative dimension in a single unit of text.

Interactive appeal

Interactive Appeal focuses on linguistic strategies that simulate dialogue and promote active consumer engagement. In digital advertisement, where audiences often scroll quickly and make rapid decisions, linguistic cues that invite participation are especially powerful. These strategies aim to reduce the psychological distance between the brand and consumer by establishing an interactive, conversational tone that encourages involvement. Drawing from Maharani et al. (2024), Khedri et al. (2022), Abed & Dakhil (2021), Al-Subhi (2022), Losi & Rosida (2022), Al-Shboul et al. (2024), and Pezzuti (2022), four sub-strategies are identified: imperative mood and directives, interrogatives and rhetorical questions, engagement markers, and informal or colloquial register.

1. Imperative mood and directives

The imperative mood and directives are particularly salient in persuasive messaging, offering a direct linguistic nudge that moves the audience toward immediate action. Maharani et al. (2024) observe that Indonesian e-commerce advertisements frequently use imperatives such as “Beli sekarang!” (Buy now!) or “Klik di sini!” (Click here!) to create urgency and minimize cognitive friction. These imperatives deliver concise, action-oriented messages that bypass elaborate reasoning and appeal directly to behavioral instincts. Khedri et al. (2022) further argue that such directives function as interactional triggers, shifting the advertisement from monologic to dialogic in nature. By simulating an instruction from a trusted source or friend, they foster compliance and attentiveness. Al-Shboul et al. (2024) also emphasize the role of imperative structures in pandemic-related campaigns, where phrases like “Protect yourself” and “Stay informed” infused the message with both urgency and moral weight. These imperatives, while brief, harness the power of urgency, instruction, and moral appeal to achieve immediate behavioral outcomes.

2. Interrogative and rhetorical question

Interrogatives and rhetorical questions activate the audience's internal dialogue and create a simulation of interpersonal communication. Abed & Dakhil (2021) explain that rhetorical questions such as "Still wasting time?" or "Ready for a change?" are not intended to elicit responses but rather to provoke self-reflection and subtly steer the audience toward a predetermined answer. These questions foster engagement by inviting the consumer to momentarily pause and mentally respond, thereby increasing cognitive involvement with the message. Al-Subhi (2022) reinforces this by noting that rhetorical forms mimic natural conversational strategies, which makes the message feel more like a personal discussion than a corporate announcement. This technique fosters a communicative intimacy that enhances persuasion, particularly in personalized or emotionally charged campaigns.

3. Engagement markers

Engagement markers are linguistic elements that draw the reader into the discourse and maintain their attention. These include second-person pronouns ("you," "your"), temporal adverbs ("now," "today"), and boosters or intensifiers ("just," "only," "absolutely"). Pezzuti (2022) and Al-Subhi (2022) note that these markers reduce the social distance between brand and consumer by simulating real-time interaction. For instance, phrases like "You deserve this" or "Only today!" personalize the message and create temporal urgency. Al-Shboul et al. (2024) observe that during health communication efforts, particularly those related to COVID-19, the frequent use of engagement markers helped bridge emotional gaps, making public health directives feel more immediate and personally relevant. These linguistic cues transform static advertisement into an interactive communicative act, heightening consumer attentiveness and involvement.

4. Informal and colloquial register

The informal and colloquial register infuses advertisement language with a tone of familiarity and everyday speech. Losi & Rosida (2022) demonstrate that social media advertisements often replicate spoken language norms through the use of contractions, slang, and idiomatic expressions. Phrases like "Gotta have it" or "You're gonna love this" help brands position themselves as relatable and down-to-earth. This register aligns with the informal ethos of platforms like Instagram or TikTok, where polished corporate speak may feel out of place. Sari (2024) supports this by highlighting that colloquial expressions in YouTube advertisement often mirror influencers' speech patterns, thereby increasing perceived authenticity and trust. Informality reduces psychological resistance, making the message more palatable and the brand more humanized. This strategy not only builds rapport but also reflects the linguistic landscape of the digital environments in which these advertisement circulate.

Aesthetic persuasion

Aesthetic Persuasion refers to the use of linguistically decorative and stylistic features that enhance the beauty, rhythm, and memorability of online advertisements. This theme captures how advertisers employ poetic and rhetorical strategies not only to inform but to captivate, using language as a form of visual and auditory art. Drawing from Abed & Dakhil (2021), Khedri et al. (2022), Losi & Rosida (2022), Sari (2024), Anigbogu & Okere (2021), and Al-Shboul et al. (2024), the analysis uncovers how aesthetic language choices influence consumer perception and emotional response.

1. Figurative and poetic device

Figurative language—including similes, metaphors, and alliteration—adds expressive color and sensory richness to advertisement discourse. Abed & Dakhil (2021) emphasize how metaphoric expressions like “soft as silk” or “brilliantly bold” provide a vivid, almost tactile dimension to the message. Khedri et al. (2022) similarly note that the inclusion of poetic devices increases the memorability of a product’s slogan or tagline, thus strengthening brand recall. These linguistic flourishes not only beautify the message but also elevate the product’s identity, creating a refined consumer experience. Al-Shboul et al. (2024) additionally observe that such figurative constructs were commonly used in health-related advertisement during the pandemic to make precautionary messages more appealing and emotionally resonant.

2. Hyperbolic expression

Hyperbole functions as a stylistic exaggeration that dramatizes product quality or user satisfaction. Losi & Rosida (2022) discuss instances of heightened language such as “so good I cried” or “the best you’ll ever taste” that push emotional engagement to extremes. These overstatements are not meant to be taken literally but rather to provoke curiosity and signal high enthusiasm. Sari (2024) further identifies hyperbolic headlines in YouTube thumbnail advertisement that increase click-through rates by teasing unparalleled experiences. Such dramatization makes the brand stand out in a saturated digital marketplace.

3. Evaluative and emphatic adjective

Emphatic adjectives intensify the product description and shape consumer expectation. Anigbogu & Okere (2021) explain how modifiers like “super stylish,” “ultra-lightweight,” or “incredibly powerful” function as intensifiers that create an image of superior product quality. These expressions contribute to the product’s perceived uniqueness and elevate its desirability. Sari (2024) notes their recurrence in digital influencer scripts where emphasis is crucial for convincing endorsement. The evaluative tone these adjectives create enhances the product’s appeal in both aesthetic and functional dimensions.

4. Sentence fragmentation and ellipsis

Sentence fragmentation and ellipsis are stylistic tools that produce rhythmic brevity and visual clarity. Sari (2024) highlights verbless structures like "So fresh. So clean." as examples of slogan-like expressions that reflect the tempo of social media speech. Al-Shboul et al. (2024) echo this, noting that fragmented structures are often used in health advertisement to convey urgency and focus. The syntactic minimalism in these constructions aligns with digital reading habits and enhances the visual impact of the text. This strategy supports rapid comprehension and long-term retention.

5. Conclusion

This study examined persuasive linguistic strategies in online advertisement, focusing on identifying specific linguistic techniques that are strategically used to influence consumer behaviour. The results show four dominant themes: Emotional Resonance, Building Credibility, Interactive Appeal and Aesthetic Persuasion. These themes encompass a range of linguistic strategies that advertisers use to connect with consumers, build trust, encourage engagement and enhance the sensory appeal of their messages. The Emotional Resonance theme, for example, shows how advertisers evoke emotional responses by using inclusive pronouns, emotive adjectives, figurative language and context-sensitive framing. In the Building Credibility theme, the study found that language choices such as evaluative lexis, lexical certainty markers and compact syntactic forms contribute to the authority and reliability of a brand. The Interactive Appeal theme highlights how strategies such as imperative moods, rhetorical questions and informal registers simulate a dialogue prompting immediate consumer action. Finally, the Aesthetic Persuasion theme emphasises how figurative language, hyperbole and sentence fragmentation contribute to the aesthetic quality of advertisement, making them memorable and emotionally impactful. In summary, the results show that online advertisement uses language not only to convey product information, but also to appeal to consumers on an emotional and psychological level, ultimately influencing their purchasing decisions.

Based on the findings, it is recommended that advertisers prioritize emotional resonance and interactive appeal in their campaigns. Emotional resonance can be enhanced through the use of inclusive and personal pronouns, emotive adjectives and context-specific framing that taps into the audience's current emotional state. For example, using phrases like "We're in the same boat" during challenging times can establish a connection with consumers. Interactive appeals can be optimized by using imperative mood and direct commands, as well as rhetorical questions that encourage self-reflection and make consumers feel personally involved in the advertisement message. In addition, advertisers should focus on building credibility by using authoritative language markers such as "guaranteed", "clinically proven" and evaluative nominal groups that reinforce the trustworthiness of the product or service. Finally, esthetic persuasion should not be overlooked, as the use of figurative

language, hyperbole, and visual minimalism increases the appeal of the advertisement and helps the message stand out in a crowded digital space.

Future research would benefit from investigating the comparative effectiveness of these strategies across different digital platforms such as social media, websites and email marketing. Understanding the variations in consumer responses based on the platform could provide deeper insights into how these linguistic strategies work in different contexts. In addition, research could explore how cultural differences influence the effectiveness of these strategies, as certain linguistic forms may resonate differently with global audiences. Experimental studies that directly measure consumer behaviour — such as purchase intent or brand recall — based on the use of these strategies would further validate their persuasive power in online advertisement. Such studies could provide more concrete evidence of the impact of the strategies on consumer decision-making and support the development of more targeted and effective advertisement campaigns in the future.

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