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THE RHETORICAL MODEL OF ENGLISH SALES COPIES POSTED ON INSTAGRAM

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Abstract
In this internet era, the issue of market globalization has led and encouraged both individual and cooperative businesses to improve their creativity for selling products widely. However, studies that underpin this essential issue in linguistic concerns are still limited. Studies on the rhetorical structure of English sales copies, for example, have been rarely conducted, while investigating this fundamental issue is urgently conducted to improve product sales globally. In responding to this urgent need, I investigated the rhetorical model of English sales copies. Data in this study are 30 English sales copies posted on Instagram. These data were collected by three students taking a course in creative writing. For the analysis, I employed genre-based analysis using a top-down approach. The analysis discovered a rhetorical model that fitted the rhetorical structures of the present data set. The model contained three important functional moves, namely establishing a positive impression, establishing customers' interest, and facilitating the purchasing process. To realize these functional moves, copywriters employed some possible strategies. Compared to earlier literature, the present finding has differences from those found in literature, on the one hand, but similarities, on the other hand. For example, establishing customers' interest, and facilitating the purchasing process are obligatory, while establishing a positive impression is conventional in the present study.

Keywords: English sales copy, functional move, rhetorical model, strategy

Introduction
Studies on rhetorical structure of texts have been becoming a growing issue in linguistic studies for investigation because rhetorical structure plays an important role in constructing meanings within texts. In the academic context, for example, rhetorical studies have been carried out in research articles (RAs) (Adila, 2016; Afrizon & Arsyad, 2018; Alzarieni et al., 2019; Amnuai, 2019; Andika et al., 2018; Arsyad et al., 2021; Arsyad et al., 2020; Kurniawan & Sabila, 2021; Loan, 2018; Lu et al., 2020; Muangsamai, 2018; Rochma et al., 2020; Tovar Viera, 2020; Warsidi, 2021; Warsidi & Adnan, 2024; Ye, 2019; Zibalas & Šinkūnienė, 2019), doctoral thesis (Kwan, 2006), essays (Wu, 2017), and many more. In professional letters, rhetorical studies have also been carried out in

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business correspondences (Bhatia, 1993), formal letters (Sadeghi & Samuel, 2013), and application letters (Ho & Henry, 2021; Tatsanajamsuk, 2017; Warsidi, 2022). Besides, rhetorical studies have been conducted in newspapers (Wang, 2006) and sales copies (Kristina & Kasim, 2016; Lukman, 2022; McGee, 2021; Upton, 2002). All these studies imply that investigating rhetorical structures in various texts is essential and has become a growing concern for linguistic studies.

However, although rhetorical studies in various texts have been carried out broadly, analyzing the rhetorical model of sales copies is still among the least investigated. During my review, only a few studies investigated the issue of sales copies. Firstly, the rhetorical analysis of sales copies was conducted in 20 promotional advertisements and press releases regarding cosmetics and drinks (Kristina & Kasim, 2016). The results revealed that in intertextuality, the advertisements contained promotional texts and images, while in interdiscursivity, they contained claims of product excellence and contribution. These two findings indicate that providing informative texts, images, and claims aimed at promoting cosmetics and drinking products is important. The findings may contribute to providing comprehension regarding rhetorical texts for promotion.

Secondly, the study on rhetorical structures of sales copies in the forms of sales promotion letters (SPLs) and company profiles (CP) was conducted in two big Batik companies in Indonesia (Kristina et al., 2017). However, the numbers of corpora were not clearly presented. The results showed that the rhetorical model of SPLs in two Indonesian Batik companies contained five communicative functions, namely "introducing the offer, pre-closing, eliciting interests, soliciting interests, and ending politely" (p.430) and this model is different from those found in English model studied earlier (Bhatia, 1993). Then, the rhetorical model of two company profiles is different. For example, BS Company (one name of the companies) employed seven communicative moves, while BDH Company (another one of the companies) contains 14 communicative moves. These findings imply that genre of sales copies may have different rhetorical models from one company to another company.

The rhetorical elements in sales copies in 70 newspaper fundraising advertisements published in the Daily Telegraph newspaper were also examined (McGee, 2021). Of the 70 total corpus studies, 20 of them were written in one paragraph; 13 others were written in two paragraphs; 11 others were written in three paragraphs; and the others were written in more than three paragraphs. The results showed four structural elements, namely Flash, Kickers, introduction, and differentiated last line. Among these structural elements, most of these fundraising advertisements employed the communicative move 'differentiated last line', which appears in 56 of 70 corpus studies. It describes an imperative function, such as attracting readers to donate, visit their website or address, or help the homeless.

The recent rhetorical studies of sales copies were conducted on 30 Malaysian sales copies on Nita Cosmetics' Instagram pages (Lukman, 2022). The framework for data analysis included logos (that reflected the source quality), ethos (that logically presented the needs and wants of customers), and pathos (that emphasized and engaged customers). The results revealed that all these elements were employed in the sales copies of Nita's cosmetics. The purpose was to persuade, attract, and engage customers' attention to consistently and continuously utilizing cosmetic products. However, this study cannot generalize its findings in

the Malaysian context because the corpus of sales copies was only from one company, the same one copywriter.

The reviews show that rhetorical studies on various texts have been widely investigated and are important in linguistics studies. However, rhetorical studies on sales copies are still rarely found and undeveloped, and they suffer from accurate claims. For example, although earlier studies on sales copies have been conducted, their corpus studies are from limited sources, such as two companies and copywriters (Kristina et al., 2017; Kristina & Kasim, 2016), fundraising contents (McGee, 2021), and one copywriter (Lukman, 2022). To the best of my knowledge, none has analyzed a rhetorical model of sales copies (written by many different foreign copywriters) on social media, while providing a comprehension of this urgent topic may create students' awareness to promote their future products or careers. Thus, understanding this important gap has encouraged and urged me to realize the present study, by analyzing the rhetorical model of English sales copies posted on Instagram, with the following research question: What does the rhetorical model of English sales copies posted on Instagram look like?

Answering the question may provide a theoretical and practical contribution. Theoretically, the results of this study may expand the knowledge of literature regarding rhetorical studies on sales copies because the findings can be used to design a rhetorical model of sales copies posted on Instagram, which is absent in the literature. Practically, they may also provide understanding to English students about how to rhetorically write English sales copies, and thus, they can rhetorically influence their readers when writing sales copies. Besides, they may also be utilized to design teaching materials in English for specific purposes and professional purposes because the findings of the rhetorical model in the present study can be used as a model for writing sales copies. Also, the present findings may be used as practical guides for writing sales copies for selling products by following the rhetorical model found in the present study.

Method

The context of the present study

This study involved three English Foreign Language (EFL) students taking a program of creative writing subject. In this context, the three students were selected as research assistants, and they were then trained to identify communicative functions (moves) and communicative events (strategies) within texts by showing my earlier study (Warsidi, 2022). After all the students comprehended this study, each of them was then instructed to find one English sales copy posted on social media. In this regard, all of them tended to use Instagram to find English sales copies for selling products. Then, to further ensure that they had clearly comprehended the context of the present study, they were instructed to analyze their collected sales copies by identifying moves and strategies in the texts. The results revealed that most of them were able to find out both moves and strategies in their collected sales copies. Thus, the present study started from here.

Data collection

To collect the data, each of the three students presented in the earlier sub-section was instructed to find out 10 English sales copies from Instagram. All of

them could complete these tasks, with a total of 30 English sales copies written by foreign online traders. I checked the 30 sales copies to ensure that the purpose of the sales copies was to sell products or services. Since the English sales copies aimed to sell products or services, they were included as corpus studies. Then, the result revealed that the 30 English sales copies are the representative corpus of the present study. Thus, I utilized all these 30 sales copies selected by the three students as a corpus.

Data analysis techniques

Unlike earlier studies (Adnan, 2010, 2011; Hikmaharyanti et al., 2022; Kristina et al., 2017; Kristina & Kasim, 2016; Lukman, 2022; McGee, 2021; Upton, 2002; Warsidi, 2021), the present study did not employ any model for coding the data. However, it employed a top-down reading approach (Arsyad, 2000; Swales, 2004) by reading the English sales copies from the top texts to down texts to identify language signals (Swales, 1990) indicating communicative functions and strategies to promote and sell products or services in sales copies. In this analysis, since a text contained any information, it was noted to identify its functions whether to promote or sell products or services. By conducting these activities, thus, a rhetorical model of English sales copies on Instagram had been able to be captured and identified properly and appropriately.

Then, to indicate the grade of the importance of a communicative move or strategy, I employed earlier standards of classification whether it was obligatory, quasi-obligatory, conventional, or optional (Warsidi, 2022, 2023; Ye, 2019; Zhang & Wannaruk, 2016). In this regard, when a move was employed in all corpus studies, the move was obligatory, which means that it was mandatory in sales copies. Then, when it was employed in 80%-100% of the total corpus studies, it was quasi-obligatory, which indicates that it was not strictly mandatory. Furthermore, when it was used in 60%-79% of the total corpus, it was conventional, which indicates more sales copies employed the move or strategy. However, when it appeared in less than 60%, it was optional, which suggests it was not compulsory in sales copies (Warsidi, 2022).

Reliabilities of data analysis results

To ensure the reliability of data analysis results, I checked each of the students' analysis results. Once an unclear claim was found, I engaged with the students until an agreement was reached. Thus, all the analysis results were aligned between the students and me, as the researcher.

Findings and Discussion

Findings

After I employed the method presented in the earlier section, the analysis results showed that English sales copies contained three important communicative moves, namely establishing a positive impression, establishing customers' interest, and facilitating the purchasing process. The last two communicative moves were obligatory because all corpus studies employed these two functional moves. However, the first communicative move, establishing a positive impression, was conventional in the present study because it appeared in 19 of 30 total corpus

studies. Further description of the present findings is presented in a summary finding in Table 1.

Table 1. A summary of the analysis results of English sales copies

Moves and strategies on English sales copies on *Instagram*	Numbers (30)	Percentages
Move 1: Establishing a positive impression	19	63.33%
Strategy 1.1: Presenting a tagline	17	56.57%
Strategy 1.2: Greeting customers	2	6.67%
Move 2: Establishing customers' interest	30	100%
Strategy 2.1: Inviting customers to see the product	6	20%
Strategy 2.2: Presenting product benefits, details, or types	28	93.33%
Strategy 2.3: Presenting the product or its availabilities	13	43.33%
Strategy 2.4: Presenting proofs or testimonies	2	6.67%
Move 3: Facilitating the purchasing process	30	100%
Strategy 3.1: Presenting the price	2	6.67%
Strategy 3.2: Presenting where to order, buy, or pay for the product and discount	17	56.57%
Strategy 3.3: Attracting customers to buy the product	12	40%
Strategy 3.4: Closing the promotion	2	6.67%

As shown in Table 1, the rhetorical structure of English sales copies contains three functional moves. In this finding, while Move 2 and Move 3 appeared in all data, Move 1 only appeared in 63.33% of the total corpus. This finding implies that while Move 2 and Move 3 were obligatory, Move was conventional in English sales copies in the present study. The results of this study were then used to design a rhetorical model of English sales copies on Instagram. The rhetorical model is presented in Figure 1.

Moves and Strategies in the Rhetorical Model of English Sales Copies on *Instagram*	Level of importance
Move 1: Establishing a positive impression	Conventional
Strategy 1.1: Presenting a tagline	Optional
Strategy 1.2: Greeting customers	Optional
Move 2: Establishing customers' interest	Obligatory
Strategy 2.1: Inviting customers to see the product	Optional
Strategy 2.2: Presenting product benefits, details, or types	Quasi-obligatory
Strategy 2.3: Presenting the product or its availabilities	Optional
Strategy 2.4: Presenting proofs or testimonies	Optional
Move 3: Facilitating the purchasing process	Obligatory
Strategy 3.1: Presenting the price	Optional
Strategy 3.2: Presenting where to order, buy, or pay for the product and discount	Conventional
Strategy 3.3: Attracting customers to buy the product	Optional
Strategy 3.4: Closing the promotion	Optional

Figure 1. The rhetorical model of English sales copies on Instagram

As presented in Figure 1, Move 1 contains two strategies to establish a positive impression, but both presenting a tagline and greeting customers were optional in sales copies. Then, Move 2 has three strategies to establish customers' interest, but only Strategy 2.2 was quasi-obligatory, and it became the most

employed strategy in the study. Move 3 contains five strategies, but Strategy 3.2 was the only conventional in this move. This rhetorical model indicates that copywriters tend to establish their customers' interests and facilitate them in ways to buy or order their products or services. More details about how copywriters employed these communicative moves and strategies are presented further in the following sub-sections.

Move 1: Establishing a positive impression

This functional move aimed to establish an impression on customers. It appeared in 19 sales copies, and thus, it was conventional in this study. The ways copywriters established a positive impression employed the following two strategies.

Strategy 1.1: Presenting a tagline

This strategy was one of the strategies to establish a positive impression in sales copies. It was employed in 56, 57% of the total sales copies. Here are the examples:

Ex.01: Our classic that will never go out of style (data1)
Ex.02: Let's Travel in comfort with Ultra Stretch Active Jogger Pants! (data15)
Ex.03: BRR IT'S COLD IN HERE! Face Freezie has entered the chat. (data23)

The three examples aim to create a memorable impression to customers by stating 'never go out of style' (Ex.01), 'let's travel in comfort' (Ex.02), and 'BRR IT'S COLD IN HERE!' (Ex.03). By presenting these taglines, the copywriters expected that they might create their business brands being recognized.

Strategy 1.2: Greeting customers

This strategy was the other way to establish an impression to customers, but it was only optional in sales copies as only 2 of 30 sales copies employed this strategy. Here, copywriters greeted customers by stating as follows:

Ex.4: Hy Alexie! (data19)
Ex.5: Hy Scarlett lovers. (data20)

These examples show that copywriters greet their customers by saying hy. However, the word *hy* seems informal because the formal word should be *hi*, not *hy*. Thus, copywriters seem to greet their customers in non-formal contexts. The reason for this informal way is that copywriters wanted to get in touch and have an easy start to the discussion.

Move 2: Establishing customers' interest

Strategy 2.1: Inviting customers to see the product

This strategy appeared in 6 of 30 sales copies, which means as optional in the present data. By showing the products, copywriters expected to establish customers' interest. Here are some examples of this strategy:

Ex.06: CHECK OUT STORY HIGHLIGHT TO BUY THIS PRODUCT - Th3 Kingdom (data5)
Ex.07: A closer look at one of my favorite product launches from last year - the @merit Signature Lips (data6)
Ex.08: @fridacashflow (she/her) wears Happy in both the Soft Pinch Tinted Lip Oil and Liquid Blush. (data25)

Example 06 suggests customers check the product in stories. Then, the following two examples provided a link to see their stories. Thus, these three examples suggest to their customers to see further the products via their stories, which aimed to create and improved customers' interest regarding their products.

Strategy 2.2: Presenting product benefits, details, or types

This strategy was the best way to establish customers' interests because it had the highest appearances (28 of 30 sales copies) and thus, it was the only quasi-obligatory in the present data. The appearances of this strategy in the present data are presented in the following examples:

Ex.09: What do you gain by ordering our shelf?
Lifetime wood warranty
Durable product made entirely in Europe
Certainty of quality and aesthetics. (data1)

Ex.10: Take a break from the ordinary in Smokey Grey, the new color from Impala Skate. Featuring a dove grey boot, baby blue eyelets, blush pink laces, a stopper, and wheels. Designed for recreational skating in and outdoors. (data2)

Ex.11: Studio Name: - OPM Studio Luffy vs Kaido One Piece
Product Information:
► Size (cm):H63 x D48 x W66
►Expected release date: Q4.2023
►Luffy extra head + LED (data7)

In Ex.09, the copywriter describes the benefits of ordering the product. Then, while Ex.10 explains the product details, Ex.11 presents the types of products. This strategy was to gain more customers' interest in buying the products.

Strategy 2.3: Presenting the product or its availabilities

This strategy appeared in 13 of 30 sales copies, which indicates optional in the present study. The purpose was also to establish customers' interest in buying the product. Here are the examples:

Ex.12: The timeless shape of our shelf and the multitude of colors you can choose for it that will make our shelves match ANY INTERIOR (data1)
Ex.13: I guess I'll need to do a Caudalie special again soon. I have some products atm that I absolutely adore. (data9)

Ex.14: Newly Released! My German Christmas Market Puzzle now available at Indigo Bookstores online and in-store! (data10)

The examples show that copywriters present their available products. In this regard, copywriters might use several language strategies, including 'you can choose….that match any interior', 'I have some product', and 'new release'. All these signals indicate product availabilities.

Strategy 2.4: Presenting proofs or testimonies

This strategy only appeared in two data, which suggests it was optional in the present study. Here are the examples:

Ex.15: - @charlottetilbury Airbrush Flawless Powder: Why did I not pick up the big size? It's super convenient to have a little cute travel size though. @armanibeauty Neo Nude A-Blush in No51 Rose Candy: Why does no one ever talk about these blushes? They are outstanding. The most incredible natural-looking sheer finish. Amazing also, if you don't have any makeup skills at all. You just cannot do anything wrong with it. I also use this on my lips. It's so pretty. (received this one as PR via @lyko_europe)
@gisou Lip Oil. Everyone needs it (data9)

Ex.16: I have been lucky enough to travel to some of these markets and experience first-hand their magic and enjoy many mugs of their gluhwein (hot spiced wine) and gingerbread treats (data10)

In the examples, the copywriters provided testimonies either by providing links or personal experiences. The purpose was possibly to attract customers' interest in their products or services.

Move 3: Facilitating the purchasing process

This communication function was obligatory (100%) in sales copies in the present study. It aimed to facilitate the purchasing process. To do so, copywriters employed may employ several strategies as presented below:

Strategy 3.1: Presenting the price

This strategy was one of the ways to facilitate the purchasing process. However, it only appeared in 2 of 30 sales copies, and thus, it was optional in sales copies. Here are the two examples found in the present data set:

Ex.17: Pre-Order!!! 740€ including shipping & taxes (data7).
Ex.18: Prices and PV are subject to change (data8).

As shown in the two examples above, they are the only appearances in the present data, in which Ex.15 states the price directly, while the next one presents the indirect price amount.

Strategy 3.2: Presenting where to order, buy, or pay for the product and discount

This strategy was the highest employed way in sales copies in the present study. The purpose was to facilitate the purchasing process and to make customers easily order or buy the products. Here are the examples:

Ex.19: Check it out on our website - link in BIO (data1)
USA & Canada: Available now.
Europe & UK: Available for pre-order.
Australia, New Zealand & Asia-Pacific: Available now. Smokey Grey will be available at a store near you, and online. (data02)
Ex.20: Now available through the link in bio, choose the website and receive 10% off with discount code INSTA10 (data3)
Ex.21: Important: This product is available in the US, Canada, Europe, and the UK only. (data5)
Ex.22: available online at nyxcosmetics.com & @ultabeauty. (data24)

The examples above provide information on how to order, buy, or pay for the products. They aimed to facilitate the purchasing process, and thus, customers could easily reach their expected products.

Strategy 3.3: Attracting customers to buy the product

This strategy was to encourage customers to buy the products or services. The ways of copywriters employed this strategy are presented as follows:

Ex.23: Buy it today and show it off in the most stylish way possible!
• Wall mounts included
• Rubber pads included (data5)
Ex.24: If you're like me, you might end up just buying a bunch because you can't stop yourself (data6)
Ex.25: Get your hands on this amazing product before they run out! (data8)
Ex.26: Wanna make those eyes pop? Use pretty shades of green and gold to bring ‘em out with our#SNAPSHADOW in money (data11)
Ex.27: Shop it now only @sephora, Sephora @kohls, @spacenk, and rarebeauty.com. (data26)

In the above examples, more particularly in bolded texts, copywriters encouraged customers to buy their products. They used various linguistic signals, including ‘buy it today’, ‘get your hand before run out’, ‘bring...in money’, and ‘shop it now.’ All these signals indicate that copywriters encouraged customers to buy their products soon.

Strategy 3.4: Closing the promotion

This strategy appeared in the last stage of copywriting sales copies, which aimed to close the offer. However, its appearance was only located in three sales copies, which means optional in the present study. The ways copywriters employed this strategy are like the following examples:

Ex.28: Have a great Monday all! (data3)
Ex.29: Say goodbye to complicated routines and hello to effortless radiance! (data29)

The examples show the ways copywriters close their sales copies. In Ex.28, the copywriter just directly ended up copywriting by greeting all prospective customers. Then, Ex.29 provides a statement 'goodbye' to indicate closing copywriting. These two examples indicate that copywriters ended up their sales copies informally. The purpose of these informal ways may be that they wanted to be more engaging with their customers.

Discussion

After analyzing the rhetorical structures of 30 English sales copies on Instagram, the results discovered a rhetorical model that fits the present data sets (see Figure 1). The model had been able to capture communicative moves and strategies of sales copies in the present study. The first functional move, namely establishing a positive impression, was conventional in the present study. However, the last two functional moves, namely establishing customers' interests and facilitating the purchasing process, were obligatory. These findings imply that while the first functional move was important, the last two functional moves were more and very important in sales copies. The reason for these claims may be inferred from the purpose of copywriting. In this regard, the purpose of copywriting was to promote and sell products. Thus, establishing customers' interest and facilitating the purchasing process might become more important rather than just establishing a positive impression.

The present findings seem similar to those found in earlier studies. For example, in the present findings, establishing customers' interest was obligatory and this functional move was also pivotal in those found in promotional advertisements (Kristina & Kasim, 2016), and in Sales Promotion Letters (SPLs) in two Batik companies in Indonesia as they tended to arise product offers, pre-closed the sales, and engaged customers' interest (Kristina et al., 2017). On the other hand, the present findings are different from those in SPLs, which in the present findings, facilitating the purchasing process was obligatory and mostly employed by presenting the ways to order and attracting customers to buy the products, while SPLs tended to pre-close the sales and end the promotion politely (Kristina et al., 2017). Here, the most noticeable difference is that in the present finding, facilitating the purchasing proses was very pivotal, while it was not in SPLs. On the other hand, ending the promotion is essential in SPLs, but it was not in the present study. These differences are possibly affected by contextual reasons because the contexts of the present findings and those in SPLs are different. The present findings were English sales copies written by foreign online traders posted on Instagram that might offer to the public widely, while those in SPLs might tend to offer their sales individually and persuasively. These different contexts might affect their rhetorical strategies applied differently.

Furthermore, the present findings suggest that facilitating the purchasing process (Strategy 3.2) was conventional (essential), which was mostly conducted by attracting customers to buy the products and providing informational methods to orders. This finding is similar to those in fundraising advertisements (McGee, 2021) and Nita's cosmetic Instagram (Lukman, 2022) because facilitating and attracting customers to buy products or services were also pivotal. However, the context here is different, in that the present findings attracted customers to buy the products, while fundraising advertisements attracted customers to donate and help

the homeless (McGee, 2021), and to attract customers continuously utilizing the cosmetics (Lukman, 2022). In the present findings, copywriters provided informational methods to order products or services, while in McGee (2021), copywriters provided informational ways to donate and help homeless, and in Lukman (2022), they seemed to attract regular customers to buy more products.

On the other hand, the present findings also indicate that establishing a positive impression was conventional, but this functional move disappeared in earlier literature, either in Kristina and Kasim (2016), Kristina et al. (2017), McGee (2021) or Lukman (2022). This functional move was to build customers' impression and it was conventional in the present finding. To realize this move, copywriters in the present study employed two possible strategies: greeting customers and presenting a tagline. However, it was not employed in the literature above. The reason for this difference may be also because of different contexts. For example, the present study analyzed 30 English sales copies posted by 30 different copywriters on Instagram social media, while those in the literature investigated SPLs to individual and agency offers (Kristina et al., 2017), fundraising advertisements for donation (McGee, 2021), and sales copies posted by one copywriter on Instagram (Lukman, 2022). These different contexts may very possibly affect the difference between the present findings and those in the literature because the goals and target audiences of the copywriting are different. This present discussion seems to strengthen the common knowledge that genre is very possibly influenced by a discourse community, in which the sales copies in the present study may have different contexts, goals, and targeted audiences from those of earlier findings. This evidence may also ensure my earlier studies that one community may have a different pattern from the others (Warsidi, 2021, 2022, 2023; Warsidi et al., 2023).

In summary, the discovery of variation between the rhetorical structure of English sales copies in the present study and those found in other sales copies presented in the literature is evidence that genre in different contexts (such as goals and targeted audiences) of a text may have differences from the others. For example, in the present study, Move 1 (Establishing a positive impression) was conventional in the present data set, but this functional move disappeared in the literature. In addition, Move 3 (Facilitating the purchasing process) was obligatory in the present data, but it sounded different from those in SPLs. In contrast, Move 2 (Establishing customers' interest) was obligatory in sales copies both in the present study and in the literature. However, the strategies to reach this functional move are different between the present study and those in the literature. In this regard, the present study tended to convince their audiences by presenting the product benefits, details, and types, while those in the literature preferred to close the promotion in polite ways (Kristina et al., 2017).

Conclusion

After analyzing 30 English sales copies as a data set, reporting the analysis results, and comparing them with literature, I finally conclude that the rhetorical model of English sales copies in the present study contained three functional moves. These three moves represented all communicative events found in the data set. In this regard, Move 1 (Establishing a positive impression) was conventional, while Move 2 and Move 3 (Establishing customers' interest and Facilitating the

purchasing process) were obligatory in the present data. These three functional moves indicated that they are essential in English sales copies, more particularly in establishing customers' interests and facilitating the purchasing process. However, the strategies to communicate these moves were various (see Figure 1).

Unfortunately, this study is only limited to English sales copies posted on Instagram but neglects those published on other social media. As a result, it cannot be generalized that the rhetorical model found in the present study is appropriately employed in other social media. However, although the present study is limited, the findings may expand knowledge in the literature that genre of English sales copies posted on Instagram has its own rhetorical model. Besides, it may also be useful as a practical guide for those intending to be a copywriter to promote and sell products through social media, particularly Instagram. Then, as the present study is limited to only sales copies on Instagram, further investigations on different social media, such as Facebook, Emails, and YouTube, are very welcomed and recommended to provide more comprehension regarding the genre of sales copies because currently more product and service sales are promoted and sold on social media.

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