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THE RHETORICAL TRIANGLE REALIZATIONS ON TOURISM PROMOTION VLOG IN RECREATIONAL TOURISM

Afore Tahir Harefa[1], Septika Novianti Gulo[2,] Mega Rohani Zebua[3,] Rizka Handayani Hia[4]
[1234]*(Universitas Nias, Indonesia).*
aforetahirharefa@unias.ac.id[1]
septikanoviantigulo@gmail.com[2]
megarohanizebua@gmail.com[3]
rizkahandayanihia@gmail.com[4]

ABSTRAK: Penelitian ini bertujuan untuk menganalisis bagaimana unsur-unsur retorika kredibilitas, emosi, dan logika diwujudkan dalam vlog promosi pariwisata dan bagaimana integrasi unsur-unsur tersebut berkontribusi pada efektivitas persuasif dalam promosi pariwisata rekreasi. Penelitian ini menggunakan pendekatan kualitatif dengan desain studi kasus yang berfokus pada vlog promosi pariwisata tentang Pantai Kamadu. Partisipan terdiri dari 24 responden yang tidak memiliki pengetahuan sebelumnya tentang destinasi tersebut. Data dikumpulkan melalui pemilihan vlog pariwisata dari platform digital dan wawancara yang dipandu oleh kuesioner untuk menangkap persepsi responden. Data dianalisis menggunakan kerangka segitiga retorika dengan memeriksa unsur naratif dan visual untuk mengidentifikasi strategi persuasif. Hasil menunjukkan bahwa daya tarik emosional adalah unsur yang paling dominan dalam vlog promosi pariwisata dan memainkan peran penting dalam menarik perhatian audiens dan meningkatkan keterlibatan. Namun, informasi logis mendukung pengambilan keputusan rasional, sementara kredibilitas memperkuat kepercayaan audiens terhadap konten. Studi ini menyimpulkan bahwa vlog promosi pariwisata yang efektif membutuhkan integrasi yang seimbang antara daya tarik emosional, informasi logis, dan presentasi yang kredibel untuk meningkatkan dampak persuasif dan mendorong kunjungan wisatawan yang sebenarnya. Temuan ini menyiratkan bahwa para pembuat konten dan promotor pariwisata harus secara strategis menggabungkan elemen-elemen retorika ini untuk mencapai promosi pariwisata digital yang lebih efektif.

Kata kunci: *Retoris, vlog, rekreasi, pariwisata*

ABSTRACT: This study aims to analyze how the rhetorical elements of credibility, emotion, and logic are realized in tourism promotion vlogs and how their integration contributes to persuasive effectiveness in recreational tourism promotion. The research employed a qualitative approach with design focusing on tourism promotion vlogs about Kamadu Beach. The participants consisted of 24 respondents who had no prior familiarity with the destination. Data were collected through the selection of tourism vlogs from digital platforms and interviews guided by a questionnaire to capture respondents' perceptions. The data were analyzed using a rhetorical triangle framework by examining narrative and visual elements to identify persuasive strategies. The results show that emotional appeal is the most dominant element in tourism promotion vlogs and plays a significant role in attracting audience attention and increasing engagement. However, logical information supports rational decision-making, while credibility strengthens audience trust in the content. The study concludes that effective tourism promotion vlogs require a balanced integration of emotional appeal, logical information, and credible presentation to enhance persuasive impact and encourage actual tourist visits. The findings imply that content creators and tourism promoters should strategically combine these rhetorical elements to achieve more effective digital tourism promotion.

Keywords: *Rhetorical, vlog, recreational, tourism*

INTRODUCTION

Available for tourists to visit, as it also has one of the greatest diversities in natural beauty and biodiversity, often called the “lungs of the world.” Because of this, the country is able to offer many different types of tourism, such as marine tourism and eco-tourism in the mountains. This incredible natural potential is also available in a portion of western Indonesia, namely the Nias islands, north Sumatra, which offers not only potential tourism but also a one of a kind megalithic culture. One of the best emerging tourism destinations is kamadu beach located in west Nias regency. With its natural beauty and wave challenges, this beach is able to attract both international and domestic tourists. Currently in the digital age, kamadu beach is rapidly gaining popularity as there is a wealth of digital content available about the beach created by visitors. The spread of information about the beach is a great way to promote the beach as it is a direct and efficient way to attract interest from the public and encourage them to visit.

Digital advertising can use stories and vlogs as techniques to create positive emotional associations with the advertised product. In the travel industry, the broad category 'Promotion Vlog' has been specified as `Tourism Vlogs.`` A Tourism Vlog documents experiences in a particular destination. As noted by Zhang (2022) , this study explains the impact of tourism vlogs on the relationship of online users’ willingness to view and re-post them, indicating that the vlogs possess entertainment value, emotional engagement, and other values. The same view is held by Suharijadi (2023), who mentions that tourism vlogs are films (or vlogs) with narrative and descriptive photographic art of places and are an important channel of communication, especially in this rapidly advancing technological age. This clearly demonstrates that, in comparison to official promotional content, tourism vlogs possess the ability to provide more sincere and trustworthy recommendations, thereby closing the divide between digital content and real travel decisions.

The gap that this study intends to fill will be justified using one of Aristotle's rhetorical frameworks. I opt to use this approach because it seems to be the most effective for analyzing the constructs of appeal and persuasion in a communicative context. I will analyze three of the primary pillars (appeals) of Lutzke and Henggeler (2009) in the context of a vlogger's Ethos (credibility), that is, the authority and character of the vlogger; Logos (logic) the vlogger's facts, useful and practical information and rational justifications; and Pathos (empathy), the degree to which the video resonates emotionally and establishes connection with the viewers. This is also conveyed in research Kirby (1990) that Aristotle was able to analyze the phenomenon of persuasive communication from a calm perspective, along with all other human activities, and even with all other aspects of the phenomenal universe. he findings of this study might theoretically confirm that a crucial factor influencing the effectiveness of persuasion is the thorough and balanced incorporation of these three rhetorical components. Persuasiveness could be greatly increased by content that successfully combines credibility (Ethos), factual information (Logos), and emotional resonance (Pathos). In the end, it is anticipated that this will produce interesting content and promote the conversion of online curiosity into in-person visits to the case study site, Kamadu Beach.

Ethos is an appeal or persuasion based on the character or credibility of a speaker or writer. Ethos is how someone builds trust in an audience, convincing them that they possess the authority, knowledge, goodwill, and morality necessary to discuss a topic. This is supported by Papanikos(2021) Ethos is the embodiment of the speaker's ethics, character, trustworthiness, expertise, authority, reputation, and reliability. Ethos is crucial because audiences are more likely to listen to and accept arguments from someone they respect and believe to be authentic and competent. Therefore, it can generate persuasion through the speaker's character (Zalta 2022).Understanding how to build and project a strong ethos is key to persuasive and effective communication, whether in speech, writing,

or everyday interactions. It can be concluded that ethos is an essential foundation of persuasive communication, both oral and written. Its core lies in building the character and credibility of the speaker or writer.

Logical appeals, which build reasoned arguments—by their very name—suggest a multifaceted inquiry(Papanikos 2021). When a speaker or writer uses logos, they attempt to convince their audience through objective evidence such as statistics, data, scientific research, concrete examples, or structured, reasoned arguments. This is an attempt to appeal to the audience's rational mind, showing them that the claims presented are true and supported by irrefutable reasons. As stated Goldin (2020)Human logos aims to guide other members of society toward beneficial and noble actions.Meanwhile, in cognitive therapy, the use of evidence-based logical argumentation (logos) can help patients develop more rational and adaptive thought patterns (Nur, Mannesa, and Kuswanjono 2025). Building a strong logos is key to ensuring that your message is not only heard but also accepted as proven truth.

Pathos involves the strategic use of emotions to connect with the audience on a personal level (Moreno and Coban Cruz 2015). Pathos refers to emotional affect in communication, which plays a role in enhancing affective resonance between speaker and audience(Nur et al. 2025). The goal is not to convince logically (as with logos), but rather to influence the mood and emotional reactions of the audience, making them more receptive to an argument or action. The use of pathos is particularly effective because human decisions are often driven by emotion, and messages that touch the heart tend to be more memorable and moving.

A language strategy in digital promotion is a planned approach used to effectively communicate a brand message across various digital platforms. The primary goals of this strategy are multidimensional: building brand awareness, reaching the target audience, increasing consumer

interaction and engagement, and driving desired actions, such as purchasing a product or service. By utilizing the right language—whether in verbal, visual, or semiotic narratives—companies can achieve their marketing goals more efficiently and significantly increase the effectiveness of digital promotional campaigns(Afrizans and Majid 2023). Within digital tourism promotion, language strategies are essential in transforming promotional content into engaging narratives that attract and persuade potential tourists.Tourism promotion is not only about conveying information, but also creating emotional appeal and imaginative experiences that can persuade tourists to travel. Therefore, promotion must be able to highlight the uniqueness, natural beauty, local culture, hospitality of the community, and available tourism supporting infrastructure (Huda, N. 2025). One prominent medium for realizing these language strategies in tourism promotion is the vlog. Vlog is a kind of blogging using videos of themes that are set in recorded journalistic documentation using various devices such as cell phone cameras or digital cameras equipped with a microphone supported by a tripod (Ersan et al., 2022). Vlog was considered as an effective media in teaching speaking subject, because it could be used independently. Thus, it trained the students to learn invidually.

This study aims to examine the realization of Aristotle's rhetorical elements—Ethos (credibility), Pathos (emotion), and Logos (logic)—within the narrative and visual construction of tourism promotion vlogs focusing on recreational tourist destinations. Specifically, the research investigates how these three rhetorical components are manifested through verbal narratives and non-verbal visual elements to convey persuasive messages. In addition, this study seeks to explain how the integration and balance of Ethos, Pathos, and Logos within tourism promotion vlogs contribute to the overall persuasive effectiveness of the content in the context of recreational tourism promotion.

RESEARCH METHODS

This study adopts a qualitative design to systematically investigate the rhetorical triangle (ethos, pathos, and logos) in a tourism promotional vlog about Kamadu Beach, enabling an in-depth analysis of persuasive elements in digital content that quantitative methods cannot capture as effectively. This approach suits the research problem by allowing detailed exploration of how narrative, visual, and discourse elements construct credibility, emotional appeal, and logical reasoning to promote recreational destinations. Popular vlogs were purposively selected as primary data sources based on relevance, popularity, and rhetorical features, while 24 participants unfamiliar with the site provided objective, authentic perceptions through structured/semi-structured interview questionnaires. Data collection involved gathering these vlogs from digital platforms, followed by analysis using the rhetorical framework to interpret their collective persuasive impact.

RESULT AND DISCUSSION

Result

The main focus of this study is the influence of ethos, pathos, and logos in a vlog promoting the beauty of Kamadu Beach. Researchers have classified the three parts of the rhetorical triangle in each video based on the number of viewers and determined the extent of the rhetorical triangle's influence as a factor in attracting viewers to learn more about the place through the vlog. This can be seen in the table below.

Vlog with the most viewers	**Percentage**		
	Pathos	**Ethos**	**Logos**
Video 1	50	35%	15%
Video 2	20	30%	50%

Video 3	45%	35%	20%
Video 4	50%	35%	15%
Video 5	60%	25%	15%
Video 6	30%	50%	20%
Video 7	65%	20%	15%
Video 8	25%	40%	35%
Video 9	40%	35%	25%
Video 10	55%	30%	15%
Video 11	55%	30%	15%
Video 12	65%	25%	15%

Table 1. Persuasive sentences results in each video

Based on the data presented, the dominant use of pathos persuasion techniques in videos with the highest number of views provides a clear picture of audience psychology on digital platforms. This phenomenon indicates that audiences tend to be more easily moved and attracted to content that touches their emotional side compared to simply explaining logic (Logos) or the credibility of the message sender (Ethos). This data confirms that in the competition for engagement on social media, emotional appeal is the most valuable asset. The success of a video in terms of number of views depends heavily on the extent to which the creator can package their message in the right emotional frequency, so that the message is not only heard but also felt by their audience.

Validation of the dominance of the Pathos element is further strengthened by empirical data obtained through the distribution of questionnaires via Google Form to 24 respondents, which were then processed in depth using the qualitative analysis application NVivo to ensure the accuracy and objectivity of the findings. Through the process of coding and systematic categorization in NVivo,

researchers were able to extract patterns of respondents' sentiments that consistently showed that emotional appeal was the main determining factor that encouraged them to interact with a content to completion. The use of this software allowed researchers to triangulate data between the persuasive text in the video and the psychological perception of the audience, resulting in a comprehensive conclusion that emotion-based narratives not only win attention instantly, but also create stronger retention than logistical approaches or formal credibility alone.

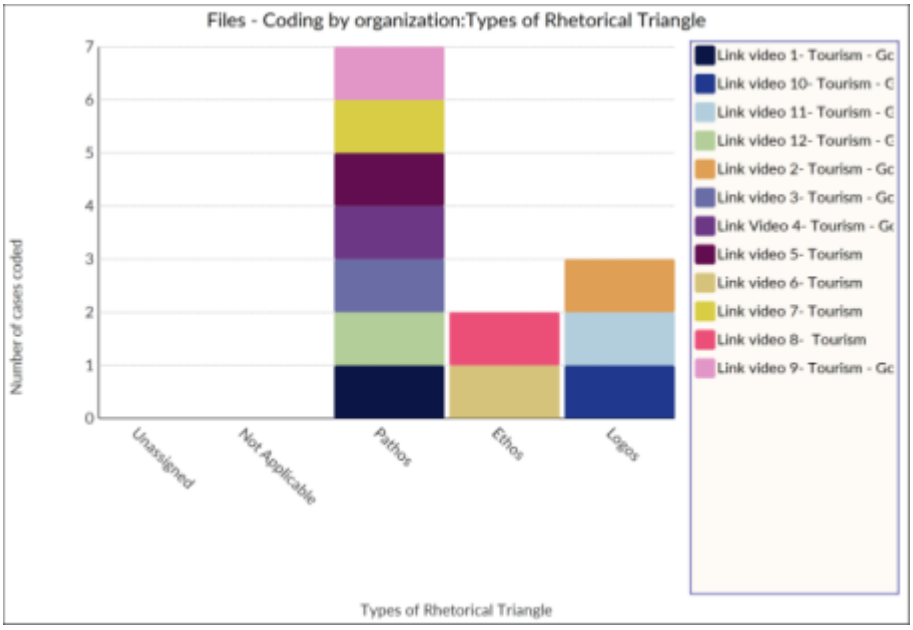


Image 1. The result of the processed data

Based on the results of the NVivo data visualization displayed in the Coding by Organization graph, a very contrasting dominance is seen in the use of the Pathos rhetorical element compared to other elements. The data shows that the Pathos persuasion type has the highest intensity of occurrence with an accumulation of 7 cases (coded cases) spread evenly across almost all video samples (such as Video Links 1, 3, 4, 5, 6, 7, 9, and 12), confirming that the emotional approach is the main strategy in attracting audience attention. Meanwhile, the Logos element ranks second with 3 cases found in videos 2, 10, and 11, while Ethos shows the lowest frequency with only 2 cases in videos 6 and 8. This finding

empirically proves that the analyzed tourism video content provides far more stimulation of feelings and emotional connections than simply the presentation of logistical facts or resources to achieve maximum viewing performance.

DISCUSSION

The results indicate that while Pathos plays a dominant role in attracting audience attention and generating high view counts, the persuasive effectiveness of tourism promotion vlogs cannot rely solely on emotional appeal. Pathos functions as an initial trigger that captures viewers' interest by evoking feelings such as excitement, curiosity, and a sense of imagined experience. Emotional narratives and visually engaging scenes allow audiences to form an affective connection with the destination, which is crucial in the highly competitive digital environment. However, without the support of Logos and Ethos, emotional appeal alone may result in short-term engagement rather than sustained trust and actual travel decisions.

Logos contributes to persuasion by providing logical and practical information, such as accessibility, available facilities, activities, and cost considerations, which help viewers rationalize their emotional desire to visit the destination. The presence of logical explanations strengthens the decision-making process by transforming emotional attraction into informed intention. In this sense, Logos acts as a bridge between feeling and action, enabling audiences to evaluate whether the destination aligns with their needs and expectations. Ethos, although less frequently observed in the analyzed vlogs, plays a critical role in establishing credibility and trust. The perceived authenticity of the content creator, including their expertise, personal experience, and honest presentation, enhances audience confidence in the promotional message. Trust in the messenger increases the likelihood that viewers will accept both the emotional narrative and the logical information as reliable. Without Ethos,

viewers may question the authenticity of the promotion, reducing its persuasive impact.

Therefore, the balance among Pathos, Logos, and Ethos is essential for creating effective tourism promotion vlogs. Pathos attracts and emotionally engages the audience, Logos supports rational evaluation, and Ethos builds trust in both the message and the messenger. When these three rhetorical elements are strategically integrated, tourism vlogs are more likely to not only achieve high engagement metrics, such as views and shares, but also influence viewers' intentions and motivate actual visits to the promoted destinations. This balanced rhetorical approach enables tourism promotion videos to move beyond entertainment and function as persuasive tools that effectively support tourism development goals.

CONCLUSION

This study concludes that the effectiveness of tourism promotion vlogs in recreational tourism is strongly influenced by the realization and balance of Aristotle's rhetorical elements, namely Ethos, Pathos, and Logos. The findings reveal that Pathos is the most dominant element used in tourism promotion vlogs, indicating that emotional appeal plays a crucial role in attracting audience attention and increasing engagement on digital platforms. Emotional narratives and visual representations enable viewers to form imaginative and affective connections with tourism destinations, making the content more appealing and memorable.

The study also demonstrates that emotional appeal alone is insufficient to achieve sustainable persuasive impact. The integration of Logos provides rational support through factual and practical information that helps audiences transform emotional interest into informed travel intentions. Meanwhile, Ethos contributes to the credibility and trustworthiness of the promotional message by strengthening audience confidence in both the content and the content creator. Therefore, a balanced

integration of Ethos, Pathos, and Logos is essential to enhance not only viewer engagement but also the likelihood of actual tourist visits. This research highlights that tourism promotion vlogs that strategically combine emotional attraction, logical information, and credible presentation are more effective in achieving promotional objectives and influencing tourists' decision-making processes in the context of recreational tourism.

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