

The Rhetorical Model of Selling Skintific Cosmetic Products Posted on TikTok

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Abstract: This study aims to examine the rhetorical model used in the promotion of *Skintific* beauty products on the TikTok platform. Employing a qualitative approach and a top-down method, this research analyses 20 TikTok videos promoting *Skintific* products based on content relevance, view count, user engagement, and video duration. The analysis focuses on the rhetorical strategies and persuasive structures used to attract interest and increase consumer purchase intention. The results indicate that the appropriate use of a rhetorical model in promotional content on TikTok can enhance the appeal of *Skintific* products to consumers and influence their purchasing decisions. These findings provide important insights for marketing practitioners in designing effective communication strategies on social media.

Keywords: Beauty product promotion, Persuasive strategies, Rhetorical model, Skintific, Social media marketing, TikTok

INTRODUCTION

The development of digital technology has had a significant impact on various aspects of life, including marketing. In today's digital era, social media has become one of the most effective promotional tools. TikTok, as a rapidly growing short-video platform, has emerged as a primary promotional medium for various products, especially beauty products. Generation Z's characteristics highly adaptive to technology and more responsive to visual content make TikTok a relevant medium in modern marketing strategies (Zuhairi & Rahmawati, 2023).

In recent years, TikTok has evolved into a powerful marketing tool by combining entertainment, personalization, and algorithm-based visibility to attract audience attention. Social media is no longer merely a communication platform but has become a rhetorical arena where narratives, visual appeal, and strategic messaging merge to influence consumer behavior (Burgess, 2024; Yu & Xu, 2022). For skincare brands, the visual and short-form content offered by TikTok provides fertile ground for persuasive digital storytelling and direct audience engagement (Gu et al., 2023).

Interactive content such as short videos, product reviews, and influencer endorsements contributes to strengthening brand appeal and encouraging consumer purchase intention (Susanti & Kurniawan, 2023). This phenomenon shows that rhetorical power in delivering marketing messages is crucial for creating emotional connections between consumers and products (Widiyastuti, 2020). In this context, emotional branding



strategies are often used in cosmetic advertisements to build consumer loyalty through emotional closeness (Rosyidah, 2023).

Furthermore, TikTok is not only a space for visual promotion but also a platform for narrative-based digital marketing strategies. This strategy holds high rhetorical power in shaping public perception and enhancing product credibility (Yulianto, 2022). The integration of rhetorical elements such as *pathos*, *ethos*, and *logos* rooted in Aristotle's classical theory has been recontextualized into the digital space (Seiter & Gass, 2022). Influencers effectively employ *ethos* strategies to build audience trust in promoted products (Saputri, 2020), while rhetorical techniques like metaphor and repetition serve as powerful persuasive tools in cosmetic advertisements on social media (Polat et al., 2024; Tan, 2022; Wijaya, 2020).

In the continuously evolving landscape of digital communication, social media functions not only as a medium for entertainment and social interaction but also as a strategic instrument in shaping public opinion, expanding market reach, and conveying structured promotional messages. This is supported by other researchers who explain that social media has become a core component of global communication strategies, where publication and promotional materials are designed using integrated theoretical and practical approaches, including persuasive language and engaging digital visualization (Novawan & Alvarez-Tosalem, 2024).

The digital marketing communication strategies applied on TikTok also reflect a shift in promotional genres toward more narrative and communicative forms (Warsidi, 2023). The use of rhetorical genre forms in promotional content helps create a more immersive and personal consumption experience (Siregar, 2021), and strengthens emotional engagement between consumers and brands (Sukma, 2022). Moreover, communication strategies on social media rely heavily on persuasive techniques (Panigyrakis et al., 2020) and rhetorical structures designed to capture audience attention and build emotional closeness.

Studies on rhetorical structures for sales purposes have been widely investigated. For example, rhetorical structure of English sales copy posted on Instagram has been analyzed (Warsidi, 2024), using a top-down genre analysis method in 30 sales copies. The results show that this rhetorical model consists of three main moves: building a positive impression, building customer interest, and facilitating the purchase process. The second and third moves are mandatory, while the first move is conventional. This study has practical implications in helping students understand how to write effective sales copy and assisting designers of English learning materials for special purposes.

Numerous studies on rhetoric in social media marketing have been conducted. For example, the analysis of English sales texts on Instagram using Aristotle's rhetoric theory has been performed to understand how social media marketing activities strengthen the relationship between a brand and the self (Panigyrakis et al., 2020). The research method involved a survey of 183 consumers who follow the brand on Facebook. The results showed that positive social media marketing activities influence brand bonding, with the relationship between consumers and brands acting as a mediator. Additionally, the participation of the brand in the consumer's self-concept moderately affects the relationship between consumers and brands on brand bonding. The implications of this study are significant from both theoretical and managerial perspectives, indicating that rhetoric can be used to strengthen the relationship between consumers and brands through social media.

Numerous studies on persuasive strategies in product brand advertisements on Instagram have been conducted (Fitria, 2021). This research used a qualitative descriptive method, analyzing the captions of Instagram posts from various product brands such as mineral water, medications, food and beverages, household products, and skincare and facial care products. The results showed that the persuasive strategies employed in these advertisements involve rationalization, such as emphasizing the quality and technology, ingredients, and benefits of the products. The implications of this study are that effective persuasive strategies on Instagram must understand the needs, desires, and attitudes of consumers and use logical reasons that are accepted by consumers.

Research on the impact of social media marketing on Instagram on the purchasing intentions of skincare products among teenagers in Klang Valley has been conducted (Tauhit & Asmadi, 2024). The research method employed a quantitative analysis by distributing questionnaires to teenagers in Klang Valley. The results showed that the use of Instagram increases purchasing intentions due to the enjoyment experienced when using the platform, caused by rewards, absorption, and autonomy. The implications of this research indicate that social media marketing on Instagram is effective in increasing purchasing intentions for skincare products, but further research is needed to determine whether popular skincare products have the same effect on purchasing intentions among teenagers.

Research on the impact of persuasive language styles on the sales volume of live streaming products in the social e-commerce environment has been conducted (Luo et al., 2021). The research method used Hovland's persuasion model, Aristotle's rhetoric theory, text analysis, and the Latent Dirichlet Allocation (LDA) topic extraction model. The results

showed that the most positive persuasive language style for sales volume is the one that draws attention to personality, while logical styles have a negative impact. The style that highlights advantages has a negative effect on clothing products but a positive effect on digital electronic products. The implications of this study are that live streaming platforms, hosts, and providers can make informed decisions to increase sales by using the appropriate persuasive style for specific product types.

Research on how language and images act to influence consumers to share brand messages on social media has been conducted (Ordenes et al., 2019). The research method involved automated text analysis and natural language processing to analyze over 29,000 tweets and 12,000 Facebook posts from major consumer brands. The results showed that brand messages using rhetorical styles (alliteration and repetition) and cross-message composition increased the ability to prompt sharing. Additionally, the presence of images (visual elements) enhanced the ability to prompt sharing. The implications of this study are to provide guidance to content managers to develop more effective communication strategies on social media.

Research on how masculinity is portrayed in L-Men advertisements using critical discourse analysis has been conducted (Al Falaq & Puspita, 2021). The method used was Fairclough's three-dimensional model, which includes text analysis, process analysis, and social analysis. The results showed that L-Men advertisements construct an ideal of male aggression by employing linguistic features such as noun usage, commands, and specific words. The implications of this study are that these advertisements not only sell products but also influence consumer behavior by promoting physical strength and social dominance.

Research on the contrastive analysis of promotional strategies in specialized discourse with a focus on herbal tea promotional texts (HTPTs) has been conducted (Izquierdo & Pérez Blanco, 2020). The method used involved a multi-level contrastive analysis using a specially built corpus to compare promotional strategies in English and Spanish. The results showed that HTPTs in English employ more emotional strategies, whereas those in Spanish use more rational strategies. The implications of this study are that professionals seeking to promote international products need to understand the differences in promotional strategies between languages to enhance the effectiveness of their communication.

Research on the analysis of movements in online personal care advertisements for women and men has been conducted (Chaidet, 2021). The method used was genre analysis, with data collection from 30 advertisements for women and 30 advertisements for men

from various official brand websites. The results showed that mandatory movements such as Headlines, Detailing the product, and Link button were the same in both groups, but optional movements differed. The movement 5 Establishing credentials was only found in women's advertisements, while the movement 6 Endorsement or testimonials was more frequently found in women's advertisements. The movement 2 Targeting the market was more common in men's advertisements. The implications of this study are the importance of understanding the patterns of movements in online advertisements to enhance the effectiveness of marketing communication.

The last, research on the role of online reviews in product sales, focusing on review visibility, has been conducted (Alzate et al., 2021). This study used a panel data of 119 cosmetic products over nine weeks and analyzed both non-text and text variables of the reviews. Four cases of review visibility were examined: when each review had an equal chance of being seen, when reviews were sorted by their usefulness, and when they were sorted. The results showed that the review variables influenced product sales, but the impact varied in intensity and direction depending on the visibility case. The implications of this study are that the characteristics of the most useful reviews have a greater impact on sales.

In short, research on rhetorical structure, rhetoric in social media marketing, persuasive strategies, social media marketing impact, persuasive language style, language, and images, male violence in advertising, contrast analysis of promotional strategies, movement analysis in personal care advertising, and the role of online reviews show that effective communication strategies in marketing can enhance the relationship between brands and consumers, influence purchase intentions, and promote products in the right way. Thus, this study provides important insights for marketing practitioners to improve communication effectiveness and build stronger relationships with target markets.

METHOD

This study employs a qualitative approach with a top-down analysis method to identify the rhetorical structure and persuasive strategies used in promoting *Skintific* cosmetic products on TikTok. This approach was chosen to enable an in-depth exploration of persuasive communication in the context of social media. The analysis involved transcribing video content, identifying communicative events, and classifying them according to their rhetorical functions, following the frameworks established by (Swales, 1990; Swales & Feak, 2004) and further developed by (Warsidi, 2024).

RESULTS & DISCUSSION

1. RESULTS

After analyzing the data using the above methods, the results show a rhetorical model that fits the rhetorical structure of the current collection. The model is presented in the following table:

Table 1. Top and highest selling rhetorical models of *SKINTIFIC* cosmetic products on *TikTok*

Moves and strategy in the Rhetorical model of selling Skintific cosmetic products posted on TikTok
Move 1 : Responding to the Costumer Requests
Move 2 : Convincing the qualities of the products to customers by
Strategy 1 : Presenting testimonies
Strategy 2 : Presenting Kinds of Product Models
Strategy 3 : Presenting Influencers
Strategy 4 : Presenting the product benefits
Strategy 5 : Presenting the Sequence of Product Usage
Strategy 6 : Attracting customers to buy the products

Source: Data processing result, 2025

The analysis of 20 TikTok videos promoting Skintific cosmetic products revealed that all videos consistently employed **two main rhetorical moves**, namely:

- **Move 1: Responding to Consumer Requests (100%)**
- **Move 2: Convincing Product Quality (100%)**

From **Move 2**, six rhetorical strategies were identified, each with varying frequencies of use. The following table presents a summary of the distribution of

Table 2: Summary of the results of the rhetorical structure analysis on the sales of skintific cosmetic products posted on TikTok.

Moves and Strategies	Numbers of Appearance	%	Categories
Move 1 : Responding to Costumer Requests	20	100%	Obligatory
Move 2 : Convincing the qualities of the products to customers by	20	100%	Obligatory
Strategy 1 : Presenting testimonies	20	100%	Obligatory
Strategy 2 : Presenting Kinds of Product Models	20	100%	Obligatory
Strategy 3 : Presenting influencers	17	85%	Quasi-obligatory
Strategy 4 : Presenting the product benefits	20	100%	Obligatory
Strategy 5 : Presenting the Sequence of Product Usage	5	25%	Optional
Strategy 6 : Attracting customers to buy the products	12	60%	optional

Source: Data processing result, 2025

Table 2 illustrates the use of various moves and strategies during the sale of scientific products. In it, there are two mandatory moves that must be done, namely responding to customer requests (Move 1) and convincing the qualities of the products to customers (Move 2). In addition, there are also five optional strategies in sales, namely

presenting experiences, presenting product models, presenting reasons, presenting good results, presenting feelings or opinions, and Presenting for Call to Action.

Move 1: Responding to Customer Requests (Obligatory)

The results of the study show that the first step that almost always crosses a person's mind in every cosmetic product sale is responding to customer requests. This step is considered mandatory for all sellers of best-selling cosmetic products. This strategy was used by several sellers (100%). Here are some examples of customer requests for cosmetic products on display:

Extract 1 :

Requests : ***jelaskan** bagaimana solusi perawatan kulit yang efektif, terutama untuk masalah kulit dan skin barrier yang rusak*

Request : Explain how effective skincare solutions work, especially for skin issues and a damaged skin barrier.

Responding : *akulah jawabanmu untuk **semua permasalahan kulit** dipromulasikan dengan 5 jenis ceramide yang berbeda, dalam setiap usapan lembut aku memperbaiki dan menjaga barrier kulitmu, menciptakan pelindung bagi kulit dari segala rusak eksternal.*

Responding : I am your answer to all skin problems, formulated with 5 different types of ceramides. With every gentle application, I repair and maintain your skin barrier, creating a protective shield against external damage.

Extract 2 :

Requests : *Jelaskan **kalau untuk flek hitam** bekas cacar ampuh atau tidak*

Responding : *Hi Skintizen, untuk **bantu menyamarkan flek hitam**, kamu bisa pakai anti Dark Spot set ya. Anti dark spot adalah jenis lain dari skintific yang khusus membantu permasalahan kulit yang terdapat plek hitam.*

Requests : Explain whether the product is effective for fading dark spots from chickenpox.

Responding : Hi Skintizen, to help diminish dark spots, you can use the Anti Dark Spot Set. The Anti Dark Spot product is a specific line from Skintific designed to address skin issues related to dark spots.

Extract 3 :

Requests : ***jelaskan cara penggunaan produknya***

Responding : ***caranya** didiamkan di wajah yang bersih dan kering selama 1 menit, lalu di bilas dengan air hingga menyeluruh, jangan lupa wajib gunakan mosturizer setelahnya.*

Requests : Explain how to use the products.

Responding : Apply it to clean, dry skin and leave it on for 1 minute, then rinse thoroughly with water. Don't forget to use a moisturizer afterward.

In the Extract above, the purpose of the request is to ask for an explanation or description of various topics. Extract 1, the seller is asked to explain the solution to skin problems and damaged skin barriers. Extract 2, the Costumer's question for a suitable or effective package to overcome dark spots. In this case, people who have skin problems such

as dark spots due to acne scars. The subject is an artist who is also an actor and a customer. In Extract 3, the request is how to use the product. So it is explained how to use the product properly and correctly.

Move 2 : Convincing the qualities of the products to customers by (Obligatory)

This is the step where the seller reinforces the statement of the quality of their cosmetic products to the customer. This is the most important and mandatory step in selling. From this study, it can be seen that the seller uses several strategies to reinforce his statement Strategy.

1: Presenting testimonies (Obligatory)

This strategy is a strategy used by all sellers of cosmetic products used. The seller uses their personal experience to support the statement. this strategy was used by several sellers (100%). Here is an example of using this strategy :

Extract 4 :

"dulu kulit aku pernah sekusam dan sebanyak ini hiperpigmentasinya. But right now, it's so much better! Udah gak kusam dan dark spot juga udah memudar banget".

Extract 5 :

"februari 2022 "mukaku jerawat parah" kemudian aku rutinin buat pakai moisturizer skintific. Dan alhamdulillah kesabaranku berakhir dengan mukaku yang kembali membaik".

Extract 6 :

"september 2022 breakout parah dari yang sebelumnya, jerawat kali ini aku salah karena pakai produk make up. Maa Syaa Allah sampe sering nangis gegra cape sama muka yang sensitif parah, pokoknya aku selalu rutinin buat pake moisturizer skintific lagi. Dan alhamdulillah YaRob "kesabaran terbayarkan lagi dengan mukaku yang membaik".

Extract 4, reveals the seller's personal experience about initially having dull skin and over time her skin no longer experiencing dullness. Extract 5, talks about the seller's personal experience of severe acne due to make up, and not giving up trying skintific products again so that her patience ended with her face getting better again. While Extract 6, reflects the seller's personal experience in dealing with severe breakouts on her face.

Strategy 2 : Presenting Kinds of Product Models (Obligatory)

This strategy explains various cosmetic product models and in this study is optional. this strategy was used by several sellers (100%). Here is an example of using this strategy :

Extract 7:

"glowing set adalah model produk skintific yang manfaatnya mencerahkan kulit wajah, mengglowinkan wajah, dan memudarkan noda hitam bekas jerawat".

"The Glowing Set is a product line from Skintific that benefits in brightening the facial skin, enhancing its glow, and fading dark spots from acne scars."

Extract 8:

"Acne set adalah model produk skintific yang bermanfaat untuk mengatasi jerawat, mengecilkan pori-pori wajah, dan menenangkan kemerahan pada wajah".

"The Acne Set is a product line from Skintific that is beneficial for treating acne, minimizing facial pores, and soothing redness on the skin."

Extract 9:

"Repair barrier set adalah model produk skintific yang memiliki manfaat memperbaiki skinbarrier rusak, menenangkan permasalahan kulit, memperkuat skinbarrier, dan mengontrol minyak berlebih".

"The Repair Barrier Set is a product line from Skintific that helps repair damaged skin barriers, soothe skin issues, strengthen the skin barrier, and control excess oil."

Extract 10:

"white truffle set adal model produk skintific yang memiliki manfaat memberikan hidrasi secara instan, memperbaiki kulit yang dehidrasi, menenangkan kulit dan memperbaiki skinbarrier".

"The White Truffle Set is a product line from Skintific that provides instant hydration, repairs dehydrated skin, soothes the skin, and improves the skin barrier."

Extract 11:

"Anti dark spot adalah produk skintific yang memiliki manfaat melawan jerawat dan garis-garis halus, memudarkan flek hitam,menurangi kemerahan dan bekas jerawat".

"The Anti Dark Spot product from Skintific is beneficial for combating acne and fine lines, fading dark spots, and reducing redness and acne scars."

Extract 7, clearly states that this product range brightens the skin. **Extract 8**, states that this range is for acne-prone skin. **Extract 9**, is for skin barrier issues. **Extract 10**, is for dehydrated skin. **Extract 11**, states that this range is good for fading dark spots or acne scars.

Strategy 3: Presenting influencers

In the context of this strategy, influencers act as intermediaries who convey brand messages to their followers. They create authentic and convincing narratives so that their recommendations feel more real and trusted by the audience. This strategy is used by several sellers (85%).

Extract 12 :

"bisa2 aku kepikir pindah ke skintific pas lihat Nicho make. Biar berasa sama kita.

"I might consider switching to Skintific after seeing Nicho use it, so we can feel the same way."

Extract 13 :

"makasih @skintific_id, telah memilih mas niscap sebagai BA, otw beli ah klw ba nya mas niscap

"Thank you, @skintific_id, for choosing Mas Niscap as the brand ambassador. I'm on my way to buy it since he's the brand ambassador!"

Extract 14 :

"bisa aja nih skintific ambil aktornya"

"Skintific could definitely hire an actor."

In Extract 12, a consumer thinks that by switching to Skintific products, they can be like Nicho. In Extract 13, a message of gratitude expressed to consumers for Skintific for featuring Mas Niscap as the brand ambassador, which led the buyer to decide to purchase the product. In Extract 14, the consumer praises the Skintific brand for hiring actors that

they admire.

Strategy 4 : Presenting the product benefits (Obligatory)

This strategy provides reasons or explanations for the stated benefits of cosmetic products. In this study, this strategy was used by several sellers (100%). Here is an example of the use of this strategy:

Extract 15 :

"Produk ini mengandung alfa arbutin yang bisa membantu mengurangi bekas jerawat kehitaman"

"This product contains alpha arbutin, which can help reduce dark acne scars."

Extract 16 :

"Produk ini mengandung bahan aktif yang terbukti secara klinis meningkatkan kecerahan kulit"

"This product contains active ingredients that have been clinically proven to enhance skin brightness."

Extract 17 :

"produk ini mengandung vitamin c dan Ferulic Acid buat jadi anti oksidan di muka kita btw ini dari SKINTIFIC yang ultra Light serum sunscreen"

"This product contains Vitamin C and Ferulic Acid to serve as antioxidants for our skin. By the way, this is from SKINTIFIC's Ultra Light Serum Sunscreen."

Extract 18 :

"aku baru pakai 2 minggu mukaku bersih cocok banget di kulitku karena cepat meresap dipakai terasa dingin"

"I have been using it for 2 weeks, and my face is clear. It suits my skin perfectly because it absorbs quickly and feels cool when applied."

Extract 19 :

"aku sudah nyoba yang biru bagus banget, kemerahan hilang, jerawat jarang muncul lagi"

"I have tried the blue one, and it's really good; the redness has disappeared, and breakouts are less frequent."

Extract 20 :

"mostiraizernya bikin lembab, glowing, plumpi, benar-benar secinta itu guys sama skintific"

"The moisturizer makes my skin hydrated, glowing, and plump. I'm truly in love with Skintific, guys!"

Extract 21 :

"demi hasil yang terlihat dan terasa, karena aku (SKINTIFIC) memulihkan skinbarriermu"

"For visible and tangible results, because I (SKINTIFIC) am restoring your skin barrier."

Extract 22 :

"aku sudah pakai seminggu dan memang kelihatan sih di kulit jadi lebih cerah"

"I have been using it for a week, and my skin does look brighter."

In Extract 15, the seller explains that this product contains Alpha Arbutin which can fade acne scars. In Extract 16, the seller reveals that this product has ingredients that are clinically proven to brighten the skin. Meanwhile, in Extract 17, the seller explains that this product contains vitamin C and also Ferulic Acid as antioxidants for the skin. In Extract 18, the seller feels satisfied and happy with the use of this product, because in 2 weeks the

desired results are visible. In Extract 19, the seller reveals that he has tried the blue product and it turned out to give good results on his skin and made his acne rarely appear again. Extract 20, describes her love for the skintific moisturizer that makes the skin moist and glowing. While in Extract 21, the seller said that in order for the results to be visible and felt, use skintific which restores the skin barrier. Extract 22, the seller said that she had been using it for a week, and it turned out that her skin looked brighter.

Strategy 5: Presenting the Sequence of Product Usage

This strategy explains the order of use of cosmetic products to help customers understand the correct way to use the cosmetic product, this strategy was used by several sellers (25%). Here is an example of the use of this strategy:

Extract 23 :

"lah berarti aku kebalik, aku pake moist dulu baru serum".

"Then that means I'm doing it the wrong way; I use the moisturizer first and then the serum."

Extract 24 :

"ini cara makenya gimana kak...mkstdnya urutan pakenya... mohon di jawab".

"How do you use this, sis.... I mean, what is the order of application... Please respond."

Extract 25 :

"kak bisa bantu ngga sih apa saja step2 klo mau pke skincare. Maksud nya urutan perskinceran. Untuk kulit sensitif, berminyak, berjerawat".

"Can you help me with the steps for using skincare. I mean, what is the order of application for sensitive, oily, and acne-prone skin"

In Extract 23, the buyer mentions that they applied the products in reverse order, mixing up the moisturizer and serum. In Extract 24, the buyer asks the SKINTIFIC brand about the correct way to use or the proper sequence for applying the products. In Extract 25, a potential buyer poses a question to help them understand the steps to follow when using skincare for sensitive, oily, and acne-prone skin.

Strategy 6: Attracting customers to buy the products (Optional)

This strategy is used to invite customers to buy products. In this study, this strategy was used by several sellers (60%). Here are examples of users of this strategy: Here is an example of the use of this strategy:

Exstract 26 :

"Kalian yang mau coba bisa klik Link di keranjang kuning atau bisa nonton live aku nanti malam tanggal 25"

"If you want to try it, you can click the link in the yellow cart, or you can watch my live stream tonight on the 25th."

Exstract 27 :

"btw aku aku pakai glowing set dari skintific, kalau kalian mau beli yang sepaket ini lebih hemat guys, langsung cek harganya di keranjang kuning"

"By the way, I'm using the glowing set from Skintific. If you want to buy this complete set, it's more economical, guys! Just check the price in the yellow cart."

Extract 26, the seller plans to encourage customers who want to try this product to click the yellow cart link or make a purchase via live on the 25th. Extract 27, the seller plans to invite customers who want a cheap price, they must buy a package to save more through the yellow cart.

In the context of selling cosmetic products, there are two mandatory moves: responding to customer requests and convincing the qualities of the products to customers. Responding to customer requests is the first step that almost always crosses a person's mind, and it is considered mandatory for all sellers. Convincing the qualities of the products is equally important and involves reinforcing the statement of product quality. Additionally, several strategies are employed to support these moves, including presenting testimonies (used by all sellers), presenting kinds of product models (also used by all sellers), and presenting influencers (used by 85% of sellers). Other strategies include presenting product benefits (used by all sellers), presenting the sequence of product usage (used by 25% of sellers), and attracting customers to buy the products (used by 60% of sellers). These strategies collectively help in effectively selling cosmetic products.

2. DISCUSSION

After analyzing the rhetorical model used in 20 TikTok videos to promote Skintific cosmetic products, this study found that there is an effective rhetorical structure for capturing consumer attention and facilitating the purchasing process (see Table 1). This model consists of two mandatory steps that must be implemented: responding to customer requests and assuring customers of product quality.

The first step, responding to customer requests, highlights that direct interaction with the audience is crucial for building a more personal relationship. This aligns with findings which emphasize that creating a positive impression is a conventional step in sales texts; however, in the context of TikTok, responding to requests becomes more critical (Warsidi, 2024).

The current findings also indicate that assuring product quality to customers is the second mandatory step. This reflects the importance of building consumer trust in the offered products. Research supports this result by showing that persuasive strategies emphasizing product benefits and quality are highly effective in attracting consumer interest on social media (Fitria, 2021).

Furthermore, this study identifies six strategies that can be used to enhance sales effectiveness, including presenting experiences, showcasing product models, and providing

reasons. These strategies offer flexibility for sellers to tailor their approaches based on context and target audience. Research also indicates that using visual elements and testimonials can enhance ad appeal, which aligns with the strategy of presenting experiences in the TikTok context (Chaidet, 2021).

On the other hand, the current findings differ from research on marketing strategies in social media, where facilitating the purchasing process is not considered a mandatory step in traditional marketing contexts. Research shows that in social media marketing, sellers prioritize direct interaction with audiences to increase purchase interest, contrasting with the formal approaches often used in traditional promotional texts (Tauhit & Asmadi, 2024). In this study, facilitating the purchasing process is deemed very important, with sellers presenting ordering methods and enticing customers to buy products directly.

These differences may be influenced by the distinct contexts between social media marketing and formal approaches in traditional marketing strategies. Research also supports these findings by demonstrating that clearly and engagingly conveying product benefits is a key strategy for capturing consumer attention on social media platforms (Fitria, 2021). This reinforces the understanding that communication strategies in marketing must be tailored to the characteristics of the platforms used.

Thus, this study provides valuable insights for marketing practitioners to design more effective promotional campaigns on social media platforms like TikTok, where direct interaction and engaging information delivery can enhance consumer engagement and drive purchasing decisions. In summary, this research reveals variations in the rhetorical models used in marketing *Skintific* cosmetic products on TikTok compared to previous studies in the literature. For instance, the first step identified in this research is responding to customer requests, which is deemed mandatory and crucial for engaging with the audience. This aligns with findings by (Tauhit & Asmadi, 2024), which emphasize that direct interaction on social media can increase consumer purchase interest. Conversely, the second step assuring customers of product quality is also a mandatory step in this study. This finding is consistent with research which indicates that clearly conveying product benefits is a key strategy for attracting consumer attention on social media platforms (Fitria, 2021). However, differences arise concerning optional strategy usage; this study includes five additional strategies such as presenting experiences and showcasing product models, which are not always applied in traditional SPL contexts.

CONCLUSION

After analyzing the rhetorical model used in 20 TikTok videos to promote Skintific

cosmetic products, this study indicates that the rhetorical approach employed by Skintific is crucial for attracting customer interest and facilitating the purchasing process. There are two mandatory steps in this strategy: responding to customer requests and assuring product quality, both of which serve to build consumer trust and interest. While this research focuses on the TikTok platform, the findings provide valuable insights into how rhetoric can be effectively utilized in social media marketing.

However, this study has limitations as it only encompasses TikTok videos and does not consider other social media platforms. Therefore, the results cannot be generalized across all types of social media. Future research is encouraged to explore sales copy on other platforms such as Instagram or Facebook to provide a more comprehensive understanding of effective marketing strategies in various contexts. Thus, despite its limitations, this study can serve as a practical guide for copywriters and marketers in designing better communication strategies for their products on social media.

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