PERSUASIVE ANALYSIS ON UNICEF INSTAGRAM'S CAPTION AS A FORM OF SOCIAL CAMPAIGNS

THESIS

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MOTTO

2:286, Allah does not charge a soul except [with that within] its capacity. It will have [the consequence of] what [good] it has gained, and it will bear [the consequence of] what [evil] it has earned. "Our Lord, do not impose blame upon us if we have forgotten or erred. Our Lord, and lay not upon us a burden like that which You laid upon those before us. Our Lord, and burden us not with that which we have no ability to bear. And pardon us; and forgive us; and have mercy upon us. You are our protector, so give us victory over the disbelieving people."

DEDICATION

This thesis is proudly dedicated to my parents and my big family whom I love very much, thank you for always giving prayers, sincerity, priceless sacrifices, and support to me. All my friends, who always support, motivate, and pray for me. And I also want to thank myself for never giving up and trying my best for this thesis.

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ABSTRACT

Ni'matussa'adah, Florence Danella (2025). *Persuasive Analysis on Unicef Instagram's Caption as a Form of Social Campaigns.* Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor : Abdul Aziz, M.Ed, Ph.D.

Keyword: Persuasive, Unicef Instagram Caption, Social Campaign

Instagram captions have become an important communication strategy in delivering social campaign messages in the digital era. This study analyzes the use of persuasive techniques in Unicef Instagram captions uploaded during the period October to December 2024. The campaign focused on critical global issues such as children's rights, education, health and humanitarian crises. Using a descriptive qualitative method, this study applied Lamb's (2019) persuasive theory to categorize the rhetorical strategies found in the captions. The analysis revealed that 19 out of 24 persuasive techniques were used. The most dominant techniques are evidence that presents factual and statistical data to strengthen the argument and inclusive language, which creates a sense of unity and shared responsibility by using words such as "we" and "together." A unique finding in this study was that some captions used more than one persuasive technique simultaneously, which increased their emotional and rhetorical impact. Meanwhile, the five techniques of alliteration, assonance, rhetorical question, sarcasm and simile were not found in the data. This reflects Unicef's preference for a direct, empathetic and factual communication style. Future research is recommended to expand the scope by analyzing different time periods, visual elements, or comparing persuasive strategies across different social media platforms and organizations to better understand the effectiveness of persuasive communication in social campaigns.

ABSTRAK

Ni'matussa'adah, Florence Danella (2025). *Persuasive Analysis on Unicef Instagram's Caption as a Form of Social Campaigns.* Tesis Kecil (Skripsi). Linguistik, Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang, Pembimbing: Abdul Aziz, M.Ed, Ph.D.

Kata Kunci : Persuasif, Caption Instagram Unicef, Kampaye Sosial

Caption Instagram telah menjadi strategi komunikasi penting dalam menyampaikan pesan kampanye sosial di era digital. Penelitian ini menganalisis penggunaan teknik persuasif dalam caption Instagram Unicef yang diunggah selama periode Oktober hingga Desember 2024. Kampanye tersebut berfokus pada isu-isu global yang kritis seperti hak-hak anak, pendidikan, kesehatan, dan krisis kemanusiaan. Dengan menggunakan metode kualitatif deskriptif, penelitian ini menerapkan teori persuasif Lamb (2019) untuk mengkategorikan strategi retorika yang ditemukan dalam caption. Analisis mengungkapkan bahwa 19 dari 24 teknik persuasif digunakan. Teknik yang paling dominan adalah bukti yang menyajikan data faktual dan statistik untuk memperkuat argumen dan bahasa inklusif, yang menciptakan rasa persatuan dan tanggung jawab bersama dengan menggunakan kata-kata seperti "kita" dan "bersama." Temuan unik dalam penelitian ini terdapat beberapa caption menggunakan lebih dari satu teknik persuasif secara bersamaan, yang meningkatkan dampak emosional dan retorikanya. Sementara itu, lima teknik aliterasi, asonansi, pertanyaan retoris, sarkasme, dan simile tidak ditemukan dalam data. Hal ini mencerminkan preferensi Unicef terhadap gaya komunikasi yang langsung, empatik, dan faktual. Penelitian di masa mendatang disarankan untuk memperluas cakupan dengan menganalisis periode waktu yang berbeda, elemen visual, atau membandingkan strategi persuasif di berbagai platform dan organisasi media sosial untuk lebih memahami efektivitas komunikasi persuasif dalam kampanye sosial.

ملخص

نعمةالسعادة، فلوريس دانيلا (٢٠٢٥). تحليل مقنع حول تعليق ''Unicef'' على إنستغرام. أطروحة فرعية (أطروحة). اللغويات، قسم الأدب الإنجليزي، قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة إسلام نيجيري مولانا مالك إبراهيم مالانج، المشرف: عبد العزيز، ماجستير، دكتوراه.

الكلمات المفتاحية الإقناع، تعليق ''Unicef'' على انستقرام، الحملات الاجتماعية

أصبحت التسميات التوضيحية على إنستغرام استراتيجية تواصل مهمة في إيصال رسائل الحملات الاجتماعية في العصر الرقمي. تُحلل هذه الدراسة استخدام تقنيات الإقناع في تعليقات ''Unicef'' على إنستغرام التي تم تحميلها خلال الفترة من أكتوبر إلى ديسمبر ٢٠٢٤. وقد ركزت الحملة على قضايا عالمية مهمة مثل حقوق الطفل والتعليم والصحة والأزمات الإنسانية. باستخدام المنهج الوصفي النوعي، طبقت هذه الدراسة النظرية الإقناعية Lamb (٢٠١٩) لتصنيف الاستراتيجيات البلاغية الموجودة في التعليقات. وكشف التحليل عن استخدام ١٩ من أصل ٢٤ تقنية إقناعية. وكانت أكثر التقنيات السائدة هي الأدلة التي تقدم بيانات وقائعية وإحصائية لتعزيز الحجة واللغة الشاملة التي تخلق إحساساً بالوحدة والمسؤولية المشتركة باستخدام كلمات مثل ''نحن'' و''معاً''. ومن النتائج الفريدة في هذه الدراسة أن بعض التعليقات استخدمت أكثر من تقنية إقناعية في وقت واحد، مما زاد من تأثيرها العاطفي والبلاغي. وفي الوقت نفسه، لم يتم العثور في البيانات على التقنيات الخمس المتمثلة في الجناس والتأكيد والسؤال البلاغي والسخرية والتشبيه. وهذا يعكس تفضيل ''Unicef'' لأسلوب التواصل المباشر والتعاطفي والواقعي. يوصى بإجراء بحوث مستقبلية لتوسيع نطاق البحث من خلال تحليل فترات زمنية مختلفة، أو عناصر بصرية، أو مقارنة الاستراتيجيات الإقناعية عبر منصات التواصل الاجتماعي المختلفة والمنظمات لفهم فعالية التواصل الإقناعي في الحملات الاجتماعية بشكل أفضل.

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CHAPTER I

INTRODUCTION

This chapter contains the research background and research questions. This chapter will also explain the importance of this research, its scope and limitations, and definitions of key terms.

A. Background of the Study

In the digital era, social media, especially Instagram, has become a platform that influences public opinion, disseminates information, and runs social campaigns (Nasrullah, 2020). UNICEF (United Nations International Children's Emergency Fund) is an organization that uses Instagram to voice various social issues. UNICEF uses Instagram to campaign publicly on problems faced by children worldwide, including poverty, violence, health, and education. With over 11.4 million followers, UNICEF can reach diverse demographics and drive meaningful engagement. Using visually appealing content and inspiring text, UNICEF can capture users' attention and mobilize them to action, such as donations and advocacy.

One of the critical components of UNICEF's communication on Instagram is using captions. Instagram captions are the text that accompanies an uploaded image or video. (Ferreira, 2020). UNICEF's Instagram captions serve as visual explanations and play an important role in shaping narratives, stirring emotions, and calling audiences to action. Captions on this platform allow UNICEF followers

to understand the post better. It is also a more engaging and interactive way for followers to speak out through comments and direct messages.

However, to make the message understood and respond with action, UNICEF uses various persuasion techniques in their Instagram captions. These persuasion techniques are used to evoke a sense of empathy that ultimately motivates audiences to take action, such as donating, sharing information or participating in a particular campaign. Lamb's (2019) persuasive theory is relevant to this study in analyzing the persuasion techniques used by UNICEF in Instagram captions. According to Lamb's (2019) persuasive theory, these are effectively used to change attitudes, shape perceptions, and encourage audiences to engage in certain actions, such as donating, sharing information, or simply participating in social campaigns. In this research, Lamb's (2019) theory of persuasion will be used to analyze the persuasive techniques used by UNICEF in their Instagram captions and how these techniques reflect the larger goals and characteristics of the social campaign.

Several previous studies have been conducted to explore the various persuasive. For example, Miksa and Hodgson's (2021) research on persuasion and advertising on Instagram shows that people can respond to ads in different ways. In their study, it was found that people who were more knowledgeable about persuasion did not always choose less persuasive ads, and the relationship between persuasion knowledge and ad preference was more complicated than previously

thought. Research by Rudito and Anita (2020) aims to identify and analyze the types of persuasive strategies used in Burger King's Instagram captions. The results found 13 types of persuasive strategies, and the most frequently used is colloquial, meaning Burger King often uses a casual and friendly tone to connect with their audience in an acceptable way. Yuliah et al. (2021) focus on analyzing the persuasive language used in advertisements in Forbes magazine, identifying the types of persuasive language and their dominant features. The results show that 10 types of persuasive language were found, with the most dominant being long noun phrases. Other types include short sentences, negative avoidance, imperatives, swear words, hyperbole, colloquialisms, alliteration, and parallelism.

Other previous studies have been conducted to explore various persuasive methods. For example, research by Ivanova (2023) explores persuasive techniques and strategies in social situations, emphasizing that persuasion is influenced by cognitive (thinking) and emotional processes that focus on the means of persuasion, especially in the context of interpersonal communication. The results are that message characteristics (how messages are structured and delivered) play a major role in achieving consent or agreement in interpersonal contexts, emotional and rational appeals are equally effective, the application of the Cialdini principle is evident in effective persuasive communication, and the linguistic techniques described by Lamb are actively used by communicators to shape attitudes and influence behavior. The research by Azzahra and Heryono (2023) focuses on analyzing persuasive language techniques used in People Magazine advertisements. The results found 12 out of 25 different techniques, such as hyperbole being used

most frequently emphasizing the quality of the product, Evidence such as testimonials supporting the credibility of the ad, other techniques including simile, emotional language, and imagery, being used to shape perceptions and evoke emotional responses, and overall these persuasive strategies working together effectively to attract readers and persuade consumers.

Several previous studies have been conducted to analyze UNICEF. For example, the study by Manurung (2024) focuses on the implementation of the UNFPA-UNICEF Global Programme to End Child Marriage in India from 2016 to 2023; the results highlight the effectiveness of various activities in reducing child marriage rates and improving inter-organizational coordination. This study by Bahter (2020) aims to examine how children's rights are regulated in international law and the role of UNICEF in protecting these rights. As a result, the Convention on the Rights of the Child (CRC) is considered to be the most progressive and detailed human rights treaty relating to children, and UNICEF plays an important role in monitoring and protecting children's rights globally. Bunga (2021) examines UNICEF's role in tackling child trafficking in Indonesia and the external factors, such as local government, security agencies, geography, legal institutions, and poverty (influenced by low education, economy, and lack of parental attention) that lead to high rates of child trafficking despite cooperation with UNICEF.

Other previous studies have been conducted to analyze UNICEF. For example, research by Luerdi and Mardiyanti (2021) focuses on analyzing UNICEF's role in protecting and safeguarding the rights of war-affected children in Yemen. The research findings show that factors such as identity, international

norms, and organizational independence drive UNICEF's role in this context. The results highlight that these factors allow UNICEF to operate effectively and independently in advocating for children's rights despite the complex conflict environment. Wahyudi (2022) research is an analysis of UNICEF's role in Indonesia during the COVID-19 pandemic, focusing on their efforts in health, nutrition, education and child protection. The results of the study highlighted that UNICEF played an important role in supporting Indonesian children through various initiatives, including health and nutrition programs, mental health support, education assistance and protection services. The findings show that UNICEF's interventions have contributed positively to mitigating some of the adverse impacts of the pandemic on children, although challenges remain in addressing issues such as malnutrition and overall access to education.

Previous studies have explored various persuasive strategies and UNICEF's role in global issues. However, there is still a gap in understanding the application of persuasive techniques in social campaigns. Miksa and Hodgson (2021) and Rudito and Anita (2020), for example, focused on analyzing persuasive strategies in social media and advertising. Still, few have connected these persuasive techniques to UNICEF's role in social campaigns. Meanwhile, studies on UNICEF, such as those by Bunga (2021) and Luerdi & Mardiyanti (2021), have analyzed UNICEF's role in addressing issues such as child trafficking and the protection of child victims of war. Still, none have specifically examined how persuasive UNICEF uses techniques to engage the global community.

Therefore, this study analyzes the persuasive techniques used in UNICEF's Instagram captions for social campaigns. It focuses on UNICEF's Instagram posts; this research utilizes Lamb's (2019) persuasive theory. By doing so, this research can reveal how UNICEF uses persuasive language to connect with audiences by appealing to their emotions. These persuasive strategies often include calls to action, inviting followers to participate by donating, sharing posts, or joining advocacy campaigns.

This research also aims to understand how the persuasive techniques applied in UNICEF's Instagram captions reflect their social campaigns. This is important because Instagram captions require persuasive strategies to invite followers to participate in the social campaign. As a non-government organization, UNICEF needs widespread support to help run its social campaigns.

B. Research Questions

This study aims to answer the following questions:

1. What are the types of persuasive techniques used in Unicef's Instagram captions to reflect the social campaign?
2. How does the persuasive technique used in the Unicef Instagram Caption reflect the social campaign?

C. Significance of the study

Practically, the findings of this research can be useful as a reference in analyzing persuasive discourse, especially in the context of humanitarian communication and advocacy. This research can also serve as a model for

organizations or individuals who want to create impactful social media content with persuasive techniques. Understanding how UNICEF structures its messages can help other organizations produce effective content that promotes social causes, engages audiences, and encourages action. This research also contributes to academic discourse by shedding light on persuasive strategies in digital communication, particularly in contexts where rapid response is critical. The insights gained from this research can also empower readers to evaluate existing persuasive communications and refine their messaging strategies critically. Finally, the insights from this study can help readers improve their knowledge of persuasive discourse and their ability to evaluate or design persuasive communications on social media.

D. Scope and Limitation

This research aims to conduct a Discourse Analysis of the persuasive techniques used in the Instagram captions of UNICEF's official account. It examines the strategies used to raise awareness and encourage action regarding children's rights, education, health, and humanitarian aid. Lamb's (2019) persuasive language theory was used to explore how various techniques play a role in promoting UNICEF's social programs and campaigns related to children's rights, education, health, and humanitarian aid.

The limitation of this study is that the analysis only covers a small number of captions for the period October - December 2024, so the results may not reflect UNICEF's practices as a whole, given the importance of diversity in content and time context. Lamb's (2019) use of persuasive language theory may also be too

limited, as this study did not explore other theories that could provide additional perspectives on persuasive communication effectiveness. In addition, this study needs to address how persuasive techniques concretely affect audience actions or attitudes, making it easier to measure their effectiveness with empirical data.

E. Definition of Key Term

The researcher has identified several key terms relevant to this study based on the topic:

1. Persuasive

The use of language techniques to convince or influence an audience to take action or adopt a particular view. In the context of UNICEF Instagram captions, persuasive techniques are used to raise awareness and support for social campaigns.

2. UNICEF Instagram caption

UNICEF Instagram is a social media platform used for social campaigns. Through this platform, UNICEF connects with audiences by providing context and details through captions that accompany photos and videos. These captions can drive engagement, build relationships with followers, and inspire participation in social action.

3. Social Campaign

A social campaign aims to raise awareness and encourage change regarding a particular social issue. In this case, social campaigns refer to UNICEF initiatives that focus on advocating for children's rights and well-being through content on Instagram.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the author outlines several notions that are relevant to her research. These include discourse analysis, persuasive, and social campaigns.

A. Discourse Analysis

Discourse analysis studies language beyond the limits of phrases and is a branch of linguistics. In discourse analysis, the meaning of sentences is often not conveyed directly, but implicitly. Discourse analysis is a study that focuses on how meaning is formed and understood in the use of language. As Wang (2008) explains, discourse analysis looks at the relationship between language and the context in which it is used, and includes the process of description and analysis in both spoken and written forms. It examines how language is used for more than just conveying messages or discussions. This includes how people respond to messages, how they understand clearly structured messages versus ambiguous ones, how they grasp more meaning than what the speaker says, as well as how words are used to influence others to follow certain views. Language in texts and conversations can serve different purposes. Therefore, discourse analysis aims to understand how language is used and what is conveyed through it. Discourse analysis includes the study of both writing and dialog, both spoken and written. It also considers the relationship between speech and its context.

According to the explanation in Nurfadilah (2017), discourse can be divided into four types. First, expressive discourse, which is discourse that uses language as

a means to simply express aspects of one's personality, such as in personal conversations, journals, and diaries. Second, referential discourse, which emphasizes the use of language to indicate or reproduce reality through speech. Third, literary discourse, which is discourse in which the text or work itself emphasizes the creative process that deserves to be appreciated, such as in short stories, song poems, folk songs, theater, and films. Finally, persuasive discourse, which focuses on the receiver of the message (decoder) and aims to influence them. In this type, elements such as the sender of the message (encoder), the reality conveyed, and the language itself serve as tools to achieve certain goals in the receiver of the message. Examples of persuasive discourse include advertisements, political speeches, religious sermons, and legal speeches.

Based on the explanation above, discourse analysis is closely related to the way language is used to communicate and how the receiver interprets the message. In this context, it is clear that Instagram captions, expecially those used in social campaigns, are examples of persuasive discourse where language is used strategically to influence attitudes, beliefs and actions. This research focuses on analyzing the persuasive elements in UNICEF's Instagram captions, examining how the organization uses language as a tool in their social campaigns to engage and motivate their audience towards a specific goal.

B. Persuasive

There are various definitions of persuasion. According to Mills (2000), persuasion is a process that aims to change or strengthen a person's attitude, belief, or behavior. Therefore, this strategy is often used to persuade and convince, with the hope that the reader or listener

will accept and follow the ideas presented. In this process, the listener can give two responses: take it seriously or ignore it. The effectiveness of persuasion lies in the extent to which the listener agrees and believes the content of the message, or conversely, rejects it and chooses not to engage. When listeners respond thoughtfully, they will listen carefully before responding-either in favor of or against the arguments presented. They may even ask questions if there are parts that they feel are illogical. However, if their attention wanes, then interest is lost and their minds are closed to the message. In considering a decision, listeners rely on facts, logic and evidence.

Persuasive language plays an important role in influencing the thoughts, behaviors, and emotions of an audience Lamb's (2019), this aim to convince their audience to take a certain action or adopt a certain point of view by using various techniques. According to Lamb's (2019), there are many persuasive techniques used in writing. These techniques range from the use of simple alliteration to more complex methods such as expert opinion or emotional appeals. Understanding these strategies allows us to appreciate how language shapes our perceptions and decisions, especially in the context of social campaigns. the following are persuasive strategies according to Lamb (2019):

1. Alliteration

Words that begin with the same letter or sound, emphasizing and drawing attention to an idea. This technique is often utilized in advertisements to create memorable slogans.

Example: "The solution to violence is simple: forbid firearms." (Persuasive Language Lamb 2019, page 5)

The sentence uses alliteration, which is the repetition of the same initial sound in several words, such as the /f/ sound in the words "forbid" and "firearms." This repetition of sounds makes the sentence sound rhythmic and attention-grabbing. In addition, this technique also emphasizes the main message, which is forbid firearms, so that the message becomes stronger and easier to remember. Alliteration is often used in advertisements or social campaign slogans because it is effective in conveying a short but memorable message.

2. Analogy

Compares two things to explain a concept or idea.

Example : "Managing the country is much like balancing your household budget, it's important that you don't accumulate too much debt." (Persuasive Language Lamb 2019, page 5)

This sentence uses analogy, which compares two different but similar things, to make the message easier to understand. In this case, the country's financial management is compared to household finances. Most people know that in a household, we should not spend more money than we have. With this comparison, it is easier for people to understand that the country should also manage its finances wisely and avoid excessive debt, just like families should live within their means.

3. Anecdotes

Personal short stories often used to illustrate a point. They provide an authentic connection between the writer and the issue and can engage the reader emotionally.

Example : "We recently took a trip to the beach: the amount of litter and plastic waste on the foreshore was truly appalling." (Persuasive Language Lamb 2019, page 5)

This sentence uses an anecdote, which is a short personal story to illustrate an issue. Anecdotes usually start with a first-hand experience, as in "We recently took a trip to the beach...". This story is then used to show the condition of the beach which is full of garbage, thus helping to illustrate the problem of environmental pollution in a more real way. Because they are personal and real, anecdotes can build an emotional connection with readers. Readers become more easily moved and feel emotionally involved. In addition, the use of true stories also gives the impression that the writer really cares and is directly involved with the issues discussed.

4. Appeals

A technique writers often use to evoke a range of feelings to convince readers of a point of view. When reading persuasive writing, pay close attention to how the writer is trying to influence your emotions.

Example : "Imagine if your child had no food today." (Persuasive Language Lamb 2019, page 5)

This sentence asks the reader to imagine a very heartfelt situation, where their own child is starving. By tapping into the maternal or fatherly instinct, as well as human sensitivity to the plight of children, the writer is trying to build strong emotional involvement. The goal is for the reader to be compelled to care, for

example by donating, supporting a social campaign, or taking other actions according to the context of the writing.

5. Assonance

The repetition of words with similar-sounding vowels, creating a pleasant sound and emphasizing specific phrases or ideas.

Example: "It is often said that time and tide waits for no man." (Persuasive Language Lamb 2019, page 5)

Assonance is the repetition of the same or similar vowel sounds in adjacent words. In this sentence, there is a repetition of the vowel sound /ai/ in the words "time" and "tide". This repetition creates a rhythm that is pleasing to the ear and gives a poetic impression. In addition, the assonance helps emphasize the important meaning of the sentence, which is that time goes on and waits for no one. Although the message is simple, the use of assonance makes the sentence more interesting and memorable.

6. Attacks

Technique in which writers often criticize those who disagree. This kind of attack usually uses a very critical tone.

Example: "The government's lack of action on climate change is atrocious, their negligence and self-interest is so appalling it defies belief." (Persuasive Language Lamb 2019, page 5)

The attack technique is a way for the writer to directly criticize a particular party, usually in a sharp or emotional tone. In this example, the government is criticized for not taking action on climate change. The use of words like "atrocious", "negligence", and "self-interest" reinforce the impression that the criticism is serious and harsh. The aim of this technique is to evoke a sense of anger or disappointment from the reader, as well as to make the attacked party appear irresponsible or ignorant of the issue.

7. Cliché

Phrases that have been overused to the point where they seem clichéd or stale. While writers are often advised to avoid clichés, these phrases can be an effective and simple way to convey ideas to an audience.

Example: "Absence makes the heart grow fonder." (Persuasive Language Lamb 2019, page 5)

A cliché is an expression that has been used so often that it sounds ordinary or unoriginal. However, because they are so familiar, clichés are easily understood by many people and can reinforce a message quickly. In this sentence, it is conveyed that longing can deepen love, but it uses a very common phrase. Even though it sounds cliché, in the right context, the use of clichés can still be effective because it directly touches the feelings and is easily connected to the reader's personal experience.

8. Connotations

Refers to the two types of meaning that a word has. Denotative meaning is the word's literal meaning, which can usually be found in a dictionary. Meanwhile, connotation is the idea or feeling associated with a particular word. Writers tend to carefully consider the words and phrases they use, paying attention to connotations-whether positive, negative, or neutral-and how they can be used to persuade readers.

Example: An example of connotations are all the synonyms for thin. Think about the associated meaning of the following words: thin, slender, svelte, anorexic, gangly, rake-like. These words have similar meanings but vastly different connotations. (Persuasive Language Lamb 2019, page 6)

Connotation is the additional meaning or emotional impression attached to a word, apart from its actual meaning (denotation). Although some words may refer to the same thing such as a slender body each word can carry different nuances. For example, "slender" and "svelte" give a positive, graceful and elegant impression. In contrast, "anorexic" has a negative connotation as it relates to a serious medical condition. Meanwhile, words like "gangly" or "rake-like" can sound awkward or unattractive. Writers choose these words not only based on their meanings, but also based on the images and feelings they want to evoke in readers.

9. Emotive language

Phrase used to describe any words that have an emotional effect on an audience. Always consider how language makes you feel.

Example: "New coward punch laws are strict but a necessary deterrent to curb the harrowing violence that plagues our streets and leads, inevitably, to heart-rending loss." (Persuasive Language Lamb 2019, page 6)

Emotive language is the use of words or phrases that are deliberately chosen to evoke emotions in the reader, such as anger, sadness, fear, or sympathy. In the example sentences, phrases like "harrowing violence", "plagues our streets", and "heart-rending loss " are used to evoke anxiety, horror, and empathy. This kind of language not only conveys information, but also aims to influence the reader's attitude or opinion by touching their feelings, so that the response is more emotional than logical.

10. Euphemism

Mild phrase used instead of another word that might be too harsh.

Example: "When speaking of someone who has died, people often say they 'passed away', which is milder than simply using the word 'died'. Governments often use the phrase 'collateral damage' to describe civilian deaths during war. Euphemisms can be used to soften the impact of an idea or suggestion." (Persuasive Language Lamb 2019, page 6)

A euphemism is the use of a gentler word or phrase to replace an expression that sounds harsh, hurtful, or unpleasant. For example, the word "passed away" sounds more polite than "died ", making it more acceptable to the listener. Similarly, the term "collateral damage " is used to disguise the harsh reality of civilian deaths with technical-sounding terms. Euphemisms are often used in distressing, sensitive or

controversial situations to reduce the emotional impact and make the message feel more socially acceptable.

11. Everyday/colloquial language

Used by writers to make them seem down-to-earth, practical and realistic. In Australia, writers often use colloquial language in this way. We're constantly told to give people a 'fair go' or that taking the easy way out is a 'cop out'. If you see an example of everyday, colloquial language, think carefully about why the writer has used that particular phrase.

Example: "Fairness is a fundamental part of our national identity. As a nation, I reckon we've lost sight of the fact that everyone deserves a fair go." (Persuasive Language Lamb 2019, page 6)

Everyday or colloquial language is the use of everyday language or slang that makes writing feel more familiar and down-to-earth. For example, the word "I reckon" or the phrase "fair go" reflects the casual Australian style of speech. The use of this kind of language creates the impression that the writer is an ordinary person who is close to the reader, as if they were talking directly. This technique is effective for building closeness, trust and credibility, especially when the writer wants to connect with the audience in a specific local cultural context.

12. Evidence

Statistics and other forms of data are often used to persuade. An argument is much more convincing if it is supported by some kind of evidence. Evidence often forms the backbone of very logical and rational arguments.

Example: "Since 1910, Australia's climate has increased by more than 1 degree Celsius." (Persuasive Language Lamb 2019, page 6)

Evidence is the use of data, statistics or facts to strengthen an argument in a logical and rational manner. For example, statistics about temperature changes since 1910 are used as a factual basis for discussing climate change issues. By presenting verifiable information, the writer shows that his or her argument is not just an opinion, but is supported by reality. The main purpose of this technique is to increase credibility and convince the reader, as evidence-based arguments tend to be more believable.

13. Exaggeration/Hyperbole

Hyperbole is an exaggeration. Writers use exaggeration to heighten the implications of an issue, making the situation appear far worse and mobilising the reader to agree with their point of view.

Example: "There are millions of reasons why Australia should become a republic." (Persuasive Language Lamb 2019, page 6)

Exaggeration or hyperbole is a statement that deliberately exaggerates reality to emphasize an idea or opinion. For example, when someone says there are "millions of reasons" to become a republic, it is not an actual number, but is used to emphasize that the reasons are numerous and important. This technique aims to arouse the reader's emotions and make the argument sound stronger or more urgent. In this way, the writer hopes that the reader will be more compelled to agree with the point of view presented.

14. Expert opinion

Writers often quote or refer to experts who agree with their point of view. This use of expert opinion can help to make arguments more persuasive and credible. The use of expert opinion can be a powerful way to persuade, convincing the audience that the writer's contention must be true because notable people agree with them.

Example: "Australia's leading scientists warn that climate change requires urgent action or the temperature could rise as much as 5 degrees Celsius by 2090." (Persuasive Language Lamb 2019, page 6)

Expert opinion is a technique where the writer quotes an expert opinion or statement to strengthen their argument. By citing sources such as "leading scientists ", the writer shows that their opinion is supported by people who are knowledgeable and experienced in their field. This adds a sense of authoritativeness and increases the credibility of the writing. Because it is supported by credible sources, readers are more likely to believe and accept the arguments presented.

15. Generalisation

A generalization is any statement that draws a conclusion from specific examples. Generalizations are often used to simplify an issue and make something seem like the logical course of action.

Example: "All teenagers are surly, uncooperative and disrespectful." (Persuasive Language Lamb 2019, page 6)

Generalization is a technique that concludes something as a whole based on only some examples, which is often not entirely accurate. For example, if a sentence states that all teenagers are bad, it is an oversimplification that does not reflect reality. Not all teenagers have negative traits. This technique is often used to form stereotypes, simplify complex issues, or influence readers to accept a certain point of view. However, because they are not always supported by thorough evidence, generalizations can be misleading.

16. Inclusive language

Inclusive language is the use of words such as 'we' or 'our' to create the impression that the writer and the reader are on the same side of the issue.

Example: "I'm sure that, as we head to the polls, we can all agree that job security is one of the most pressing issues facing our country." (Persuasive Language Lamb 2019, page 6)

Inclusive language is the use of words like "we", "our", and "us " to create a sense of community between the writer and the reader. In this example, the writer includes the reader in the argument, as if they are on the same team or facing the same problems. This technique is effective because it builds a sense of solidarity and closeness, so the reader feels directly involved. As a result, they become more open and likely to agree with the message or call.

17. Imagery

Descriptive writing can be used to create an image in the mind of a reader. Providing the audience with a vivid image can help them to think about an issue in a particular way.

Example: "The tranquil sound of birdlife, the babble of nearby creeks and the rich aroma of eucalyptus demonstrate what happens when governments invest in urban green spaces." (Persuasive Language Lamb 2019, page 7)

Imagery is a technique that uses descriptions that evoke the five senses-such as sight, hearing, smell and more-to create vivid images in the reader's mind. For example, phrases like "tranquil sound of birdlife", "babble of nearby creek", and "rich aroma of eucalyptus" make it seem as if the reader is actually in the middle of the natural setting. The purpose of this technique is to evoke a positive emotional experience, so that the reader can directly feel the benefits of the policy or idea being offered, such as the importance of maintaining and expanding green spaces.

18. Jargon

Complex or technical language is often used to make the writer sound knowledgeable.

Example: "When it comes to improving education, the evidence is clear: focus on pedagogy, interdisciplinary learning, flipped classrooms and cultivating the metacognitive." (Persuasive Language Lamb 2019, page 7)

Jargon is technical terms or specialized language used in a particular field, such as medicine, education, or technology. For example, words like "pedagogy",

"flipped classrooms", and "metacognitive" are often used in educational contexts and sound complex or academic. The use of jargon can show that the author has expertise and deep understanding, adding to the authoritative feel. However, if used without explanation, jargon can also leave lay readers feeling confused or left out. Therefore, its effectiveness largely depends on who the target audience is and the context in which it is written.

19. Logic/reason

Persuades the reader with a well-argued case that makes sense. Often used in a calm tone to sound rational.

Example : "If we recycle more, we will have less waste in landfills." (Persuasive Language Lamb 2019, page 7)

This sentence presents a logical connection between two things: increasing recycling activity and reducing the amount of waste in landfills. it uses rational reasoning to convince the reader that recycling is a beneficial and logical action. This technique is often used in informational or argumentative writing, as it makes the reader feel that they are making an intelligent and reasonable decision. The tone of the sentence is also calm and objective, which reinforces the impression that the argument is based on facts or logic rather than feelings.

20. Metaphor

When one thing is described as another, help to persuade by making a comparison between two things.

Example : "So what should we do in the face of an industry that stubbornly refuses to learn? What we've always done. Piracy. If television networks won't give us what we want for a simple monthly fee, we'll hoist the Jolly Roger once more and take it for ourselves." (Persuasive Language Lamb 2019, page 7)

Metaphor is a style of language that compares two things indirectly by referring to one thing as another, without using the words "like" or "as". Its purpose is to make an idea feel more vivid, dramatic, or interesting. In this example, the phrase "hoist the Jolly Roger" which literally means to hoist the pirate flag, is used as a metaphor to describe the act of digital piracy. This metaphor creates the impression as if the perpetrators of piracy are rebels against the system, which can feel heroic, funny, or even defiant, depending on the context. The use of metaphors helps to convey ideas more imaginatively and evoke an emotional response from the reader.

21. Repetition

Writers often repeat words and phrases to emphasize particular ideas. Throughout a piece of writing, writers might also repeat ideas in the hope this will persuade the audience to agree with them.

Example: "We need to get out there and vote for people who reflect the belief that Australia is a vibrant and tolerant multicultural society. We need to write to our local politicians and let them know that these issues matter to us. And we need to call out the mainstream media on their dishonesty. We need to let them know that we are mad as hell and we're not going to take it anymore". (Persuasive Language Lamb 2019, page 7)

Repetition is a technique used by repeating certain words or phrases to emphasize important ideas and create a strong rhythmic effect. In this example, the phrase "We need to... " is repeated several times, which reinforces the sense of urgency and determination in conveying the message. This repetition not only helps the reader remember the gist of the message, but also builds a sense of community and drive for action. As such, this technique is effective in evoking emotion while clarifying the purpose of the argument.

22. Rhetorical question

A question that doesn't need to be answered because the answer is made obvious. Rhetorical questions are often used to lead the audience to a particular conclusion. Because of the nature of rhetorical questions, they make this conclusion seem natural and logical.

Example: "Is there anything more important than preserving the natural world?" (Persuasive Language Lamb 2019, page 7)

A rhetorical question is a question that is asked not to be answered, but to emphasize an idea whose answer is already obvious or implied. In this example, the question makes the reader think and automatically agree that preserving the environment is important. This technique is used to lead the reader to a certain conclusion subtly, without appearing pushy. In this way, the rhetorical question helps strengthen the argument and makes the reader feel as if they came to the conclusion themselves.

23. Sarcasm

Sarcasm is the use of a mocking tone to convey contempt.

Example: "With that sort of towering intellect, she could have her own FM talk show." (Persuasive Language Lamb 2019, page 7)

Sarcasm is a form of sharp satire that is usually delivered in a mocking or exaggerated tone. While the sentence may seem like a literal compliment, the meaning is quite the opposite-insulting or criticizing in a subtle but sharp way. For example, if someone says, "Wow, you're such a genius, you forgot to bring your brain, " it's not a compliment, but a satire of stupidity. The purpose of sarcasm can vary: to demean an opponent, to deliver criticism in a hurtful but veiled way, or to satirize with humor. This technique is often used in debates or sharp opinions to strengthen the impression or emotional effect of the message.

24. Simile

A simile is a comparison between two things which often uses the words 'like' or 'as'. Similes can be used to create a vivid picture in the minds of the audience or characterize something in either a positive or negative way.

Example: "The problem is that both leaders are as charismatic as limp lettuce leaves." (Persuasive Language Lamb 2019, page 7)

Simile is a language style that compares two things explicitly by using the words "like" or "as ". In this example, leaders are compared to "limp lettuce leaves", which gives the impression of being weak, powerless, and unattractive. This comparison

provides a clear and visual image, so the reader can immediately picture the trait in question. Similes like this are often used to convey criticism in a sharp yet creative way, as they can demean or embarrass someone in a way that is easy to understand and memorable.

The persuasive strategies outlined above show how language can be a powerful tool for influencing opinions and actions. Either through emotional appeals or persuasive language seeks to engage audiences on a deeper level. By analyzing these techniques, we can better understand how different forms of discourse such as social media posts use language to motivate individuals and drive change. As language continues to evolve across media platforms, the role of persuasive language will remain central in shaping public opinion and behavior.

C. Social Campaigns

Social campaigns have become an essential component of modern communications. Particularly, in the context of social and digital media platforms. The rise of social media has changed the way organizations, including nonprofits like UNICEF, engage with audiences, promote causes and drive social change.

Social campaigns are structured efforts that aim to raise awareness about a particular issue or advocate for a cause to bring about social change. Social campaigns can take many forms, including public service announcements, activism, petitions, and social media posts. The success of a social campaign often depends on its ability to effectively communicate a message to a target audience and inspire action, whether through donations, awareness, behavior change, or mobilization.

Social campaigns can focus on a wide range of issues, from public health to environmental conservation to social justice. These campaigns often utilize persuasive communication techniques to elicit emotional and cognitive responses from audiences, shape public perception, and motivate action.

With the rapid growth of social media, platforms such as Instagram, Twitter, and Facebook have become key tools for promoting social campaigns. These platforms offer a wide reach, allowing organizations to connect directly with a global audience. According to Gulo (2023), the ease of social media allows individuals and organizations to produce and disseminate content to a wider audience, encouraging greater engagement and participation. Social media campaigns can also be interactive, allowing followers to like, comment, share, or participate in conversations, which can amplify the impact of the campaign.

Instagram, in particular, has become one of the most popular platforms for social change efforts due to its visual nature and large global user base. Studies have shown that visually appealing content such as images, videos and infographics tend to attract more attention and engagement, making it an ideal medium for non-profit organizations like UNICEF to communicate their messages.

CHAPTER III

RESEARCH METHOD

In this chapter, the researchers will outline the research design, describe the instruments used, identify the data sources, and explain the processes of data collection and analysis.

A. Research Design

This research uses a descriptive qualitative approach to analyze persuasive techniques in UNICEF Instagram captions as a form of social campaign. The qualitative method aims to thoroughly describe and interpret the persuasive elements contained in the captions, focusing on diction and rhetorical strategies in accordance with Lamb's Persuasive Theory (2019). According to Bondar (2022), linguistic research involves identifying and explaining the research context within the wider environment that provides the data. Therefore, this study adopts a descriptive approach, which involves a systematic method of examining and interpreting data to facilitate the research process.

Descriptive techniques allow data to be summarized in textual or visual form for easy understanding and inference. The data for this study will mainly consist of selected Instagram captions from UNICEF, analyzed using their specific characteristics and organized based on a linguistic framework. Descriptive research is well suited to characterize the linguistic and persuasive features of the data under study. By utilizing this research approach, this study aims to achieve systematic and relevant findings that contribute to a deeper understanding of how UNICEF utilizes persuasive strategies in its social media campaigns.

B. Research Instrument

The main instrument in this research is the researcher herself. The researcher conducted the process of searching, collecting, and analyzing data to examine the persuasive techniques used in UNICEF's Instagram captions as a form of social campaign, guided by Lamb's Persuasive Theory (2019). Data was obtained by identifying and selecting relevant Instagram captions that fit the research objectives and analyzing the persuasive strategies contained in these texts.

According to Aspers and Corte (2019), in qualitative research, the researcher acts as the main tool for data collection and analysis. In this study, the researcher played a key role in determining data selection criteria, collecting data, and conducting thorough analysis to answer the research questions.

The researcher independently evaluated the content, focusing on the words, phrases and sentences used in UNICEF's Instagram captions. This analysis aimed to identify the forms of persuasion used, such as emotional appeals, logical reasoning and credibility strategies. This allowed the researcher to interpret the effectiveness of these persuasive techniques in the context of UNICEF's social campaign.

C. Data and Data Source

The data in this study are words and sentences taken from captions posted on UNICEF's official Instagram account during the period October - December 2024. The captions were analyzed to identify persuasive techniques used to convey social campaign messages, following Lamb's Persuasive Theory (2019). The main data source was UNICEF's Instagram account, where the researcher directly collected

the captions to ensure the information matched the research objectives. By collecting data directly from UNICEF's Instagram posts, the researcher ensured the relevance and accuracy needed to answer the research questions.

The researcher searched UNICEF's Instagram account to find captions that exemplified the use of persuasive techniques in promoting social campaigns. These captions were selected as the main data source. They represent the organization's strategic efforts to engage audiences and raise awareness about global issues through social media.

D. Data Collection

Data for this research was collected using documentation techniques. This method is done by searching and identifying data related to persuasive techniques in UNICEF Instagram account captions. Data collection is an important process in research, which serves as a basis for analyzing and interpreting information from selected data sources.

In this study, the researcher used documentation as the main technique for collecting data. The captions were collected from several Instagram posts published on UNICEF's official account during the period October - December 2024. After that, the researcher identified and selected captions that contained persuasive techniques. The captions were then categorized based on specific persuasive strategies outlined in Lamb's Persuasive Theory (2019) to facilitate systematic analysis. The captions were not organized chronologically. They were categorized thematically based on specific persuasive strategies outlined in Lamb's Persuasive Theory (2019).

E. Data Analysis

The researcher used a systematic approach to analyze the data, ensuring that the analysis was conducted methodically. After collecting all the data, it was categorized and validated based on the framework provided by Lamb's Persuasive Theory (2019). Lamb's theory categorizes persuasive techniques into strategies such as emotional appeals, logical arguments, credibility establishment, and other rhetorical methods, which were used as the basis for organizing and interpreting the data.

The researcher began by carefully reading and analyzing selected captions from UNICEF's Instagram account to identify the persuasive techniques used in each caption. Each caption was then categorized based on the type of persuasive strategy used, such as emotional resonance, evidence-based appeals or credibility-focused messages. To maintain tense consistency, the sentence should be revised as:

The analysis aimed to explore how these strategies were embedded in the language and structure of the text to achieve the desired impact. By examining language choices, rhetorical devices and contextual usage, the researcher sought to shed light on the ways in which UNICEF uses persuasive techniques to support its social campaigns. Finally, the researcher synthesized the findings to draw conclusions that answer the research questions and provide insight into the effectiveness of the persuasive strategies used.

CHAPTER IV

FINDINGS AND DISCUSSION

The results and discussion are presented in this chapter. This chapter includes data analysis based on Lamb's (2019) persuasive theory to determine the type of persuasiveness and reflection on social campaigns on UNICEF's Instagram. This chapter is divided into two main sub-chapters. First, the researcher discusses the persuasive techniques used on unicef's Instagram. Second, the researcher discusses how the persuasive techniques used by the unicef Instagram caption can reflect the social campaign. This chapter will also include a discussion of the research at the end of the chapter.

A. Findings

In this study, researchers observed various types of persuasive techniques used in UNICEF Instagram captions. The analysis was based on Lamb's (2019) classification of persuasive techniques, and it was found that there were 19 out of 24 types of persuasive techniques used in the captions. These techniques not only serve to persuade the audience, but also reflect UNICEF's social campaign values. Overall, this study identified 30 caption data that contain persuasive elements while representing social messages. The analysis is below:

a. Analogy

One of the findings of this research is comparing two things to explain a concept or idea called analogy. 1 data was found in this theory, the following will be discussed:

Datum 1:

Picture 4. 1 taken from Instagram's official of Unicef on October 25, 2024

"Through unity and determination, most of the world has overcome the shadow of polio. Let its eradication be a beacon of hope, reminding us that with perseverance, even the most daunting challenges can be conquered."

The captions analyzed in this research contain a call not to give up in facing global challenges, by highlighting the world's success in eradicating polio. It aims to evoke a spirit of optimism and global solidarity. The message centers on the importance of unity and perseverance in the face of complex world problems.

The caption uses the persuasive technique of analogy, which compares two things to explain a particular idea or concept. In this case, UNICEF compares the world's success in overcoming polio with the potential to conquer other major challenges. The phrase "Let its eradication be a beacon of hope" is a form of analogy that emphasizes that great achievements in the past can be a symbol of hope

for the future. This technique is effective because it connects real success with new hope, giving the reader an emotional boost to believe that positive change can be achieved.

The use of analogy techniques in this caption reflects the values of UNICEF's social campaigns, which emphasize global cooperation and the ongoing fight for the well-being of children around the world. By reminding audiences that the world once united against polio, UNICEF conveys the message that other global challenges can also be overcome with the same spirit. This analogy not only informs, but also inspires and invites readers to be part of the social solution. Through this approach, UNICEF encourages people to take an active role in real social action.

b. Anecdotes

Anecdotes are a persuasive approach used by UNICEF in its social media campaign. This technique is a short story that is personal and real. It is used to illustrate a point and build emotional engagement in the reader. Found 1 data that uses this analysis approach:

Datum 2:

Picture 4. 2 taken from Instagram's official of Unicef on October 19, 2024

"Thanks to the UNICEF-supported curriculum for children with disabilities, Eden is gaining valuable skills for employment opportunities."

One of the UNICEF captions analyzed in this research is about inclusive education for children with disabilities. This caption highlights how a curriculum program supported by UNICEF is helping children with disabilities gain useful skills for their future. The main focus of this caption is to showcase the tangible results of inclusive education interventions, while demonstrating that children with special needs also have great potential if given equal access to education.

The caption uses the persuasive technique of an anecdote, which is to tell a short, true story that is emotionally moving. In the quote "Thanks to the UNICEF-supported curriculum for children with disabilities, Eden is gaining valuable skills for employment opportunities," UNICEF introduces a character named Eden as a real-life example of the program's success. Eden's personal story builds an emotional connection between the reader and the message. By presenting a specific and personal story, it is easier for the audience to feel empathy and understand the concrete impact of the program.

The use of anecdotal techniques in this caption strongly reflects UNICEF's social campaign values of inclusion, equal access to education and empowerment of vulnerable groups. By presenting Eden's true story, UNICEF not only conveys program information, but also demonstrates its impact directly through a touching narrative. This strategy reinforces personalized social messages and invites audiences to care more and get involved in supporting inclusive education. Eden's story symbolizes individual change that contributes to broader systemic change.

c. Appeals

Appeals is a persuasive technique that evokes certain emotions to convince the reader. 1 data of this analysis approach was found which will be discussed below:

Datum 3:

Picture 4. 3 taken from Instagram's official of Unicef on October 1, 2024
"After visiting her new school and being given new learning kits from UNICEF and partners, she can't stop smiling."

The caption analyzed in this section focuses on the happiness of a child who received educational assistance from UNICEF and its partners. The support, in the form of learning materials and access to a new school, has had a direct positive impact on the child's morale and emotional well-being. The caption aims to show that simple support in education can make a real difference in the lives of children in need.

The caption uses the persuasive appeals technique, which evokes positive emotions in the reader such as hope, empathy and happiness. The phrase "she can't stop smiling" implies the child's deep sense of happiness after receiving the help. The emotional images conveyed through these words make the audience feel the impact of the program on a personal level, thus encouraging emotional engagement

with the issue. This technique is effective in creating a connection between the reader and the social message.

The use of emotional appeal techniques in this caption reflects UNICEF's social campaign values of child welfare, access to proper education and global solidarity. By showing a child's emotional response after receiving aid, UNICEF not only conveys data or facts, but also invites the audience to see the real impact of humanitarian action. This reinforces the message that small actions, such as donating school supplies, can bring great joy to disadvantaged children. UNICEF invites readers to be part of this positive change.

d. Attacks

One of the persuasive techniques that criticizes other views or parties in a sharp tone. Here is 1 data analysis of the Attacks approach:

Datum 4:

Picture 4. 4 taken from Instagram's official of Unicef on December 28, 2024

"This must not be the new normal. We cannot allow a generation of children to become collateral damage to the world's unchecked wars."

The captions analyzed in this section discuss the impact of war on children, specifically how uncontrolled conflicts cause children to become neglected victims. UNICEF through this caption highlights that such conditions should not be

considered normal. The main focus of this caption is to show the suffering of children due to the world's indifference to war, and to urge urgent global action.

This caption uses the persuasive attack technique, which is a rhetorical strategy that directly criticizes the party or condition that is considered detrimental. In the quote "This must not be the new normal. We cannot allow a generation of children to become collateral damage to the world's unchecked wars," UNICEF sharply criticizes wars that are left unchecked and the international community for its lack of action. Diction such as "must not be the new normal" and "unchecked wars" emphasize the emphatic and condemnatory tone, aiming to evoke moral responsibility and an emotional reaction from readers to the injustices experienced by children in conflict zones.

The use of attacks in this caption reflects UNICEF's social campaign strategy, which focuses not only on conveying data, but also on criticizing global structures that fail to protect children. Through sharp and evocative language, UNICEF establishes itself as a defender of children's rights and pressures the international community to stand up. This technique is effective in raising awareness and calling audiences to action-whether through moral support, donations or spreading the campaign's message for greater change.

e. Cliché

One of the persuasive techniques is the use of phrases that are often used to convey ideas in a simple way. Here are 2 data findings:

Datum 5:

Picture 4. 5 taken from Instagram's official of Unicef on October 21, 2024

"The time to act is now"

The caption raises the call for immediate action on urgent issues affecting children's lives, such as humanitarian, education and health crises. By conveying the urgency directly, UNICEF wants to emphasize that delays will only prolong the suffering of children who are victims of these situations. Therefore, the message in this caption focuses on the need for immediate and tangible action from the global community.

In this caption, UNICEF uses the persuasive technique of cliché, which is the use of frequently used and easily recognizable phrases, such as "The time to act is now." This phrase is simple, familiar and direct - making it easy to embed in the reader's mind. Despite being overused, it is still effective because it conveys urgency without the need for lengthy explanations, and can encourage readers to do something immediately. This technique also serves to simplify complex messages to make them more accessible to the wider public.

The use of this cliché reflects UNICEF's social campaign strategy of emphasizing speed of response and awareness of humanitarian issues. By choosing memorable and emotional phrases, UNICEF conveys the message that every second

counts for children in need. This strategy encourages audiences to immediately support humanitarian missions through concrete actions such as donating, spreading campaign information or getting directly involved in social programs. This simple yet powerful message reinforces UNICEF's position as an organization that drives global action for children's futures.

Datum 6:

Picture 4. 6 taken from Instagram's official of Unicef on November 16, 2024

"Children's rights are human rights."

This caption raises the issue of children's rights as part of universal human rights. Through a short but powerful statement, UNICEF emphasizes that the protection of children cannot be separated from human rights. The focus of this caption is to build global awareness that fighting for children's rights is part of the responsibility of all parties - governments, institutions and individuals.

The caption uses the persuasive technique of cliché, which conveys ideas in a simple yet powerful way. The phrase "Children's rights are human rights" is a phrase often used in human rights discourse, which contains deep moral and emotional meaning. By using a phrase that is easy to remember and understand, UNICEF simplifies the concept of social justice and emphasizes that children's rights are an integral part of human values.

This technique reflects UNICEF's social campaign strategy, which aims to broaden public participation and engagement in child protection issues. By conveying the message in a powerful and inclusive phrase, UNICEF is able to reach a wider audience and strengthen support for global efforts to fulfill children's rights. The phrase serves as a universal call for all elements of society to participate in the fight for human values through the protection of children's rights as a whole.

f. Connotations

One of the persuasive techniques is selecting words with additional meanings (connotations) to influence emotions. The findings of the 2 datasets will be analyzed below:

Datum 7:
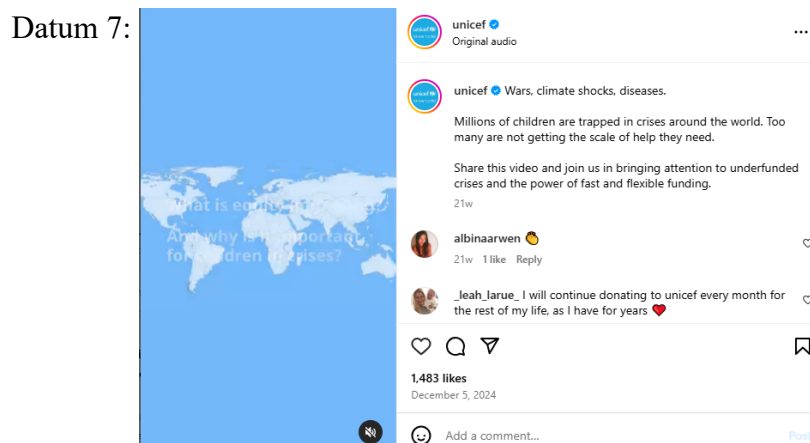
Picture 4. 7 taken from Instagram's official of Unicef on December 5, 2024

"Millions of children are trapped in crises around the world. Too many are not getting the scale of help they need"

This caption addresses the humanitarian crisis faced by millions of children around the world. UNICEF highlights how many children are caught up in crisis situations, such as conflicts, disasters and extreme poverty, but are not getting the

help they need. The main focus of this caption is to highlight the huge gap between the scale of the crisis and the international response.

This caption uses the persuasive technique of connotation, which is the selection of words that have additional or emotional meaning to build a feeling response from the reader. In the quote "Millions of children are trapped in crises around the world. Too many are not getting the scale of help they need," the word 'trapped' suggests that these children are not only in danger, but also helpless. The phrases "too many" and "not getting the scale of help they need" emphasize the magnitude of the problem and the lack of response, creating emotional pressure and a sense of urgency. This technique not only depicts reality, but also shapes the reader's perception to feel moved to help.

The use of connotation techniques in this caption reflects UNICEF's social campaign strategy of emphasizing strong language to evoke moral concern and empathy from the audience. Through emotional and ethical word choices, UNICEF conveys that the plight of children is not just a statistic, but a real crisis that requires immediate attention. This technique effectively invites the public not to be indifferent, but to play a role in finding solutions through support, donations or spreading campaign information.

Datum 8:

Picture 4. 8 taken from Instagram's official of Unicef on October 16, 2024

"A wonder 'food' that has helped bring millions of children back from the brink of death due to severe malnutrition."

The captions analyzed in this section focus on UNICEF's efforts to address life-threatening cases of acute malnutrition among children around the world. UNICEF highlights the success of its nutrition interventions, particularly therapeutic feeding, which has saved millions of children from critical conditions. This caption aims to show how important it is to support nutrition rescue programs as part of a global humanitarian mission.

This caption uses the persuasive technique of connotation, which is the selection of words that have additional emotional meaning to influence readers. In the quote "A wonder 'food' that has helped bring millions of children back from the brink of death due to severe malnutrition," the word "wonder 'food'" carries a positive connotation that describes wonder, hope, and rescue. Meanwhile, the phrase "back from the brink of death" has a dramatic charge that reinforces the sense of urgency and concern. Through this diction, the reader is led to see UNICEF's help as something extraordinary and emotionally touching.

The use of this technique reflects UNICEF's social campaign strategy which emphasizes the critical role of humanitarian programs in saving children's lives. With touching and emotionally powerful language, UNICEF encourages audiences to not only understand the importance of nutrition interventions, but also to take part in this lifesaving mission. Whether through donations, advocacy or information dissemination, the caption builds awareness that every support given has a real and tremendous impact on the lives of vulnerable children.

g. Emotive language

One of the techniques used in persuasive theory is Emotive Language, whose words can evoke the reader's emotions. Below is found 1 data analysis of the Emotive Language approach:

Datum 9:

Picture 4. 9 taken from Instagram's official of Unicef on October 22, 2024

"One girl's success story is more than just her achievement. It's a beacon of hope for millions"

This caption tells the story of one girl's success that has become a symbol of hope for millions of other children. Through this story, UNICEF wants to show that one small change in the life of one person can represent the potential for big change on a global scale. The main focus of this caption is to highlight the important

role of education, support and access to opportunities for children, especially girls, so that they can rise up and inspire the wider community.

This caption uses the persuasive technique of emotive language, which is the use of words designed to evoke emotions in the reader. In the quote "One girl's success story is more than just her achievement. It's a beacon of hope for millions," phrases like 'beacon of hope' and 'success story' have strong positive connotations. The word "beacon" gives the image of light in the darkness, evoking feelings of hope and optimism. This technique makes readers not only understand the message rationally, but also feel an emotional involvement that encourages them to care and be inspired by the true story.

The use of emotive language in this caption reflects UNICEF's social campaign strategy, which emphasizes the importance of personal narratives in voicing global issues. Instead of simply presenting statistics, UNICEF chooses to bring audiences closer to heartfelt true stories to encourage them to take action. Through one girl's story, UNICEF shows the far-reaching impact of every donation, and encourages audiences to be part of the change by donating, spreading awareness or taking an active role in supporting the rights and futures of children around the world.

h. Euphemism

Euphemism is a persuasive technique that uses more subtle phrases to replace words that are considered harsh. The findings of this analytical approach will be discussed below:

Datum 10:

Picture 4. 10 taken from Instagram's official of Unicef on October 22, 2024

"Children in Gaza are paying with their lives and their futures as international humanitarian law is blatantly and systematically violated."

The captions analyzed in this section discuss the impact of conflict on children's lives and futures, specifically how violence and war can take lives and destroy the hopes of young people. UNICEF voices its concern about these conditions by promoting narratives that emphasize the humanity and suffering of children. The aim is to build global awareness of humanitarian crises that are often invisible to the global public.

In conveying this message, UNICEF uses the persuasive technique of euphemism. In the quote "paying with their lives and their futures", UNICEF does not explicitly mention "death" or "destruction of futures", instead choosing a more subtle phrase that still describes the tragic reality. This technique allows the message to remain poignant and sobering, without overly emotionally assaulting the audience. Euphemisms here maintain a balance between honesty and empathy, so that the audience remains emotionally connected to the issues raised.

The use of euphemisms reflects UNICEF's strategic and empathy-oriented approach to social campaigning. By emphasizing touching yet sensitive language,

UNICEF invites the public to understand the plight of children in conflict areas without shying away due to trauma or discomfort. The caption serves not only as a way to convey facts, but also as a moral call to action through tangible support such as donating, educating others or engaging in humanitarian advocacy to save children's futures.

i. Everyday/colloquial language

One of the finding techniques used in this caption research is Everyday/colloquial language. This technique uses everyday language to create a relaxed and realistic impression. Here are 2 data from this theory:

Datum 11:
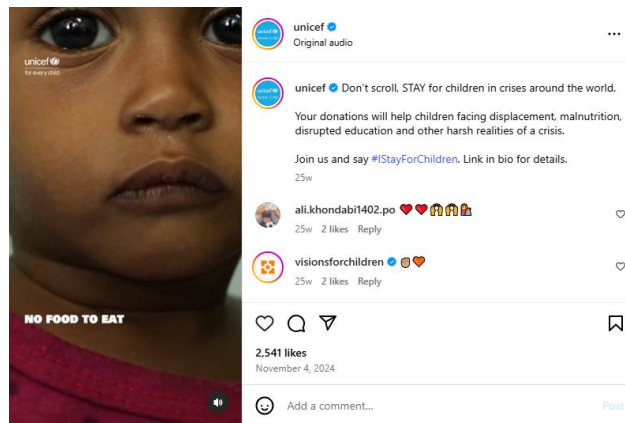
Picture 4. 11 taken from Instagram's official of Unicef on November 4, 2024

"Don't scroll, STAY for children in crises around the world."

This caption discusses the call to care about the crisis that children are experiencing in various parts of the world, especially through social media platforms such as Instagram. The main focus is to encourage audiences to not just be passive viewers who keep scrolling, but to pause and pay attention to children in crisis situations. UNICEF tries to capitalize on these brief moments of audience attention to deliver an urgent social message.

In conveying the message, UNICEF uses the persuasive technique of everyday/colloquial language, which is familiar and casual. Phrases like "Don't scroll, STAY for children in crises around the world" reflect the conversational style of social media. These phrases feel personalized, as if UNICEF is speaking directly to its users. This casual style of communication makes the message feel closer, more real and down-to-earth, making it more accessible to digital audiences who are used to quick and informal interactions.

The use of casual language in the caption reflects UNICEF's social campaign strategy that is adaptive to the digital context. By adapting the communication style to the characteristics of social media users, UNICEF managed to effectively convey important messages without appearing patronizing. This technique demonstrates that social campaigns don't always have to be formal or complex, and that the simplicity and immediacy of language can deliver messages more powerfully and inspire public participation, especially in humanitarian issues that require immediate attention.

Datum 12:

Picture 4. 12 taken from Instagram's official of Unicef on October 11, 2024

"Got something on your mind? Don't keep it bottled up."

This caption discusses the importance of child and adolescent mental health, especially when it comes to expressing feelings and seeking emotional support. In an increasingly demanding world, many children and adolescents are experiencing psychological distress but are afraid or embarrassed to speak up. Through its post, UNICEF is trying to create a safe space for young people to feel heard and accepted without stigma.

To convey this message, UNICEF uses persuasive techniques in the form of everyday/colloquial language. The phrase "Got something on your mind? Don't keep it bottled up." uses an informal language style that is commonly used in ordinary conversation. The use of idioms like "bottled up" makes the message feel personal, familiar, and easy to understand, especially by young audiences on social media. With casual and down-to-earth language, UNICEF creates the impression that they are a caring friend, not a patronizing institution.

The caption reflects the core values of UNICEF's social campaigns on mental health - inclusivity, emotional support and a safe environment for children and adolescents. By conveying the message of not bottling up feelings through lighthearted language, UNICEF is encouraging open communication and helping to remove the stigma around mental health. This strategy is not only effective in attracting attention, but also supports the creation of a collective awareness of the importance of children's psychological well-being around the world.

j. Evidence

One type of persuasive technique used in UNICEF Instagram captions uses data or statistics to strengthen the argument, namely with persuasive evidence theory. Below will be discussed 3 findings of the analysis approach of persuasive evidence theory:

Datum 13:

Picture 4. 13 taken from Instagram's official of Unicef on October 3, 2024

"In Sudan, 3.7 million children under the age of five are projected to suffer from acute malnutrition in 2024."

This caption addresses the hunger and malnutrition crisis affecting children in Sudan, particularly those under the age of five. UNICEF is highlighting a serious threat to children's basic rights of access to nutritious food and health services. By raising this issue, UNICEF wants to draw global attention to the malnutrition situation that threatens the future of millions of children, especially in areas of conflict or humanitarian disasters.

To reinforce this message, UNICEF uses the persuasive technique of evidence. In the quote "In Sudan, 3.7 million children under the age of five are projected to suffer from acute malnutrition in 2024," concrete data is presented that is logical and verified. The mention of 3.7 million children makes this issue feel

real and urgent. This statistic not only lends credibility to the information, but also evokes concern and a moral impetus for the audience to act. This technique is very effective in building trust that UNICEF's campaign is based on real research, not just an emotional narrative.

The caption reflects UNICEF's social campaign focus on children's right to nutrition and health and the importance of data-driven interventions. By revealing the scale of the crisis through significant numbers, UNICEF reinforces the urgency of its humanitarian mission and encourages public engagement through support, donations and information dissemination. This evidence technique shows that UNICEF not only touches hearts, but also invites rational thinking in dealing with children's global problems.

Datum 14:

Picture 4. 14 taken from Instagram's official of Unicef on October 5, 2024

"At least 100 children have been killed in Lebanon in 11 days, and over 690 children have been injured in the last six weeks, per reports."

This caption discusses the impact of the armed conflict on children in Lebanon, specifically the violence that has resulted in the death and injury of hundreds of children in a short period of time. UNICEF used this post to draw public

attention to the ongoing humanitarian crisis and highlight the urgency of child protection in conflict zones. This topic is important because it shows how children are the most vulnerable victims in war situations.

To reinforce its message, this caption uses persuasive evidence, which is by presenting statistical data directly and emphatically. Sentences like "At least 100 children have been killed in Lebanon in 11 days" and "over 690 children have been injured in the last six weeks" provide concrete evidence that is hard to ignore. These numbers provide a rational basis for audiences to realize the scale of the tragedy. In this way, UNICEF builds credibility to its argument and encourages readers to view the issue as an urgent reality that requires action.

The caption strongly reflects UNICEF's social campaign values of protecting children's rights and ending violence against children in conflict zones. By presenting actual and transparent data, UNICEF is not relying solely on emotions, but also inviting audiences to think logically and critically. This technique reinforces the campaign's call for immediate international action through advocacy, donations or raising awareness of the suffering of children in conflict. UNICEF shows that data are not just numbers, but representations of lives and futures at risk.

Datum 15:

Picture 4. 15 taken from Instagram's official of Unicef on October 11, 2024

" With the right resources and opportunities, the potential of the world's 620 million adolescent girls is limitless."

This caption addresses the importance of empowering adolescent girls around the world. UNICEF is highlighting how access to resources and opportunities can unlock great potential in millions of girls, who are often overlooked in many aspects of development. By highlighting this issue, UNICEF wants to encourage the public to pay attention to a group that has a strategic role in creating sustainable social change.

In conveying its message, the caption uses the persuasive technique of evidence. The sentence "With the right resources and opportunities, the potential of the world's 620 million adolescent girls is limitless" includes the number "620 million" as a form of data that strengthens the argument. The number gives the impression that the issue is huge and far-reaching, which adds credibility to the statement and encourages readers to realize the importance of large-scale interventions.

By highlighting the data on 620 million adolescent girls, this caption clearly reflects UNICEF's social campaigns that focus on gender equality and girls' empowerment. The message shows that investing in young women is not only a form of social justice, but also a strategic move to build a better future. UNICEF not only provides information, but also encourages audiences to think logically and support change through active participation in the global movement for children and adolescent girls.

k. Exaggeration/Hyperbole

Exaggeration/Hyperbole is one of the persuasive techniques used to exaggerate something to emphasize the importance of the issue. 2 data were found which will be discussed below:

Datum 16:
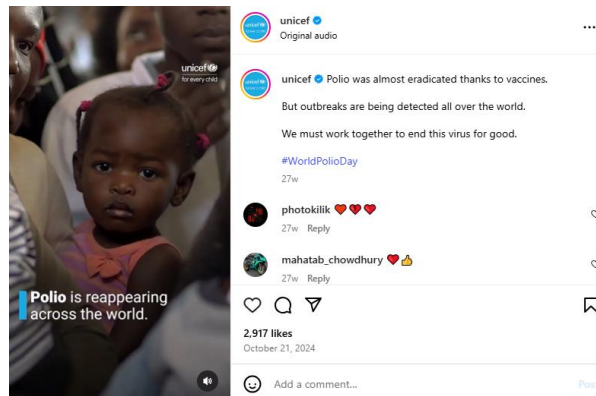
Picture 4. 16 taken from Instagram's official of Unicef on October 21, 2024

"Polio was almost eradicated thanks to vaccines."

This caption discusses the success of vaccination programs in eradicating polio, which for many years posed a serious threat to the health of children in many parts of the world. UNICEF highlights the huge impact of global health interventions through vaccines, which have saved millions of lives and prevented permanent disability. The focus of this caption is to show that vaccination efforts are a concrete and effective step in creating a healthier world for children.

In conveying this message, this caption uses the persuasive technique of exaggeration or hyperbole. The phrase "polio was almost eradicated" magnifies the impact of vaccination by emphasizing the remarkable achievement. Although polio has not been completely eliminated, this phrase reinforces public confidence in the effectiveness of the vaccine. This technique is used to draw attention, instill

optimism, and foster the belief that medical efforts such as vaccination are the real solution.

The use of hyperbole reflects the spirit of UNICEF's social campaign, which focuses on child health and trust in science. By showcasing great successes in strong language, UNICEF encourages people to continue supporting immunization programs and child health policies. This is in line with their campaign values of showing that collective action and trust in scientific solutions can make a huge difference in the lives of children around the world.

Datum 17:
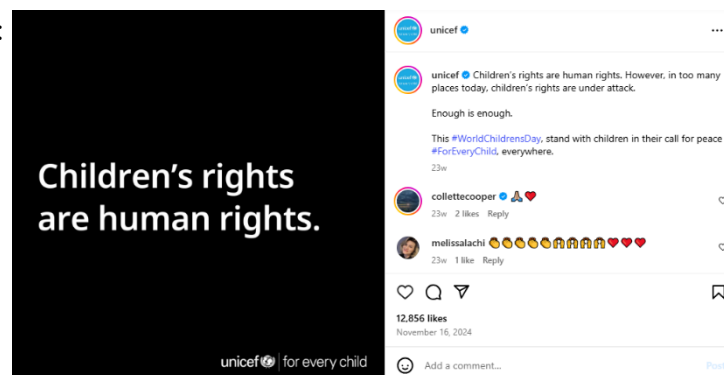
Picture 4. 17 taken from Instagram's official of Unicef on November 16, 2024

" children's rights are under attack."

This caption raises the issue of children's rights violations that are increasingly concerning in various parts of the world. UNICEF highlights that children are a vulnerable group whose rights are threatened by crises ranging from armed conflict to extreme poverty and policies that neglect child protection. Through this message, UNICEF invites audiences to recognize the urgency of protecting children's rights as a shared responsibility.

To reinforce its message, this caption uses the persuasive technique of hyperbole or exaggeration. The phrase "children's rights are under attack" magnifies the situation by using the diction "under attack" which is usually associated with warfare or physical violence. Although there is no direct physical attack, this phrase is effective in establishing a sense of urgent crisis, thus evoking a sense of empathy and justice in the reader. This technique directs the reader's attention to the problem in a more serious and emotional way.

The use of hyperbolic language reflects the spirit of UNICEF's social campaign to fight for children's rights globally. By describing the violation of children's rights as a form of "attack", UNICEF conveys that this issue is not just a technical legal problem, but a moral crisis that requires the involvement of the entire world community. This shows that UNICEF's campaigns are not just about conveying information, but also raising awareness and mobilizing action for the protection of children around the world.

l. Expert opinion

One of the persuasive techniques used is quoting expert opinion to increase the argument's credibility. Here are two findings from this theory:

Datum 18:
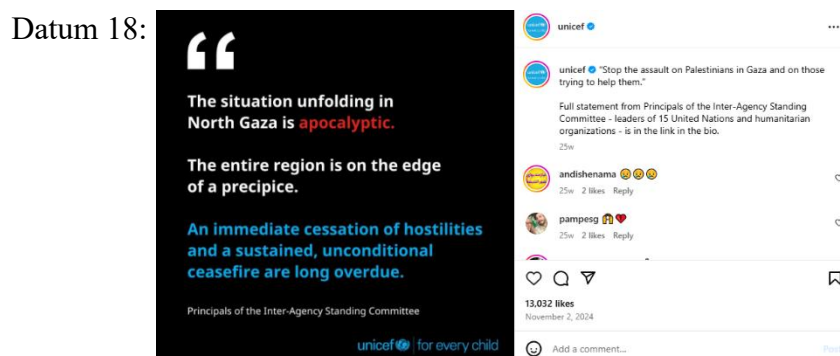
Picture 4. 18 taken from Instagram's official of Unicef on November 2, 2024

"Stop the assault on Palestinians in Gaza and on those trying to help them." Full statement from <u>Principals of the Inter-Agency Standing Committee - leaders of 15 United Nations and humanitarian organizations</u> - is in the link in the bio.

The caption raises the issue of violence and the ongoing humanitarian crisis in Gaza, particularly against civilians and those trying to provide humanitarian aid. UNICEF, in its post, voiced an urgent call to stop the attacks on Palestinians and volunteers. Including quotes from key figures in global humanitarian organizations, the caption not only expresses concern, but also calls for solidarity and action from the international community.

In conveying its message, this caption uses the persuasive technique of expert opinion. The phrase "Principals of the Inter-Agency Standing Committee - leaders of 15 United Nations and humanitarian organizations" indicates that the statement comes from a credible and globally influential source. By quoting leaders from renowned organizations, UNICEF strengthens its argument and builds audience trust in its message.

The use of expert opinion in this caption reflects UNICEF's social campaign strategy of promoting international credibility and cooperation. By voicing the support of the leaders of the world's humanitarian organizations, UNICEF emphasizes that the call to stop violence is part of the moral and professional consensus of the global community. This is part of a social campaign that aims to shape public opinion, promote collective awareness and strengthen the moral legitimacy of defending the rights of children and victims of conflict.

Datum 19:

Picture 4. 19 taken from Instagram's official of Unicef on December 29, 2024

"It is unacceptable that we are seeing more and more children caught in the crossfire. This cannot be the new normal." - <u>Liam Neeson, UNICEF Goodwill Ambassador</u>.

This caption addresses the threat to the safety of children caught up in armed conflict, particularly the increasing number of child victims in war situations. UNICEF uses this moment to call for violence against children not to be taken for granted. Through quotes from famous personalities, the caption aims to highlight that the world should not be silent on the suffering of children due to recurring conflicts.

To convey the message more strongly, this caption uses the persuasive technique of expert opinion. A quote from Liam Neeson, a well-known actor and UNICEF Goodwill Ambassador, gives more weight to the statement. The phrase "It is unacceptable that we are seeing more and more children caught in the crossfire. This cannot be the new normal" becomes more persuasive because it comes from a respected figure who has credibility in voicing humanitarian issues. As such, UNICEF's message feels more credible and emotionally evocative.

Liam Neeson's statement reflects the core values of UNICEF's social campaigns, which champion the protection of children from violence and conflict. By engaging with public figures, UNICEF is not only communicating facts, but also

engaging audiences emotionally and morally. This is part of the campaign's strategy to drive global awareness and action to support the rights and safety of children in conflict zones.

m. Generalization

Generalization is one of the persuasive techniques used in this research to simplify the problem by making conclusions from specific examples. The data from this analysis approach will be discussed below:

Datum 20:

Picture 4. 20 taken from Instagram's official of Unicef on October 29, 2024

"Everyone has the responsibility to protect children."

This caption discusses the issue of child protection, which is the shared responsibility of all levels of society. UNICEF conveys the message that safeguarding and protecting children is not just the responsibility of official institutions or humanitarian organizations, but a role that must be assumed by every individual. Through this simple yet powerful message, UNICEF aims to raise awareness of the need for everyone's involvement in child protection efforts.

To convey this message, the caption uses the persuasive technique of generalization, which simplifies complex issues into general statements: "Everyone

has the responsibility to protect children." This sentence generalizes that everyone has the same responsibility to protect children, with no exceptions. Despite its simplicity, this technique creates moral and social pressure for readers to feel responsible and compelled to get involved in the issue.

This statement reflects UNICEF's social campaign values, which emphasize the importance of solidarity and collective responsibility in ensuring children's rights. By emphasizing that child protection is everyone's responsibility, UNICEF encourages the audience not to be passive. This technique is effective for building public awareness and reinforcing the message that real change starts with individuals caring for children as the most vulnerable group in society.

Datum 21:

Picture 4. 21 taken from Instagram's official of Unicef on November 1, 2024

"Every child has the right to a healthy environment, but the climate crisis is affecting children's health."

This caption addresses the impact of the climate crisis on the health and rights of children around the world. By highlighting the link between a healthy environment and children's well-being, UNICEF conveys that climate change is not only an environmental issue, but also a violation of children's basic rights. The

caption aims to raise public awareness that every child has the right to grow up in a safe and healthy environment.

To reinforce the message, this caption uses the persuasive technique of generalization. The phrase "Every child has the right to a healthy environment" is a form of simplification of the issue conveyed as a universal truth. Although taken from a specific context, this statement is generalized to create the impression that all children without exception are affected by the climate crisis. This technique makes the argument easier to accept and builds a broad sense of urgency.

Through this generalization, the caption reflects UNICEF's social campaign that focuses on protecting children's rights amidst global challenges, including the environmental crisis. UNICEF not only raises ecological issues, but places them within the framework of children's rights, inviting empathy and action from the global community. By linking climate change to the future of children, UNICEF invites audiences to engage in a collective movement to create real change.

n. Inclusive language

Inclusive language is one of the persuasive techniques used in UNICEF's Instagram captions using words like "we" or "all of us" to create a sense of togetherness. Three data points were found that used this analytical approach and will be discussed below:

Datum 22:

Picture 4. 22 taken from Instagram's official of Unicef on october 11 , 2024
"Together, we can build a better future for all. We need to invest in girls' movements and champion girls' voices to make that happen."

This caption highlights the empowerment of young women and the importance of collaboration in creating a better future for children. UNICEF highlights that positive change cannot be achieved individually, but requires the involvement of all parties. By emphasizing collective action, the caption aims to motivate the audience to feel part of a global movement for the future of young people.

Persuasively, the caption uses the inclusive language technique by using words like "wee" and "together." These words create a sense of togetherness. These words create a s nse of community between UNICEF and the audience, as if they are on the same page and have a collective responsibility. In this way, the audience is not just an observer, but also feels emotionally and morally involved in the issue.

The use of inclusive language strongly reflects the values of UNICEF's social campaign, which is to build global solidarity in the fight for children's rights and gender equality. By promoting a spirit of togetherness, UNICEF invites the public to take part in real action, whether through education, advocacy or direct

support for empowerment programs. This strengthens UNICEF's image as an organization that not only speaks to the public, but moves with them.

Datum 23:

Picture 4. 23 taken from Instagram's official of Unicef on october 16 , 2024

"We need urgent #ClimateAction, for every child."

This caption addresses the call to action on the climate crisis for the future of children. The climate crisis is one of the most serious threats to future generations, and UNICEF through this caption emphasizes the importance of collective action to protect the rights and well-being of children around the world. The main focus is to reinforce the urgency of climate action as a form of child protection.

To convey this message, this caption uses the persuasive technique of inclusive language, which is characterized by the use of the word "we". The phrase "We need urgent #ClimateAction" creates a sense of community between the writer and the reader. By including the audience in the call to action, UNICEF builds emotional engagement and collective responsibility. This technique is effective in making people feel like they are part of the solution to a global problem.

This caption clearly reflects UNICEF's social campaigns that are oriented towards collaboration and collective action on big issues like climate change. By

voicing that climate action is the responsibility of "all of us," UNICEF emphasizes the importance of global solidarity in creating a safe future for children. This message is not only informative, but also inspires active engagement from the public through support, advocacy and action.

Datum 24:

Picture 4. 24 taken from Instagram's official of Unicef on october 21, 2024

"We must work together to end this virus for good."

This caption addresses the collective effort to end the spread of the virus to protect the health of the world's children and communities. In this context, UNICEF highlights the importance of global cooperation in dealing with health crises that have far-reaching impacts, especially on children who are the most vulnerable. The caption not only warns of the importance of prevention, but also invites the audience to get actively involved.

To convey this message, the caption uses the persuasive technique of inclusive language, with words like "we" and "must work together". This language creates the impression that the writer and reader are part of one community that has a shared responsibility. This technique is effective for building a sense of emotional and moral engagement, as well as emphasizing that collective action is essential in the face of the global health crisis.

By using inclusive language, the caption reflects UNICEF's social campaign that encourages global solidarity and collaboration across borders. The phrase "We must work together to end this virus for good" illustrates UNICEF's core value of mobilizing support from all levels of society to create a healthier and safer world for children. Through this collective call, UNICEF reinforces the message that positive change can only be achieved when everyone is involved.

o. Imagery

One of the persuasive technique findings uses vivid descriptions to create images in the reader's mind, this technique is called Imagery. Here is 1 data finding from this theory:

Datum 25:
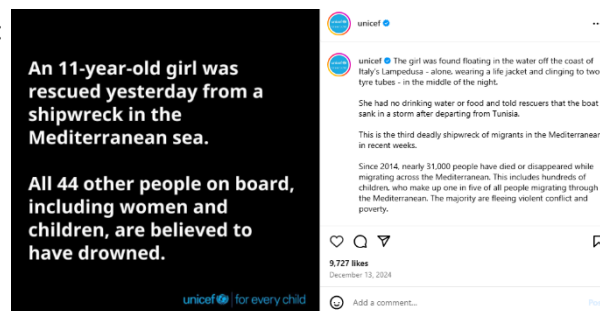
Picture 4. 25 taken from Instagram's official of Unicef on December 13, 2024

"The girl was found floating in the water off the coast of Italy's Lampedusa - alone, wearing a life jacket and clinging to two tyre tubes - in the middle of the night."

This caption tells the tragic story of a refugee child who was found alone at sea near Lampedusa, Italy, at night. This story illustrates the real conditions faced by children in the migration crisis, especially those who have to take dangerous sea journeys to seek refuge. By highlighting a real-life event, the caption aims to draw public attention to the humanitarian crisis that often affects unprotected children.

To convey this message, the caption uses the persuasive technique of imagery, which is a very detailed and visual description to build a strong picture in the reader's mind. The phrase "alone, wearing a life jacket and clinging to two tire tubes - in the middle of the night" creates a touching, distressing and urgent atmosphere. This technique aims to evoke sympathy and empathy from the reader by making them imagine the child's suffering.

The use of this imagery reflects the core value of UNICEF's social campaign, which is the protection of children in humanitarian crisis situations. By presenting a touching and real picture, UNICEF is not only reporting facts, but also inviting people to care and act. This technique reinforces the campaign's message that every child has the right to a safe and secure life, and calls for action from the global community to respond to the plight of refugee children.

p. Jargon

A persuasive technique that uses technical terms to demonstrate expertise or knowledge. There is 1 data that uses this theory:

Datum 26:
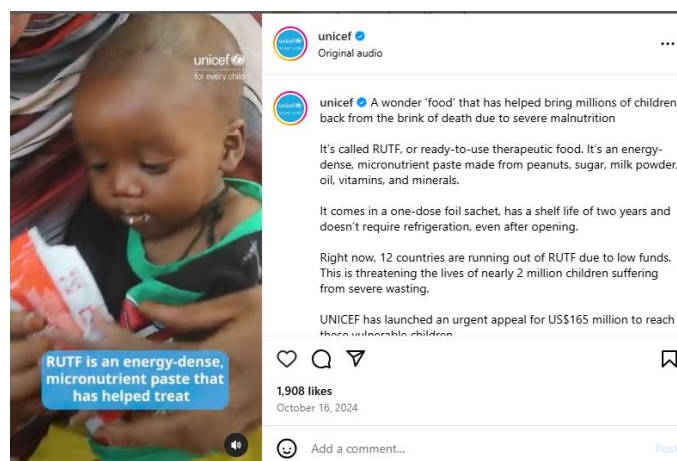
Picture 4. 26 taken from Instagram's official of Unicef on October 16, 2024

"It's called RUTF, or ready-to-use therapeutic food. It's an energy-dense,
micronutrient paste made from peanuts, sugar, milk powder, oil, vitamins, and minerals."

This caption discusses RUTF (Ready-to-Use Therapeutic Food), a nutrient-dense food used to treat severe malnutrition in children. This topic is presented to provide audiences with an understanding of the concrete solutions UNICEF is implementing to save the lives of acutely malnourished children. By highlighting specific interventions like this, UNICEF is introducing a scientifically based and informed program.

The caption uses the persuasive technique of jargon, which involves the use of technical terms such as "RUTF", "energy-dense" and "micronutrient paste". These terms not only demonstrate the accuracy of the information, but also build an image that UNICEF understands the problem in depth and has a scientific approach. This technique strengthens public trust as it conveys that the solutions are not just generic aid, but are based on research and medical expertise.

The use of jargon in this caption reflects UNICEF's social campaign focus on data and science-based interventions. By conveying clear technical terms with explanations, UNICEF educates the public and demonstrates that it has the professional capacity to tackle global issues like malnutrition. This supports their social campaign mission to engage the global community in real solutions that can save millions of children around the world.

q. Logic/Reason

Another technique used in this research is to construct arguments that make sense and are logic-based. This is referred to as logic/reason. 1 data found in the theory are:

Datum 27:
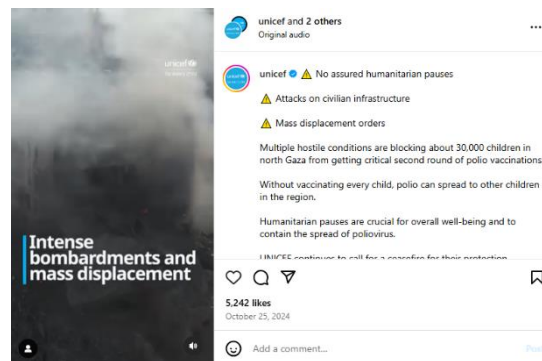
Picture 4. 27 taken from Instagram's official of Unicef on October 25, 2024

" Without vaccinating every child, polio can spread to other children in the region."

This caption is about the importance of comprehensive polio vaccination to prevent the spread of the virus. UNICEF is highlighting global child health issues, particularly the risk of transmission of preventable diseases. Through this caption, UNICEF seeks to educate the public that gaps in vaccination coverage can have far-reaching impacts on the health of communities, especially children in vulnerable areas.

In the quote "Without vaccinating every child, polio can spread to other children in the region," UNICEF uses the persuasive technique of logic/reason. The statement presents a logical and rational cause-and-effect argument - that without thorough vaccination, the virus can still spread. This technique emphasizes urgency with a reasonable and systematic approach, not only appealing to emotions, but inviting the audience to think critically based on facts. This approach is very effective in raising awareness and convincing the public of the importance of preventive measures such as immunization.

The use of logic/reason techniques in this caption reflects UNICEF's social campaign that emphasizes science-based education and collective responsibility. By

conveying the message logically, UNICEF encourages the public and policy makers to act not only out of empathy, but also for rational reasons and scientific evidence. This shows that UNICEF's campaigns emphasize not only awareness, but also real, measurable solutions to protect children's futures from preventable harm.

r. Metaphor

One of the techniques used in this research is describing something as another thing to make a comparison. There is 1 data finding that uses this theory:

Datum 28:

Picture 4. 28 taken from Instagram's official of Unicef on October 25, 2024

"Through unity and determination, most of the world has overcome the shadow of polio. <u>Let its eradication be a beacon of hope,</u> reminding us that with perseverance, even the most daunting challenges can be conquered." -@michaelessien

This caption is about the world's success in overcoming polio and the importance of using that success as inspiration to take on other global challenges. In this context, UNICEF conveys that the achievement in eradicating polio is not only a medical victory, but also a symbol of hope for other humanitarian struggles, such as poverty, hunger and health crises.

In the quote "Let its eradication be a beacon of hope", UNICEF uses the persuasive technique of metaphor by likening the success of eradicating polio to a "beacon of hope". This metaphor not only conveys information, but also creates a

strong image in the reader's mind of polio as a symbol of collective success that gives direction and hope. The use of metaphors makes the message more vivid and emotionally resonant, encouraging the audience to feel optimistic and inspired.

The metaphor in the quote reflects UNICEF's social campaign values of focusing on the power of hope, global cooperation and inspiration from real successes. UNICEF doesn't just want to show what has been achieved, it wants the public to see it as a new passion for solving other problems. In this way, UNICEF emphasizes that big change starts with small successes that shed light on the broader humanitarian cause.

s. Repetition

Repetition is a persuasive technique used in UNICEF Instagram captions by repeating words or phrases to emphasize ideas. There are two findings of the analysis approach that will be discussed below:

Datum 29:

Picture 4. 29 taken from Instagram's official of Unicef on November 15, 2024
"The way they breathe. The way they think. The way they dream."

This caption is part of a UNICEF campaign highlighting the impact of climate change on children's lives. The captions are designed to illustrate how environmental changes are not only affecting the physical, but also the mental and

emotional aspects of children around the world. By choosing the three essential elements of breathing, thinking and dreaming, the caption conveys the message that climate change threatens children's basic rights to live, thrive and achieve the future they dream of.

The persuasive technique used in this caption is repetition. The phrase "The way they..." is repeated three times to emphasize the importance of every aspect of a child's life. This repetition not only creates an emotional rhythm in the narrative, but also reinforces the meaning gradually, starting from the basic needs to the highest aspirations of a child. This technique is effective in building the reader's attention while touching their emotional side.

This caption clearly reflects the core value of UNICEF's social campaign, which is equal rights and dignity for every child. By highlighting that every child has a unique and precious way of breathing, thinking and dreaming, UNICEF invites audiences to see children not just as recipients of aid, but as individuals with potential. This message builds emotional connection, encourages empathy and mobilizes people to take an active role in fighting for children's futures amidst the threat of a global crisis.

Datum 30:

Picture 4. 30 taken from Instagram's official of Unicef on November 17, 2024

Every child has the right to speak up. Every child has the right to be heard. Every child has the right to be taken seriously.

The This caption is part of UNICEF's campaign to emphasize the importance of children's rights in social life. Through this statement, UNICEF wants to show that children not only have the right to have their say, but also to be heard and taken seriously. The caption encourages people to see children as equal individuals who have the right to participate in decisions that affect their lives.

The persuasive technique used in this caption is repetition. The phrase "Every child has the right to..." is repeated three times to emphasize the importance of the message and create a strong and memorable cadence. This repetition emphasizes that children's rights are not just one aspect, but include various dimensions, from freedom of speech to respect for their opinions. This repetition serves to reinforce the core message and build an emotional connection with the reader.

This caption reflects the protection and fulfillment of children's rights as a whole. By highlighting the three main rights in order, UNICEF emphasizes that children should be engaged as active subjects in society, not just objects of policy.

The use of repetition techniques reinforces the moral call for the public to respect the voice, existence and dignity of every child. The campaign encourages concrete social action to create a more inclusive and equitable environment for children around the world.

B. Discussion
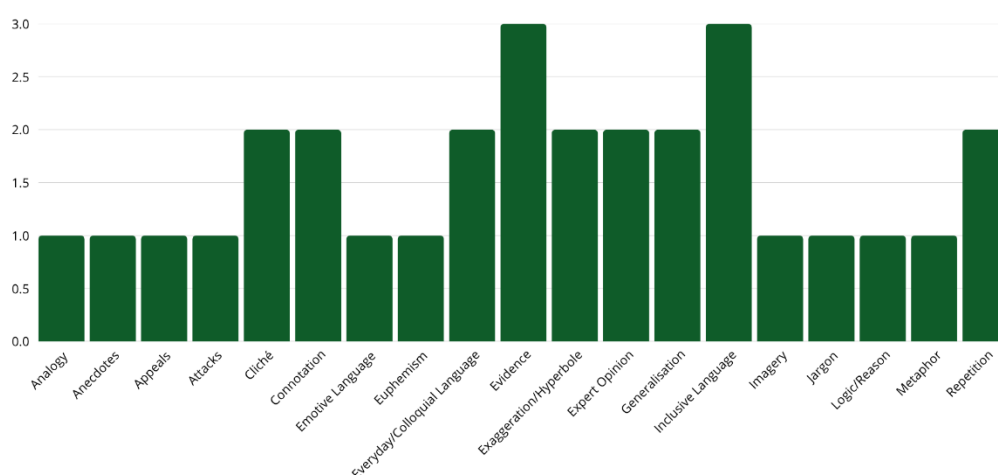
Chart 4. 1 Frequency of Persuasive Techniques

This study shows that UNICEF used 19 out of 24 types of persuasive techniques according to Lamb's (2019) theory in its Instagram captions during the October - December 2024 period. This shows that UNICEF actively and systematically utilizes the power of language to shape perceptions, build emotions, and invite audiences to participate in its social campaigns. UNICEF not only emphasizes facts but also shapes emotional narratives that invite empathy and concrete actions from the public. This technique also proves that captions are a visual complement and a key tool in building campaign messages.

Lamb's (2019) use of persuasive theory to analyze social messages, which is generally more widely used in commercial advertising. However, in this study, the theory was used for a social campaign. This shows that persuasive strategies are used to influence consumption and mobilize social awareness and humanitarian action. This research directly links persuasive techniques with social campaign missions, such as child protection, education, health, and humanitarian crises.

The results show that evidence and inclusive language are the most dominant persuasive techniques used in UNICEF Instagram captions. The evidence technique is often used as a caption that shows data or statistics to strengthen the argument as in data 15 - 17. While inclusive language uses the word "we" or "together" to create togetherness as in data 24 - 26. UNICEF Instagram captions present issues such as poverty, malnutrition, conflict, and lack of access to education.

Compared to previous research, this study expands the discourse by highlighting the role of persuasive language in digital humanitarian communication, not just traditional or commercial advertising. For example, research by Rudito and Anita (2020) and Miksa & Hodgson (2021) focused on persuasive strategies in commercial and branding contexts e.g., Burger King ads, Instagram, whose goal is consumer behavior. Meanwhile, Ivanova (2023) and Azzahra & Heryono (2023) also described emotional and rational appeals but centered on interpersonal communication or commercial advertising. In contrast, this research explores persuasion within a non-commercial humanitarian framework, the goal of which is mobilization for social change. In terms of UNICEF-specific research, most previous studies e.g., Manurung (2024) Wahyudi

(2022), Bunga (2021) focused on programmatic impacts such as child marriage prevention, education during pandemics, or protection in role zones by highlighting real-world interventions, institutional strategies, or policy impacts.

The research contributes to shaping public engagement. Thus, this research shows how persuasive techniques contribute to UNICEF's advocacy and digital engagement goals. Then there are five persuasive techniques of Lamb 2019 that were not found in 30 Unicef Instagram caption. The techniques that were not found were Alliteration, Assonance, Rhetorical Questions, Sarcasm, and Simile. From this study, it is known that alliteration and assonance, although stylistically effective, are more characteristic of slogans or poetic writing, which seems inappropriate in the formal and emphatic tone that UNICEF maintains. Furthermore, sarcasm goes against the humanitarian ethos of the organization. Using irony or ridicule can risk misinterpretation and reduce credibility, especially when discussing sensitive issues such as child poverty or conflict. Similes and rhetorical questions, while common in persuasive writing, may be underused due to the emphasis on clarity and directness in social media texts aimed at a global and multilingual audience.

Furthermore, this study has limited the data set analyzed to a three-month period from October to December 2024. This narrow time frame prevents the findings from fully representing the diversity and dynamics of UNICEF's communication strategies throughout the year, which are likely to vary according to the issues raised, international commemorative moments, or global policy changes. Furthermore, this study focuses only on the textual aspects of Instagram captions, without analyzing visual elements such as accompanying images or videos, even

though in the context of social media, the power of visuals plays a major role in attracting attention and reinforcing the message conveyed. In addition, this study has also not explored interactive aspects such as comments, the number of likes, or the level of audience participation, which can actually provide a more in-depth picture of the effectiveness of the persuasive techniques used.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter contains the conclusions of the research results discussed previously in the findings and discussion sections. The results of this study are in accordance with the research question, namely, the use of persuasive lamb's (2019) theory on Unicef's Instagram caption reflects the social campaign. In addition, this chapter also contains suggestions for readers and researchers who want to research similar topics in the future.

A. Conclusion

Based on the results of this study, it can be concluded that UNICEF's Instagram texts effectively utilize various persuasive techniques from Lamb's (2019) theoretical framework to support their social campaigns. Of the 24 persuasive techniques identified in Lamb's theory, 19 were found in the analyzed data, indicating a diverse and strategic application of rhetorical strategies. The most dominant techniques were evidence, which involves presenting facts or statistics to establish credibility and support arguments, and inclusive language, which uses pronouns such as "we" and "together" to foster a sense of unity and shared responsibility. These techniques play an important role in influencing public perception, evoking emotional engagement and driving action within the framework of digital humanitarian campaigns.

One of the unique findings of this study is that a single caption can contain more than one persuasive technique simultaneously. This use of overlapping strategies

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such as combining emotional appeals with evidence or inclusive language shows that UNICEF does not rely on a single rhetorical device, but instead builds layered messages to maximize impact. This multi-technique approach increased the emotional depth and argumentative power of each text, demonstrating the organization's understanding of digital communications in engaging diverse audiences.

Meanwhile, five persuasive techniques from Lamb's (2019) theory of alliteration, assonance, rhetorical questions, sarcasm and simile were not found in the data. The absence of these techniques may reflect UNICEF's preference for a more straightforward, emphatic and factual tone in addressing serious global issues. Tools such as sarcasm or rhetorical questions, while common in other persuasive genres, are less appropriate or effective for humanitarian messages that require clarity, sensitivity and trust.

B. Suggestion

Based on the findings and limitations of this study, it is hoped that this research can offer readers valuable insights and a deeper understanding of how persuasive techniques are applied in social campaigns, particularly on digital platforms such as Instagram. This study shows that UNICEF uses 19 of the 24 persuasive techniques proposed by Lamb (2019), with evidence and inclusive language being the most dominant. The study also uncovered a unique pattern where a single text can use multiple persuasive strategies simultaneously, highlighting the complexity and richness of digital persuasive communication.

However, these findings should be interpreted within the limitations of the study. This study focused on a relatively small data set, limited to texts posted during a short three-month period October-December 2024, and analyzed only textual elements, excluding visual content and audience interactions. Due to these limitations, future research is encouraged to expand the scope of the analysis to include more texts and extend the timeframe. This will allow for more variation in the data and potentially uncover additional persuasive techniques from Lamb's (2019) framework especially those not found in this study, such as alliteration, assonance, rhetorical questions, sarcasm, and simile.

In addition, future researchers may consider comparative studies across different social media platforms e.g., Twitter, Facebook, TikTok or different humanitarian and nongovernmental organizations to examine if there are similar persuasive patterns. Exploring how audiences respond through likes, comments or shares can also provide further insight into the effectiveness of certain techniques. By taking a broader and more multimodal approach, future research can contribute to a more comprehensive understanding of persuasive communication strategies in the digital age of social advocacy.

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CURRICULUM VITAE

Florence Danella Ni'matussa'adah was born in Lamongan on December 26, 2002. She graduated from MAN 3 Jombang. Since elementary school, she liked public speaking and was often involved as master of ceremony. She started her higher education in 2021 at UIN Maulana Malik Ibrahim Malang in department of English Literature, Faculty of Humanities. During her university study, she had actively joined English Literature Student Association (ELSA) for one year and UKM Simfoni FM for two years.

APPENDIX

No.	Caption	Date	Persuasive Technique
1.	*Through unity and determination, most of the world has overcome the shadow of polio. Let its eradication be a beacon of hope, reminding us that with perseverance, even the most daunting challenges can be conquered*	25-10-24	Analogy
2.	*Thanks to the UNICEF-supported curriculum for children with disabilities, Eden is gaining valuable skills for employment opportunities.*	19-10-24	Anecdotes
3.	*After visiting her new school and being given new learning kits from UNICEF and partners, she can't stop smiling.*	1-10-24	Appeals
4.	*This must not be the new normal. We cannot allow a generation of children to become collateral damage to the world's unchecked wars.*	28-12-24	Attacks
5.	*The time to act is now.*	21-10-24	Cliché
6.	*Children's rights are human rights.*	16-11-24	Cliché
7.	*Millions of children are trapped in crises around the world. Too many are not getting the scale of help they need.*	5-12-24	Connotation
8.	*A wonder 'food' that has helped bring millions of children back from the brink of death due to severe malnutrition.*	16-10-24	Connotation
9.	*One girl's success story is more than just her achievement. It's a beacon of hope for millions.*	22-10-24	Emotive Language

10.	_Children in Gaza are paying with their lives and their futures as international humanitarian law is blatantly and systematically violated._	29-10-24	Euphemism
11.	_Don't scroll, STAY for children in crises around the world._	4-11-24	Everyday/Colloquial Language
12.	_Got something on your mind? Don't keep it bottled up._	11-10-24	Everyday/Colloquial Language
13.	_In Sudan, 3.7 million children under the age of five are projected to suffer from acute malnutrition in 2024._	3-10-24	Evidence
14.	_At least 100 children have been killed in Lebanon in 11 days, and over 690 children have been injured in the last six weeks, per reports._	5-10-24	Evidence
15.	_With the right resources and opportunities, the potential of the world's 620 million adolescent girls is limitless._	11-10-24	Evidence
16.	_Polio was almost eradicated thanks to vaccines._	21-10-24	Exaggeration/Hyperbole
17.	_children's rights are under attack._	16-11-24	Exaggeration/Hyperbole
18.	"Stop the assault on Palestinians in Gaza and on those trying to help them." Full statement from _Principals of the Inter-Agency Standing Committee - leaders of 15 United Nations and humanitarian organizations_	2 -11-24	Expert Opinion
19.	"It is unacceptable that we are seeing more and more children caught in the crossfire. This cannot be the new normal." - _Liam Neeson, UNICEF Goodwill Ambassador._	29-12-24	Expert Opinion
20.	_Everyone has the responsibility to protect children._	29-10-24	Generalisation
21.	_Every child has the right to a healthy environment_, but the climate crisis is affecting children's health.	1-11-24	Generalisation

22.	*Together, we can build a better future for all. We need to invest in girls' movements and champion girls' voices to make that happen.*	11-10-24	Inclusive Language
23.	*We need urgent #ClimateAction, for every child.*	16-10-24	Inclusive Language
24.	*We must work together to end this virus for good.*	21-10-24	Inclusive Language
25.	*The girl was found floating in the water off the coast of Italy's Lampedusa - alone, wearing a life jacket and clinging to two tyre tubes - in the middle of the night.*	13-12-24	Imagery
26.	*It's called RUTF, or ready-to-use therapeutic food. It's an energy-dense, micronutrient paste made from peanuts, sugar, milk powder, oil, vitamins, and minerals.*	16-10-24	Jargon
27.	*Without vaccinating every child, polio can spread to other children in the region.*	25-10-24	Logic/Reason
28.	*"Through unity and determination, most of the world has overcome the shadow of polio. Let its eradication be a beacon of hope, reminding us that with perseverance, even the most daunting challenges can be conquered." - @michaelessien*	25-10-24	Metaphor
29.	*The way they breathe. The way they think. The way they dream.*	15-11-24	Repetition
30.	*Every child has the right to speak up. Every child has the right to be heard. Every child has the right to be taken seriously.*	17-11-24	Repetition