

**THE RHETORIC OF L'OREAL *SOCIÉTÉ ANONYME* ANNUAL
REPORT**

THESIS



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2018 M/ 1439 H**

THESIS

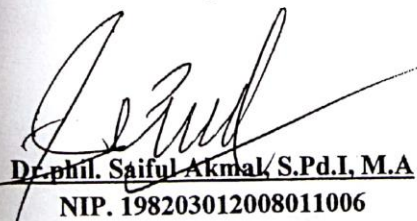
**Submitted to Faculty of Education and Teacher Training
Ar-Raniry State Islamic University, Darussalam Banda Aceh
in Partial Fulfillment of requirements for Sarjana Degree (S-1)
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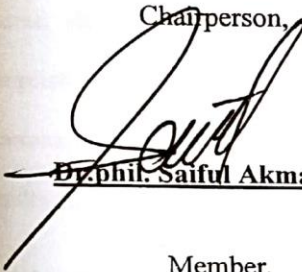
It has been defended in Munaqasyah in front of the council of Examiners for working Paper and has been accepted in Partial Fulfillment of the Requirement for Sarjana Degree S-1 on Teacher Education

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**Thursday, January 25th, 2018 M
Jumadil-Awwal 8th, 1439 H**

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ACKNOWLEDGEMENT



Alhamdulillah, praise be to Allah SWT, God the Almighty, the Most Exalted, the Compassionate and the Merciful, the King who owns the power over all the creatures, He who always blesses and gives me health, strength and passion to accomplish this thesis. Peace and salutation may He always grant to the noble prophet Muhammad SAW who together with his family and companions has struggled whole heartedly to guide his *ummah* to the right path.

My deepest gratitude and appreciation is addressed to my supervisors Dr. phil. Saiful Akmal, S.Pd.I., MA and Risdaneva, MA for their valuable guidance, advices, support, kindness, insightful comment, and immense knowledge in completing this thesis entitled: **“The Rhetoric of L’Oreal Soci t  Anonyme Annual Report”**. I am very grateful to be supervised by them, if there is a word more honored than thank you very much, I will choose it to express my respects.

My great appreciation is also addressed to the Head of English Language Education Department of Faculty of Education and Teacher Training, Dr. T. Zulfikar., M. Ed and all staff of English Language Education Department, my academic advisor Drs. Lukmanul Hakim, MA and all English Language Education

lecturers who guided and helped me during my study in English Language Education Department of UIN Ar-Raniry.

Moreover, I owe my deepest thank and my sincere gratitude to my beloved father, mother, sister and brother; Drs. Irwansyah, Ruidah J Ma'ruf, SE, Afra Nabila Irda and Irziqian Aulia Irda for the great kindness, endless love and everlasting support both financial and moral. Then, for my lovely twin cousins Gita Phonnasari Jasman, STP and Gina Kembari Jasman, SE and also all of my big families who have always supported and motivated me with love.

Although only my name that appears on the cover of this thesis, many great people have participated and contributed to its production. I have many great friends who have always cherished me all the time. I would like to thank my college best friends Farah Hanum, S.Pd., Nurul Husna, SE, for their super motivation and affection, Cut Intan Hesty, Maya Permatasari, SH, Nenden Dwi Puspitasari and all of Skoloni members for the wonderful memories and great time along my years in English Department. Special thanks to my another college best friend, Siti Zulfa Maidari, SE who always be there in the hard and good time of college years. Also, I would like to thank my beloved friends Nadia Fiany, S.Ked and Alysha Deara, ST for the solid, long distance friendship that we have since years ago. Then, for all my favorite musicians; the oldies, the rock and rolls, the indie and alternatives, I am so thankful for your great works of art which accompany me during days and nights in finishing this thesis.

Finally, I realize that this thesis needs the constructive ideas in order to reduce its weakness. I hope this thesis gives valuable contribution for both students and lecturers of English Language Education Department of UIN Ar-Raniry Banda Aceh.

Banda Aceh, January 19th 2018

Putri Indahna Irda

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ABSTRACT

This study is entitled “**The Rhetoric of L’Oreal Société Anonyme Annual Report**”. The study is designed to analyze the rhetoric of financial report in L’Oreal *Société Anonyme*, especially annual report of L’Oreal SA in 2015, in order to find out the persuasive act of the report. The analysis is based on Aristotle's rhetoric proofs: logos (logic), pathos (emotion) and ethos (credibility). Beside the rhetoric, this study also carried out deixis analysis based on Verdonk’s deixis (place, time and person deixis) which is aimed to identify how the report maker constructed the contextual situation of the report in order to make it more understandable. The findings of this study suggest that logos (70.6%) is the most dominant proof used in the report which identify the logical persuasion mostly by revealing the facts, statistics and any other objective details. Then, the second and the least frequently used rhetorical proofs are ethos (23.4%) and pathos (6%) respectively. In terms of deixis analysis, person deixis is the most frequently used deixis (55.7%), which is followed by time (29.5%) and place (14.9%) deixis.

Keywords: Rhetoric; Deixis; Annual Report; L’Oreal SA.

CHAPTER I

INTRODUCTION

This chapter deals with the background of the study, research questions, aim of study, significance of study and terminology.

1.1 Background of Study

As a part of the recognition of economic process in an organization, financial reporting is socially constructed by capable stakeholders in organization scope based on reality. Because it is socially constructed based on reality, the organizational stakeholders could create financial reporting which shows how the institution works in acceptable values properly. The function of accounting, including organizational financial report as a result of accounting cycle, is to approve the organization's existence. The role of organizational financial reporting is to show the society how accountable an organization is (Hurst: 1970, as cited in Chariri: 2007).

Financial reporting is the way to represent the social image of an organization in form of a publicly accepted document (Hines: 1988). Financial reporting is composed according to its principal and enriched by the events of the organization. Annual report, the final result of financial reporting, is not only about numerical result of events in an organization but also provided with more information (in form of narrative text). The

narrative text included in the report is an example of the way an organization builds its own image.

Due to the fact that financial report is the prominent document in describing the reality, the organization should carefully prepare it. The fraudulent in financial report is considered as a serious crime of legitimacy and the disclosure of information by organization as the counter in order to change the readers' perception (Patten: 1992). The response of public about the organization interprets how the information in financial report is delivered.

As a written document, annual report could be categorized as written discourse which is constructed in certain framework and social conventions (Abrams & Harpham: 2009). The framework and social conventions affects annual report as means to attract the readers' attention by using rhetoric. Furthermore, to dive deeper about the rhetoric and stylistic markers employed in delivering information in the reports are analyzed in this study.

Rhetorical skill is highly crucial in daily life communication, either in speaking or writing. One of the functions of communication is how the writer's or speaker's intended idea is delivered to the target readers. Hence, rhetorical skill is needed to help the writer or speaker executes this function of communication by certain rhetorical device in communication; the writer can easily persuade the idea to influence others. In more advance English curriculum, rhetoric can be learned in course

such as discourse analysis. Rhetoric skill is necessary in higher education. It helps students think critically, construct a strong and good argument, and be involved in logical discussion. Rhetoric could be found in delivering a presentation, writing an essay, and composing a letter of job application. These academic activities will be done very well if students have rhetorical skill.

This study is designed to analyze the rhetoric of such business language constructed in annual report. The writer employed the rhetorical analysis as the process of analyzing the text or document which is to engage others in critical thinking with intention of effectively communicating the message. Rhetoric studies have commonly focused on speeches, for instance Charismatic Leadership and Rhetorical Competence: An Analysis of Steve Jobs' Rhetoric (Heracleous & Klaering, 2014), Linguistic Realization of Rhetorical Strategies in Barack Obama and Dalia Grybauskaitė's Political Speeches (Staugaite, 2014), The Art of Aeschines: Anti-Rhetorical Argumentation in The Speeches of Aeschines (Preus, 2012). Nevertheless, there is a study of rhetoric which focused on financial report, Rhetoric in Financial Reporting: An Interpretive Case Study (Chariri, 2010) under *Journal of Accounting and Business*. The research was conducted in an Indonesian insurance company PT Asuransi Bintang, Tbk. This study reveals that the company is committed to quality of financial reporting by describing rhetorically how the performance, management ability and insight in the future of the

company in the report. Based on the previous studies, most of rhetoric researches rather focused on speech than any other academic text. Furthermore, the previous research of rhetoric in financial report was conducted in national class company and focused more on the quality of financial report itself; as business language.

To enrich the research scope of rhetoric studies, the writer carried out rhetorical analysis on a contemporary report. This study is conducted on annual report of L'Oreal SA as the international world class company and focused more on the rhetoric as language tools in the report. The annual report is composed of narrative text also complemented by graphical figures, based on the rhetorical proofs (logos, pathos, ethos) and stylistic markers of perspective and positioning (deixis) of the report.

1.2 Research Questions

- 1) What rhetorical proofs are found in the annual report and how the proofs are constructed?
- 2) How the deixis as stylistic markers of perspective and positioning are used in the annual report?

1.3 Aim of Study

The aim of this study is to describe the rhetoric of the L'Oreal S.A. annual report by analyzing rhetorical proofs and stylistic markers used in the report.

1.4 Significance of Study

The significance of this research is expected to provide a beneficial contribution about rhetoric for the lecturers, students of English education department of Ar-Raniry Islamic University and the other researchers. The finding of this research is expected to enrich the students' insight about rhetorical analysis, especially in academic text genres, such as annual report. For the lecturers and university, it can be showed to the students there is rhetoric in the other academic text genres, outside the pedagogy context. Therefore, the finding also contributes to enrich the materials in discourse analysis and English for Academic Purpose (EAP) courses. Later on, it can be utilized as a reference for the future researchers which are related to the topic of this research.

1.5 Terminology

To avoid the misinterpretation, some significant terms used throughout the research are explained below:

1.5.1 Rhetoric

Aristotle in his book *Rhetorica* defined rhetoric as the study of the available means of persuasion (as cited in Walsh and Billig, 2014). The study of the available means of persuasion includes the detailed of how language might be used in written text or spoken interaction in order to

persuade someone to feel or to criticize those of the others. If rhetoric is the study of persuasive communication, then it can include the study of academic text, for instance research report, annual report, or scientific journals (Nelson, Megill & McCloskey, 1987).

This research carried out a rhetorical analysis to look further on how the rhetoric is used in the annual report. This rhetorical analysis is using rhetorical proofs and stylistic markers as the tool of analysis. The rhetorical proofs used in this research are Aristotle's rhetoric which consisted of ethos, pathos and logos. Ethos is defined as "moral competence" of the speaker (in this case, the writer), pathos as appeal to the audiences' emotion, and logos as logical reasoning of discourse, in form of informal logic (Killingsworth, 2005). Meanwhile, the deixis as stylistic markers of perspective and positioning founded in this study are place, time, and person deictics (Verdonk, 2002).

1.5.2 Annual report

Annual report is final result of financial reporting. Financial reporting involves the disclosure of financial information to management and the public (if the company is publicly traded) about how the company is performing over a specific period of time. Financial reports are usually issued on a quarterly and annual basis (Grimsley: 2016). This research is taking L'Oreal annual report 2015 as the material of analysis.

L'Oreal S.A. (*Société Anonyme* or corporation) is a French cosmetics and beauty company headquartered in Clichy, Hauts-de-Seine with a headquartered office in Paris. L'Oreal was found by Eugène Paul Louis Schueller in 1909. It is the world's largest cosmetics company and has developed activities in the field of cosmetics, concentrating on hair color, skin care, sun protection, make-up, perfumes and hair care

CHAPTER II

LITERATURE REVIEW

This chapter provides the explanation on both theoretical review and theoretical framework of this study.

2.1 Theoretical Review

The theoretical review of this study includes the review of rhetoric, deixis, annual report and previous studies on the analysis of rhetoric in discourse.

2.1.1 Rhetoric

Aristotle in his book *Rhetorica* defined rhetoric as the study of the available means of persuasion. Rhetoric originated in Athens during the fifth century BCE as means of instructing young men how to construct and present argument. Alongside the development of rhetoric as a practical discipline, rhetoric also developed as an intellectual inquiry into the nature of persuasion (Walsh and Billig, 2014). In the early ages of rhetoric development, the key term of rhetoric is “persuasion” and its stress was upon the design deliberately. Then by time, the rhetoric is also regarded to “identification”. Identification is also a deliberate device, as when the writer or speaker seeks to identify him/herself with the readers or speakers (Burke, 1951).

Rhetoric ties into two concepts: discourse and persuasion. Discourse can be spoken or written text in order to exchange the symbols

or meanings in any context. Persuasion occurs when someone convinces other people of something which include the dramatic experience of being moved to rage, tears or action as well as more subtle processes such as being influenced by spoken or written text (Keith and Lundberg, 2008). Rhetoric, therefore, is also represented as an essential purpose of language itself, a purpose with wholly realistic and constantly born a new form of language, whenever there is a persuasion, there is rhetoric; likewise wherever there is rhetoric, there is a meaning (Burke, 1969). Burke also identified rhetoric in vast scope; rhetoric is everywhere. It includes spoken and written discourse, and less traditional forms of discourse such as sales promotion, social etiquette, education, hysteria, flirtation, and works of art such as literature and painting. Rhetoric is apparent in its meaning (Foss, Foss, & Trapp, 2002).

Rhetoric is not a content area that contains a definite body of knowledge, such as physics, but more likely to be understood as the study and practice of shaping content. The rhetoric of a text is seen as its use of carefully estimated and sometimes, bombastic language which the writer or speakers seeks power over the readers or listeners (Covino and Jolliffe, 1995). The study of the available means of persuasion includes the detailed of study of how language might be used in written text or spoken interaction in order to persuade someone to feel or to criticize those of the others (Walsh and Billig, 2014).

Furthermore, rhetoric is considered to be pervasive element within human live in arguing and attempting to persuade others and ourselves of the viability, credibility and plausibility of the beliefs, problems, solutions and perspectives. Through persuasion, significance and meanings are established in live as well as in more specialized arenas of politics, science, mathematics and economics. In studying rhetoric, we acknowledge that all texts including financial report are the results of conscious deliberation by knowledgeable agents (Young, 2003).

In persuading the audiences, the writer or speaker attempts to elicit a change from audiences by offering reasons for deciding between competing points of view, providing audiences with a case for why they should change their minds or actions. The reasonable statement which serves this function is called rhetorical proof. Rhetorical proof is the ways of making the text or speech being persuasive. This means of persuasions or known as rhetorical proofs were first derived from Aristotle's rhetoric consist of *logos*, *pathos*, and *ethos* (Keith and Lundberg, 2008). These proofs will create the process of persuasion in way of rational (*logos*), emotional (*pathos*) and personal means (*ethos*).

1) Logos

Logos is originated from Greek, which means "word". It is one of rhetorical proofs to persuade by the use of reasoning (Ramage & Bean, 1998). Logos relates to the logic of the argument itself. It is utilized when a writer tries to convince the audience through the fact or logical proofs. Logos or logical persuasion is the most "academic" of the three kinds of

appeals, because it sometimes provides statistical facts. Logos as the rhetorical proof, which is utilized here, is adapted in form of informal logic. Informal logic means the logic is nonformal in following respects. It does not rely on the main analytic tool of formal logic such as syllogism and mathematical equations. But, that does not mean the logic is nonformal in the sense it abandons reference to standards or criteria of argumentation in everyday discourse (Johnson and Blair, 2000).

Logos stresses logic and the appeal reason to persuade the readers intellectually (Green, 2004). Arguments based on logos (sometimes called logical appeals) involve claims and evidence that establish the proofs in reasoning. The logical persuasion presents in appealing to the mind such as facts and statistics, conclusion of philosophy and logic, explanation of ideas, cause and effect, details that come from objective reporting, logical reasons and explanations, counterargument and rebuttal.

Logos refers to the clarity and integrity of the argument (Holt and MacPherson, 2010). Importantly, however, logos in rhetoric is not just rationality but also the appearance of rationality, more like “commonsense” which are not requiring the same verbal proofs as logic for its persuasiveness (Higgins and Walker, 2012). The verbal appeals to logos identified in the analysis are supplemented by those identified in a range of visual elements (e.g. graphics) that guide the reader and enhance the argument.

2) Pathos

Pathos is a Greek word meaning “character”. It functions as a tool to connect the writer’s messages to the audience or readers (Minozzi et al, 2012). Pathos is using the emotion and affection to persuade the readers which can make the writer engaged emotionally with the readers. The writer can emotionally persuade the readers by promoting stories or testimonials, imagery and figurative language that provoke an emotional response, powerful words, phrases, or images that stir up emotion, and details that come from subjective reporting.

Pathos refers to the readers' feelings and relies for persuasion effect on triggering readers' emotions such as happiness, sadness, satisfaction, pity, or fear (Aho, 1985). Burke claims that this is achieved through "identification", whereby the writer conveys a sense that he or she understands and relates to the needs, values and desires of the readers. Identification is associated to metaphors, other nonliteral language and imagery including photographic and artistic images, work to construct appeals to pathos; the emotional proofs that link to identification (Higgins and Walker, 2012).

As emotional appeals, pathos can be effective tool to deal with readers’ feeling. It can be both powerful and motivated to address someone’s purpose. Pathos refers to the emotional state of the readers, as produced by the writer or text. The readers' feelings help to frame how they understand the arguments of text and whether they may accept them

(Keith and Lundberg, 2008). This proof is more familiar in speech or spoken text, because the speakers acknowledge the audiences' emotion through their current circumstance and bring the audiences' emotions into alignment with the arguments they are making.

3) Ethos

Ethos is a Greek term for "character" and "habit". It refers to the projected character of writer or speaker including their credibility and trustworthiness (Hartelius and Browning, 2008). When people are convinced with speaker's credibility, good moral, knowledge, and reliability, audience would likely believe as true as what speaker says. In the context of organizational reports, the persuasive proof attempts to gain credibility for the role, positioning and characterization of the organization (Beason, 1991). The report appears with their ethics and the other good characters to gain the readers' believability and have special place in the readers' heart.

Argument is not the only dimension of persuasive proof. The readers may sometimes read what statement seems like a strong arguments, yet be inclined to doubt them. To accept someone's argument is to trust that person, so the readers make judgments about the writer. Readers wonder to evaluate the writer and decide if the writer is credible or they about to change their mind. In this state of wondering, about the writer's ethos, the readers are considering the writer's credibility and trustworthiness (Keith and Lundberg, 2008).

Ethos is linguistically mediated implications of the “good character” of the speaker (Halmari and Virtanen, 2005). To gain the readers' trust, the writer tries to create certain kind of relationship with the readers. The writer creates ethos by presenting virtuous character, experience and authority, technical terms of the field, humility, the using of tentative yet authoritative language by avoiding sweeping statements like “Everyone is doing this,” “This is the only way,” and “This will always work”. These kinds of statements are rather stated like “The research suggests that,” “Some experts believe,” “In my experience,” and so forth.

2.1.2 Deixis

Deixis or deictic is originated from Greek "deiktikos", which means pointing and it reflects the core function of deixis. Deixis is a technical term or pointing through language (Yule, 1996). It refers to words which function as "pointing" or "directing" the audience's attention to the writer's spatial and temporal situation. It also refers to the audience who takes part in the text's event (Verdonk, 2002). The words or phrases which are identified as "pointing" need the complement by adding the contextual information in order to make the meaning clear. Verdonk (2002) characterized three types of deixis:

1) Place Deixis

Place or spatial deixis indicates the relative location of people and things. Place deitics concerns for the specification of

locations to the speaker point in the speech event (Levinson, 1983). It includes adverb such as ‘here’ (near the speaker), ‘there’ (away from the speaker); prepositional phrases like ‘in front of’, ‘behind’, ‘to the left’, and ‘to the right’; the deictics verbs ‘come’ and ‘verb’ (in a direction of the speaker) and ‘go’ and ‘take’ (in a direction away from the speaker); the determiners or pronouns ‘this’ and ‘these’ (near the speaker) and ‘that’ and ‘those’ (away the speaker).

2) Time Deixis

Time or temporal deixis refers to time relative to a temporal reference point. Typically, the point is the moment of utterance (Levinson, 1983) including items such as ‘now’, ‘then’, ‘today’, ‘yesterday’, ‘tomorrow’, and ‘next Friday’; the present and past tenses of full verbs (for example, ‘play/s’, ‘played’; ‘go/es’, ‘went’) and of auxiliaries (for example, ‘have’ and ‘had’).

3) Person Deixis

Person deixis involves the speaker or writer and the audience or reader that operates in basic three-part division: first person (I), second person (you), third person (he, she, it) (Yule, 1996). Same as Verdonk’s deixis, in addition person, deixis also includes the second-person pronoun ‘you’ (and its related forms ‘your’ and ‘yours’); terms people use to refer to themselves and to talk to each other.

Expressions like *I, we, that, here, there, now, yesterday, next year* are all referred to the speaker or writer in spoken or written text in which they take their current interpretation from the speaker or writer at the moment of utterance. It is necessary for audience to identify the speaker or writer, the time and place of utterance, in order to interpret fully what was stated and what was meant by it (Fahed, 2017). This makes deixis is more common in spoken text due to the speaker's ability in acknowledging the current situation.

Deixis in rhetoric helps scholars or the other interested parties discover a text's content because deixis links language to context of the text. In other words, the better we understand the text, the more we know about the context (Hanks, 1992). For instance, careful consideration of the pronouns embedded in spoken or written text not only reveals how language physically relates together in time and place, but also points out the characteristic of the writer which is associated to ethos (Prasch, 2016).

If rhetoric is the art of seeing or discovering all the available means of persuasion (Kennedy, 2007), then deixis is the act of pointing, displaying, showing through spoken or written text and reveal these elements to the audience. This approach allows the well-informed readers to identify where and how the speaker or writer uses language to activate the situational elements of the immediate context for the writer's purposes. Then, deixis offers one way to understand how the text is activated,

operated within and spoken or written through their context (Prasch, 2016).

2.1.3 Annual Report

Annual report is final result of financial reporting. Financial reporting relates to the disclosure of financial information to internal (such as management) and external (investors, government, and public) users. The disclosure of financial information shows how the company is performing over specific period of time (Grimsley, 2016). The financial information helps the investors or shareholders to evaluate the performance of the managers. The performance measured by the accountant shows the extent to which the economic resources of business have grown or diminished, in other words, whether they gain profit or loss (Elliott and Elliott, 2011). After the financial information is processed to be annual report, the persuasive becomes the main elements in its narrative parts. The language which is used, consciously or not, persuade the readers to involve and be the part of the company by doing investment.

Financial report is usually issued on quarter and annual basis. Annual report is the all-inclusive report of the organization which including financial and company's activities information. Based on its name, it is issued annually to provide the shareholders and the other external users information of the certain company. Annual report is basically the extend of financial report, in which explains about financial statement includes income statements, statement of owner's equity, balance

sheet, statement of cash flows (Reeve et al., 2009). However, in these new ages, the appearance of annual report is changing and being more creative. Sometimes it is not merely focused on financial statement; rather provide the highlight of financial condition and operation activities of the company, for instance, the annual report of L'Oreal 2015 which becomes the material of analysis in this research.

L'Oreal S.A. (*Société Anonyme* or corporation) is cosmetics and beauty company founded by French young chemist Eugène Paul Louis Schueller in 1909. It is headquartered in Clichy, Hauts-de-Seine with a headquartered office in Paris. It is all begun with one of the first hair dyes that he formulated and sold to Parisian hairdressers. Then, L'Oréal hair dyes are a great success, even beyond the borders of France, breaking new ground in Italy in 1910, Austria in 1911 and the Netherlands in 1913, even reaching the United States, Canada, UK and Brazil. Now, L'Oreal is the world's largest cosmetics company and has developed activities in the field of cosmetics, concentrating on hair color, skin care, sun protection, make-up, perfumes and hair care ("L'Oreal group history", 2017).

2.1.4 Previous Studies on the Analysis of Rhetoric in Discourse

There are several previous studies of rhetoric in financial reporting or organizational documents which were conducted by some experts. The first study is entitled "*Rhetoric in Financial Reporting: A Case Study*". It was written by Anis Chariri from University of Diponegoro in 2007. This study is a case study conducted in an

Indonesian insurance company. The aim of the study is to understand the dynamics of financial reporting in the company. The main research question of this study is why and how the company constructs its financial reporting to deliver messages to its audience. This study reveals that the company is committed to maintain the quality of financial reporting because such reporting can be used to gain legitimacy and to maintain social harmony. Consequently, financial reporting is constructed as a rhetorical story about its performance, management ability and insight into the future.

The next study was investigated by Niamh Brennan and Sidney J. Gray in London, 2000. The title of the research is “*Rhetoric and Argument in Financial Reporting: Disclosures in Profit Forecasts and Takeover Documents*”. The purpose of this study is to discuss and analyze financial reporting practices related to profit forecasts. Examples are examined from a comprehensive, in-depth survey of accounting practices and disclosures in profit forecasts in the UK during the five year period 1988 to 1992. Most importantly the study examines disclosures in profit forecasts and in takeover documents from the perspective of rhetoric and argument to show how managements use accounting information to defend their own position and rebut the arguments of the other side. Persuasion in forecasts, and the verbal jousting and argument between bidder and target managements during contested bids, is considered.

The last, Mehmet Eymen Eryılmaz studied “*Pathos Rhetoric in Vision Statements of Organizations: Findings from Turkey*” in Uludağ University, 2014. In this study, it was aimed to investigate whether or not the vision statements of organizations principally used pathos rhetoric. For this study, the researcher examined the web sites of the 1000 largest Turkish companies in terms of 2012 data. However, some companies did not have a web site and many companies did not have a vision statement on their web site. This finding is consistent with a study which was conducted with Fortune 500 companies (Kasowski & Filion, 2010). The final data set of the study was the web sites of 365 companies. The findings of this mixed methodology research indicated that the visions principally consisted of logos rhetoric in the Turkish context. Although this result is consistent with some previous studies (e.g. Eryılmaz & Eryılmaz, 2011) which emphasized the dominance of logos rhetoric in Turkish managers’ discourse, it is contrary to claims of some literature on organizational vision. The reasons behind this finding may be that firstly the claims in literature are not consistent with reality. Another explanation could be that people in top positions in Turkish organizations generally have an engineering or health sciences educational background (which was mostly the company industry involved). This difference may affect the choices of rhetorical strategies. Therefore, future studies may investigate whether there is a significant difference in the use of PR between

managers with an engineering or health sciences background and those from social sciences.

2.2 Theoretical Framework

Based on the theoretical review, the further step in this research is to setup the framework of analytical tool to answer the research questions. The main theories which are adapted by the researcher are rhetorical proofs by Aristotle and Deixis by Verdonk.

To solve the first problem in research questions, the researcher utilizes the theories of rhetorical proofs promoted by Aristotle and developed theories by the modern researchers and experts, such as Burke (1969), Keith and Lundberg (2008), Higgins and Walker (2012) and so on. According to Aristotle, there are three proofs which become the available means of persuasion. The proofs are logos (logical), ethos (ethical), and pathos (emotional). The further details about the proofs can be seen in chapter 3 which are displayed in rhetorical proofs rubric.

To find out the answer of the second problem, the researcher utilizes the deixis theory of Verdonk (2002) which is completed by further researchers. There are three kinds of deixis focused in this study as adapted from Verdonk theory (2002). Those are place, time and person deixis. This theory helps to identify and analyze the deixis element in L'Oreal annual report 2015. In order to identify kind of deixis used in the annual report, the more detailed explanation of deixis is displayed in deixis rubric in chapter 3.

CHAPTER III

RESEARCH METHODOLOGY

This chapter provides the overview of research methodology. The overview covers the research design, material of analysis, the process of collecting data, and the process of extracting data.

3.1 Research Design

3.1.1 Approach

The approach which is utilized in this study is qualitative approach. Qualitative approach is conducted in research when the information about the topic or phenomena is limited, used to conceive of people's life aspect and to express their point of view (Johnson & Christensen, 2012). This kind of research is related to understanding several aspects of social life and the methods themselves generally produce words than figures as the data for analysis (Patton & Cochran, 2002). Mackey and Gass (2005) notes that the term qualitative research can be referred to the research which is based on descriptive data that does not regularly utilize the statistical procedures. In qualitative research, the researcher interprets the meaning of data in particular settings (Newman, 2012). Therefore, in this research, the researcher attempts to do interpretation on rhetoric of annual reports based on its context.

3.1.2 Method

There are several commonly used methods in qualitative research, such as ethnography, interpretative phenomenological analysis, diaries/journals, case studies, observational techniques, discourse analysis,

and textual analysis (Mackey & Gass, 2005; Hancock et al., 2009). This research adapts discourse analysis which is categorized based on the three main characteristics; language beyond the text, the using of language, and broader range of social practice determined by social structures (Schiffrin et al., 2001). Discourse analysis involves the interaction between the reader and the writer through the text. In this study, the way the writer interacts with the target readers in the annual report, particularly dealing with the rhetoric of the text, becomes the focus of the study.

As the part of discourse analysis, the approach which is used in this research is rhetorical analysis which examines the interface between text, reader and writer (Bauer et al., 2014). As what Andrew (1983) stated, rhetorical analysis is a method used to explain, analyze, interpret, and evaluate the persuasive means of the text. The important steps in rhetorical analysis include reading the selecting text. Next, the text would be analyzed by using rhetorical proofs and stylistic markers as the tool to gain the information. Later, revealing rhetoric of the text based on the rhetorical proofs and stylistic markers.

3.2 Material of Analysis

The material of analysis which will be utilized in this research is the annual report of L'Oreal *Société Anonyme* for the year ended 2015. The annual financial report was published in 2016 world widely. For the need of this study, it was retrieved from www.loreal-finance.com/eng/annual-report. The researcher selected the annual report due to the completeness of

disclosure information in the report. The document consists of 60 pages which are divided into 3 biggest sections namely introduction and figures of the company, the world of brands and the group's advance. The material presents phrases, clauses and sentences which as the whole report is published in order to persuade the annual report users. The rhetoric and stylistic markers found in the selected report becomes the unit of analysis.

3.3 The Process of Collecting Data

In collecting the data, the researcher utilized analysis of document as the method. After reading the annual report of L'Oreal SA for years ended 2015, data are then collected by coding as the research instrument. Coding concerns about how to classify or categorize certain parts of research material (Mackey & Gass, 2005), by using the guideline rubrics. Next, the researcher does code the important sentences which are identified as part of both selected features (rhetorical proofs and stylistic markers). The first guideline rubric is used to obtain the result of the first research question and the second rubric is utilized to answer the last research question. Both of the rubrics are conducted to gain the specific information about rhetorical proofs (logos, ethos, pathos) and deixis as stylistic markers of perspective and positioning (place, time and person).

The instrument used in this research for collecting the data is coding. The coding method which used is open coding. Open coding examines the research material to find important parts in which known as initial categories and explore the connection among categories (Mackey &

Gass, 2005). The prominent parts which needed to be revealed in this research are rhetorical and stylistic features (logos, ethos, pathos and deixis). In identifying the sentences belongs to which features, the selected sentences are coded. The coded sentences are displayed in appendices and labeled as below;

A. Rhetorical Proofs

Rhetorical proofs are labeled in underlined sentences (displayed in different color, based on the proofs)

- Blue: Logos
- Orange: Pathos
- Green: Ethos

B. Stylistic Markers of Perspective and Positioning (Deixis)

Deixis are labeled in highlighted words (displayed in different color, based on the kind of deixis)

- Pink: Place Deixis
- Yellow: Time Deixis
- Turquoise: Person Deixis

3.4 The Process of Extracting Data

In order to analyze the rhetoric of L'Oreal SA annual report, the first step is reading the whole selected L'Oreal SA annual report for years ended 2015 to gain the general understanding of the meaning. Then, as what has been elaborated before, using the guideline rubrics from Aristotle's

rhetorical proofs and Verdonk’s deixis as stylistic markers of perspective and positioning by open coding. The Aristotle’s rhetorical proofs are divided into logos as logical reasoning of discourse, in form of informal logic, pathos as emotional appeal towards the audiences, and ethos as “moral competence” of the writer. The later guideline is adapted from Peter Verdonk’s deixis as stylistic markers of perspective and positioning which consists of place, time and person deixis.

The rhetorical proofs and deixis guideline are performed as the basic framework and instrument to obtain the data from the annual report. Each piece of important information is classified based on the suitable items. The guideline table of rhetorical proofs and deixis are shown as below.

Table 3.1 Rhetorical Proofs Rubric

Rhetorical Proofs Elements	Description	Example
Logical Proofs (Logos)	The use of logic, rationality, and critical reasoning to persuade. Logos appeals to the mind. Logos seeks to persuade the reader intellectually.	<ul style="list-style-type: none"> ○ Appeal to the mind/intellect ○ Draw from philosophy and logic ○ Facts ○ Statistics ○ If, then... statements ○ Definitions of terms ○ Explanation of ideas ○ Cause and effect ○ Details that come from objective reporting ○ Logical reasons and explanations ○ Counter argument and rebuttal
Emotional Proofs (Pathos)	The use of emotion and affect to persuade. Pathos appeals to the heart and to one’s emotions. Pathos seeks	<ul style="list-style-type: none"> ○ Appeal to the heart/emotion ○ Stories or testimonials ○ Imagery and figurative language that provokes an emotional response

	to persuade the reader emotionally.	<ul style="list-style-type: none"> ○ Powerful words, phrases, or images that stir up emotion ○ Details that come from subjective reporting
Ethical Proofs (Ethos)	<p>The ongoing establishment of a writer's or speaker's authority, credibility, and believability as he/she speaks or writes. Ethos appeals to ethics and character. Ethos seeks to persuade the reader that the writer/speaker can be trusted and believed due to his/her noble character or ethical ways in which he/she is presenting ideas.</p>	<ul style="list-style-type: none"> ○ Appeal to the writer's/speaker's believability, qualifications, character; relevant biographical information ○ Virtuous character ○ Experience and authority: person knows the issues and has experience in the field ○ Appropriate language: uses language of the discipline ○ Humility: is not arrogant ○ Uses tentative yet authoritative language; avoids sweeping statements like "Everyone is doing this," "This is the only way," "This will always work." Instead says, "The research suggests that," "Some experts believe," "In my experience," etc.

Table 3.2 Deixis Rubric

Place Deictics	Time Deictics	Person Deictics
<ul style="list-style-type: none"> ○ Adverb such ‘here’ (near the speaker), ‘there’ (away from the speaker) 	<ul style="list-style-type: none"> ○ Include items such as ‘now’, ‘then’, ‘today’, ‘yesterday’, ‘tomorrow’, and ‘next Friday’ 	<ul style="list-style-type: none"> ○ The first-person pronoun ‘I’ (and its related forms ‘me’, ‘my’, and ‘mine’)
<ul style="list-style-type: none"> ○ Prepositional phrases like ‘in front of’, ‘behind’, ‘to the left’, and ‘to the right’ 	<ul style="list-style-type: none"> ○ The present and past tenses of full verbs (for example, ‘play/s’, ‘played’; ‘go/es’, ‘went’) and of auxiliaries (for example, ‘have’ and ‘had’) 	<ul style="list-style-type: none"> ○ The second-person pronoun ‘you’ (and its related forms ‘your’ and ‘yours’); Terms people use to refer to themselves and to talk to each other
<ul style="list-style-type: none"> ○ The determiners or pronouns ‘this’ and ‘these’ (near the speaker) and ‘that’ and ‘those’ (away the speaker) 		
<ul style="list-style-type: none"> ○ The deictics verbs ‘come’ and ‘verb’ (in a direction of the speaker) and ‘go’ and ‘take’ (in a direction away from the speaker) 		

CHAPTER IV

RESEARCH FINDINGS AND DISCUSSION

This chapter covers the research findings and discussion. The findings are the information found from the analysis, while the discussion is conclusion about the research topic. The research findings are served in figures and elaborations which are then followed by the discussion.

4.1 Research Findings

The research findings contain Aristotle's rhetorical proofs and deixis in the annual report of L'Oreal 2015. Both findings are elaborated as follows.

4.1.1 Aristotle's Rhetorical Proofs

After analyzing 2015 annual report of L'Oréal SA which contains Aristotle's rhetorical proofs, the researcher categorizes the data into rhetorical proofs element namely logos, pathos and ethos. The findings percentages are shown below:

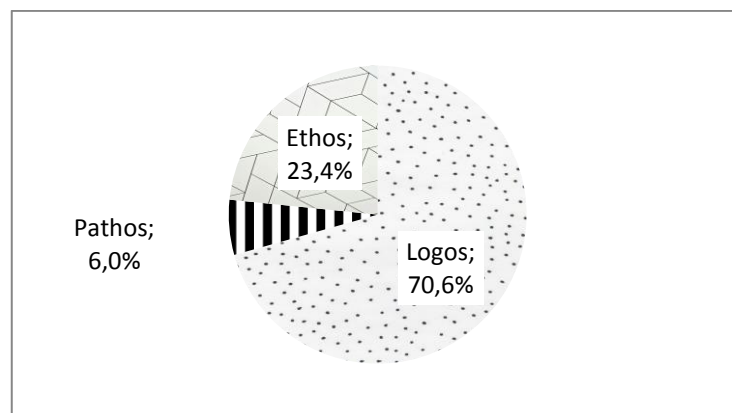


Figure 4.1 The Percentage of Aristotle's Rhetorical proofs in the annual report of L'Oréal SA 2015

1. Logos

Logos is one of the rhetorical proofs that provide logical and reasonable effect (Llyod, 2014). Logos is using the logic, rationality and critical reasoning to persuade the readers intellectually. Based on the analysis, the corporation intellectually persuades the readers by presenting facts and statistics, conclusion of logics and philosophy, explanation of ideas, logical reasoning, counterargument, and details of objective reporting. Furthermore, the analysis findsthat the percentage of logos contained in the annual report is about 70.6%. This percentage indicates that logos is the most frequently used element of the proofs. The following are the findings of the logos used in annual report of L'Oréal SA for the year ended 2015.

- Fact and Statistics

[1] With growth at +3.9%, the worldwide cosmetics market was stronger in 2015. With an estimated total of 203 billion euros, it is expanding steadily, driven by demographic trends in the New Markets, new needs linked to urbanisation, and new consumer desires fuelled by social networks. In this supply-driven market, spurred by innovation, L'Oréal is maintaining its leadership

Extract [1] is the conclusion of “the world of beauty 2015”. L'Oréal reveals itself still as the leader in worldwide cosmetics market. It is shown by the accomplishment of total estimation and explanations on how cosmetics market is growing. The statistic and fact indicate fine growth of L'Oréal intellectually. Later, the facts have positive impact on the business such as the expansion and innovation in supply market.

[2] With growth of +78.0% NYX Professional Makeup is expanding powerfully, and is one of the most comprehensive professional make-up brand in the mass-market channel.

Extract [2] consists of fact and statistics. The fact is supported by statistics which displays in significant growth percentage (+78.0%). By the percentage, the brand expands broadly and makes it as one of the most popular professional brands in mass market.

[3] Operating profit grew strongly by +12.8%, with operating margin reaching a record 17.4%. The year was also marked by a strong increase of +15.7% in earnings per share, at 6.18 euros, and in the dividend proposed to the Annual General Meeting.

Extract [3] shows that the profit in L'Oréal 2015 is great. The chairman and chief executive officer, as the representation of L'Oréal in this annual report section, explains how the condition of profits by giving the specific details such as statistics and facts. The profit, operating margin and earnings per share statistics indicates that the group is on superb condition.

- Conclusion of Logic and Philosophy

[4] Once again, these results demonstrate the quality and robustness of our business model

Next, extract [4] as the conclusion of the specific details of profit is drawn from logic which is explained in extract [3]. The profit statistics which was achieved by L'Oreal group could be drawn by logic how they demonstrate the quality of the business model.

[5]To be a young, avant-garde luxury brand

Extract [5] is clearly drawn from philosophy which is stated by Stephan Bezy, international managing director of Yves Saint Laurent beauty. Yves Saint Laurent is one of the brands included in L'Oréal luxe, the luxury L'Oréal brand which is marketed for high-class society. The brand mission is focusing on young consumers but staying luxury, which is maintaining be part of L'Oréal luxe, and artistically groundbreaking. So as the mission, the extract is stated based on the philosophy of the brand itself.

- Explanation of Ideas

[6] Despite a slowdown in worldwide growth, the group delivered a *solid performance*. Sales growth was strong, supported by a positive currency effect. Three out of four Divisions outperformed their market. And we delivered good quality results.

The chairman and chief executive officer, Jean-Paul Agon, described L'Oréal performance in 2015 by giving the explanations of idea. He stated *solid performance* as the situation of the group itself. The idea of a *solid performance* is explained as sales growth, the currency effect, market performance and good quality results. This kind of explanation is considered as logical persuasion (logos) to persuade the readers involving in the group.

[7] It (more universal L'Oréal) means offering innovations perfectly adapted to local aspirations and needs. All over the world there is a powerful appetite for beauty. At the same time, people want

products that are suitable for their skin and hair type, products that fulfill their desires, and match their culture and beauty routines.

Extract [7] shows how the idea of “more universal” is shared by the group. The meaning of universal in the report is developed and added by the values that the group perceived. The explanation of “more universal” idea promotes L’Oréal as the brand that is suitable for all over the beauty needs of the world citizens, wherever and whenever. Therefore, L’Oréal is trying to persuade the readers logically to be the part of L’Oréal itself.

- Logical Reasoning

[8] Operations play a key role in integrating and rolling out acquisitions within the L’Oréal group. The internationalisation of URBAN DECAY is an excellent extract. To support the worldwide development of this American brand, the supply chain teams shared skills and information systems, particularly in the forecast field.

Extract [8] shares the idea of supporting the development of the American brand. The logical reasoning means the teams have to share skills and information system in order to support the development of the brand in world widely scale, since each of brands are involving in each other success’ due to acquisitions within L’Oréal group. Extract [8] provides the success based on the brand experience.

[9] To meet consumers’ aspirations for increasingly personalised beauty, the Professional Products Division launched scientific innovations and exclusive services that highlight the professional difference provided by the hairdresser’s expertise and know-how.

Extract [9] promotes the improvement that L'Oréal group achieve in the Professional Products Division. The improvement is caused by the consumers' aspiration of personalized beauty. The effect of the consumers' aspiration leads the division to do scientific innovation on the products (hair treatment products). The scientific innovation is also involving the hairdressers' experts who understand thoroughly about hair. This extract is the other logical persuasion that is functioned in the annual report.

- Counterargument

[10] In a year marked by a worldwide economic slowdown and increased international volatility, particularly in some emerging countries, L'Oréal benefited from its balanced footprint across geographic Zones and continued to develop its positions in all regions of the world.

The counterargument above presents about how stable and solid the L'Oréal performance. Despite the volatility and economic slowdown that makes maintaining in the cosmetics market is getting more difficult, L'Oréal is still being on the top. Later, in the same section, the report explains how the performance statistically and the details in regions such as North America, Latin America, Western Europe, Eastern Europe, Asia Pacific, Arica and Middle East. Furthermore, all of the market performed well and strong. One of the extracts is stated below.

- Details of Objective Reporting

[11] North America (+3.5%). North America's growth pace strengthened throughout the year. URBAN DECAY, KIEHL'S and YVES SAINT LAURENT all posted double-

digit growth. The Professional Products Division is recovering, driven by REDKEN. The Consumer Products Division is fuelled by make-up, with the breakthrough made by NYX Professional Makeup and the acceleration of MAYBELLINE NEW YORK.

Actually, detail of objective reporting is similar with fact and statistics but slightly different. Both include statistics, but details of objective reporting has further explanation on how such condition which is displayed in statistics was achieved, what was happening behind the process.

.The statistics and details are provided in extract [11] is to support and confirm the previous counterargument statement. The statistic is amount of the result by performing the great job. The details explain about how L'Oréal group in North America can achieve such performance growth. It shares significantly well-performed brands of L'Oréal in the certain region.

2. Pathos

Pathos functions as a tool to connect the writer's messages to the audience (Minozzi et al, 2012). Pathos is using the emotion and affection to persuade the readers which can make the writer engaged emotionally with the readers. The analysis displays that the corporation emotionally persuades the readers by promoting powerful words, figurative language and testimonial. Moreover, the analysis shows the using percentage of pathos in the L'Oréal annual report is about 6%. It suggests that pathos is

the least frequently used element of the rhetorical proofs. The following are the results of analyzed elements of proofs in this annual report.

- Powerful Words

[1] Our mission: Beauty for all

[2] Offering all women and men worldwide the best of cosmetics innovation in terms of quality, efficacy and safety to satisfy all their desires and all their beauty needs in their infinite diversity
In extract [1], the mission “beauty for all” indicates that their

products offer the best for the consumers. Beauty for all means L’Oréal shares the beauty by using their product which suits to the needs of all people in different regions. So it does not mean because of L’Oréal is originated from French, Western Europe region, their products are only suitable for French or Western Europe consumers. It means that L’Oréal cares about all of their consumers all over the world and their mission “beauty for all” provokes the readers’ emotion on how they are well-prepared and thoughtful about all of the consumers’ need.

Extract [2] is the explanation for the mission that was stated in extract [1]. “The best of cosmetics innovation” is the strong and powerful words to promote that L’Oreal is in the highest position of conducting cosmetics innovation among all of cosmetics corporations. The innovation includes everything that L’Oréal presents to all consumers: quality, efficacy and safety. Moreover, “in their infinite diversity” strongly describes the conditions of L’Oreal consumers. The consumers come from diverse background of all over the world and it makes their beauty needs

are limitless. Hence, L'Oréal expects the consumers not only to be satisfied with their products but also to stay loyal on theirs.

[3] Renewed commitment: "*Enrich not Exploit*"

Extract [3] is about introducing the new proposition due to sustainability issue among the corporations. Sustainability issue is related to green production that the corporations should apply in their operating system. Here L'Oréal asks the consumers involve in the commitment by words "*enrich not exploit*". The words mean all of the parties are involved within L'Oréal group, from consumers to stakeholders, better to engage in this commitment by enriching the environment instead of exploiting them.

- Figurative Language

[4] Urban Decay: *taking the world by storm*

The figurative language *taking the world by storm* in extract [4] means that the brand becomes popular world widely due to "beauty junkies" influence by social media. Beauty junkies are the people who are obsessed with makeup and usually share their obsession through social media. This extract describes how Urban Decay achieves such brand's improvement by using figurative language.

- Testimonial

[5] We have set up a host of e-commerce partnership that are already posting good results, and we are now the reference for online beauty in Russia

The testimony above is stated by Arnaud Darde, key accounts director of L'Oréal Russia. Extract [5] implies that L'Oréal is being the leader of online beauty in Russia which makes them powerful cosmetics group there. The testimony describes the condition of L'Oréal in Russia and it leads the readers who are potentially being the investor to invest in the group.

3. Ethos

Ethos is defined as “good character” of the speaker (Halmari & Virtanen, 2005). Ethos appeals to ethics and character. It seeks to persuade the readers that the writer can be trusted and believed due to the writer's noble character or ethical ways in which the writer is presenting ideas. Based on the analysis, L'Oreal ethically provokes the readers by demonstrating humility, authority, virtuous character, appropriate language and tentative yet authoritative language. In addition, the analysis also reveals that annual report contains about 23.4% of ethos as the rhetorical proofs. Here are the findings of ethos in the annual report.

- **Humility**

[1] Thanks to our regional Research and Marketing hubs, now at full speed, our brands can be both aspirational worldwide, and totally relevant at local level

Extract [1] shows the humility side of L'Oréal. They realize all of the achievement in certain division happens because of the team work of every party that involves in it. They believe the great team work as whole system leads to the success. The grateful expression shows the good

character of L'Oréal and evokes the readers' believability towards L'Oréal.

[2] One thing more: we feel proud and privileged to be part of a wonderful industry, helping people to feel good and self-confident. In short, to make life more beautiful!

As what was stated before, although the group is achieving such success they still feel privileged to help people in making them feel confident, in the context of look, because L'Oréal is a corporation group involved in beauty market. The "proud and privileged" part promotes their humility. The humility in extract [2] draws the readers' intention that although they achieve more success in the industry, the corporation stays humble and still feels flattered to be part of this industry.

- Authority

[3] Definitely. As ever, our objective is to outperform the market and continue to deliver solid growth and profits. And all the cards are in our hands.

The condition of L'Oréal as the corporation group which achieve the solid growth and profits make them be powerful. The powerfulness leads them to have the authority. It is expressed in the last part of extract [3] "all cards are in our hands" means that they do not need to worry about the group's performance. They are balanced in between creating values and having ability to grow in cosmetics market. The authority makes the readers believe in L'Oréal performance both in the market and environment.

- Virtuous Character

[4] The Board of Directors places great importance on the respect of L'Oréal Ethical Principles –Integrity, Respect, Courage and Transparency- and more generally of the Code of Ethics. These commitment are the foundation, namely of the group's policies on compliance, responsible innovation, environmental stewardship, social and societal responsibility and philanthropy.

Extract [4] shares the ethical principles of L'Oréal. They intend to make the former ethical principles become broader, such as compliance, responsible innovation, environmental stewardship, social and societal responsibility and philanthropy. This extract presents that L'Oréal group maintain their credibility and ethics by broaden the ethical principles toward the latest issues relevantly. This extract shows us how L'Oréal is improving their ethical principles, at the same time, persuading the readers.

[5] Offering its employees the best social protection all over the world is a strategic ambition for L'Oréal

L'Oréal group shares their concern toward the employees by offering “the best social protection”. Beside it is the action of concern, it is also the strategic ambition since the good employees also counted as goodwill. The goodwill itself adds the value of corporation. So, in maintaining the goodwill, the corporation should concern about their issues. Concurrently, L'Oréal also shows the “virtuous character” toward the readers.

- Appropriate Language

[6] Dermocosmetics; thérapeute; stakeholders; dividend; reimbursement; cash flow; internal control and risk management

The appropriate language is using language of the discipline. It is other features of the annual report. Because of this is the annual report of cosmetics corporations, so the appropriate language or terms appeared here due to the discipline of cosmetics and accounting. Dermocosmetics (combination of dermatological and cosmetic action to maintain the health and beauty of skin and hair) and thérapiste (the term for the very damaged hair treatment) are the terms of cosmetics meanwhile stakeholders (the party who has interest or concern in an organization), dividend (distribution of profits paid to its shareholders), reimbursement (the repayment for costs incurred or expenses paid), cash flow (incoming and outgoing of cash), internal control (methods are applied by a corporation to ensure the integrity of financial and accounting information) and risk management (the process of identification, analysis and avoidance to minimize the uncertainty of investment decisions) are terms of accounting. This annual report is written with appropriate language which makes it credible towards the readers' perception.

- Tentative yet Authoritative Language

[7] For a number of years L'Oréal has been conducting research into the effects of pollution on the skin. This expertise led to scientific publications in 2015

Extract [7] is the good extract of using tentative yet authoritative language. The extract indicates that L'Oréal is experienced about the effect of pollution on the skin and by that, they become the expert on it. The statement leads the readers to believe in L'Oréal products since they

understand and realize the future effect of pollution on human's skin. The extract shows the quality of their products.

4.1.2 Deixis

Deixis or deictics is another aspect which is going to be identified by the researcher. Deixis defines the words and phrases which needs the complement by adding contextual information in order to make the meaning is clear, for instance "me" or "here" (Verdonk, 2002). In this research, the researcher analyzed deixis based on Peter Verdonk's deixis which consists of place, time and person deixis. Below is the percentage and result of the analysis.

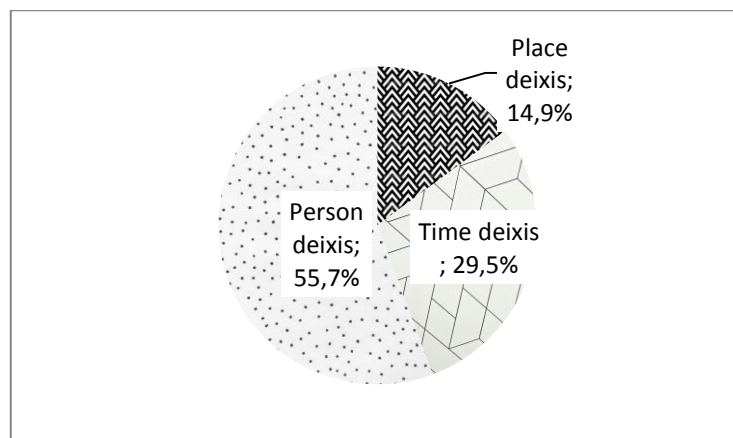


Figure 4.2 The Percentage of Deixis in the annual report of L'Oréal SA 2015

1. Place Deixis

Place or spatial deixis indicates the relative location of people and things. Place deitics concerns for the specification of locations to the

speaker point in the speech event (Levinson, 1983). Due to Peter Verdonk's deixis, below are the results of place deixis analysis.

Place deixis is only used 14.9% in the annual report which is the least frequently used deixis. It happens because the annual report is not emphasized on the spatial distance between the writer and the readers. Nevertheless, the researcher found some extracts by using the words which are identified as place deixis but sometimes the meaning is not literal. The words from Peter Verdonk's place deitics are found in the annual report include.

[1] Let's take a closer look at what is *behind* the success of *this* Californian brand (NYX) with worldwide potential.

Extract [1] contains two words include in place deixis. These are the prepositional word "*behind*" and pronouns "*this*" which means near the writer. "*Behind*" in the extract does not mean something positioned on the back, it is not to be meant literally. In extract [1] "*behind* the success of *this* Californian brand (NYX)" means the causes which make the brand success. For the next place deitics word "*this*", "*this* Californian brand (NYX)" means the brand has been mentioned before recently and the topic is still about the same brand.

[2] It is passionate for beauty, innovative, entrepreneurial, open-minded, driven by excellence, and responsible, and *these* values are shared by all its employees worldwide.

"*These*" is pronouns included in place deixis word, same as "*this*" but in plural form. In extract [2], "*these* values are shared by all its

employees worldwide” means the values has been already discussed in immediate before. The values are plural, consisted of “passionate for beauty, innovative, entrepreneurial, open-minded, driven by excellence, and responsible” and still being discussed. “*These*” means something near the topic that the writer explains in the section.

2. Time Deixis

Time or temporal deixis refers to time relative to a temporal reference point. Typically, the point is the moment of utterance (Levinson, 1983). This includes time adverbs like “now”, “then”, ”today”, “yesterday”, “tomorrow” and different tenses, specifically the present and past tense (Verdonk, 2002). The findings percentage of time deixis in the annual report is 29.5%. The details are shown as below.

The annual report of L’Oréal SA for the year ended 2015 is made for reporting 2015 performance but published in 2016. So, the present report setting is in 2016. Time deixis found in the annual report mostly are past tense due to the most occurred events refer to the performance year: 2015. The full verbs of past tense are displayed in italic.

- [1] We *made* swift and substantial progress in 2015. Our online sales *totalled* 1.3 billion euros, an increase of +38%.
- [2] In 2015, the reduction *was* already 56% *compared* with 2005, while over the same period our production *increased* by 26%.
- [3] The group *recorded* strong growth in 2015, *supported* by a positive monetary effect.
- [4] 2015 *gave* new impetus to the beauty range of the most subversive- Parisian couture brand.

- [5] In 2015, we *strengthened* our worldwide leadership and *accelerated* our growth
- [6] The Active Cosmetics Division *strengthened* its position as the dermocosmetics market expert in 2015
- [7] 2015 *was* a very good year for L'Oréal Operations, which *delivered* higher performance levels in all fields of responsibility.

For the adverbs using of time deitics, the condition currently happens so it is followed by present tense. The extract below is the statement from Arnaud Darde, the key director of L'Oreal Russia. It is implied that L'Oréal becomes the online beauty reference now due to the effort that has been made before.

- [8] We have set up a host of e-commerce partnership that are already posting good results, and we *are now* the reference for online beauty in Russia

The other time deixis is shown in future tense. The future tense sentences are stated along with year figure 2020 as part of L'Oreal commitment in the future. All of the extracts below are the plans which do not happen yet.

- [9] By 2020, 100% of our products *will* have an improved environmental or social profile.
- [10] By 2020, we *will* reduce our environmental footprint by 60%.

3. Person Deixis

Person deixis involves the speaker or writer and the audience or reader that operates in basic three-part division: first person (I), second

person (you), third person (he, she, it) (Yule, 1996). Same as Peter Verdonk's deixis, person deixis includes the pronouns I and you alongside the related forms. Person deixis is the most common used deixis in the report which the percentage is 55.7%. Below is the analysis result of person deixis in this annual report.

Person deixis which is used in the annual report differs from what was stated by Verdonk (2002). Instead of using the first-person pronoun (I) and second-person pronoun (you), the annual report frequently uses inclusive personal pronoun that is we and its derivatives. Inclusive personal pronoun is purposed to establish the unity atmosphere (Akmal, 2008). The annual report creates this situation because L'Oréal emphasizes that they are group consisted of brands, stakeholders and all parties that have influence in L'Oréal.

- [1] In terms of regions, *we* continued to expand on all continents.
- [2] *Our* digital presence reinforces *our* competitive edge and extends *our* leadership. It opens up thrilling new horizons for *our* industry in direct and personalised consumer relationships.
- [3] Thanks to *our* regional Research and Marketing hubs, now at full speed, *our* brands can be both aspirational worldwide, and totally relevant at local level
- [4] *We* also need to reconcile the longer time frame of luxury – that of quality and brand heritage – with the shorter spans required by today's world
- [5] In 2015, *we* strengthened *our* worldwide leadership and accelerated *our* growth

Therefore, below is statement by the chairman and chief executive officer, Jean-Paul Agon, which is used first-person pronoun. The statement

which is shown in extract [6] differs from the previous extracts. The previous extracts display inclusive pronouns which indicate the togetherness of corporation. Meanwhile, extract [6] shows the authority of one person in L’Oreal.

[6] Furthermore, *I* decided that the Sustainable Development Department should report directly to *me*, because *our* commitment is transversal and strategic for all parts of the business, brands and countries.

The extract above uses *I* to indicate that it is the statement by the most influential and powerful person of the group: chairman and chief executive officer. It means that he emphasizes the decision of “Sustainable Development Department should report directly to *me*” because the decision is extremely important to be accomplished. *I* in the statement promotes that the chairman has the highest authority in the group and it shows how the L’Oreal group’s sustainability report which related directly to the group’s commitment is serious and crucial. The decision leads to the believability of readers’ toward L’Oréal group.

4.2 Discussion

Based on the research findings, the researcher found the results of rhetorical proofs and deixis utilized in the annual report of L’Oréal for year ended 2015. These findings are discussed in this section in order to answer the proposed research questions.

The first research question proposed in the study is what rhetorical proofs are found in the annual report and how the proofs are constructed.

The answer of the research question can be referred from the following result of analysis. The annual report contains all of the rhetorical proofs (logos, pathos and ethos) which presents in different frequency of each. Logos is the most dominant proof, since the annual report is published for commercial purpose. One of the purposes of publishing annual report is for informing the society about the financial condition of the corporation group to gain more shareholders in order to expand the group. Frequently, the annual report content is consisted of fact and statistics in which many of them displayed in graphics. The percentage of logos in this annual report is about 70.6%. Next, pathos has the lowest percentage of use in this report, it is only 6%. It makes the annual report rarely uses emotion to persuade the readers. Then, the last and second most used rhetorical proof in the annual report is ethos. Ethos shows the ethics and credibility of L'Oréal group. The percentage of ethos in the annual report is 23.4%. Ethos is related with the lately issue of corporate social responsibility (CSR). Besides the corporation has purposed to gain more profits, it also contributes to the environment and social welfare. Actually, the contribution act is not only for the external party, but also can be categorized as goodwill which adds the value of corporation.

Next, the second research question proposed in the study is how the deixis in stylistic markers are used in the annual report. The answer of second research question can be referred from the further research finding. The use of deixis is limited in the annual report, since it refers to contextual

situation that regularly occurs in spoken text such as speech. The deixis used in this research included place, time and person deixis. In the annual report, the percentage of place deixis using is only 14.9% which makes it as the least used deixis, since the annual report is not emphasized on spatial aspect. The place deixis used in this annual report is implicit. It means although there are some extracts of place deixis, those extracts do not direct explicitly. About the time deixis, which is 29.5%, is mostly displayed in form of year figures. Because of this annual report is reporting 2015 performance, so 2015 becomes the dominant time deixis. Last, person deixis, the most used deixis with 55.7%, is consisted of first-person pronoun (I), second-person pronoun (you), and both relative forms. Instead of finding person deixis, the annual report often utilizes inclusive personal pronoun (we and its relative forms) to refer the grammatical persons involved in the report.

CHAPTER V

CONCLUSION AND SUGGESTIONS

This chapter is divided into two parts, conclusion and suggestions. The first part concludes about the research findings which are then followed by suggestions.

5.1 Conclusion

The research is conducted to find out the rhetorical proofs and deixis used in annual report of L'Oréal SA for the year ended 2015. The rhetorical proofs are derived from Aristotle's rhetoric and framework of rhetoric, while deixis is adopted from Peter Verdonk's deixis in stylistic markers. Based on the research findings, there are some conclusions that can be drawn.

First aspect is the finding of rhetorical proofs analysis. Rhetorical proofs consist of logos, pathos, and ethos. From the analysis, the researcher found logos as the most used proof which is 70.6%. It indicates that L'Oreal utilized logical persuasion to evoke the readers. The second most used proof in the annual report is ethos with the percentage 23.4%. It excelled pathos which is only presented in 6%. The annual report utilized ethos as the ethics and credibility persuasion later on after using logic.

The second aspect is deixis. Deixis is considered as stylistic markers namely place, time and person deixis. Place deixis are rarely found in the annual report unless it is implicit. The place deixis used in the annual

report is not meant to show or direct the exact physical position, but rather to direct implicitly. Then, time deixis is mostly displayed in the past tense due to refer to the performance year, not to the current year. Finally, person deixis on the annual report are not in first-person pronoun (I) and second-person pronoun, as what is adopted from Peter Verdonk's deixis, but in inclusive personal pronoun (we and the derivatives). Inclusive pronouns aim to show the togetherness of responsibility and commitment of the corporation as the unity.

5.2 Suggestion

Regarding the rhetoric of annual report in L'Oreal, the researcher recommends some points of view that can be conducted by the future researchers. The future researcher may utilize different theories for the academic text studies. Since the researcher did not analyze all aspect of rhetoric, the further research is expected to broaden the topics of analysis.

The researcher suggests that discourse analysis lecturers introduce the rhetoric proofs to find out how these means of persuasion are effective instruments to make the persuasive texts. By teaching the rhetorical proofs to the students, the students will obtain the capability in understanding persuasive academic text with mostly logical arguments to support the ideas. Furthermore, the deixis involved in the research enables them to gain the understanding on how the contextual situation elements of the text make sense what is within it; the place, time and person deixis.

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APPENDICES

- Appendix I** : Surat Pernyataan Anti Plagiat
- Appendix II** : Surat Keterangan Bimbingan Skripsi
- Appendix III** : 2015 Annual Report of L'Oreal *Société Anonyme*
- Appendix IV** : Autobiography



**KEMENTERIAN AGAMA REPUBLIK INDONESIA
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Menyatakan bahwa sesungguhnya skripsi tersebut adalah benar/benar karya asli saya, kecuali lampiran yang disebutkan sumbernya. Apabila terdapat kesalahan dan kekeliruan didalamnya akan menjadi sepenuhnya tanggung jawab saya.

Demikian surat pernyataan ini saya buat dengan sebenar-benarnya

Banda Aceh, 19 Januari 2018
Saya yang membuat surat pernyataan,



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