Analyzing Persuasive Strategies
Applied in *Rare Beauty's* Donation Campaign on Instagram

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Abstract:

This research aims to analyze the persuasive strategies applied in the Rare Beauty's donation campaign on Instagram. This research was analyzed using three persuasive strategies; Ethos, Logos, and Pathos by Aristotle's theoretical framework. The examination process was investigated using a qualitative descriptive method. The data was collected from the official Instagram of Rare Beauty. Since the data was in the form of videos, the researcher transcripts the data for further analysis. The research results showed that there were 4 data indicated pathos, 1 data indicated ethos, and 2 data indicated logos. Pathos is the most persuasive strategy applied in the videos of Rare Impact Fund with Sephora. The study found that pathos was a suitable strategy to persuade the audience with activity related to humanity. Pathos is used to persuade audience through emotion appeal. In addition, ethos is used as a strategy to persuade people through the image of the speaker, and logos is utilized to provide actual information to enhance audience trust. The use of these persuasive strategies has a significant role in influencing audience behavior, particularly in building trust, eliciting sympathy, and shaping the image of a brand. The persuasive strategies influence the audience's beliefs and consequently contribute to donations.

Keywords: Persuasive Strategies; Donation; Campaign

Abstrak:

Penelitian ini bertujuan untuk menganalisis strategi persuasif yang diterapkan dalam kampanye donasi Rare Beauty di Instagram. Penelitian ini dianalisis menggunakan tiga strategi persuasif, yaitu Ethos, Logos, dan Pathos berdasarkan kerangka teori Aristoteles. Proses penelitian diinvestigasi menggunakan metode deskriptif kualitatif. Data dikumpulkan dari Instagram resmi milik Rare Beauty. Karena data tersebut berupa video, peneliti mentranskrip data untuk analisis lebih lanjut. Hasil penelitian menunjukkan bahwa ada 4 data yang menunjukkan pathos, 1 data menunjukkan ethos, dan 2 data menunjukkan logos. Pathos merupakan strategi persuasive paling banyak diterapkan dalam video Rare Impact Fund with Sephora. Penelitian ini menemukan bahwa pathos merupakan strategi yang cocok untuk membujuk audiens dengan aktivitas yang berhubungan dengan kemanusiaan. Pathos digunakan untuk membujuk audiens melalui daya tarik emosi. Selain itu, ethos digunakan sebagai strategi untuk membujuk orang melalui citra pembicara, dan logos dimanfaatkan untuk memberikan informasi aktual untuk meningkatkan kepercayaan audiens. Penggunaan strategi persuasif ini memiliki peran penting dalam memengaruhi perilaku audiens, khususnya dalam membangun kepercayaan, menarik simpati, dan membentuk citra merek.

Strategi persuasif memengaruhi keyakinan audiens dan akibatnya berkontribusi pada donasi.

Kata kunci: Strategi persuasif; Donasi; Kampanye

INTRODUCTION

The vast majority of digital era, persuade brands or companies to make engaging strategies to capture audience attention due to increasing competition. The existence of digital platforms such as Instagram, TikTok, Twitter, and YouTube has several benefits in business, particularly to communicate the information about the brands, then to develop the product according to customer needs, furthermore to achieve the sales targets. Brands typically use these platforms to share a series of content to communicate with the audience. Making it essential to develop compelling strategies in the intense competition in the digital landscape. In this context, a brand often utilizes persuasive techniques to attract a global audience.

In the digital era, the success of promotional strategies is caused by various factors, one of which is the language factor. Language serves as the benchmark for the success of the conveyed message. In this case, language is utilized to communicate a message from a brand to a global audience on a digital platform. Furthermore, effective language in digital marketing can influence audience perceptions. According to Sharma et al.,(2024) various aspects, such as email correspondence and virtual meetings have been impacted by the English proficiency in digital promotion. Language has a series of functions in communicating, like ordering, persuading, and informing (Oktiani & Putri, 2022). This complex role highlights the importance of language in building effective digital advertisement. The use of effective and persuasive language can influence the audiences' perceptions. In particular, language in persuasive strategy play a significant role in the effectiveness of advertisement strategy. Therefore, understanding persuasive techniques in digital marketing is crucial.

Persuasive strategy is a strategy used to influence audience behavior and beliefs toward promoting a brand. Persuasion is categorized as a type of discourse influencing emotion, belief, and behavior (Janam, 2019). The persuasive techniques used in digital marketing not only focus on visually eye-catching aspects, but also pay attention to the conveyed narrative. The use of certain linguistic features, such as rhetorical language, the appropriate word choice, and clear and accurate word arrangement, can influence emotions and audience sympathy. The objective of persuasion is to effectively encourage consumers to embrace the proposition of subsequently adopting an innovative concept (Oktiani & Putri, 2022). Persuasive techniques help a brand gain the trust of the audience.

Rare Beauty, a cosmetic brand owned by the famous vocalist Selena Gomez, employed the social media platform Instagram as a tool for brand promotion. Rare Beauty is recognized as a cosmetic brand that prioritizes mental health issues. In alignment with World Mental Health Day, observed on October 10th, 2023, Rare Beauty initiated a charity campaign entitled Rare Impact, a collaborative effort involving Rare Beauty and Sephora aimed to support mental health issues. Rare Beauty uploaded a series of promotional videos on Instagram to motivate the audience to contribute through the purchase of Rare Beauty products available at Sephora. Consequently, Rare Beauty and Sephora collectively allocated $2 million derived from Rare Beauty sales towards this

charitable endeavor. All revenues generated from Rare Beauty sales at Sephora throughout the fundraising event were donated for this initiative.

This study was conducted to analyze the persuasive strategies applied by Rare Beauty in the donation campaign videos with Sephora through Aristotle's theory. According to Aristotle, the persuasive strategy is divided into three aspects namely ethos, logos, and pathos. This theory analyzed the videos based on credibility, emotion, and logic. For this purpose, the study focuses on analyzing the types of persuasive strategies used by Rare Beauty donation campaign videos with Sephora and examines the way those persuasive strategies can create an interesting message. The object of the study is chosen because Rare Beauty is a cosmetic brand that has raised over $2 million through the sales of Rare Beauty products at Sephora for this initiative. This study is important to the field because it's will provide detailed information relevant to the way of how the persuasive strategy applied by a brand and how the persuasive aspect has ability to influence audience.

Many researchers have analyzed the persuasive strategy in the advertisement. Studies conducted by (Hidarto, 2021; Oktiani & Putri, 2022; Purba, 2017; Shaifuddin et al., 2023) analyzed the persuasive strategy in different product advertisements such as hotel, cosmetic brands, fast food, and fashion both in digital platforms such as TikTok and Instagram, and traditional advertisement. Despite the significant function of language within marketing strategies has been analyzed by some researchers, comprehensive investigations into the utilization of persuasive strategy by brands within the digital realm are still relatively scarce. Hence, to fill the gap researcher will analyze the persuasive strategy in the donation campaign video as an extension of traditional advertisement strategies, focusing on the donation campaign posted in the Rare Beauty Instagram. This research emerged from the essential of language as a persuasion tool in the digital context. This will give a deeper understanding of how language can be used not only for commercial purposes but also for influencing the audience behavior to support social issues.

LITERATURE REVIEW

Persuasive

Persuasive is a concept to influence others beliefs and behavior. The art of persuasiveness is the use of language style and arrangement to shape the audience's perspective and action (Elhai, 2020). This technique had been explored across in many fields such as political speech and advertisement. In the literature field, several studies have been conducted using Aristotle's three persuasive strategies. According to **Aristotle** there are three aspects of persuasive strategy namely ethos, logos, and pathos.

Ethos

Ethos is a persuasive strategy that shows the speaker's character image in order to enhance audience trust. The audience is intended to believe the speaker's utterance that has good sense, good morals, and goodwill (Saeed et al., 2020). Ethos encourages the audience to believe in the image of the speaker due to their perceived good understanding and a genuine commitment to delivering benefits to the audience.

Logos

Logos is a persuasive technique to persuade audiences through logical reason. Based on **Aristotle**, an argument can become stronger if supported by valid facts. The influence of logos has a significant impact on increasing the product purchase, especially for unfamiliar brands as providing a logical reason (Luffarelli et al., 2019). Logos involved the use of data or concrete evidence to make the message more credible to the audience.

Pathos

Pathos is a persuasive strategy involves emotion to evoke audience emotion. Emotion can persuade the perspective of a message. In addition, the use of appropriate emotion can enhance the effect of pathos (**Aristotle**). Pathos is often used to evoke emotional feelings between audience and brand by involving feelings of joy, nostalgia, and sadness in advertisements.

Previous Study

Some previous studies related to persuasive strategy had been collected by the researcher. Below are the summaries of the previous study collected by the researcher.

First, research was conducted by Oktiani & Putri (2022)**,** entitled "Persuasive Strategies in Selected UNICEF Speaker's Speech". This study investigated the persuasive strategies applied by selected UNICEF speakers' speeches. This study found that persuasive strategies are type of strategy that is often used in speech. However, this study is limited to the research subjects that only examine one type of speech.

Second, research was conducted by Shaifuddin et al., (2023)**,** entitled "Crafting Persuasive Language Strategies: An Analysis of Malaysian Cosmetic Brands' TikTok Marketing". This study is intended to examine how the elaboration-likelihood model is applied in the TikTok videos and the types of persuasion used. This study identified 17 different types of persuasion language used by Malaysian cosmetic brands in the TikTok. This study gave a deeper understanding in the realm of persuasiveness and negation. Nevertheless, this study is limited to a scope that only analyzed one makeup brand on TikTok.

Third, the research was conducted by Purba (2017)**,** entitled "Persuasive Strategies in Woman Cosmetics Advertisement of Skin Whitening Product on Television Commercial". This study found that there were 32 utterances that categorized as Ethos, 12 utterances categorized as Pathos, and 6 utterances categorized as Logos. In addition, language can be used to enhance trust and the used of the persuasive strategy depends on the use of words and the match with the talent characteristics in the advertisement. However, this study lacks information on how persuasive can persuade in many things.

Fourth, the research was conducted by Hidarto (2021), entitled "The Persuasive Language of Online Advertisements Featuring Social Media Influencers on Instagram: A Multimodal Analysis". This study aims to investigate the multimodal analysis in both linguistic features and the images of influencer's Instagram advertisements. This study found that the advertisements on Instagram have informal linguistic expressions to enhance the feel of familiarity with the target audience. Furthermore, the influencers on Instagram had a significant role in creating credibility and trustworthiness image to the audience. Nevertheless, this study is limited to the small number of advertisement samples.

RESEARCH METHODS

In conducting the research, the researcher intends to examine the persuasive strategy of cosmetic brand advertisements on Instagram. Thus, the researcher will use qualitative research to analyze. Based on Dawson (2019), qualitative research serves in depth information about a conversation. Qualitative research investigates the meaning of data considering the context, it focuses on the way of development rather than the result of the research.

The researcher collected the relevant data with the video of Rare Beauty donation campaign with Sephora. The video was from the official Instagram account of Rare Beauty (@rarebeauty). Six videos used for this study, the number of videos is the sum of all videos uploaded by Rare Beauty. The video was chosen based on several aspects, namely the content of the video that describes about the Rare Beauty campaign with Sephora and the recent video uploaded. After the data were collected, the researcher transcribed the data for further analysis. The data were in sentences made by talents of Rare Beauty. After the data were transcribed, the researcher re-examined the data to verify the accuracy of the transcript data. The following step was the data analyzed using Aristotle's persuasive theory. The researcher analyzed the persuasive strategies applied in the six videos that had been collected, each of the data contained one strategy. Lastly, the researcher interprets the findings to answer the research question.

FINDINGS AND DISCUSSION

The analysis is examined by the persuasive strategy by Aristotle's theory. The data were categorized into three strategies; ethos, logos, and pathos.

Datum 1
Selena:

> "I started Rare Beauty along with the Rare Impact Fund three years ago with the mission to expand mental health resources to young people and reduce the stigma surrounding mental health."

Selena used ethos in explaining Rare Impact Fund as an owner of Rare Beauty. Ethos is a persuasive strategy that presents the speaker's character. In this case, Selena demonstrates goodwill and social responsibility by stating the mission of the Rare Impact Fund. In addition, Selena also has a good track record in entertainment, which impacted increasing the audience's trust in Selena.

Datum 2
Selena:

> "Mental health can feel personal, but now is the time to share our personal stories, to create a safe space, to encourage a dialogue, to spark action, to remind us all that we are not alone. This is my biggest dream, a dream actualized through the Rare Impact Fund."

In the datum 2, it can be shown that Selena used pathos to remind the importance of creating a safe space from mental health issues. According to Aristotle, pathos has the

ability to change the perspective of massage. In this case, the pathos present in the data increased the audience's empathy and sense of solidarity to collectively create a safe space.

Datum 3
Talent:

> "Oh my gosh, did you hear that? Sephora is donating 100% of Rare Beauty sales online and in store on October 10th all day? Make sure you hold your card, all of those holiday items that you wanna check out on for Rare Beauty, all the blushes, everything you wanna re-up on, make sure you hold your card until October 10th because Sephora is donating 100% of sales to the Rare Impact Fund."

From the data above, it was found that Rare Beauty used pathos as a strategy to influence audience behavior. The data source showed Rare Beauty tried to evoke audience emotion by showing excitement, it could be seen in the opening line, "Oh my gosh, did you hear that?" This conveys excitement by making them a part of something big and new. Rare Beauty gives the impression that there is something new that brand wants to convey to the audience. Thus, encouraging the audience to stay engaged with the message. Moreover, the explanation about the Sephora charity initiative, and supported with the stated phrase "make sure you hold your card..., Rare Impact fund" Creates a sense of fear of missing out and social responsibility, influences the audience to act quickly and encourages them that their involvement can contribute to a larger, positive cause.

Datum 4
Talent:

> "Sephora is donating 100% of Rare Beauty sales to the Rare Impact Fund on World Mental Health Day, October 10th, and it is global. So, these are all of the countries that are participating and join us on October 10th to make a Rare Impact."

By giving the actual information, this data used logos as the strategy to persuade the audience. The talent gave an explanation about the charity event, the date, and the place of the countries that are contributing for this charity. This data provided with specific time of Rare Impact, which is on World Mental Health Day and the list of countries in the data shows that the donation event is not limited to the place of Rare Beauty produced but also other countries outside America. This detailed information is intended to give the audience a rationale for participating in the Rare Impact Fund.

Datum 5
Selena:

> "Today is the day! It is World Mental Health Day and Sephora is donating. 100% of Rare Beauty sales to the Rare Impact Fund for 24 hours, starting right now! The

> Rare Impact Fund is Rare Beauty's commitment to providing mental health resources and support to young people around the world."

The data above showed that Rare Beauty used logos as a persuasive strategy because the data is provided with proof. Selena, as the owner of the brand declared the event started on the day this video was uploaded. Moreover, Selena also gave an explanation about the purpose of Rare Impact. Rare Impact has the purpose of supporting young people with mental health issues all around the world.

Datum 6

Selena:

> "Join me today, October 10th to make a rare impact by shopping Rare Beauty at Sephora online or in-store, thank you"

This data used pathos to persuade the audience. Selena tried to evoke the audience's emotion by stating the aims of the date and the place of the Rare Impact Fund, and the phrase "to make a rare impact." this will raise audience empathy and social responsibility to help each other. In general, pathos has a role in persuading the audience's decision-making and behavior.

Datum 7

Selena:

> "Come with me to Sephora for Make a Rare Impact Day. I'm going to the Rare Beauty section. I've spent way too much time at the Sephora before just for fun, I'm going to check out Rare Beauty. So if I was shopping Rare Beauty for the first time, here's a few things that I would get,"

The data above utilized pathos to emotionally engage the audience. The phrase "come with me" made the audience feel personally invited to the initiative. By framing a visit to the Rare Beauty store at Sephora as an enjoyable experience, the speaker creates a positive emotional appeal. Moreover, Selena also showed some recommendation products in Rare Beauty. These actions work properly to enhance the audience's sense of enthusiasm and curiosity, increasing their desire to participate.

Based on the data result, Rare Beauty applied all of those persuasive strategies according to Aristotle's theory. The findings and empirical data acquired are presented in Table 1.

Table 1. Table Total of Persuasive Strategies

No	Persuasive Strategy	Total
1.	Ethos	1
2.	Logos	2
3.	Pathos	4

The data showed that there are 1 data indicating ethos, 2 data indicating logos, and 4 data indicating pathos. Pathos is the most persuasive strategy used in Rare Beauty

campaign videos. Rare Beauty uses pathos in several donation campaign videos with Sephora. Pathos is useful for persuading the audience through emotional aspects. In persuasive communication, pathos is an effort to persuade within the emotional aspect. Pathos plays a role in influencing audiences' emotion and decision-making (Prafitri & Nasir, 2023). Based on data, pathos is used to evoke audience sympathy and social responsibility toward mental health issues. The use of pathos is an appropriate way in charity events because it elicits sympathy from the audience to participate in donations.

Logos gives the audience a trustworthy feeling. Logos has a significant role in building brand equity and trust. By emphasizing impressions of authenticity, this type of persuasive strategy can positively influence brand evaluation and purchase intention. (Luffarelli et al., 2019). Rare Beauty was committed to building trust with the audience by uploading several videos explaining about Rare Impact to encourage the audience to participate in this donation event.

In addition, ethos has a role in building credibility and trustworthiness of the speaker and the brand. Based on Meitern & Hansson (2023), ethos has a significant role in persuading the audience to take part in social activities. The use of ethos improves the effectiveness of a donation campaign by increasing the audience's belief in order to support the initiative.

CONCLUSION

Based on the data, Rare Beauty applied logos, pathos, and ethos in the donation campaign videos with Sephora. Logos serves to assist in emphasizing the truth of the donation event to the audience, while pathos serves to evoke sympathy from the audience and cultivate social concern, and ethos serves to create credibility by presenting a good image. Persuasive strategies make the audience believe and consequently contribute to donations. This study has shown that language can be used to influence audience behavior, especially in building trust, eliciting sympathy, and shaping the image of a brand. This study also revealed that pathos are effective strategies in persuading audiences, particularly in promotional activities related to social issues.

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