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| RESEARCH ARTICLE

Persuasive Strategies in Slogans of Samsung Smartphones

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| ABSTRACT

The aim of this research is to examine the strategies of persuasion employed in slogans of Samsung smartphones. Particularly, the objective of this study is to reveal how these strategies are utilized to influence recipients and convince them to make purchases. To realize this objective, 30 Samsung smartphones slogans were analyzed following Keraf's (2004) model of persuasion to arrive at the most prevalent strategies applied in these slogans and Aristotle's (1954) model of persuasion to reveal the way implemented to realize the goal of effective marketing. The findings show that Samsung slogans utilized five persuasive strategies, namely rationalization, identification, hypnotic, conformity, and compensation. Findings also show that the conformity technique is the most frequently employed one. Moreover, as for persuasive rhetorical modes, Ethos is the most commonly used one in Samsung slogans. This study offers insights into the significant role of persuasion in digital marketing to successfully enthrall consumers.

1.   Introduction:

The main aim of communication is persuasion. Language is not only used to deliver ideas, but also to persuade, influence and alter receivers' thoughts and beliefs. Persuasion is viewed as "the process of altering or reaffirming attitudes, beliefs, values, or behaviors" Dary, et al (2022: 12). Specifically, persuasion is a communication process in which the persuader tries to elicit a preferable response from their listeners. In the meantime, while attempting to convince their receivers and change their attitudes, communicators must carefully employ persuasive language to gain their desired objectives.

Persuasive language has been found in different contexts such as e-commerce settings (Luo et al., 2021), politics (Janam, 2019), advertising (Losi et al., 2022), and tourism brochures (Muktafi, 2024). Particularly, the concept of persuasive language is often associated with advertising. Advertisers are mainly concerned with attracting clients' attention and convincing customers to purchase their products. Overall, advertisers need a particular language and strategies to appear more convincing and elicit sympathy from their customers. To fulfill their aims, most firms and agencies typically choose brand slogans that are memorable and appealing to the customers.

Slogans are considered attractive tools to build and cultivate a brand. They need to be very short, simple and have special appeal, that stems from confirming the affective component of the message. Overall, the employment of persuasive strategies in advertising slogans plays a significant role in attracting the customers' attention and driving them to take an action and make purchases. Among these persuasive strategies are the classical rhetorical modes pathos, ethos, and logos which are considered as foundational components in advertising slogans, shaping consumers' perception and affecting decision making. Purba et al. (2024:

99) emphasized that "rhetoric in advertising is not just about selling a product but about aligning the audience's values with the brand's message, fostering a deeper, more personal connection."

In the era of digital marketing, reputable companies such as smartphone firms make use of advertising slogans for promoting products and boosting sales. In the extremely competitive smartphone market, Samsung is one of the well-established smartphone companies that reinforces trust in its advertisements by making use of advertising slogans. Samsung strengthens these appeals to provide an image of uniqueness, value, and credibility, aiming to interact with consumers who appreciate performance and a modern lifestyle.

The concept of persuasion has received much attention by previous studies with the main objective of examining the persuasive strategies and modes employed across different contexts. Various research (e.g. Budiani, 2014; Zainuddin, 2010, Mukarromah, 2016) stated that the study of persuasive strategies in slogans leads to a better understanding of how advertisers brand themselves and boost their sales. Persuasive elements are created by employing specific ways and modes that create a successful persuasive discourse. Accordingly, this study explores how Samsung employs various persuasive strategies in its smartphone slogans to appeal to diverse customers and reinforce brand loyalty.

1.1 Significance of the Study

This study is significant because it will help to comprehend how advertising slogans build brand image and affect customer behavior. More importantly, the findings of this study will help advertisers to be equipped with the appropriate persuasive strategies to promote their products and boost their sales. Moreover, this research will offer a comprehensive understanding of Samsung's marketing strategies and present insights into successful strategies in digital advertising.

1.2 Questions of the Study

The study aims to answer the following research questions:
1. What kind of persuasive strategies are utilized in the slogans of Samsung smartphones?
2. How are these strategies utilized within Samsung slogans to influence consumers' perception?

2.   Review of the Literature

Several studies have extensively examined the concept of persuasion across different contexts employing different theoretical frameworks (Rabab'ah et al., 2024; Losi et al., 2022; Mehdi, 2025; Romanova, 2019). These studies have shown the significant role of persuasion as a tool utilized by writers to achieve a certain objective. However, fewer studies have studied principles of persuasion in advertising slogans, in specific smartphone slogans.

Nasruddin (2016) conducted a study to examine the persuasive techniques used in Apple Inc. advertisements following Keraf's (2004). The findings indicated that *Compensation* is never used in Apple advertisements, which is probably because the advertiser does not want the potential consumers to make comparisons with other companies. The results also demonstrated that the remaining six persuasive strategies proposed by Keraf are found in the advertisements namely, "*Rationalization*, *Identification*, *Suggestion*, *Conformity*, *Displacement*, and *Projection*, where *Projection*" is dominating the other persuasive strategies.

Following the same model of persuasion, Rambe (2017) examined 33 advertisements to investigate the persuasive techniques applied in commercial advertisements. The study revealed that seven persuasive strategies were employed in these advertisements as the following: "*Rationalization, Identification, Suggestion, Conformity, Compensation, Displacement,* and *Projection*". The study revealed that *Suggestion* is the most often used within commercial advertisements. It also concluded that advertisers employed persuasive strategies to make their viewers believe what they claim and convince them to purchase the product.

For the purpose of exploring ways of persuasion employed in cosmetics slogans, Harisma et al. (2022) examined 22 slogans of women's cosmetics products posted on Instagram. The study found five persuasive types employed by advertisers in the slogan advertisements, as following: *rationalization, identification, suggestion, conformity* and *compensation*. The study also revealed that *rationalization* and *conformity* are frequently used in the slogans, and more than one persuasive technique is used in each slogan. The study concluded that the persuasive strategies employed within cosmetics slogans influence the mind, manner, and opinion of consumers, convincing them to make purchases.

In a more recent study, Amjad (2023) examined the use of persuasion in brand slogans used in digital marketing in light of the three rhetorical devices proposed by Aristotle: logos, pathos, and ethos. The findings indicated that the rhetorical device 'Pathos' is the most common persuasive technique in the study. Generally, the study revealed that the three modes of persuasion presented by Aristotle are very valuable in shaping credibility, logic, and emotion.

Based on the literature review, it can be concluded that persuasion plays a significant role in influencing recipients and convincing them to make purchases. Despite the importance of using persuasive strategies across different contexts to achieve the desired purpose of attracting more consumers and appearing more convincing, studies of smartphone slogans are under-researched. Accordingly, this study attempts to examine the strategies of persuasion employed in slogans of Samsung smartphones. The main objective of this study is to reveal the way Samsung promotes its products to diverse consumers and successfully boosts sales.

THEORETICAL FRAMEWORK

The current study aims to analyse the persuasive strategies in slogans of Samsung smartphones in order to determine how Samsung employs persuasion to build brand vision and spur consumers into action in light of Keraf's (2004) persuasive techniques as well as Aristotle's (1954) model of persuasion.

Keraf (2004: 124-131) suggests seven types of persuasion, which are as follows: "rationalization, identification, hypnotic, conformity, compensation, projection, and displacement".

1- Rationalization:
It is the process of using the mind to offer a justification for an issue. It aims to convince the recipient of the communicator's claims and agree with their points of view, relying on reason and logic.

2- Identification
The second persuasive strategy proposed by Keraf is identification, which entails identifying the potential consumers and analysing the situation accurately. Identifying the consumers and situation helps advertisers to choose appropriate words to promote their products.

3- Hypnotic
It is a process to make people believe what the advertiser claims by using interesting words, gestures, or pictures. The harmony between interesting words, backgrounds, and the employment of famous people entertains consumers and lets them accept the products unconsciously.

4- Conformity
In this technique, the persuader tries to make something similar to something else. The aim of conformity is to adapt to the consumers' circumstances', which means that the advertisers show that they are able to do and act as their consumers as well.

5- Compensation
It is an effort to find a substitute for an unacceptable thing. In this strategy, the advertisers persuade consumers by offering the exclusive applications of the product that cannot be found in the existing products.

6- Displacement

In this persuasion technique, the persuader tries to convince people to divert a specific purpose to another one. It is a process of replacing a matter that faces obstacles with other means. Displacement aims to take the potential consumer's emotions, whether pleasure or unhappiness and align with the new product.

7- Projection
8- Projection is a strategy that changes something from being a subject to becoming an object. It is a technique where the advantages of a product are presented as a reflection of another product's flaws.
9- As indicated earlier, this study is conducted in accordance with Keraf's model and the three rhetorical types presented by Aristotle (1954): ethos, logos, and pathos. An overview of the three rhetorical modes is shown in Figure 1.
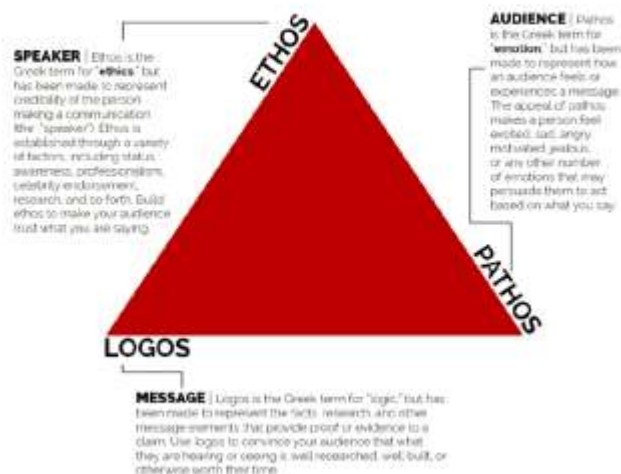
Figure 1. The Rhetorical Triangle

Logos refers to the speech's logic and reasoning. This entails providing reliable evidence such as facts, statistics, definitions, and rational arguments. In advertisements, the advertiser needs to offer evidence about the product and present logical information to influence consumers and alter their beliefs. Ethos aims to persuade the audience that the writers/ speakers are a credible source. It can be depicted as a reflection of the writer's personality. The advertiser attempts to grab the consumer's attention by reflecting the credibility of the products, asserting their trustworthiness. Pathos, on the other hand, relates to the audience's emotions. It is used to get sympathy from the audience and evokes their strong feelings.

As indicated earlier, the current study explores Samsung slogans following two theoretical models of persuasion. This combination of models offers a full picture of how leading companies try to persuade consumers to make purchases. By employing these models, the current study shows in detail how persuasive messages are built and delivered.

3. Methodology

The current study employs a descriptive qualitative method to identify the strategies of persuasion and the ways implemented to realize the desired goal of successful marketing. This type of inquiry aims to "portray the complex pattern of what is being studied in sufficient depth and detail so that someone who has not experienced it can understand it." (Ary, 2002: 423). The data utilized in the current study involves 30 slogans of Samsung smartphones collected from the Samsung official website www.samsung.com in the form of sentences and phrases. After collecting the data, they are analyzed in two stages; in the first stage, data are classified based on the types of persuasive strategies proposed by Keraf (2004) as follows: "Rationalization, Identification, Hypnotic, Conformity, Compensation, Displacement, and Projection". In the second stage, the persuasive strategies within each slogan are categorized into the three rhetorical modes suggested by Aristotle (1954). They are Ethos, Logos, and Pathos. Upon classifying the data, a more detailed analysis was offered to discuss the correlation of the persuasive strategies with Keraf's and Aristotle's modes of persuasion through exemplary slogans representative of the data. This qualitative analysis sheds light on each persuasive strategy within Samsung slogans, enriching the overall examination.

4. Results and Discussion
A. *Findings and Discussion Related to the First Research Question*

In this section, the strategies of persuasion utilized in Samsung slogans are discussed. The explanation of those strategies is presented by employing persuasive kinds which are suggested by Keraf (2004). An overview of the data revealed that most of the slogans in the current study employed more than one persuasive strategy in the same slogan. This combination of strategies

could stimulate potential consumers and change their attitudes. More information about the use of these strategies can be found in Table 1.

Table 1: *Types of Persuasive Strategies Used in Slogans of Samsung Smartphones*

	Type of Persuasive Strategies	Frequency of Occurrence
1	Rationalization	10
2	Identification	5
3	Hypnotic	4
4	Conformity	24
5	Compensation	8

As can be seen in Table 1, five persuasive strategies, namely rationalization, identification, hypnotic, conformity, and compensation, are found in the data. Specifically, the 'conformity' persuasive strategy has the highest number of occurrences and is employed in the majority of Samsung slogans. This demonstrates the salient significance of conformity in adjusting the advertiser with the consumers' conditions and situations. However, the least frequently utilized persuasive strategy is 'Hypnotic'. This could be explained by the fact that Samsung wants potential consumers to make comparisons with other companies instead of resorting to hypnotic words. These findings are not in congruent with that of Nasruddin's (2016) study, which revealed that 'Projection' is dominating the persuasive strategies used in Apple Inc. advertisements. Moreover, unlike Nasruddin's (2016) study, Slogans of Samsung smartphones do not involve 'Displacement' persuasive strategy which entails taking the consumers emotions, whether happiness or sadness and avert with the new product. This inconsistency can be attributed to possible different competitive persuasive techniques employed by each company. Generally, the findings revealed that more than one persuasive technique is employed in one slogan. This reflects the significance of these persuasive strategies in promoting the products and attracting the consumer's attention to make purchases.

In the following subsections, a detailed analysis of each persuasive strategy will be presented. For clarification purposes, illustrative examples taken from the current data are presented.

4.1 Rationalization

The logical approach constitutes the base of this strategy which is characterized by "limiting reason to provide a basis for justification for a problem, where the basis or reason is not the direct cause of a problem." (Kasanova, 2016: 108). The main function of this strategy is to offer justifications to confirm the quality of the product as illustrated in the following example:

"The thinnest, lightest Galaxy fold yet."

The rationalization persuasive strategy in this slogan provides a logical justification that Galaxy smartphone has the most extensive features ever. In this example, the advertiser states the special characteristics of the smartphone that meets consumers' needs and expectations to give rational argument in a way to persuade them.

Generally, this strategy emerges as one of the most influential techniques in digital marketing, successfully revealing logical reasons to engage and attract potential consumers to buy a smartphone.

4.2 Identification

In this persuasive strategy, the advertiser needs to accurately analyse the potential consumers and the situation as well as in the following example.

"Smart life for everyone."

The advertiser in this slogan claims that this kind of smartphone offers a smart life that is applicable to all potential consumers regardless of their ages, jobs, or gender. Besides identification, the advertiser resorts to conformity technique by convincing consumers that if they possess this kind of smartphone, they will have a smart life, which has become a common theme in

contemporary living. By combining both persuasive strategies, the advertiser tries to show that the smartphone can be utilized by all ages.

4.3 Hypnotic

The implementation of this strategy can be depicted by the employment of interesting words, backgrounds, and colours as illustrated in the following example:

"Colourfully crafted for you."

In this slogan, the advertiser attempts to hypnotize consumers by using interesting diction implemented in the word *colourfully* which reflects that this kind of phone can come in different colours. Such statement evokes a visual connection with the smartphone, subtly convincing consumers towards a purchase decision.
Presenting pricing, colours, bonuses is considered a direct and potent strategy to entice and convince potential consumers. However, the analysis of the current study revealed that among the 30 Samsung slogans, only four slogans have utilized this strategy. One possible justification for this could be that Samsung company resorts to logical reasoning and proving superiority instead of using hypnotic words.

4.4 Conformity

This persuasive strategy is significant since it is the only strategy that is used on almost all slogans of Samsung smartphones. The high occurrence of this strategy indicates the importance of its function. This strategy aims to adjust oneself with something that is required. The following example shows conformity strategy:

"Slimmer, lighter, and ready to impress."

This slogan shows that for people who look for light weight stylish phone, then this smartphone is their target. The advertiser here interacts with consumers by providing an image of uniqueness that reflects their attitudes towards modern lifestyle since it reflects a modern era where most phones are slim and light. In the current study, this strategy accounts for 80% of the data. The same finding has been found in Harisma's et al. (2022) study, in which this strategy proves to be the most employed one within slogans of women's cosmetics products posted on Instagram. It is important to note that the frequent implementation of this strategy in the majority of slogans of Samsung smartphones reflects the significance of presenting a product that is suitable with well-known and booming items at the time of advertising.

4.5 Compensation

Compensation is a result of an action to offer a replacement for an unacceptable condition. The advertiser employs the merits of the new product to cover the existing products. Consider the following example:

"Dust and water-resistance"

As it is clear from the above example that if consumers choose Samsung smartphone, they will obtain a product that has resistance to both water and dust which makes the phone more unique and distinguished. It can be interpreted that the advertiser recognizes the problem first and then provides a reasonable solution to this problem.

B.   Findings and Discussion Related to the Second Research Question

Addressing the second research question on the ways implemented to realize the desired goal of successful marketing, Table 2 presents the findings of the most and least used strategies based on Aristotle's (1954) three rhetorical devices: ethos, logos, and pathos.

Table 2: *Types of Persuasive Modes Used in Slogans of Samsung Smartphones*

	Type of Persuasive Modes	Frequency of Occurrence	Percentage
1	Pathos	4	13%
2	Logos	8	27%
3	Ethos	18	60%
	Total	30	100%

As is shown in Table 2, *Ethos* tactic is the most used persuasive strategy in Samsung slogans recording a percentage of 60%. *Logos* is the second highest employed persuasive strategy with a percentage of 27%. *Pathos*, on the other hand, is the least preferred mode to persuade consumers. The findings of the second research question of the current study are consistence with Harisma's et al. (2022) who found that *Ethos* was the most frequently used strategy in the slogans of woman cosmetics products posted on Instagram. The discussion and examples of each strategy used in the data are discussed in the following subsections.

A. Pathos
The ability to dominate people's emotions is not the ultimate goal of persuasion, it is just a technique to provoke people and let them reach an agreement where persuasion takes place. Pathos strategy is shown in the following example:
"It is your time to prime."

In this slogan, the advertiser employs *Pathos* persuasive strategy by arousing consumers' emotions by stating that the smartphone empowers them to do their best through its features and the way it connects them to the real world. This slogan indicates that the smartphone is a significant tool that assist consumers excel in whatever they are doing. Such persuasive strategy effectively touches buyer's emotions and influences their rational judgment.

A. Logos
Besides the significance of stimulating emotions, advertisers need to offer some proofs and logical reasons about their products. In the data of the current study, logos persuasive mode accounts for 27% of the total persuasive modes to appear as evidence of how Samsung employ language to evoke consumer's logical agreements. The following example shows how this rhetorical mode appears in Samsung slogans:

"Stunning lowlight portrays with Galaxy."

The advertiser in this slogan tries to persuade consumers by offering logical proofs that this kind of smartphone can capture remarkable low-light shots. Thus, it can be considered trustworthy and suitable to consumers' needs. This slogan offers a fact to show Samsung value giving a deal of credibility and authority.

B. Ethos

Ethos strategy is a way to convince people that the company is credible and trustworthy by building a positive image of a product and showing its superiority. In the current data, ethos is highly valued and dominates other persuasive appeals of logic and emotion with a percentage of 60% as shown in Table 2. This strategy is frequently used to build credibility and displaying dedication to quality. Consider the following slogan of Samsung:

"Do bigger things."

It is clear from this slogan that the advertiser shows that Samsung has a superior smartphone that is capable of doing bigger tasks than the already available phones. Samsung appeals to consumer's confidence in the product's qualities by employing ethos in its advertising slogans. This slogan aims to convince buyers that Samsung is a reliable company that offers trustworthy products.

5. Conclusion

This study aims to examine the persuasive strategies employed in slogans of Samsung smartphones. Specifically, it aims to explore how these strategies are utilized within Samsung slogans to influence consumers' perception and convince them to make purchases. The detailed analysis of the current study showed that among the seven persuasive strategies suggested by Keraf (2004), five are employed within slogans of Samsung smartphones as follows: *Rationalization, Identification, Hypnotic, Conformity, and Compensation*. Generally speaking, these strategies serve an overall purpose of persuading potential consumers and reaffirming their attitudes and beliefs. The study also revealed that conformity is frequently used in slogans, and more than one persuasive technique is used in each slogan.

With respect to ways of persuasion, analysis revealed that the three modes of persuasion proposed by Aristotle have been employed in the current data. Findings also showed that Ethos is dominating the other persuasive ways to offer justifications of the quality of the newly released smartphones. The findings revealed that Samsung subtly and successfully combines logical appeals with direct rational argument, positioning Samsung smartphones as products that meet various modern lifestyle needs.

  This study has some limitations. The scope of the study is limited only to slogans of Samsung smartphones; therefore, larger scale-based research is needed to verify whether the findings of the current study can be generalized to other smartphones companies such as Nokia, iPhone, and LG. Moreover, future studies might examine audio visual slogans to offer a comprehensive understanding of all the persuasive strategies employed within these slogans.

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