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## Rhetorical Pattern of Political Advertisement in Aceh

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### Abstract

*The Indonesian government has adapted the genre-based approach designing curriculum, thus both English teachers and students need to master the genre aspects: the objective or social function of a text, text structure, and language features. This study aimed at describing the rhetorical pattern of Irwandi Yusuf – Nova Iriansyah’s posters during the gubernatorial election in 2017. The object of this study was the strategies used to convince the argument or namely rhetorical pattern. The design of this study was descriptive qualitative research. To obtain the data the researchers used document as an instrument in this study. The result of this study revealed that the posters applied ten strategies: form-based strategy, emotion-based strategy, attention management strategy: use of dramatic statement, using repetition in the form of image and slogan, sketch model participation, detailed benefit change, self-efficacy realized via image, offer further information or services strategy: indirect offers, use slogan, refers to a broader picture, refer to the legal status of the campaign. These strategies that were implemented in the candidates’ poster was to convince the message relied on the poster to the target readers. Further, the strategies implied have followed some strategy offered by Barron (2012). Therefore, different advertisement, as well as a poster from the different*

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*region, have a different pattern in organizing the ideas and in convincing the target readers. In conclusion, by exploring the rhetoric of the local advertisement, it can expand the material of teaching text structure, language feature and social function of the advertisement text from a different region or country due to the genre is socially constructed.*

**Keywords:** Genre-based approach, candidates' poster, rhetorical pattern.

## 1. INTRODUCTION

Political candidates commonly use advertisement in the form of the billboard to persuade and receive trust from their constituents. Advertisement plays essential roles in term of attracting people (Luo & Huang, 2015). However, advertisement is not only used to promote or to sell something but also it is used as teaching material in language learning, particularly in Indonesia. It is attached to the Indonesian National Curriculum 13 on the basic competence 3.12 and 4.12 of third-grade students of junior high school. Therefore, Indonesian Government also requires both English teachers and students to be able to compose a text by considering the three aspects of the genre: the objective or social function of a text, text structure and language feature used in a particular text. Those aspects have to be taught by teachers and have to be mastered by students (Kemendikbud, 2016, p. 7). The term genre is a 'spook' for teachers, especially English teachers who have been accustomed to traditional methods.

In reality, many English teachers, especially those who teach English at senior high schools, lack knowledge in analyzing the genre of text, especially advertisement text (based on the interviews of three (3) English teachers from different secondary schools, namely MUQ (Madrasah Ulumul Quran Langsa), vocational school (SMK) Darul Ihsan Banda Aceh, and vocational school (SMK) 2 Lhokseumawe). They were asked about how they taught advertisement text. The researchers found that the interviewed lacked genre knowledge and their ability in explaining the genre of an advertisement text for students was very limited. They taught their students about the general function of advertisement and avoided detailed explanations about the rhetorical pattern of advertisement. However, the rhetorical pattern is considered as an important aspect of building students' literacy composition skill, such as creating a well-organized sentence, particularly in organizing an advertisement text both in spoken and written. The pattern is reflected in the cultural background of the speaker. Therefore, by explaining the rhetoric of text in detail can develop students' understanding of how culture impacts the style of writing.

Many researchers believe that teaching the rhetoric of text is important in learning the language. Such as Agbesi and Kwesi (2018) state that writing is a socio-cultural activity, therefore, it is important to distinguish the similarities and differences between the rhetoric of texts produced by English native speakers (NS) and a text produced by non-native speaker (NNS) to acquire the English rhetorical norm. Then, Connor and Traversa (2014) argue that by identifying the rhetorical pattern of text and interaction across culture as well as languages is important and this knowledge is essential to be mastered by language teachers and students, particularly ESP teachers and advanced students. Furthermore, the rhetorical pattern is considered as one of the effective writing strategies.

According to Mu (2005) in Larenas et al. (2017), the rhetorical pattern is a strategy in which the writers organize their idea to be acceptable. Carroll (2002) in her book taught her college students the rhetorical strategy in writing. She gave the assignment to analyze the rhetorical outline in the students' writing. As a result, she found that her students' ability in convincing the target readers through their writing is increased without decreasing their writing style ability. Thus, it can be said that rhetorical pattern is a language strategy that helps students to clearly understand how to convince the target readers either in the form of academic writing products or other professional genres, particularly advertisement.

Through the significant aids of advertisement, many researchers have done genre studies in advertisements. Those studies have been increased over recent decades. The first study is from Yongqing (2013) who analyzed the generic structure of a Malaysian hotel advertisement. His study focused on the business advertisement. The next study is the work of Luo and Huang (2015) who explored the RP of the American tourism brochure. He also focused on the promotional genre. Other researchers such as Halle (2017) have identified political advertisement on the Presidential election in the USA and Gunawan (2012) has found components on the political advertisement of Mayor Election in Kendari, Indonesia. Lastly, Samad and Adnan (2018) found the university students' rhetorical pattern of thesis defense examination in Indonesia including Aceh. Students in Samad and Adnan's work refer to candidates in this study whose aim is to persuade people, while the term examiner in their work refers to voters in this study. Samad and Adnan's work focused on the spoken academic genre. Although this study is not very related to the promotional genre, the activity of this study is related to persuading people.

Therefore, the researchers are interested in analyzing political advertisements used by Irwandi Yusuf – Nova Iriansyah in the 2017 election as a case of this study through genre analysis. Since political ads are more persuasive and more culturally complex than others, for example, the use of ethnic costumes and dialect which meet the needs of this study that is to find out the rhetorical patterns of the winning candidates.

Furthermore, the results of this study are expected to give a valuable contribution to English language teaching both in theoretical and practical. Theoretically, as the result of this study present how to do genre analysis in the advertisement text, the researchers expect that it can give valuable information for language students and teachers in enhancing genre knowledge, particularly how to analyze the generic structure of the advertisement. Therefore, they can use their knowledge in designing good advertisement with the cultural aspect as consideration.

Practically, the result of the study can be implemented not only in the secondary educations but also in tertiary education particular in teaching English for Specific Purpose classroom, English for Academic Purpose and Teaching English for the foreign language classroom. Due to this study was oriented to the local advertisement, the English teacher can use this study to teach contrastive genre study as well as how culture has affected the language. Therefore, the teacher can expand students' awareness of differing convention in their mother tongue (L1), particularly the Indonesian language and in the English (L2).

## 2. LITERATURE REVIEW

### 2.1 An Overview of Genre

Understanding the communicative goal of particular discourse is the language demand in the current teaching and learning process. Thus, the term genre is recognized among scholars and educators. In general, the genre is viewed as a tool to classify something in an appropriate category. Bawarshi and Reiff (2010, p. 4) states that genre is as a classificatory tool. In other words, genre helps to put a thing in “the same boat” or for whom genre it belongs to. Furthermore, Swales (1990, pp. 8-10) defines the genre as a form in particular discourse to achieve the communicative purpose through “socio-rhetorical” activities of writing. The next definition is from Luzon (2005, p. 285) who defines the genre as “a class of communicative events”. Therefore, it can be concluded that genre is a text type which shares similar and different social functions under the Rhetorical Pattern (RP) of the specific genre. Every kind of text has its structure based on the text field it belongs to. For example, a text such as a report text, a descriptive text, a narrative text and various kinds of texts, particularly advertisement from law might be different from science in terms of the generic structure of a text and lexical items. However, between the two texts, advertisement texts from law and science have a similar communicative purpose, that is, to promote something.

Furthermore, the genre also reflects the ‘communication habit’ of the members in a particular discourse. It shows how members communicate through texts or modes. The way they communicate indicates in what professional or academic field they belong with. Paltridge (2011, p. 84) explains genre as the method of carrying out ‘things’ by the use of spoken or written discourse. He also adds that “*genre is a kind of text*” in which it often shares numerous features of genre examples. Moreover, genre provides us as a member of discourse with the capability of associating, recognizing and accomplishing our thought both in written or spoken form by considering the social context. Getting done in the situation in which adjusting our perspective with others in the communicative situation needs a proper understanding of genre knowledge, that is, purposefulness and flexibility of form. As Bawarshi and Reiff (2010, p. xi) states “genre shapes regularized communicative practice that binds together organization, institution and activity systems”. Besides, the genre also focused on our cognitive attention to enhancing our ways of thinking through identifying social context, particularly in identifying the social context of political advertisement.

### 2.2 The Characteristic of Advertisement

The characteristics are very important to discuss because it can help the researchers in translating or understanding the message or comprehending the concept (Vandal-Sirois & Bastin, 2012). Furthermore, they also added that the several objectives of the advertisement should be fulfilled: broadening awareness of a cause, a company, or a product and eventually varying the opinion or behavior of detailed demography. To accomplish this aims, the advertisement should be not only attractive to capture the intended readers, but also should be changed the paradigm of readers and shape the credibility of the advertising message to the individual viewers.

Furthermore, doing advertising is identically persuading the individual or collections' need and make available to everybody. Auletta (2007) asserted that "...advertising as the characteristic rhetoric of democracy". He also adds democracy here is not only consider as the political system, but also "...a set of institutions" that enables people to freely express their interest. Then, he classifies the characteristic of American advertisement.

The first is repetition. One of the examples of repetition is the advertiser repeat the slogan or headline of their advertisement on the same page. For instance, the candidate uses the slogan "anti-corruption" twice or three times in their political advertisement. This repetition is aimed at conveying the target voters about their political system when they are nominated. The second is an advertising style. The old advertising in American is conventional. It means that it contains more words rather than images or any visual elements. But nowadays, since the development of knowledge and technology, many advertisers utilize it in the best way. They create some creative and purposively advertisement by combining text and semiotics resources. This effort is more successful in attracting readers rather than the conventional one. Finally, the third is ubiquity advertising. For many years, American advertising very tricky and make into consumptive consumers. But today, the consumers are very smart and selective in believing the advertisements service or products. Therefore, many advertisers increasing their persuasion skill by providing some facts about the products and sometimes, adding the negations statement to defense their opponent.

### 2.3 Previous Works on Promotional Genre

Promotional genre including advertisement is commonly discussed among genre researchers. It is because advertisement has a wide variety of resources that can be used in teaching English. Thus, many researchers have been conducted a genre study of advertisement over decades such as Barron (2012) in her study analyzed the move structure of public informational message between Germany and Ireland advertisement. 244 corpus data belonged to a total of 34 campaigns. It can be seen in Table 1.

**Table 1.** The result of moves and sub-moves in public informational message.

| Moves  | Sub-moves   |
|--|---|
| Capture attention (obligatory)   | -   |
| Give audience details of recent/upcoming changes (optional; obligatory in public service information messages) | -   |
| Detail strategies for participation (optional)   | -   |
| Justify change (obligatory)  | Claim change is good<br>Detail problematic situation<br>Detail benefits of change                     |
| Incite audience participation (Irish: obligatory; German: optional)  | Underline self-efficacy<br>Underline responsibility to participate<br>Address social behavioral norms |
| Solicit further action (obligatory)  | Threaten negative consequences<br>Solicit topic-related action<br>Offer further information/service   |
| Establish credibility (obligatory)   | -   |

Source: Barron (2012, p. 166)



From Table 1, it can be concluded that six (6) obligatory moves in Irish advertisements and five (5) obligatory moves in Germany advertisements; one optional move in Irish advertisement and two optional moves in Germany advertisements. Further, [Barron \(2012\)](#) pointed out that all of the corpora were representative to give audience details of recent/upcoming change move. It means that this move was obligatory move in the campaigns.

Furthermore, [Yongqing \(2013\)](#) worked on the genre-based analysis of hotel advertisements in Malaysia. He analyzed 20 advertisements of Malaysia Hotel and found that five moves were obligatory move included identifying service (brand name and highlighting), establishing credentials, introducing services and facilities, and providing contact. Besides, the optional moves were expressing general greeting and invitation, background description, and internal philosophy and guidelines.

The term of each move used by [Yongqing \(2013\)](#) is quite different from Barron; however, the purpose of each move is similar. For example, the identifying serving move in Yongqing's study had a similar purpose in capturing attention in Barron framework. However, the moves by [Yongqing \(2013\)](#) moves were not applied in this study due to the moves proposed did not represent the structure of the political advertisement. Because slogans are an important aspect of the advertisements, the researchers mentioned two previous studies of slogans. The first is from [Michalik and Michalska-Suchanek \(2016\)](#). The study focused on the persuasive function of rhetoric in cars advertising slogan. They found that alliteration, hyperbole, rhyme, repetition, personification, rhetorical question, idiom, oxymoron, imperative mood, pronouns, verbs, nouns, adjectives, were used in designing the slogan. Lastly, the work from [Amalancei et al. \(2017\)](#) who analyze the image within the slogan from political parties which were paraded during the Romanian Parliament Election in 2016. The focus of their study was to find out how political slogan interpreted and remembered among students from the communication study program. They found that such characteristics of slogans; simple, memorable, and adapted to the target audience, were the most effective slogan and the most memorable among students. Hence, slogans are an important element of advertisements, particularly political advertisement.

In conclusion, those previous studies were used by the researchers to find the differences and similarities of the result of this study. Furthermore, those previous works also used to guide the researchers in elaborating the data in the discussion section.

#### **2.4 Rhetoric as Language Teaching Strategy**

Rhetoric is a strategy in which the writer or people use to convey ideas through oral and written. It is also used to organize the idea to be accepted by certain members of the community. Furthermore, it can become an analytical tool across disciplines for uncovering certain aspects of discourse ([Indarti, 2018](#)). According to [Wink \(2016\)](#), rhetoric is a strategy to convince the argument and also to identify what makes an argument effective or ineffective. The original term of this approach is proposed by American applied linguist Robert Kaplan as contrastive rhetoric. The research conducted by [Grabe and Kaplan \(1996\)](#) is focused on the culture and linguistics different in the Non-Native English Speakers (NNS). According to [Connor et al. \(2008\)](#), the contrastive rhetoric approach has a good impact on NNS particularly on ESL and English for Academic Purpose. However, since this approach is criticizing

by many researchers, and also the expansion of the genre is becoming widespread, the term is changed and became intercultural rhetoric. The term is used to generalize the research field of cross-cultural study and broadening trends of writing across language and cultures.

Furthermore, the term of intercultural rhetoric can be defined as an approach in examine language as well as text analysis or genre analysis that allow for the dynamic definition of culture and the inclusion of smaller culture such as disciplinary and classroom. [Abasi \(2012\)](#) argued that this approach supports students in understanding how text have dynamic interaction and social context between readers and writers. Due to the rhetoric of text is important to understand, it has been not only implemented as an approach in analyzing text but also as an educational foundation, particularly in language teaching. In the early discussion, it has been discussed that Indonesian government adapts genre-based approach as an approach in designing curriculum, particularly in language teaching in which the goal of this approach is to understand how text is produced and how the text interacts with the readers through analyzing the rhetoric of the text.

In teaching the genre of texts, particularly advertisement, it is important to understand the rhetorical pattern of text. The rhetoric is used to identify the surface level of text. [Paltridge \(2018\)](#) believes that teachers need to help students to discover how genre differs rhetorically from one another as well as how the same genre vary in term of the use of language. He also adds that students are required to explore the rhetorical expectation of their writing. It is also in line with [Dirgeyasa \(2016\)](#) which states teaching the genre of text as well as the rhetorical pattern of text enables students to understand their product of writing and develops their writing skill. Thus it can be concluded that understand the rhetoric of text is one of the strategies for not only shaping the students' writing ability but also understanding how text is socially constructed and have dynamic interaction between readers and writers.

### 3. METHODS

#### 3.1 Research Design

The qualitative research design was applied in this study. According to [Paltridge and Phakiti \(2015\)](#), qualitative research is aimed at investigating the basic problem in all aspect of social behavior of the current issue. Furthermore, Creswell insists that by applying descriptive qualitative research, the researchers can gain more detailed information on the phenomenon ([Creswell, 2012](#)). Through qualitative research, the researchers can analyze the data related to the problem subjectively. Then, [Sukmadinata \(2010\)](#) asserts that the descriptive qualitative method is a basic method to describe the phenomenon. This method studies activities, characteristics, changes, relations, similarities, and differences between other phenomena. Besides, descriptive study is important both in the academic field and in the curriculum instruction because this method clearly defines or describes the academic phenomena or the application of curriculum in every academic division and every educational unit. Therefore, in this study the researchers investigate the rhetorical pattern of the winning candidates' advertisement on the Governor election in 2017, Irwandi Yusuf – Nova Iriansyah, is selected to find out its RP. The data of this study were analyzed by using Barron's

framework (2012). Seven moves are used to analyze the RP of the elected candidates' advertisement. Below is the detail information.

### 3.2 The Technique of Data Collection

To collect the data, two technique of data collection were applied in this study. First, the researchers searched the political posters from the candidates in the public sites as a document. Then, the researchers downloaded the posters from the Acehese governor candidates. To avoid the bias in this research, the researchers framed the criteria of the sample: the poster from the Acehese governor candidates from all around Aceh province, the poster published during the election in 2017, the posters of the candidates which contain words and images. The poster later was analyzed by using Barron's Framework as follow.

**Table 2.** The framework of public informational message.

| Moves  |  | Sub Moves/Strategies  |
|--------|--|---|
| Move 1 | Capture Attention                                      | Form-based strategy<br>Emotion-based strategy<br>Cognitive irritation strategies<br>Attention management strategies<br>Strategies addressing the target audience                        |
| Move 2 | Give the audience detailed of reasons/ upcoming change | Repetition<br>Paraphrasing  |
| Move 3 | Detailed strategies for participation                  | -   |
| Move 4 | Justifying change                                      | Claim change is good<br>Detail problematic situation<br>Detail benefit of the change  |
| Move 5 | Incite audience participation                          | Underline self-efficacy<br>Underline responsibility to participate<br>Address social behavior norm<br>Threaten negative consequence   |
| Move 6 | Solicit further action                                 | Solicit topic related-action: <i>Mood derivable, Presupposition, Suggestion</i><br>Offer further information or service: <i>the imperative, declarative sentence or verbal ellipsis</i> |
| Move 7 | Establishing credibility                               | -   |

Source: Barron (2012)

Secondly, the researchers coded the data from the document. The coding technique was applied by the researchers to classify and sort the data which present the related problem of this research. Miles et al. (2014) define codes as the labels in assigning the symbolic meaning. While coding is a process of giving the meaning of the assigns data. According to Taylor et al. (2016), coding is a process of "developing and retaining interpretation of the data". Further, by using the coding technique, it facilitates the researcher to tidy away the data and to retrieve them easily. However, the researchers used the term of labeling rather than coding in this study. The purpose of each term is the same. After the labeling process, all of the data needed was conquered by the researchers into the rhetorical pattern of Acehese political advertisements.



### 3.3 The Technique of Data Analysis

Dealing with the data about Rhetorical Pattern (RP) of Acehese political advertisements, the technique of data analysis used in this study followed the descriptive qualitative research method. More significantly, the data analysis of descriptive qualitative study should be systematic and organized, so that the researchers was able to track down the information from the set of data, hint the temporary result of the analysis and relate them into the context of the data. Hence, for data presentation, the researchers combined the technique of data analysis proposed by Elliot and Timulak (2005) and Malterud (2012). The details are elaborated below.

The first step is data preparation; at this stage of data analysis, the researchers prepared the data from the instruments of this research that was documented. During the data collection, the researchers obtained raw data, and then the researchers specified the data to the needs of this research. Further, the researchers read the whole data from both instruments and categorized them into the rhetorical pattern of Acehese political advertisements.

The second step of data analysis was delineating and processing meaning units. At this stage, the researchers identified and organized the elements of the data that was the generic structure of the Acehese political advertisements by using the labeling technique. This technique facilitates the researchers to tidy away the data and to retrieve them easily. To identify the move of advertisement the researchers wrote the code M.1., which means move 1. This label was used to identify the RP of the advertisements.

The third step of analysis is interpreting the label to the meaning. After the coding activity, the researchers reduced all of the empirical data and classified them in a specific category of each label group. The fourth step of data analysis was synthesizing the label and describing them to be a new concept or theory. The last step of this analysis was to conclude the data. In other words, the researchers gathered all of the data and grouped them into the Rhetorical Pattern of Acehese political advertisements

## 4. RESULT & DISCUSSION

As aforementioned above, this research was aimed at analyzing the rhetorical pattern of the winning candidates' poster in Aceh that was Irwandi Yusuf – Nova Iriansyah. The method of this study was descriptive qualitative by utilizing the document as an instrument to gather the data. Based on data analysis, it was found that the rhetorical pattern of Irwandi – Nova's poster consisted of seven moves with some strategies of each move. The data is tabulated in Table 3.

The next subsections discuss the analysis of structural move in the data.

**Table 3.** The rhetorical pattern of Irwandi Yusuf–Nova Iriansyah advertisement

| Moves   | Strategies  |
|---|---|
| Move 1: Capture Attention                               | Form-Based Strategy<br>Emotion-Based Strategy<br>Attention Management Strategy: Use of dramatic statement                             |
| Move 2: Give audience details of recent/Upcoming change | Using repetition in the form of image and slogan  |
| Move 3: Detailed strategies for participation           | Sketch Model participation  |
| Move 4: Justifying Change                               | Detailed benefit change   |
| Move 5: Incite Audience Participation                   | Self-efficacy realized via image<br>Offer further information or services   |
| Move 6: Solicit Further Action                          | Indirect offers   |
| Move 7: Establishing credibility                        | Use slogan refers to a broader picture, refer to the legal status of the campaign, offers further information/service and vice versa. |

#### 4.1 Move 1: Capture Attention

Capturing attention is vital in attracting voters. In this move, the candidates use the three strategies: form-based strategy, emotion-based strategy and use of dramatic statement (see Table II). The first was the form-based strategy. In this strategy, [Barron \(2012\)](#) pointed out that the advertisers create the posters, banners or any kinds of advertisements by using the outstanding colors, unusual images, sounds, perspectives or techniques (e.g. blurring), unusual typography (e.g. different font sizes within words or sentences, upper/lower case, bold, framing), deviations from the usual layout and also the use of sound figures (e.g. end rhyme, alliteration, assonance). From figure 1 below, it can be seen that the candidates designed their poster by utilizing unusual colors and cartoon as well as a mascot which wears the Acehnes costumes. Further, the candidates used the upper case in the headline of billboard and the font size is more prominent than other sentences. Then, when looking at the pictures of the candidates as well as the cartoon, all of them showed the smile expression with pride. By means, the candidates proudly declared the statement on the headline. In short, this strategy was more focused on the visual in the attention-getting the target readers.



**Figure 1.** The poster of winning candidates.

The second strategy was the emotion-based strategy. Based on the poster, this strategy also utilized the visual, such as the photograph of the candidates and the cartoon of the Acehese mascot. It is shown that both the photograph and the mascot showed bright smile expression. According to Jones, et. al. (as cited in Ganel & Goodale, 2018), the use of smiling face in the advertising have a positive impact on getting the voters' attention because it is shown that he is approachable.

The last strategy was an attention management strategy: use of the dramatic statement. Based on the poster, the dramatic statement can be seen in the headline of the poster, '*halal tanpa perusakan*' (halal without destruction). The statement was categorized as a dramatic statement due to it stating the fact that every election activity, particularly in Aceh there always been some incidents, such as cheating the total votes or destructive campaign. Furthermore, the headline can also be categorized as the ambiguity words, because the meaning was not clearly stated. Therefore, this strategy can also be stated as a combination of attention management strategy and cognitive irritation strategy

From move 1, it can be concluded that the strategy used to convince the target readers are by combining the visuals and texts. Those strategies can be taught for students about how visual and text works together to deliver messages. Each sign of visual plays their role, for example, the placement of the candidate. According to Kress and Leeuwen (2006), the position of visuals is to determine how salient the information is in making meaning. For example, the left position is the salient information, of course, it is different from one culture to another. Hence, how each sign convinces the meaning through text and vice versa should be clearly explained by the teacher, also how cultures are defined in the form of visuals.

#### 4.2 Move 2: Give Audience Details of an Upcoming Change

In Figure 1, the candidates used the repetition of the word '*halal*' in the image and the headline. There were four times of '*halal*' existing in the posters. The use of repetition in the advertisement, particularly in the political campaign is to enhance the credibility of the political claim Ernst et al. (2017, p. 3267). This move was considered an important move in the political poster. This move is obligatory in the campaign advertisements Barron (2012, p. 166). It was because the function of this move was to inform the target readers about their program and the objective of their political systems. Hence, the use of repetition is important to boost the credibility of the upcoming change offered by candidates.

#### 4.3 Move 3: Detail Strategy for Participation

In move 3, the candidates use the strategy of sketch participation model. Under the subheading, it shows the statement of '*10 sikap #pilkada halal*' (ten criteria of halal election) indicated that there were ten criteria to develop better Aceh region. Those criteria can be searched in the public site by writing the hashtag mark and follow the keywords. In other words, by choosing these candidates, the voters have participated in realizing the candidates' goals.

#### **4.4 Move 4: Justifying Change**

From Figure 1, justifying change is the move in which the candidates give the promise like presented in the headline of the poster. This move contains a supportive message toward the changes through endorsement and any effective strategies (Barron, 2012). In this poster (see figure 1) it was shown that the candidates offered the security of the citizen during the election which stated in the headline. By offering the security of citizen's life, they believe that they can attract the voters. Besides, in a political campaign, it is used to embrace all-encompassing claim related to the value of change.

#### **4.5 Move 5: Incite the Audience**

In political advertisements, this strategy is used to assert the capability of the candidates or political parties so that they can convince their voters about their vision and mission or their objectives offer is attainable. The strategies used in this move are self-efficacy realized via image and offer further information or services listed at the bottom of the poster. The use of underline self-efficacy is to provoke the audiences that the change, services, good, or thing are worth to consider (Barron, 2012). For further information strategy, the candidates provide the information about JKA (Aceh's health insurance), halal region election and Aceh region election 2017 by adding a hashtag (#). The function of this hashtag is to make the voters easier to find a specific message on the internet.

#### **4.6 Move 6: Solicit Further Action**

Solicit further action is the move in which the candidates applied by using indirect offers to ask the citizen to vote them in the Aceh governor election. It indicates the photograph of Irwandi Yusuf and Nova Iriansyah complete with their name below their image on the left side of the poster. Hence, these candidates use indirect offers to stimulate the audience with the purpose of not intimidating them to choose them.

#### **4.7 Move 7: Establishing Credibility**

The strategies applied in the ads are by using statement in the headline, which located in the upper of poster bold, using uppercase and bigger font size. The image of the mascot with the Acehese hat and smiling face indicates warm-hearted Acehese males. The position of the mascot, which is on the right of the poster also shows an essential message, which is only a humble Acehese candidate can make all promises happened. Also, the characteristics of the face in the image look-alike Irwandi. Thus, Irwandi – Nova apply this strategy to establish their credibility. This technique used to emphasize the critical message according to the experts. This move is designed to build belief and guarantee the target readers of the credibility of the messages, products, and services (Barron, 2012). It is also to build trust between the advertisers and the readers. Besides, the strategy applied in this sub move is by mentioning their supporters such as state authority if the advertisements about community services, political parties if the advertisements about politicians' candidates and the company of the products, etc.

## 5. CONCLUSION

This study aimed to find out the rhetorical pattern of the winning candidates' poster, Irwandi Yusuf – Nova Iriansyah during the election in 2017. The researchers analyzed the poster from the candidates through Barron's framework. Based on the data analysis, the researchers found that the rhetorical pattern of the poster consisted of seven moves and each of them have some strategies. This the generic structures of the candidates' poster were similar to the Irish and Germanys' advertisement found by Barron (2012) in the form of the move structures but the strategies applied in the Irwandi – Nova were different. They applied ten strategies offered by Barron (2012), they are form-based strategy, emotion-based strategy, attention management strategy: use of dramatic statement, using repetition in the form of image and slogan, sketch model participation, detailed benefit change, self-efficacy realized via image, offer further information or services strategy: indirect offers, use slogan, refers to a broader picture, refer to the legal status of the campaign. Each strategy applied in the advertisement can be used to teach students the rhetorical pattern of advertisement.

Furthermore, genre researchers also argued that rhetorical pattern is an important aspect that to be taught for students, particularly in language teaching. Rhetorical pattern is how the writer organizes and convinces an argument. Therefore, the result of this study can be used to teach students how to analyze advertisement text as well as how the advertiser organizes the text and what kind of strategies were used. Furthermore, each strategy of every move can be taught for students in teaching the language feature of the text, for example, teaching grammar by identifying the slogan such as the kind of sentence used in the slogan, whether it uses a declarative or imperative sentence or analyzing the ambiguity words used in the slogan. Therefore, teachers may adapt the frameworks employed in this study to be applied in the classroom. The frameworks can be simplified in teaching junior and senior high school students such as selecting the most important moves. Additionally, it can also be used to compare the various kind of advertisement such as education advertisement contained in the magazines, the cosmetic advertisement also looks blurb.

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