

RHETORICAL DEVICES IN BRANDING AND MARKETING: A STUDY OF BALI TOURISM ADVERTISEMENTS

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Abstrak: Rhetorical device plays a significant role in branding and marketing by enhancing communication, shaping brand identity, and evoking emotional responses from consumers. This study examines the strategic use of rhetorical device—including metaphors, similes, personification, and hyperbole—in Bali tourism advertisements to create compelling and persuasive destination branding. Through a qualitative analysis of selected advertisements, this research explores how figurative expressions construct Bali's image as an exotic, cultural, and idyllic tourist destination, influencing travelers' perceptions and decision-making. Findings reveal that rhetorical device strengthens Bali's brand identity by emphasizing natural beauty, cultural richness, and unique experiences, making the destination more appealing to global audiences. The study also highlights how linguistic creativity in advertisements contributes to emotional engagement, differentiates Bali from other travel destinations, and reinforces its position as a world-class tourist attraction. By analyzing the role of rhetorical device in tourism branding, this research provides valuable insights for marketers, tourism boards, and linguists in crafting more effective and culturally resonant promotional strategies.

Kata Kunci: rhetorical device, branding, marketing, tourism advertisements, Bali

Introduction

Bali is not only well-known for its breathtaking natural beauty but also for its rich cultural heritage, deep-rooted traditions, and unique belief systems, which set it apart from other tourist destinations. The island's distinct blend of Hindu-Balinese rituals, artistic expressions, and local wisdom creates a fascinating identity that attracts visitors from all over the world. Traditional ceremonies, sacred temples, and vibrant festivals reflect the harmonious relationship between Balinese people, nature, and spirituality, offering tourists an experience that goes beyond mere sightseeing.

This cultural uniqueness is strategically represented in tourism advertisements to strengthen branding and marketing efforts. Through the use of rhetorical device and rhetorical devices, advertisements convey emotions, create memorable imagery, and emphasize Bali's identity as a destination rich in tradition and hospitality. Metaphors, symbolism, and poetic expressions are often used to highlight Bali's mystical charm, warm community, and spiritual atmosphere,

reinforcing its attraction to both domestic and international travelers. By maximizing the use these linguistic strategies, tourism advertisements not only attract visitors but also strengthen Bali's positioning as a culturally immersive and unforgettable destination in the global tourism market

In today's highly competitive tourism industry, branding and marketing play a crucial role in shaping travelers' perceptions and influencing their choices. Destinations must craft compelling narratives to attract visitors, and one of the most effective strategies is the use of rhetorical device—including metaphors, similes, personification, and hyperbole. Rhetorical device enhances tourism advertisements by creating vivid imagery, emotional appeal, and persuasive messaging, making a destination more desirable in the minds of potential tourists.

This study focuses on the use of rhetorical device in Bali tourism advertisements, analyzing how linguistic creativity helps shape Bali's brand as a world-class tourist destination. Bali is renowned not only for its natural beauty—pristine beaches, lush rice terraces, and breathtaking landscapes—but also for its rich cultural heritage and warm hospitality. Tourism advertisements frequently utilize figurative expressions such as *“Bali, the Island of Gods,”* *“a paradise on earth,”* or *“where culture meets tranquility”* to evoke emotional connections and create a sense of exclusivity and wonder.

While rhetorical device is widely used in tourism branding, its linguistic and strategic functions in shaping consumer perceptions remain underexplored. Most studies on tourism marketing focus on visual appeal, economic impact, or digital marketing strategies, while the linguistic mechanisms behind effective branding remain an area of interest for further investigation. This research aims to fill that gap by examining how rhetorical device is employed in Bali tourism advertisements, analyzing its role in shaping destination image, attracting tourists, and reinforcing Bali's brand identity in the global market.

By investigating the impact of rhetorical device in Bali tourism advertisements, this study contributes to a deeper understanding of how language influences branding and consumer engagement. The findings will offer valuable insights for marketers, tourism boards, and linguists in designing more persuasive and culturally resonant promotional campaigns.

Method

The data for this study is derived from Bali tourism advertisements featured exclusively in printed travel magazines, specifically those promoting accommodations, restaurants, cafes, beach clubs, cruises, boutiques, and hospitals that support the tourism industry. The data collection method used is the observation method, where advertisements are systematically examined and documented from various printed travel magazines to ensure a diverse and representative dataset. The data analysis method follows a qualitative approach, focusing on the identification and classification of rhetorical device, including metaphors, similes, personification, hyperbole, etc. The analysis involves several steps: identifying figurative expressions, interpreting their branding impact, and analyzing their cultural relevance within Bali's tourism identity. By exploring the strategic use of rhetorical device, this study provides insights into how linguistic creativity enhances Bali's tourism marketing, reinforcing its appeal and competitive positioning in the global tourism industry.

Discussion

This section presents the analysis of rhetorical devices in Bali tourism advertisements, focusing on the use of rhetorical device as a key branding and marketing strategy. The data, sourced from printed Bali travel magazines, is examined based on types of rhetorical devices, which encompass different forms of rhetorical device such as metaphors, similes, personification, hyperbole, and other stylistic elements. These devices are analyzed to uncover their role in shaping the persuasive appeal, emotional impact, and brand identity within the tourism industry. The discussion is structured around identifying and categorizing these rhetorical devices and interpreting their functions in tourism promotion, and evaluating their effectiveness in reinforcing Bali's image as a premier travel destination. Through this analysis, the study highlights how language creativity enhances marketing communication, making tourism advertisements more engaging and influential.

The data analyzed in this article are taken from various advertisements representing different types of tourism services, including accommodations, restaurants, cafes, beach clubs, cruises, boutiques, shopping center, hospitals, etc.

These services collectively support and sustain the tourism industry in Bali, catering to both domestic and international visitors. By examining advertisements from diverse sectors, this study provides a comprehensive analysis of how rhetorical device is strategically employed across different tourism-related businesses. The variation in services also allows for a broader understanding of how branding and marketing techniques contribute to shaping Bali's image as a premier travel destination.

The Advertisement of Atlas Pearls & Perfumes

Atlas Pearls and Perfumes

Take home the spirit of Bali, take home an Atlas South Sea pearl. Make your stay one to remember by visiting our Seminyak showroom or our North Bali pearl farm and showroom. Explore the magic, experience the nature and unlock the mysteries of the pearl for yourself. Present this advertisement in store and receive 20% off all full priced items.

This advertisement for Atlas Pearls and Perfumes employs several rhetorical device techniques to create an evocative and persuasive message. First, the phrase “*Take home the spirit of Bali*” utilizes personification by attributing human-like qualities to Bali's essence, implying that the experience of the island can be captured and carried home in the form of a pearl. This makes the product more than just jewelry—it becomes a symbolic souvenir of the travel experience.

The phrase “*Explore the magic, experience the nature and unlock the mysteries of the pearl*” contains metaphor and imperative verbs to enhance engagement. “Explore the magic” metaphorically suggests that the pearls hold an enchanting quality, making them more alluring. Similarly, “*unlock the mysteries of the pearl*” portrays pearls as something mystical or secretive, encouraging customers to discover their unique beauty. Additionally, parallelism is evident in the repeated structure of “Explore the magic, experience the nature, and unlock the mysteries,” which adds rhythm and persuasion, reinforcing the idea that purchasing these pearls is an immersive and memorable experience.

The rhetorical device in the Atlas Pearls and Perfumes advertisement enhances branding by associating its products with Bali's culture and mystique. Phrases like “*Take home the spirit of Bali*” and “*unlock the mysteries of the pearl*” create an emotional connection, positioning the pearls as meaningful souvenirs

rather than just luxury items. This strategy strengthens brand identity and exclusivity. From a marketing perspective, the ad leverages experience-based selling, inviting tourists to visit the showroom as part of their travel experience. The call to action and discount offer further drive engagement and sales. By blending emotion, experience, and prestige, the advertisement effectively boosts brand appeal and market impact.

2. The Advertisement of SKAI Beach Club

Beach Club

S.K.A.I

IS THE LIMIT

S.K.A.I Beach Club at Padma Resort Legian is set to take the relaxing art of sun-downing to exciting new heights. It promises a hip spot to unwind over delectable cocktails and light bites whilst watching the island's celebrated sunset. There'll be chill out tunes and -2C beer to get the party started in this uplifting venue overlooking the beach.

The advertisement for S.K.A.I Beach Club uses rhetorical device to create a sense of exclusivity and excitement. The phrase “*S.K.A.I IS THE LIMIT*” is a clever wordplay on “*The sky is the limit*,” suggesting limitless possibilities and a premium experience. Additionally, the metaphor “*set to take the relaxing art of sun-downing to exciting new heights*” elevates watching the sunset into a refined, almost artistic activity, reinforcing the club’s upscale branding. Sensory-rich descriptions, such as “*unwind over delectable cocktails and light bites whilst watching the island’s celebrated sunset*,” enhance the appeal by immersing potential visitors in a luxurious and indulgent atmosphere. The personification in “*There’ll be chill-out tunes and -2C beer to get the party started*” makes the music and drinks seem like active contributors to the experience, further emphasizing the venue’s lively and social ambiance.

From a branding and marketing perspective, the advertisement positions S.K.A.I Beach Club as a trendy and sophisticated destination. By combining wordplay, evocative imagery, and sensory details, it appeals to tourists seeking a stylish and memorable beachside experience. The emphasis on cocktails, music, and sunset views highlights the club’s unique selling points, reinforcing its status as a must-visit spot in Bali’s vibrant beach club scene.

3. The Advertisement of Rock Bar Bali

Discover Rock Bar's love affair with the sea.

The phrase “Discover Rock Bar’s love affair with the sea” employs personification and metaphor to create a strong emotional and sensory appeal. The personification of the bar having a “*love affair*” with the sea gives it human-like qualities, suggesting a deep and intimate connection between the venue and its oceanfront setting. This metaphor conveys the idea that the bar is not just located by the sea but is deeply intertwined with its beauty and atmosphere.

From a branding and marketing perspective, this phrase enhances the exclusivity and romantic appeal of Rock Bar. It positions the venue as a place where guests can experience a special connection with the ocean, reinforcing its identity as a luxurious, scenic, and must-visit destination. By evoking emotions and curiosity, the wording entices potential visitors to explore the unique ambiance and breathtaking views that the bar offers.

4. The Advertisement of Beachwalk Shopping Center

*Beachwalk Shopping Center
Welcome to Paradise
Bali starts here*

The advertisement for Beachwalk Shopping Center uses rhetorical device to create an inviting and immersive brand identity. The phrase “Welcome to Paradise” employs metaphor, equating the shopping center with *paradise*, suggesting a luxurious and enjoyable experience beyond just retail shopping. It implies that visitors will find beauty, relaxation, and indulgence, aligning with Bali’s tropical allure.

The tagline “Bali starts here” is a hyperbolic statement that positions Beachwalk as the essential first stop for tourists, reinforcing its status as a premier destination. This phrase suggests that experiencing Beachwalk is integral to experiencing Bali itself, making it feel like a central part of the island’s tourism appeal.

From a branding and marketing perspective, this advertisement effectively connects Beachwalk with Bali’s image of relaxation and luxury. By using evocative

and aspirational language, it appeals to tourists looking for a high-end yet culturally immersive shopping and leisure experience. The simplicity of the phrases enhances their memorability, making the shopping center stand out as an essential part of a Bali visit.

5. The Advertisement BIMC Hospital

*Close to Home, Far from Ordinary.
We're ready 24/7.
Medical emergencies don't take a holiday and neither do we.
Bali's most trusted hospital.*

This advertisement for a hospital in Bali effectively uses rhetorical device to establish trust, reliability, and accessibility for both locals and tourists. The phrase “Close to Home, Far from Ordinary” employs contrast and parallelism to create a compelling message. “Close to Home” reassures patients that the hospital provides familiar, comforting care, while “Far from Ordinary” suggests exceptional, high-quality medical services that go beyond standard healthcare.

The statement “Medical emergencies don’t take a holiday, and neither do we” uses personification to emphasize the unpredictability of medical situations. By attributing human qualities to emergencies, the phrase underscores the hospital’s commitment to round-the-clock service, ensuring that patients feel supported at any time. Finally, “Bali’s most trusted hospital” is a superlative phrase that strengthens the hospital’s credibility and reputation. It reinforces the idea that the facility is not just reliable but also the best choice for medical care on the island.

This advertisement positions the hospital as accessible, trustworthy, and high-quality, catering especially to international tourists who may need reassurance about medical services abroad. The emotional appeal in the wording builds confidence, while the 24/7 availability message highlights its reliability. By blending familiarity with excellence, the ad successfully establishes the hospital as the go-to healthcare provider in Bali.

6. The Advertisement of Manisan Restaurant

*Golden Age of Taste
By culinary legend William Wongso.*

At Manisan, we serve a menu that truly embraces the authentic flavors of the Indonesian archipelago. Using carefully selected ingredients, we follow time tested recipes to bring classic food traditions back to life. Each dish takes guest on a culinary adventure in celebration of our nation's spirit and diversity.

This advertisement for Manisan Restaurant effectively employs rhetorical device to evoke a sense of nostalgia, exclusivity, and cultural pride in its culinary offerings. The phrase “Golden Age of Taste” is a metaphor, suggesting that dining at Manisan is akin to experiencing a peak era of culinary excellence. It implies that the restaurant revives and preserves the finest traditions of Indonesian cuisine, elevating its authenticity and prestige.

By introducing “culinary legend William Wongso,” the ad uses name-dropping and ethos (credibility appeal) to establish trust and authority. Associating the restaurant with a renowned chef enhances its reputation and attracts diners seeking high-quality, expertly crafted dishes. The statement “we follow time-tested recipes to bring classic food traditions back to life” utilizes personification, implying that the restaurant is reviving and preserving Indonesia’s rich culinary heritage. Similarly, “each dish takes guests on a culinary adventure” is a metaphor, portraying the dining experience as a journey through Indonesia’s diverse flavors, making it more immersive and memorable.

This advertisement effectively positions Manisan as a cultural and gastronomic destination rather than just a restaurant. By emphasizing authenticity, heritage, and expertise, it appeals to food enthusiasts who value traditional yet refined Indonesian cuisine. The combination of historical nostalgia, expert craftsmanship, and sensory appeal makes the restaurant stand out in Bali’s competitive dining scene.

7. The Advertisement of Hotel Villa Lumbung

*Seminyak-Bali
Morning Spirit from Lumbung.
Where a million of smiles await you home.
Enjoy little Ubud in the trendy area of Seminyak.*

This advertisement uses rhetorical device to create a warm, inviting, and culturally rich impression of the Lumbung experience in Seminyak. The phrase

“Morning Spirit from Lumbung” is a metaphor, evoking a sense of freshness, energy, and cultural depth. *Lumbung* (a traditional Balinese rice barn) symbolizes heritage and hospitality, suggesting that the establishment carries the essence of traditional Bali while providing a refreshing start to the day. The line “Where a million smiles await you home...” employs hyperbole and personification to enhance the feeling of warmth and hospitality. The exaggeration of “*a million smiles*” emphasizes the friendliness of the staff and locals, while “*await you home*” (instead of “await you at home”) subtly implies that the place itself is a home, reinforcing a sense of belonging. Lastly, “Enjoy little Ubud in the trendy area of Seminyak” is an analogy that positions the location as a fusion of two well-known Balinese atmospheres. Ubud is famous for its serenity, culture, and lush landscapes, while Seminyak is known for its modern, stylish, and vibrant character. This contrast makes the place appealing to those who want both traditional charm and contemporary convenience in one destination.

This advertisement effectively blends tradition with modernity, making it appealing to travelers who want an authentic yet stylish Balinese experience. The emphasis on cultural heritage, hospitality, and location positions the establishment as a unique retreat—offering peaceful Ubud-like charm within the dynamic Seminyak area. The emotive and sensory-driven language strengthens its appeal, creating a strong brand identity.

8. The Advertisement of Blue Water Express

Blue Water Express

The longest running most popular fast boat service between Bali, The Gili islands and Lombok.

It's also the quickest and easiest way of travelling with daily departure from two different locations, Serangan Harbour and Padang Bay Harbour.

This advertisement employs rhetorical device and persuasive techniques to emphasize the speed, reliability, and popularity of the fast boat service. The phrase “The longest running most popular fast boat service” uses superlative language (*longest running, most popular*) to establish credibility and dominance in the market. This suggests the company has been operating for a significant time and is

the preferred choice among travelers. The statement “It’s also the quickest and easiest way of travelling” employs comparative language to highlight efficiency and convenience, appealing to tourists who prioritize fast and hassle-free transportation. By specifying “daily departures from two different locations”, the advertisement reassures potential customers about flexibility and accessibility, reinforcing the service’s reliability.

This advertisement effectively targets travelers looking for a fast and trusted transport option between Bali, the Gili Islands, and Lombok. The use of superlatives and comparative advantages strengthens the brand’s authority in the industry, positioning it as the best and most convenient choice for island transfers. The straightforward and confident tone appeals to both first-time and returning visitors.

9. The Advertisement of Bamboo Blonde

Back to Black

Since Bamboo Blonde is a well-known clothing brand in Bali, especially popular among tourists, its advertisement “Back to Black” effectively plays with contrast and branding appeal. The phrase “Back to Black” is a metaphor that evokes a sense of timeless elegance, boldness, and sophistication—qualities often associated with the color black in fashion. By using this phrase, Bamboo Blonde positions itself as a brand that caters to trendy, fashion-forward travelers looking for chic and versatile clothing.

This message is especially effective for tourists, as it suggests style and confidence that can transition seamlessly from Bali’s laid-back tropical vibe to an urban, high-fashion look. The simplicity of the advertisement makes it memorable and aspirational, appealing to those who seek effortless yet statement-making fashion while on vacation.

10. Bali Hai Cruises

100% holiday in just one day!
The best way to explore Lembongan and Penida Island.
Bali’s number one marine operator over 2 million satisfied guests.
EST: 1990.

Exciting reef cruise-Beach Club Cruises-Three Island Day Cruise-Luxury Aristocrat Sailing-Evening Dinner Cruise – Dolphin Cruise – Hai Bar & Grill – Hai Tide Beach Resort.

This advertisement uses rhetorical device and persuasive techniques to highlight the exclusivity, excitement, and credibility of the marine tour operator. The phrase “100% holiday in just one day!” is an example of hyperbole, exaggerating the experience to suggest that guests can fully immerse themselves in a complete vacation experience within a single day. This appeals to tourists with limited time, making the service seem highly efficient and worthwhile.

The statement “Bali’s number one marine operator” employs superlative language to establish trust and authority, reinforcing that this is the best choice for island-hopping adventures. Similarly, “over 2 million satisfied guests” serves as a social proof strategy, reassuring potential customers of the service’s popularity and reliability. The mention of various cruises and activities—reef cruise, beach club cruises, luxury sailing, dolphin cruise, etc.—creates imagery and excitement, enticing travelers with diverse experiences suited to different preferences.

This advertisement effectively positions the brand as the leading marine tour operator in Bali, leveraging its long-standing reputation (EST. 1990) and high customer satisfaction to attract new visitors. The use of energetic and persuasive language makes the experience feel exclusive, thrilling, and essential for tourists looking to explore Lembongan and Penida Islands in a seamless and luxurious way.

Conclusion

This study highlights the significant role of rhetorical device in branding and marketing, particularly in Bali’s tourism advertisements. Through the use of metaphors, hyperboles, personifications, and other rhetorical devices, these advertisements craft compelling narratives that not only attract tourists but also shape the perception of Bali as a unique and desirable destination. By analyzing various tourism service advertisements, including accommodations, restaurants, cafes, beach clubs, cruises, boutiques, and hospitals, this study demonstrates how language is strategically employed to evoke emotions, enhance brand identity, and create a persuasive appeal. Figurative expressions help reinforce the cultural charm,

hospitality, and exclusivity that Bali offers, making them an essential tool in tourism marketing.

The findings of this study contribute to a deeper understanding of linguistic strategies in promotional discourse, particularly in the tourism sector. Future research can explore the effectiveness of rhetorical device on different audience demographics or compare how different destinations utilize rhetorical devices in their branding strategies. Ultimately, language remains a powerful tool in influencing consumer perception and decision-making in the competitive tourism industry.

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