



USE OF RHETORICAL FIGURES IN ADVERTISING
FOR SEARCH ENGINE OPTIMIZATION: META DESCRIPTION



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USE OF RHETORICAL FIGURES IN ADVERTISING
FOR SEARCH ENGINE OPTIMIZATION: META DESCRIPTION



A Master's Project Submitted in Partial Fulfillment of the Requirements
for the Degree of MASTER OF ARTS

(English)

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USE OF RHETORICAL FIGURES IN ADVERTISING
FOR SEARCH ENGINE OPTIMIZATION: META DESCRIPTION

BY
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Google returns more than 100 million results to each user in every search. Therefore, persuasive language in meta descriptions, a short description of a web page on a Google search results page, is important for online marketers as a form of persuasion. This applied research that examined the use of rhetorical figures in advertising in meta descriptions and also investigated the opinions of online marketers regarding the importance of language usage and rhetorical figures in advertising for writing meta descriptions. The sampling groups, based on 10 meta descriptions on the Google search results page and 50 online marketers, and based on purposive sampling. The research instrument consisted of a nine-item questionnaire. The ten meta descriptions were analyzed with the rhetorical figures in the advertising framework of McQuarrie and Mick (1996) in the first phase of this research. Next, the questionnaire was answered by 50 online marketers. The results, through an analysis of 10 meta descriptions, showed four meta descriptions applied three times with alliteration at 50%, anaphora, anadiplosis, and puns for one time at 16.67% each. The questionnaire results indicated that language use and rhetorical figures in the advertisements were important for writing meta descriptions.

Keyword : Search Engine Optimization, Meta Description, Rhetorical Figures in Advertising, SEO

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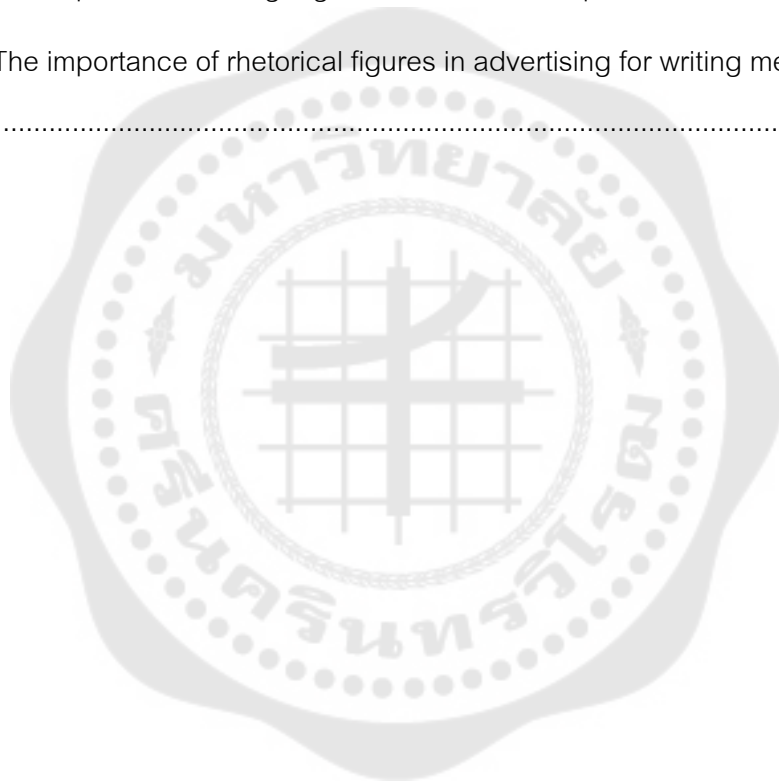
NUNTHAPATH THAFU

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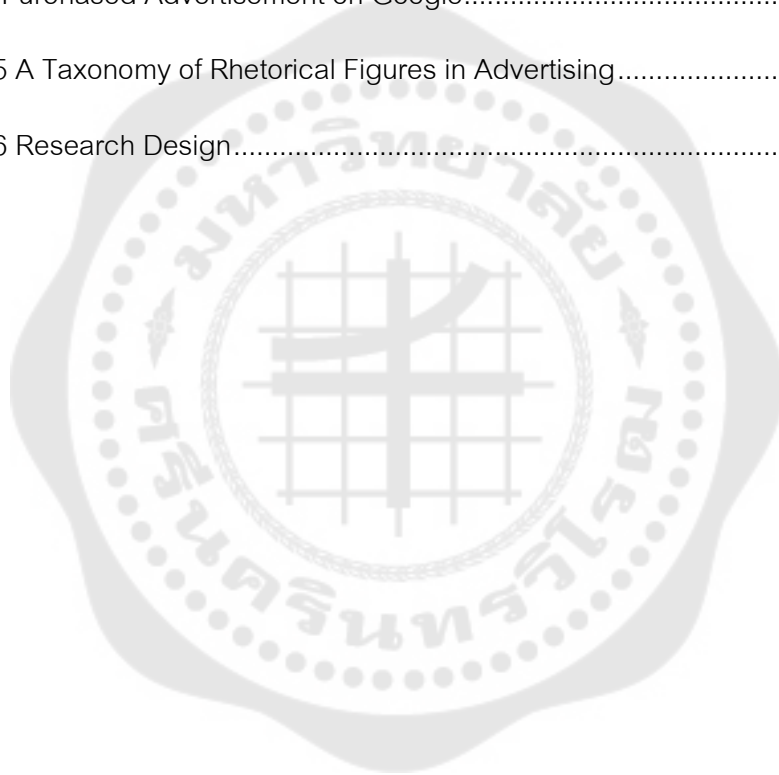
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CHAPTER 1

INTRODUCTION

Background

The website Internet Live Stats shows that there are over 40,000 searches on Google every second. With every search, Google can return more than 100 million results to a user. Because of the importance of Google in the way people search for information, and because numerous results can be returned for every search, getting web pages to place on the first page of Google results is important for a business. This is particularly important given that most users never get past the first page of Google to see results on even the second page (S. K. Patel, Patel, & Patel, 2012). A large number of website users will simply fail to visit a site if it does not appear on the first page. For this reason, the practice of search engine optimization, which aims at being ranked well by Google and appearing on the first page of results, is a critical factor for the success of a website.

Yalçın and Köse (2010) stated that there are several strategies available to companies, including Internet advertisements and SEO, as part of the effort to be highly visible to Internet users. Most marketers preferred SEO over Internet advertisements because of lower costs. SEO tactics include optimizing keywords, titles and meta descriptions. Keywords are the text that users use to search for information on Google. Titles and meta descriptions will be shown on the search engine results page (SERP) of Google. Referring to figure 1, the Google result shows the title (outlined here in a blue frame), the URL (outlined in a green frame), and the meta description (outlined in a red frame).

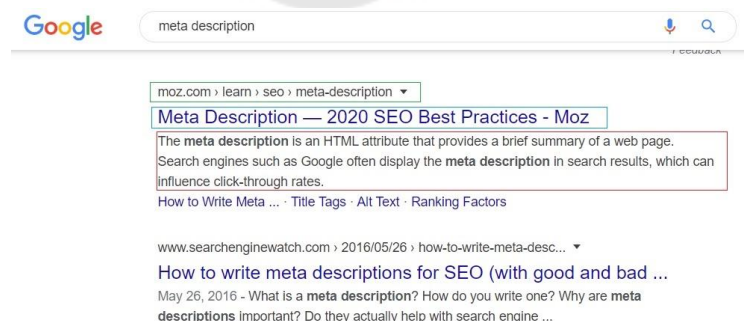


Figure 1 Snippet

Source: The first result page of Google

There is much research on SEO. Shrivastva, Mewad, and Sharma (2014) presented their own SEO methodology to promote a site. Their methodology was based on keyword research. They claimed that the SERP will show a result on the top of the first page if a website creator uses the right keywords. Hoque, Alsadoon, Maag, Prasad, and Elchouemi (2018) aimed to build an SEO model to improve search ranking and consequent visits to commercial websites. The study showed that ranking and visits were improved because of keywords in the meta description, headings relevant to the content, and exclusive content with valuable details.

While much research focuses on SEO methodology and keywords, not much addresses meta descriptions. Meta descriptions comprise content of about 160 characters which summarize a web page's content. This is to provide users with a brief version of information on a web page. In the words of Lowrance (2015), a meta description comprises "short descriptions of what the results page is about or a snippet of what it contains."

N. Patel (2020b) proposed four suggestions in writing a meta description. First, that online marketers should stop focusing on character count because Google may lift character limitations. Second, that meta descriptions should be interesting and unique, because an interesting meta description can gain more clicks. He suggested online marketers to use active voice in writing meta descriptions. Third, meta descriptions should include keywords. The last suggestion was to beautify the description on the search engine results page (SERP).

The second of Patel's suggestions poses an interesting topic for research. After extensive Google searching by the researcher, two issues arose. The first was that some web pages did not contain meta descriptions. In this situation, an excerpt of the web page content will be automatically displayed on SERPs in place of a meta description

Kumar (2013) claimed that of meta keywords, meta titles, and meta descriptions, meta descriptions are the most important of the SEO elements. However,

there is a conflict that marketers face. In order to rank well in search engines for their keywords, they need to include these keywords in the meta description. The conflict arises because emphasizing keywords may mean it is difficult to write a meta description that persuades a user to click through to the site. This means that some online marketers focus on keywords and ignore the persuasive use of language in meta descriptions. There is also a secondary effect to this, which is that less persuasive language, and therefore less users clicking through to the site, will actually lead to a lower ranking in search results, because part of the calculation of ranking is number of visitors to a site. Consequently, writing persuasive meta descriptions, which function like an advertisement for the site, is not something that online marketers can afford to ignore, and language use in meta description is therefore a potentially rich and rewarding field of study.

N. Patel (2020a) and Kumar (2013) found that when there was a meta description, it comprised only keywords and a summary of the information on page, but without any techniques of persuasion used to entice users to visit the site. Online marketers focus on keywords without paying enough attention to writing persuasive meta descriptions, missing out on the potential for their meta descriptions to function like advertisements. Consequently, persuasive frameworks used in the field of advertising might make meta description more interesting and persuasive. One such framework, rhetorical figures is commonly used in advertising and has attracted a great deal research. Given that the meta description is used to convince users to visit a web page, it can be treated as an advertisement of the web page. Therefore, it must be possible to use frameworks of advertisement analysis to analyze the meta description. To expand the knowledge in the field, one possible avenue of study is to analyze meta descriptions through rhetorical figures in advertising. The main aim of this research was therefore to analyze rhetorical figures in advertising for the meta description.

Objectives of the Study

- (i) To study the use of rhetorical figures in advertising in meta descriptions

- (ii) To investigate the opinions of online marketers regarding the importance of language use and rhetorical figures in advertising for writing meta descriptions

Significance of the Study

This research aimed to expand the knowledge of language use in the meta description. This research, which may be used as a guideline for selecting a language strategy to use in writing the meta description, will make online marketers more aware of the importance of meta descriptions, and may help them gain more clicks to their web pages after applying knowledge from this research to their work.

Scope of the Study

This study was based on meta descriptions of web pages that were on the first page of Google. The researcher focused only on web pages in which online marketers intended to provide meta descriptions. In some cases, Google selects on-page content to display in SERPs rather than using the text from the meta description; these were not included in this research.

Research questions

- (i) What types of rhetorical figures in advertising are used in meta descriptions?
- (ii) Are language use and the use of rhetorical figures in advertising important for writing meta descriptions?

Definition of Terms

1. Search engine result page (SERP) refers to the page in which Google shows the results from a search with given keywords.
2. Search engine optimization is one strategy that online marketers use to make a web page appearing on the first page of Google search engine result page. It comprises 3 tactics; keywords, titles, and meta descriptions.
3. Meta descriptions refers to a short content used to summarize the web page, showed on Google search engine result page.
4. Rhetorical figures in advertising refer to rhetorical figures in advertising by McQuarrie and Mick (1996) which most researchers use to analyze persuasive language in advertising. The taxonomy of rhetorical figures in advertising by McQuarrie and Mick (1996) was divided to scheme and trope.

CHAPTER 2

LITERATURE REVIEW

This chapter included five sections; search engine optimization, meta descriptions, the comparison of meta descriptions and advertising, persuasive language, and rhetorical figures in advertising.

Search Engine Optimization

When people search for something on Google, Google will generally return a list of results that spans multiple pages. The ranking of a page refers to its position in this list, whether on the first page or a subsequent page, and how high its position on that page. Grappone and Couzin (2011) stated that users tend to visit top-ranking web pages rather than those that rank poorly, and do not tend to see anything beyond the first page of the search results. As a result, online marketers try their best to get their website to be on the first SERP. "It is one of the primary goals of today's web designers to maximize the position of their web pages in Search Engine (SE) rankings" (Al-Badi, Al Majeeni, Mayhew, & Al-Rashdi, 2011). Apart from spending money on Google AdWords, Search Engine Optimization is a key to make web pages appear on the first SERP. Yalçın and Köse (2010) said that website developers must use SEO processes, which include SEO on-page and SEO off-page, to move a web page to the first SERP.

Malaga (2008) explained that SEO off-page involves actions on other sites that are designed to improve the ranking of a particular site, and includes activities such as promoting the site on social media, adding it to site guides, and soliciting links from other websites. Heiler (2012) claimed that most processes of SEO off-page is difficult to control. However, there are two SEO off-page factors that online marketers can control, creating inbound links to the web page and sharing the web page on social media.

Malaga (2008) described SEO on-page as customizing the content and structure of web pages to improve their position on search engine result pages (SERPs). Fleischner and Wuttke (2009) claimed that on-page optimization should be done by all online marketers to improve the position on SERPs. Heiler (2012) summarized three

factors of SEO on-page: content, HTML, and the architecture of the website. To customize the HTML of web pages, there are three important meta tag elements: title, keyword, and description. These three elements are important for doing SEO on-page (Yalçın & Köse, 2010). The page title or a meta tag title is the subject of the whole page. It displays in the browser's title bar and tabs (Kent, 2012) and is important to search engines. A keyword is a word or phrase related to the terms that users enter when they do a search on the Internet. Harikumar (2018) stated that a good criterion for a keyword is one that meets a users' needs in finding products and services. The meta description is a short sentence that summarizes the information found on a web page, rather like an abstract (Craven, 2001).

In summary, Search Engine Optimization is a collection of tools in online marketing used for improving SERP ranking, with the aim to achieve a place on the first page of the Google SERP. SEO processes include SEO off page and SEO on-page. SEO off-page involves putting links to the web page on other websites. SEO on-page is modification of the content and structure of the web page. Title, keyword, and meta description are meta elements used to modify web page structure.

Meta Description

Many researchers and SEO specialists mention the importance of meta descriptions, which are one part of doing SEO on-page. Gunjan, Kumari, Kumar, and Rao (2012) showed the meta description impacted 66% of SEO impact percentage. In this research, meta description is the focus. Following therefore is an investigation of the meta description, reviewing its meaning, importance, and techniques used in its writing.

The meta description is a short sentence that summarizes the information that can be found on a web page, rather like an abstract (Craven, 2001). Both Google and the audience will acquire information about a web page from the meta description. The meta description will be shown as a snippet that will display on Google SERPs. The snippet contains brief information about the web page, including title, URL, and meta description.

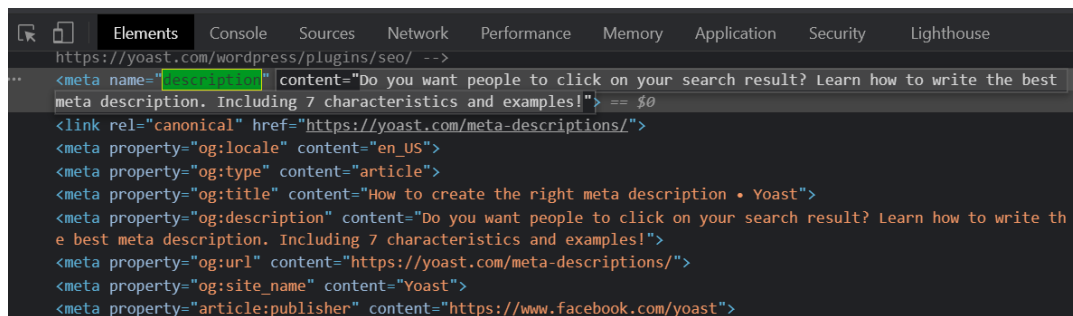
When the web page is viewed on the SERP, a user will read a brief summary, or snippet, describing the web page. This summary can be generated from on-page content or directly from the meta description. This reveals the importance of meta description (Kent, 2012), as this description affects the number of web page views and SERP. A good meta description which contains interesting content can give online marketers greater opportunity to gain web page visitors and to convert visitors into leads or new customers. Therefore, it is important to make a meta description interesting for the audience (Isca, 2019; Sookkho, 2015). N. Patel (2020b) said that online marketers should focus on the use of meta description for the following two reasons. First, the keyword that a user entered in their search will be shown in bold in the meta description if it exists there, helping to draw the user's attention. Second, the meta description will be shown on social media when a visitor shares the page. A good meta description can therefore lead to more sharing from people who have seen the web page shared on social media.

There are many online marketers who have suggested meta description techniques. N. Patel (2020b) said online marketers should stop focusing on character count, even though the maximum length of meta description text is 160 characters. First, the actual content of the meta description should be given a greater priority than the character count. Second, while characters in excess of the 160-character limit will be truncated, it is possible that Google raises this limitation in the future, meaning the meta description content will work well in term of users' experience. On the other hand, Craven (2001) said that a meta description should be concise, and Isca (2019) recommended online marketers write a meta description less than or equal to 160 characters. Keeping count of characters forces online marketers to provide only important information and to make sure the meta description will not be shortened in SERPs. In the opinion of the researcher of the current paper, online marketers should make content in a meta description the first priority, while still ensuring that it is not too long.

N. Patel (2020a) argued that the meta description should be interesting and unique, because an interesting meta description can gain more clicks. To this end, active voice is one technique to make the meta description more interesting. Furthermore, to ensure that the meta description is related to content, providing keywords in the meta description is recommended. Harnish (2020) further supported the idea that an interesting meta description relates to the topic of the page and is well-written. In addition, Isca (2019) advised online marketers to give users a reason to visit the web page by telling them what the page offers. He recommended writing the meta description in a warm tone to make customers feel that they are welcome. Providing a call-to-action or offer in the meta description is a good strategy to attract customers to visit the web page.

Fleischner and Wuttke (2009) said that 98% of all online marketers ignore SEO techniques even though it can help to improve search ranking. For web pages which do not have a meta description, Google will automatically select content from the web page to show on the snippet. As cited in Xiang and Fesenmaier (2005), they said that if a meta description was not provided by an online marketer, either the first sentences of on-page content, or the content best matching the user's keywords, will be displayed instead.

For people who would like to check the meta description of the page, there are three steps. First, a user must hold down the ctrl and shift keys and then press the letter 'I'. (An alternative for the first step is to right-click on the page and select 'inspect elements'.) After that, HTML source of the page will be shown. Find the word 'meta name' or 'meta description' in this HTML source. The meta tag is found in the <head> element in HTML (Craven, 2003), with the meta description of the page shown in quotation marks. An example HTML of meta description is <meta name="meta description content">. Another example is shown in figure 2.



```

https://yoast.com/wordpress/plugins/seo/ -->
<meta name="description" content="Do you want people to click on your search result? Learn how to write the best meta description. Including 7 characteristics and examples!"> == $0
<link rel="canonical" href="https://yoast.com/meta-descriptions/">
<meta property="og:locale" content="en_US">
<meta property="og:type" content="article">
<meta property="og:title" content="How to create the right meta description • Yoast">
<meta property="og:description" content="Do you want people to click on your search result? Learn how to write the best meta description. Including 7 characteristics and examples!">
<meta property="og:url" content="https://yoast.com/meta-descriptions/">
<meta property="og:site_name" content="Yoast">
<meta property="article:publisher" content="https://www.facebook.com/yoast">

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Figure 2 HTML of a Meta Description

Source: Hallebeek (2020). How to Create the Right Meta Description.

<https://yoast.com/meta-descriptions/>.

In summary, the meta description summarizes the information contained in a web page. It will be shown in a snippet on SERPs to convince users to click through to the site. The advantage of click-through is a higher number of page views with subsequent benefits for search ranking. Many online marketers suggest writing techniques for meta description, such as focusing on content rather than numbers of characters, writing content in a warm tone, describing what the web page offers and why users should visit the web page, and adding keywords in the meta description.

Meta Description and Online Advertising

Advertising is convincing people through text, pictures, videos, or other media. Picture and video are the main material that advertisers use to attract an audience. Petrovici (2014) claimed that image is the most important symbolic communication in online advertising. Yan, Azmi, and Shuib (2019) said that advertising is used to strengthen brand value. In their paper, Content Analysis of Figurative Language Used in Newspaper Advertisement Slogans, they found that advertisement slogans and

language techniques are important because the black and white of the newspaper does not attract the eyes of the audience: images are still needed.

Referring to advertising on Google SERPS, website creators can purchase advertising to make the webpage show on the first page. Getting to that position is not enough, however, and a web creator has to use strategies to entice the users to actually click through to their site. As cited in the research, Differentiation of online text-based advertising and the effect on users' click behavior, the fonts and color of web page advertisements should match webpage's look and feel. (Jacques, Perry, & Kristensson, 2015)

Google continually updates their product. Therefore, the researcher searched on the Internet to explore the current forms of Google advertisement. Figures 3 and 4 show web pages which have purchased a Google advertisement and are therefore on the top of the first page. The first shows a snippet, link meta title, and meta description, displayed just as it would be if it was not a purchased advertisement. The background color is white, as with non-advertisement search results. However, the word "Ad" is shown in bold in front of the link of the web page, or the word "sponsored" may be shown, as in figure 4. Some products or services provide pictures, and some products or services do not.

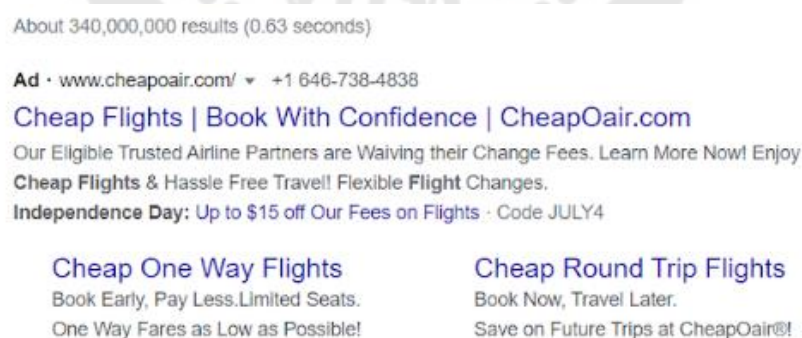


Figure 3 Purchased Advertisement Web Page

Source: The first page of Google Search Result Page

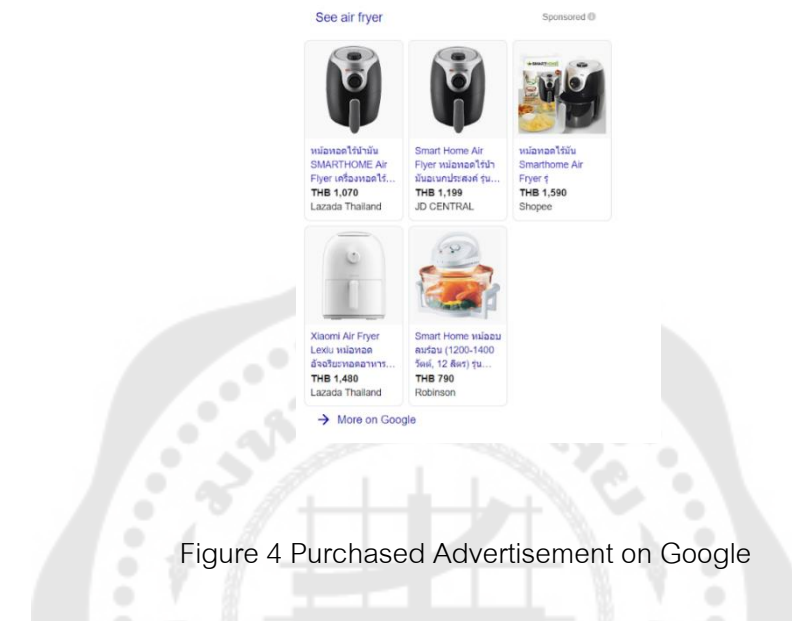


Figure 4 Purchased Advertisement on Google

Source: The first page of Google Search Result Page

From reviewing advertisement and meta descriptions, there are two differences and one similarity between advertisements and meta descriptions. Advertisements generally provide a picture and short content. While the picture is the most important element of an advertisement, many purchased Google advertisements do not show a picture; as in a normal meta description, only text content is provided. Second, advertisements are not free, whereas the meta description can be done by web creators themselves after studying techniques of writing meta descriptions. As for similarity, both advertisements and meta descriptions are used to convince an audience. Advertisements are used to convince customers to buy products or services, meta descriptions for convincing users to visit a web page. Once the site has been visited, the visitor will later be led to a product or a service.

The meta description is an SEO technique that online marketers can learn about from many sources. There are also many specialist services offering SEO services. However, the researcher recommends online marketers to do it by themselves.

In conclusion, one purpose of both advertisements and meta descriptions is to convince an audience to act in accordance with the intentions of a marketer. Rhetorical figures in advertising, which is one form of persuasive language and is extensively researched in the context of advertising, could then be very important for writing meta descriptions.

Persuasive Language and Rhetorical Figures in Advertising

There are many techniques and theories which are used for convincing an audience. Persuasive language is using language to persuade an audience to do something according to the purpose of the person communicating. Stiff and Mongeau (2016) mentioned that any message intended to form, reinforce, or alter the response of audiences is described as persuasive communication. Persuasion is the key to rhetorical communication West and Turner (2013), and Breuer and Naphthine (2008) suggested four main factors that a writer or speaker should consider to convince readers or listeners to agree with them. These factors and rhetorical devices will be discussed below.

Breuer and Naphthine's factors are audience, purpose, form, and language, with language here including use of images. Consideration of audience accords with Soscia, Girolamo, and Busacca (2010)'s claim that all products have a target group. In the experience of the researcher of the current study, consideration of the target group is important because language needs to be tailored to the target group, and it impacts selection of advertisement strategy. In addition to this, senders of a message should consider how they would like this audience to react after reading, as well as the form of the media. With this in mind, senders can consider the language they should use. Rhetorical strategies have been studied for at least 2500 years, since the early Greek and Roman days. Aristotle wrote about rhetoric and called it the available means of persuasion. Rhetorical devices have therefore been used as part of persuasive

language by marketers. (Turner & West, 2010; West & Turner, 2013). Rhetorical theory comprises three elements: logos, pathos, and ethos. Logos is persuasion through logic and reason. It mostly uses statistics, facts, and statements. Pathos is playing with the emotions of the audience such as eliciting feelings of pity or anger. Ethos refers to speaking or writing by a credible speaker or writer, which gives their words weight.

Yee and Tonawanik (2011) cited a rhetorical framework which differentiates between figurative and nonfigurative text. This framework, rhetorical figures in advertising, which was developed by McQuarrie and Mick (1996) can be categorizes texts into scheme and tropes. Huhmann and Albinsson (2012) stated that schemes and tropes can increase the engagement of an audience with advertisements. Both scheme and tropes can be separated into two types, with repetition and reversal under scheme, and substitution and destabilization under tropes (McQuarrie & Mick, 1996).

Schemes

Tuan (2010) stated that rhetorical figures types under the schematic mode occur “when a text contains excessive order or regularity”. The schematic types of repetition and reversal will now be discussed. First, Kemertelidze and Manjavidze (2013) stated that repetition is attracting a reader’s attention by playing with a key word or phrase. “Repetition is combination of various instances of some element of the expression without changing the meaning of that element. Repetition covers three aspects: sounds, words, and phrase structure” (McQuarrie & Mick, 1996).

The first form of repetition is with sounds, and can be separated into rhyme, chime, assonance, and alliteration. Rhyme is a repetition of syllabi at the end of words. McQuarrie and Glen Mick (2009) showed an example of using rhyme, Pop the Top, in a headline of an advertisement for a canned product. The word *pop* and *top* rhyme with each other. Katrandjiev, Velinov, and Radova (2016) gave an example of rhyme in the Teletext advertising, *Don’t get vexed. Ask Teletext*. The words *vexed* and *text* rhyme with each other. Chime is using a similar sound and letter to begin words in a phrase. For example, the advertizing of McDonald’s; *Big. Beefy. Bliss*. The writer repeats the letter and sound *B* in the same line. Alliteration is repetition of the same sound at the start of

each word in a group. Katrandjiev et al. (2016) explained that a repetition of *B* in the slogan; *Britain's Best Business Bank of Allied Irish Bank*” is an example of using alliteration.

The second form of repetition is with words, which can be analyzed in terms of anaphora, epistrophe, epanalepsis, and anadiplosis. Anaphora is a repetition of words at the beginning of phrases. For example, *have* a break, *have* a Kit Kat. The word *have* which is used to begin this phrase is repeated. Epistrophe is repeating the same word at the end of the phrase. For example, choose to be your most beautiful, Salon beautiful (McQuarrie & Mick, 1996). The word *beautiful* is used at the end of both phase in this line. Epanalepsis is repeating a word toward the beginning and end of a phrase. For example, *Smart phone smarts*. The word *smart* which begin this sentence is also used at the end of the sentence (McQuarrie & Mick, 1996). Anadiplosis is using the last word of one phrase to begin another phrase. For example, “Kleenex ultra. Ultra-softness is all you feel” (McQuarrie & Mick, 1996). The third form of repetition, parison, regards phrase structure, comprising marked parallelism between successive phrases. For example: “The quality you need. The price you want” (McQuarrie & Mick, 1996).

The second scheme under consideration is reversal. Reversal is a term used to describe the combination of elements that are mirror images of one another. In an expression it is like “a mirror image that repeats the original, but in reverse” (McQuarrie & Mick, 1996). There are two types of reversal. The first is antimetabole, or syntax. The second is antithesis or semantic. Syntax, or antimetabole, is the reverse order repetition of a pair of terms in a sentence. Timyam (2010) described this as using words which are in the same grammatical category and share some properties. For example, “stops static before static stops you” (McQuarrie & Mick, 1996). Antithesis or semantic is using opposite words in the same line. For example, “the MariGold advertising *Big Screen*, *small price* is semantic because the word *big* is opposite of the word *small*.” (Yan et al., 2019).

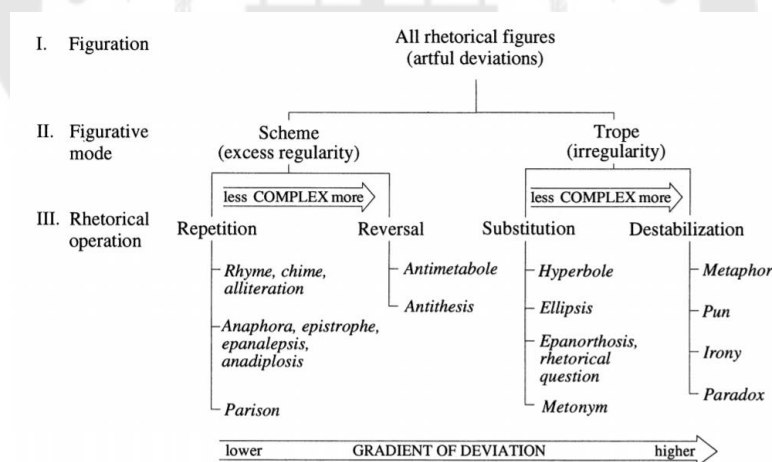
Tropes

Tropes, which include substitution and destabilization, will now be discussed. Tropes are “meaningful deviations” (McQuarrie & Mick, 1999; Van Enschoot, Hoeken, & van Mulken, 2008), which include more hidden details than schemes because they mostly require the reader to fill in a gap. The first kind of trope is substitution, rhetorical figures which requires the audience to understand hidden meaning in a message. Substitution includes four types: hyperbole, epanorthosis or rhetorical question, ellipsis, and metonym. Hyperbole is an extreme claim. For example, “It took forever to find a parking space!” (Kreuz, 2001). A rhetorical question is one that is asked in order to make a claim. For example, *do you want to lose 20 kilograms in two months?*. Epanorthosis is making an assertion to call it into question. For example, Chance are, you will buy a Ranger for its value, economy and quality. Yeah, right (McQuarrie & Mick, 1996). Ellipsis is a gap or omission in the sentence which has to be completed. For example, *The Hybrid Smartwatch look like a watch, acts like a smartwatch*. In this sentence, a word in the second sentence was omitted. The full sentence is “The Hybrid Smartwatch look like a watch, but the Hybrid Smartwatch acts like a smartwatch. Metonym is using the features of one thing to represent another thing. For example, “Instruments for professionals”, which is the advertising slogan of watches “Breitling 1884” (Katrandjiev et al., 2016). The word *instrument* represents the word *clock*.

The second kind of tropes is destabilization, which is separated into similarity and opposition. Metaphor is a rhetorical mode under similarity. Huhmann, Mothersbaugh, and Franke (2002) gave the meaning of metaphor as a comparison between two different things which share some similarity; the conjunctions *as* or *like* are not needed for metaphor. For example, the comparison of *life* with *delicious* in the slogan of KFC *Life is delicious* (Katrandjiev et al., 2016). When people eat something delicious, they mostly enjoy and feel happy. Therefore, it can be interpreted that the writer would like to tell audiences that their life will be happy when they eat KFC. Opposition is separated into pun, irony, and paradox. A pun is a figure of speech that uses more than 2 words that sound alike but have different meanings. Huhmann et al. (2002) stated that pun can make the audience feel with multiple senses. For example,

the sentence “Find the calm in their day.” This is the slogan of the herb product named Ezicalm. The word “calm” in the phrase refers to peaceful and the product itself (Yan et al., 2019). Second, irony is a literary device which expresses something that differs from fact, for example in the advertisement in which the model an expensive handbag is a poor skinny African woman. This is ironic because the woman is poor, so would not be able to afford an expensive handbag (Alrasheedi, 2014). Paradox refers to two words which contrast with each other, such as “less is more” or “this is the beginning of the end”.

To summarize this explanation of the framework, figure 5 shows the Taxonomy of rhetorical figures in advertising (McQuarrie & Mick, 1996), which is a framework that many researchers use to analyze advertisements. Given that the meta description is an advertisement of the web page, this framework was considered for use in this research to analyze meta descriptions.



Figures 5 A Taxonomy of Rhetorical Figures in Advertising

Source: McQuarrie, E. F., & Mick, D. G. (1996). Figures of rhetoric in advertising language. *Journal of consumer research*, 22(4), 424-438.

Related Research

The first Search Engine Optimization strategy was officially published in 1997 (Baker, 2017; Bezovski, 2015; Stern, 2015), and it was during the mid-1990s that companies began to do online advertising (Daswani et al., 2008). In the 23 years since then, SEO became a major tool for online marketing. For this reason, there are many researchers studying meta descriptions as part of SEO research, and many studying rhetorical figures in advertising as part of online and mass advertising research. Three SEO research papers will be provided, followed by five pieces of research into rhetorical figures in advertising.

SEO Research

The paper “Comprehensive Search Engine Optimization Model for Commercial Websites: Surgeon’s Website in Sydney” (Hoque et al., 2018) studied two hypotheses related to the meta description. The first hypothesis was that adding keywords in the meta description and content related headings would improve the on-page SEO of a web page. The second hypothesis was that improving on-page SEO would impact the ranking of a website. The authors stated that the meta description is the main element of a website which shows on SERPs. Meta descriptions which contain keywords allow Google to learn that the webpage is related to the keywords; accordingly, using keywords in the meta description will help a website rank higher in search results.. The conclusion of this research was that adding keywords into the meta description and content related headings on-page improved SEO. The individual web page ranking of the website improved by 7.27%, with a 17.27% improvement in ranking for the site as a whole. From this research, the current researcher's opinion is there might be other elements that help to improve web page and website ranking. For example, language used in meta descriptions might affect levels of interest for users. Keywords that were added in the meta description are beneficial. However, the scope and purpose of their research did not include analyzing language use.

Second, Gregurec and Grd (2012) analyzed nine SEO elements on six websites of Croatian faculties related to computer science and engineering. The elements were page load time, clean URL, redirecting, meta description, sitemap,

robots.txt file, 404 errors, title tag, and H1 tag. These elements are clearly explained in their research. The result was that good research engine ranking was related to good SEO. They concluded that all websites should be optimized. However, only four from six websites provided a meta description. The ranking of websites that provide meta description were the first, the third, the fourth and the fifth. The websites that did not contain meta description were ranked in 2nd place and last place. This means most of the website contain meta description, and the website that contains meta description will be ranked in the top. For the 2nd place website which did not contain a meta description, other factors might be responsible such as keywords that were not analyzed in this research.

Al-Badi et al. (2011) aimed to boost the ranking of the Sultan Qaboos University website by studying the factors and techniques of making a web page higher ranked in SERPs. They changed certain SEO elements, such as page title and meta description, which were adjusted to recommended length. Keywords and search terms were added in title, page body, heading tags, and meta descriptions. They also made the title meaningful and descriptive, and revised the meta description to represent page content. Researchers mentioned in the conclusion that website ranking does not depend on meta tags only. However, the researchers found that a website that is ranked highly should have four characteristics: usability, accessibility, SEO, and Social Networking Optimization. In the perspective of the researcher of the current study, it is true that meta tags are not the only tool to boost web page ranking. However, it cannot be denied that a web page should contain meta tags, as the researchers said that websites should contain SEO.

Rhetorical Figures Research

First, Mahardika (2014) analyzed advertisements in Vogue magazine and Women's Weekly magazine. They grouped advertising based on McQuarrie and Mick's rhetorical figures framework approach. After that, they used the framework of Perrine (1982) to analyze the content, which was classified into headline, illustration, body copy, signature line, and standing details. The result of this research is the researcher found

advertisements in Vogue magazine and Women's Weekly magazine utilized personification, hyperbole, metaphor, rhetorical question, ellipsis, parison, rhyme, antitheses, and anaphora. Mahardika discussed three purposes of using figurative language in advertisements. First, figurative language is used for adding imagery into the sentence and making the abstract concrete. Second, figurative language is a technique of adding emotional intensity to content. Last, figurative language can make text in advertisements shorter. This research would benefit from containing summaries of using each type of figurative language in percentages to improve clarity. Moreover, this might help advertisers to know how to use figurative language when their target group is women. Conversely, it is good that the researcher concluded the reasons that advertisers applied figurative language in their advertisement. As for the third reason, that content in an advertisement is briefer when using figurative language, it might be because all of the advertisements the researcher used included illustrations. Generally, illustration in advertising helps ignite a consumer's imagination and emotions.

Second, van Hooijdonk and van Charldorp (2019) studied Facebook fans' reaction to rhetorical brand posts. The researchers explained that Facebook brand pages fans are a community that the brand fosters for sharing content to their customers. Methods of interaction that fans use with the brand pages are liking, sharing, or commenting. All these interactions make the brand more persuasive. Rhetorical figures, indirect persuasion techniques, are applied in many forms of advertising including on Facebook brand pages. Therefore, the researchers aimed to analyze verbal and visual schemes and tropes in posts on these pages. They also discussed how fans interact with rhetorical figures. The methodology involved collecting pictures and text from 12 international brand Facebook pages. After that, they use the codebook based on Van Enscht and Hoeken (2015) to analyze verbal and visual schemes and tropes. This codebook includes a description of rhetorical figures as well as specific guidance on how to identify verbal, visual, and verbo-pictorial schemes and tropes. An interactional analysis of an online eating disorder community by Stommel and Koole's (2010) was the inspiration for the research. The analysis revealed 52.2% of visual tropes

and 30.4% of visual schemes. Additionally, 17.4% of posts contained both a trope and a scheme. In short, multiple multimodal rhetorical figures were often present in brand posts. As for fan interaction with the posts, the researchers found that they attempted to understand the meaning of post. Most fans discussed and helped each other to solve rhetorical riddles. The results of this research showed that social media marketers often used rhetorical figures in writing texts, and that using rhetorical figures in text and picture can help marketers build more engagement from fans. The engagement that resulted proved that rhetorical figures are a potent persuasive framework.

Third, Katrandjiev et al. (2016) studied using rhetorical figures in Bulgarian slogans. The researchers randomly collected advertising slogans from magazines, the internet and TV. Figures of speech and figures of thought were used in this research. The slogans were collected from product categories: food, beverages, cars, airlines, gas stations, bus lines, banks and insurance agencies, chain stores and shopping malls, technology and communications, clothes and cosmetics, tourism, and other product categories. The results of this research show that almost 80% of advertising slogans contained rhetorical figures. However, some figures of thought were not found: allusion, anticlimax, litotes, and synecdoche. In rhetorical figures of thought, metaphor, a rhetorical figure under rhetorical of thought, was found in most slogans. Metaphor was found in 52.08% of foodstuff slogans, 48.52% of drinks slogans, 45.45% of bank and insurance slogans, 42.30% of automobile slogans, 31.81% of technology and communications slogans, 26.41% of tourism slogans, 17.77% of clothing and cosmetics slogans, and 14.10% of other product categories slogans. 24.39% of chain store and shopping center slogans used exclamation. On the other hand, the results showed different rhetorical figures of speech were applied to different products. 8.33% of foodstuffs slogans used anaphora, appeal, and epithet. Appeal was found in tourism at 25.57%, technology and communications at 22.72%, clothing and cosmetics slogans at 20% and drinks slogans at 14.70% and automobile at 13.46%. Banks and insurances slogans use of epithet was at 18.18%, while other rhetorical figures of speech were not

found. From the results of the two rhetorical figures types, rhetorical figures of thought were found in advertising slogans more than rhetorical figures of speech.

Next, Most e-commerce advertisements are in English. Labrador, Ramón, Alaiz-Moretón, and Sanjurjo-González (2014) were interested to study advertisements which were written in English by non-native speakers. The group of non-natives of this study were Spanish native speakers. The researchers said that many Spanish native speakers work in careers that require writing English content for specific purposes. For example, writing advertisements in English requires knowledge of rhetorical structure and linguistic resources in English in order to persuade customers. For this reason, the researchers studied an English-Spanish comparable corpus of 100 advertisements for electronic devices. There were two objects of study. First, rhetorical moves by Swales' move-step model were used to analyze these advertisements. Second, researchers used specially a designed browser to extract lexical data, and analyze persuasion of content. From the results, the rhetorical structure in English and Spanish were similar. However, researchers found that the persuasive step did not appear in all texts despite the objective being to persuade the audience. The researchers explained non-native English speaking can be successful in writing English persuasive text by using rhetorical guidelines and an inventory of lexicon grammatical resource.

Next, Van Enschoot et al. (2008) studied audience attitudes toward advertising with tropes, advertising with schemes and advertising without rhetorical figures. They selected twelve advertisements from magazines appearing between 2001 and 2004. These twelve advertisements were grouped into 4 groups: no rhetorical figure, scheme, and trope. Each group had 3 advertisements. These advertisements were given to 24 students who were familiar with rhetorical figures. After students read the advertisements, they answered a questionnaire. The first part of the questionnaire is to enquire into participants' judgements on the complexity and their attitude to each advertisement. There are three items which they had to rate on three seven-point Likert scales. The second part was to ask participants about their attempt to interpret the text-image combination. The last part was to identify their attitude towards each product. The

results of this research showed advertisements with scheme and advertising without rhetorical figures were considered easier to understand than advertisements with trope. Participants had a more positive attitude to advertisements with scheme. Additionally, the researchers found participants were not successful at interpreting 32.9% of advertisements with tropes and 11.1% of advertisements with schemes, and 11.2% of non-rhetorical figures. Participants explained advertisements were more complex when they unsuccessfully interpreted the text-image combination. This is because advertisements with trope are more complicated than scheme. The purpose of trope is to require the audience to think about hidden meaning. Trope changes word meanings or makes recipients gather certain meanings, but scheme does not (Huhmann & Albinsson, 2012). This research shows that trope affects audience understanding, however, it cannot prove that a complication of trope affects persuasion.

Last, Calzada Pérez (2018) said “today’s advertising may be said to be global, or more precisely, “globally received”. They explored the impact that moderating factors may have in today’s “global village” for expanding Phillips and McQuarrie’s (2004) robust taxonomic arrangement. There were 3 research questions in their study. First, will audience understand the meaning of distributed ads base on the taxonomy of Phillips and McQuarrie (2004)? Next, researchers tend to study types of interpretation audience produce. Last, does the moderation factor offer a possible reason for misunderstanding? They gave 9 advertisement to 60 Spanish participants. There were 5 ads which were intended for native speakers. The results demonstrated that certain key segments of the analyzed test group did not totally understand the pictures within the study. Two researchers explained that they agree cognitive psychology into rhetorical studies needs to be developed. This research shows that text is important in persuading audiences, because picture alone cannot make the audience interpret the meaning of the advertisement.

In conclusion, there is a wealth of research on SEO, meta description, and rhetorical figures in advertising. Even though SEO is a widely-used strategy in a market with fierce competition, that does not mean you should not use the strategy. According

to Ledford (2009), doing the same thing in a different way is what you should do. In that vein, this field can benefit from research about using rhetorical figures in advertising in SEO, specifically the meta description.



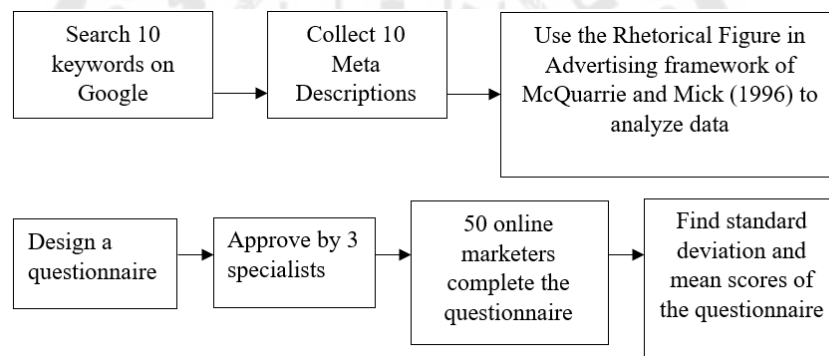
CHAPTER 3

METHODOLOGY

The research design, data collection, and data analysis of the research will be provided in this chapter.

Research Design

This research used mixed methods. To answer both research questions, the research design was separated into two parts. The first part was to answer the research question “What types of rhetorical figures in advertising are used in meta descriptions?” The second part was to answer the research question “Are language use and the use of rhetorical figures in advertising important for writing meta descriptions?”



Figures 6 Research Design

In the first part, the researcher used 10 keywords to search on Google to collect 10 meta descriptions. The rhetorical figures in advertising framework were used to analyze the 10 meta descriptions. In the second part, a questionnaire was designed and distributed electronically.

Instrument

The research instrument were the framework and a questionnaire. The framework which selected to use in this research was rhetorical figures in advertising by

McQuarrie and Mick (1996). For questionnaire, there were 5 steps in designing this questionnaire.

1. The researcher set the purpose of the questionnaire, which was to find the opinions of online marketers regarding the importance of using rhetorical figures in advertising for meta descriptions.
2. The researcher used a 5-point Likert-type scale to design the items. The rates of opinion are in table 1.

Table 1 The Rates of Opinion Response

Level of Response	Rate
Extremely Agree	5
Agree	4
Neutral	3
Disagree	2
Extremely Agree	1

3. The questionnaire was categorized to two parts to answer the research question, "Are language use and the use of rhetorical figures in advertising important for writing meta descriptions?". The first part of the questionnaire was the importance of language use in writing meta description. The second part of the questionnaire was the importance of rhetorical figures in writing meta descriptions. Moreover, the questionnaire included Thai and English.
4. Each question was based on the purpose of the questionnaire part. Moreover, some questions were created to support previous researchers. The first part of questionnaire included 4 questions. The second part of questionnaire included 5 questions.
5. This questionnaire was checked and approved by three specialists.
6. The questionnaire was created on Google Form.

Sampling

The purposive sampling technique was used. There were 2 samples in this research. The first sampling was for the 10 meta descriptions. The second sampling of this research was 50 online marketers.

The first sampling, the 10 meta descriptions, were collected by searching Top ten tourism keywords provided by Wordstream, www.wordstream.com, on Google. Wordstream belongs to the WordStream company, which provides a free keyword research tool for online marketing use. This company appears to be credible given 13 years' experience doing SEO since the company was established in 2007. Furthermore, the company is one of the partners of three big companies in the online marketing industry, Google Adwords, Facebook and Microsoft Advertising (WordStream). The researcher rechecked on Google Adwords, Facebook, Microsoft Advertising to make sure that WordStream is their partner. For data collection in the current research, keywords that users enter into Google related to the tourism industry were used. According to Wordstream, the top ten keywords as of 8 August 2020 were: hotels, flights, travelocity, airline tickets, vacation, trip, plane tickets, travel agency, airline, and cheap airline ticket (WordStream, nd). The criteria in selecting meta descriptions are listed below:

- (i) The meta descriptions were collected from the first Google SERP after having searched using one of the top ten travel keywords from www.wordstream.com. Each keyword was used to collect one meta description.
- (ii) Meta descriptions generated from on-page content were not included. Only the meta description which set by online marketers were in scope.
- (iii) Ad-purchased results were not included in the data.
- (iv) Only English meta descriptions were collected.

To select the second sampling, the criteria in selecting 50 online marketers are listed below:

- (i) 50 online marketers have experience writing English meta descriptions.
- (ii) 50 online marketers have experience in doing SEO at least 5 years.

Data Collection

There were two phases of data collection. First, the researcher selected ten meta descriptions from Google SERPs. Steps in selecting meta descriptions are listed below:

- (i) Keywords, hotels, flights, travelocity, airline tickets, vacation, trip, plane tickets, travel agency, airline, and cheap airline ticket, were searched on Google through incognito browsing mode to collect data on the same date (8 August 2020). Each keyword was used to collect one meta description.
- (ii) Ad-purchased results were ignored. This can be determined by the existence of the words “ad” or “sponsored”.
- (iii) The first web page after ad purchasing web page was chosen. In case of the same web page with the same meta descriptions showed again in the results for a different keyword, the web page was selected only once. For the next time, the web page was skipped.
- (iv) The HTML of selected webpages were inspected to determine whether the meta description was set by online marketers. (For web pages for which online marketers have written a meta description, the HTML included content of the form “meta name=“meta description content”>”). Web pages not included content in the HTML were out of scope. The next web page on Google SERP was selected instead.

Second, the questionnaire on Google Form was distributed electronically to 50 online marketers. The result of questionnaire was kept on Google Form. The Google Form were closed after all online marketers completed the questionnaire.

Data Analysis

- 1) The researcher used the rhetorical figures in advertising framework of McQuarrie and Mick (1996) to analyze ten meta descriptions. Each meta description was compared to each types of rhetorical figures one by one to find whether a meta description was applied with the rhetorical figures.
- 2) The researcher identified meta descriptions which used rhetorical figures.

- 3) The results of questionnaire were analyzed by SPSS to find the standard deviation and mean score of opinions of online marketers.



CHAPTER 4

RESULTS

The purpose of this study was to analyze rhetorical figures in advertising for the meta description. Moreover, this study also aimed to investigate the opinions of online marketers regarding the importance of rhetorical figures in advertising for writing meta descriptions.

In this chapter, the findings of this study were used to answer two research questions: (1) What types of rhetorical figures in advertising are used in meta descriptions? (2) Are language use and the use of rhetorical figures in advertising important for writing meta descriptions?

Research Question 1: What types of rhetorical figures in advertising are used in meta descriptions?

For the first research question, the researcher collected 10 meta descriptions. Use of rhetorical figures in advertising by McQuarrie and Mick (1996) was found in 4 of 10 meta descriptions. The rhetorical figures in advertising found in the 4 meta descriptions are presented as percentages in table 2.

Table 2 The finding of rhetorical figures in advertising by McQuarrie and Mick (1996) in 4 meta descriptions

No.	Rhetorical Figures	Number	Percentage
1	Alliteration	3	50%
2	Anaphora	1	16.67%
3.	Anadiplosis	1	16.67%
4.	Pun	1	16.67%
Total		6	100%

From table 2, 4 rhetorical figures were found in 4 meta descriptions: alliteration, anaphora, anadiplosis and pun. 50% of uses of these figures was alliteration, followed by anaphora and pun at 16.67% of each. **Alliteration, anaphora, and anadiplosis were**

under scheme. Pun was a rhetorical figure type under trope found in 4 meta descriptions. Other rhetorical figures were not found. The four rhetorical figures found in the 4 meta descriptions were explained based on the McQuarrie and Mick (1996) framework below.

1. **Alliteration**, use of a similar sound and letter to begin words in a phrase, was the most used rhetorical figure. Alliteration was found 3 times.

1.1) **Meta Description:** Top ten trending hotels in Bangkok. Discover our most popular hotels from the last 30 days. Most booked; Most wish-listed.

Explanation: There was repetition of the sound /t/ and letter “t” beginning the 3 words “top ten trending” in the phrase.

1.2) **Meta Description:** Wander Wisely with the Price Match Guarantee, Free Changes & Cancellations, 24/7 Personal Assistance only with Travelocity's Customer First Guarantee.

Explanation: This meta description showed use of alliteration by using the similar sound /w/ and letter “w” to begin words in the phrase “Wander Wisely with the Price Match Guarantee”.

1.3) **Meta Description:** Where and when you want of the meta description “find cheap flights and save money on airline ...

Explanation: The sound /w/ and letter “w” were repeated in the phrase “Where and when you want”

2. **Anaphora**, repetition of words at the beginning of phrases, was found once.

2.1) **Meta description:** Top 10 trending hotels in Bangkok. Discover our most popular hotels from the last 30 days. Most booked; Most wish-listed.

Explanation: This meta description showed using anaphora by repeating the word “most” at the beginning of phrases “Most booked; Most wish-listed”.

3. **Anadiplosis**, using the last word of one phrase or sentences to begin another, was found once.

3.1) **Meta Description:** Save money on airfare by searching for cheap flights on KAYAK. KAYAK compares flight deals on hundreds of airline tickets sites to find you the best prices.

Explanation: An online marketer used the word “KAYAK” which is the last word of the first sentence to begin the next sentence.

4. **Pun** is using words that have multiple meanings, or that play with words that sound similar but mean different things. Pun was found once.

4.1) **Meta Description:** Find cheap flights and save money on airline tickets to every destination in the world at Cheapflights.com.

Explanation: The online marketer intended to play with the words “cheap flight” which have 2 meaning. The first meaning is the low price of flight ticket. Another meaning is the name of website itself.

In summary, there were 4 rhetorical figures found in 4 of the 10 meta descriptions. Alliteration was found the most, followed by anaphora, anadiplosis and pun. Alliteration, anaphora and anadiplosis were rhetorical figures under scheme. Pun was a rhetorical figure under trope.

Research Question 2: Are language use and the use of rhetorical figures in advertising important for writing meta descriptions?

The results of the survey of online marketers' opinions regarding the importance of rhetorical figures in advertising for writing meta descriptions were analyzed using mean scores and standard deviations. The questionnaire was separated into two sections.

The first section comprising 4 items was used to inquire into participants' opinions about the importance of language use in meta descriptions. The result of the first section were showed in table 3.

Table 3 The importance of language use in meta description

Questionnaire Item	Mean	Std.
1. Consideration of using appropriate language in writing a meta description is important.	4.80	0.50
2. A good meta description can persuade audiences to click a web page.	4.82	0.44
3. Language use in advertising can be applied to a meta description.	4.38	0.73
4. Language use is one of the main factors of writing a meta description.	4.46	0.79
Total	4.62	0.41

From table 3, the results show a mean score of 4.62 with a standard deviation of 0.41. The mean score, 4.62, was rated at extremely agree. A standard deviation of 0.41 showed that most participants' opinions were in the same direction. Both mean score and standard deviation can be interpreted to mean that most participants agree that language use is important for writing meta descriptions.

The second section comprised 5 items. Questions were about the importance of rhetorical figures in advertising for writing meta descriptions.

Table 4 The importance of rhetorical figures in advertising for writing meta descriptions

Questionnaire Item	Mean	Std.
1. Language techniques in advertising can be applied in writing a meta description.	4.44	0.73
2. I understand well about "Rhetorical figures in Advertising."	3.36	1.06
3. Rhetorical figures in advertising should be considered as one technique of writing a meta description.	4.32	0.82
4. Rhetorical figures in advertising can make a meta description more interesting.	4.52	0.65
5. I mostly use the rhetorical figures in advertising in writing a meta description.	3.56	0.95
Total	4.04	0.56

From table 4, the results show a mean score of 4.04 with a standard deviation of 0.56. The mean score, 4.04, was rated at agree. A standard deviation of 0.56 showed that most participants' opinions were in the same direction. Both mean score and standard deviation can be interpreted to mean that most participants agree that rhetorical is important for writing meta descriptions.



CHAPTER 5

CONCLUSION AND DISCUSSION

This chapter comprises the conclusion, discussion, application, limitation of the study, and recommendation for further studies.

Conclusion

The overall aim of this research is to expand knowledge in the fields of marketing and persuasive language. Therefore, the researcher aimed to analyze rhetorical figures based on the rhetorical framework developed by McQuarrie and Mick (1996) in meta descriptions.

The first research object is to study the use of rhetorical figures in the meta description. 10 meta descriptions were analyzed by rhetorical figures in advertising. The result showed only 4 out of 10 of the meta descriptions contained rhetorical figures. Alliteration was found 3 times, accounting for 50% of use of rhetorical figures, while anaphora, anadiplosis, and pun were found 1 time, accounting for 16.67% of total uses each. Alliteration, anaphora, and anadiplosis were 3 rhetorical figure types under scheme. Pun was the only rhetorical figure type under trope that was found in this research.

The second research object is to survey the opinions of online marketers regarding the importance of language use and rhetorical figures in advertising for writing meta descriptions. The researcher gave the questionnaire to 50 online marketers. The questionnaire was made up of 2 parts. The first part was used to enquire into participants' opinions on the importance of language use in meta descriptions. The mean score of 4.62 showed that language use in meta description was considered important for online marketing. Additionally, the low standard deviation of 0.41 showed online marketers' opinion were in the same direction. The second part of the questionnaire was to enquire in detail about the importance of rhetorical figures in meta descriptions. The mean score of 4.04 and standard deviation of 0.56 showed rhetorical figures were considered to be important for writing meta descriptions.

In summary, there were 4 meta description that included rhetorical figures. Those rhetorical figures were alliteration, anaphora, anadiplosis, and pun. Additionally, the mean score and standard deviation of both parts of the questionnaire showed that participants agreed that language use and rhetorical figures are important for writing meta descriptions.

Discussion

In order to expand the knowledge in the field, the researcher studied using rhetorical figures in advertising in the meta description and also the opinions of online marketers toward the importance of language use and rhetorical figures in meta descriptions. There were two research questions.

Research Question 1: What types of rhetorical figures in advertising are used in meta descriptions?

The researcher focused on analysis of 10 meta descriptions for the first research question. The rhetorical figures in advertng framework by McQuarrie and Mick (1996) was used to analyze the 10 meta descriptions. The results show that 4 rhetorical figure types were used in 4 of the 10 meta descriptions. Alliteration accounted for 50% of use of rhetorical figures. The other three types, anaphora, anadiplosis and pun, each account for 16.67% of total use of rhetorical figures. 3 rhetorical figures, alliteration, anaphora, anadiplosis, were under scheme. Pun was the only one rhetorical figure under trope. 83.34% of the rhetorical figures fall under scheme, while 16.67% fall under trope. From these results, it was shown that rhetorical figures under scheme were used more than trop. Alliteration was used the most among other figures under scheme. There are 3 possible factors accounting for greater use of scheme. First, rhetorical figures under scheme are easier to understand than trope, as rhetorical figures under trope comprise more abstract content. Content which includes rhetorical figures under tropes include hidden meanings, meaning the audience has to use more effort to interpret the meaning of the content. On the other hand, rhetorical figures under scheme were unrelated to the meaning of the content. Audiences can understand the content without interpretation. Therefore, scheme was assumed to be easier to understand than trope.

Van Enschoot et al. (2008) showed the result of their study, that audience attitudes toward advertising with scheme was positive than trope. Audiences considered trope more complicated than scheme. Second, rhetorical figures under scheme were easier to use than rhetorical figures under trope. N. Patel (2020) and Kumar (2013) found that a meta description comprises only keywords and a summary of the information on page, but without any techniques of persuasion used to entice users to visit the site. It showed that online marketers do not have much knowledge in persuasive language. Therefore, the easier rhetorical figures will be chosen to use. Alliteration, playing with the same sound at the beginning of each word, was considered as the easiest rhetorical figures. Therefore, alliteration was found the most in the result. The last factor is related to the first issue. Craven (2001) explained the meta description is an abstract, or a short sentence, used to summarize the content on the web page. Therefore, it should not be too complicated to understand. Therefore, rhetorical figures under trope for which the audience will have to use effort to understand are not suitable to use in meta descriptions.

Research Question 2: Are language use and the use of rhetorical figures in advertising important for writing meta descriptions?"

For the second research question, the researcher studied 50 online marketers' opinions regarding the importance of language use and rhetorical figures in advertising for writing meta descriptions. The mean agreement with items on the first part, the importance of language use for writing meta descriptions, was 4.62 with a standard deviation of 0.41. The second part, the importance of rhetorical figures in advertising for writing meta descriptions, had a mean score of 4.04 and standard deviation of 0.56. The mean score of both parts showed that both language use and rhetorical figures in advertising are important in writing meta descriptions. Although standard deviation of the second part was slightly more than the first part, the low standard deviation of both parts shows that most participants' opinion was in the same direction. The question in the first part which got the highest mean score was "a good meta description should be able to persuade users to enter the web page". Additionally, the highest mean score of

questions in the second part went to the item “Rhetorical figures in advertising can make a meta description more interesting.” This was because most visitors read meta descriptions before entering the web page, so, it is important to make the meta description interesting to entice the audience. The audience mostly reads the meta description. (Gunjan et al., 2012). Isca (2019) and Sookkho (2015) explained a good meta description should contain interesting content to gain web page views from visitors. Therefore, rhetorical figures can be the answer for a good meta description, in accordance with Turner and West (2010); West and Turner (2013), who said that rhetorical devices were used as part of persuasive language by marketers. However, there are two interesting items in part 2 of the questionnaire. Most of the mean scores for each item of both sections were higher than 4.0, but two of the items in the second part were lower than 4.0. The first was “I understand well about rhetorical figures in advertising” and the other was “I mostly use the rhetorical figures in advertising in writing meta descriptions”. These two items had a mean score of 3.36 and 3.56. This means that most participants answered neutrally. It shows that most online marketers did not know rhetorical figures in advertising well, and they rarely used them for writing meta descriptions.

Additionally, the results for these two items supported the findings of the first objective of this research, to study the use of rhetorical figures in advertising in meta descriptions. From the results of the first research question, the researcher found using rhetorical figures in advertising only 4 times from 10 meta descriptions. A reason that rhetorical figures in advertising were not used often in these 10 meta descriptions is that only some online marketers know the framework well.

In conclusion, online marketers used rhetorical figures under scheme more than trope for writing meta descriptions. Language use and rhetorical figures were important for them in writing meta descriptions, because a good meta description can help them to gain more visitors to the web page. It was shown in the study of Gunjan et al. (2012) that the meta description impacted 66% of SEO impact percentage. However,

knowledge of rhetorical figures in advertising or persuasive techniques are not well known in the field.

Application

The results of this research could expand the knowledge of language use in meta descriptions. It gives online marketers one more language strategy to use in meta descriptions. Therefore, online marketers could use this study as a guideline for selecting rhetorical figure types to use in writing meta descriptions. Ultimately, applying knowledge from this research may help them gain more clicks to their web pages.

Limitation of the study

This study analyzed only 10 meta descriptions which were found on the first page of Google SERP. The researcher focused on web pages showing meta description content in the HTML “meta name=“meta description content”>” only. These 10 meta description were from searches related to travel with the keywords hotels, flights, travelocity, airline tickets, vacation, trip, plane tickets, travel agency, airline, and cheap airline ticket. For the questionnaire, the questionnaire was answered by online marketers who have experience in writing meta descriptions.

Recommendation for further study

In this research, the researcher analyzed existing meta description on Google and enquired into online marketers' opinions by using a questionnaire. The results of using rhetorical figures in advertising studied only 10 meta descriptions. Moreover, opinions regarding the importance of language use and rhetorical figures in advertising for writing meta descriptions was also specified in a group of 50 participants. It would be interesting to further investigate the effectiveness of rhetorical figures in advertising for writing meta descriptions, especially creating a meta description by using each type of rhetorical figure and seeing the resulting number of web page views.

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