

Persuasive Rhetoric in Osoushiki Service Advertisements of Sougisha Tenrei Kaikan Company in Japan

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Abstract

Introduction: This study examines Aristotle's persuasive rhetoric in *osoushiki* advertisements, or funeral ceremonies in Japanese culture, made by *sougisha* (companies that serve funeral ceremonies). The increase in funeral service providers has prompted companies to create advertisements to attract prospective customers. Advertising, then, becomes a medium to convey messages in the form of verbal and iconic messages.

Objectives: The purpose of this research is to discover how *sougisha* persuades prospective customers of funeral services through *osoushiki* advertisements published in electronic mass media. To be more detailed, the objectives of this study are: 1) revealing the company's honesty in selling service products to influence potential customers; and 2) understanding the myths built by *sougisha* in *osoushiki* advertisements

Methods: At varius vel pharetra vel turpis nunc eget lorem. Feugiat scelerisque varius morbi enim nunc. Cras semper auctor neque vitae tempus quam pellentesque nec. Faucibus purus in massa tempor nec feugiat nisl. Congue nisi vitae suscipit tellus mauris a. Est sit amet facilisis magna etiam tempor. Dictum varius duis at consectetur. Purus semper eget duis at tellus at urna. Ipsum consequat nisl vel pretium. Viverra maecenas accumsan lacus vel facilisis volutpat est. Bibendum arcu vitae elementum curabitur vitae nunc sed. Nisl tincidunt eget nullam non nisi est. Ac turpis egestas integer eget aliquet nibh praesent. Auctor augue mauris augue neque gravida in fermentum et sollicitudin. Turpis egestas integer eget aliquet nibh praesent tristique magna. Libero justo laoreet sit amet cursus sit amet dictum.

Results: The research data were in the form of words, expressions, phrases, symbols, and metaphors. The data source was obtained from *online osoushiki* advertisements made by the *Tenrei Kaikan* company. The theory used was Aristotle's rhetoric to see how elements of *ethos*, *logos*, and *pathos* were represented in *soushiki advertisements* by the company *Tenrei Kaikan* in an effort to attract potential users of its services. The research method used is a qualitative research method.

Conclusions: The research results show: 1) The *Tenrei Kaikan* Company honestly persuades customers who are mixed in *ethos*, *logos*, and *pathos*; and 2) The company provides information on the products and services offered in an honest and transparent manner, with visual signs that reinforce the company's competence in the services offered.

Keywords: Aristotle's rhetoric, *ethos*, *logos*, *pathos*, *osoushiki* advertisement

1. Introduction

Media to convey messages in advertising communications not only use language but also utilize images, colors, and sounds (Sobur, 2017; Hasyim et al., 2020). Advertising aims to provide information about a product or service that influences, suggests, and attracts audiences to use the advertised product or service. Likewise, the conception of advertising language employed brief, concise, and unambiguous terms or words. According Austin (1989), language is used to refer to a specific action depending on the context.

The problem of language in advertising is relevant to Aristotle's theory of rhetoric (Hasyim et al., 2019). Aristotle's rhetorical concept contains three elements, namely *ethos*, *logos*, and *pathos*. He went on to say that the choice of diction or words in language will make a suggestion. Thus, referring to Aristotle's thought, good and proper advertising utilizes interesting, cordial, and logical language. Similar to Aristotle, Keraf (2010) stated that rhetoric is a technique of using language as an art, both spoken and written, that is based on well-organized knowledge.

Advertising with a persuasive approach is frequently referred to as "persuasion," which has the influence to hypnotize people into taking action. It can make the audience cry, feel moved, or laugh when supported by a touch of the emotional aspect, and it does not rule out the possibility of raising sympathy for the advertised products (Hakim, 2006:57). The use of language in advertising does not only emphasize the logical aspect but also includes the emotional aspect as a feature of language in the persuasive model.

Griffin, 1990) stated that rhetoric, according to Aristotle, is "an ability, in each particular case, to see the available means of persuasion." It focuses attention on the intentional act of using words to have an effect. While Burke stated that rhetoric offers a logical set of ethical principles for organizational communication, an assertive characteristic of human nature is the ability to persuade and be persuaded. Thus, companies in advertising should not forget ethics when adapting their customers' ability to choose correct diction.

As a science, rhetoric also displays the truth by arranging speech effectively and ethically, not bombastically and without content (Martha, 2010). Furthermore, Aristotle emphasized that rhetoric should not be included in other types of science or considered part of other sciences; it is precisely other sciences that make use of rhetoric, especially when other sciences describe their findings. This explanation can be understood to mean that the study of Aristotle's rhetorical concept of language in advertisements will consider effective and ethical aspects and not issues of boomastic cultivation.

In Japanese society, funeral processions are typically handled by third parties, notably companies that specifically serve funeral services. These types of services range from hospital management to cremation and interment. The funeral procession, or *osoushiki*, is a series of ceremonies consisting of *otsuya*, *kokubetsushiki*, and *kasoo* (Sulastri, 2021). Thus, companies that provide funeral services compete to capture potential customers through advertisements. In contrast to the custom of handling funeral ceremonies in general, it is usually carried out in mutual cooperation by the respective communities. For example, the funeral ceremony for the Toraja people is carried out in two stages, but this only applies to the nobility. Specifically, the first stage of the ceremony, which is marked by the slaughter of several buffaloes, After that, the corpse was placed in a wooden coffin for a period of time. In the second stage, the wooden casket containing the corpse is put into the cave. A similar ceremony is performed prior to it by slaughtering several buffaloes (Duli; 20:5). The whole series of funeral ceremonies is carried out in mutual cooperation.

In Japan, from 2000 to 2013, the number of companies in the funeral industry increased sharply because funeral arrangements were handed over to a service company called *Sougisha* (<https://www.irs.jp/article/?p=170>). This research used model samples of *osoushiki* by the Tenrei Kaikan company, which is interesting to study using Aristotle's rhetorical theory (Krisnan, 2020). Based on the theoretical concepts of rhetoric in terms of *ethos*, *logos*, and *pathos*, a unified pattern of persuasiveness is found in the ad so as to provide knowledge about the influence that the ad raises. The primary data source for this study was taken from print media advertisements in the form of pamphlets published on June 13, 2022, and website links from the same company. Both ad models display the same information. The secondary data for this study was in the form of books that discuss *osoushiki*, articles, and journals.

Based on the aforementioned background description, this study tries to examine the rhetoric in *osoushiki* advertisements displayed through the company pamphlet of *Soughisa* Tenrei Kaikan. The theory used in this study is Aristotle's rhetoric with the assumption of the theories of *ethos*, *logos*, and *phalos*. Aristotle explained that persuasive language as a form of rhetoric would present certain suggestions because it does not only display the aspects of information alone but also presents psychological persuasion.

Kasali (1992) says that the parts of an ad are the headlines, titles, or heads of writing, the subheadlines, or subtitles, and the explanations, or bodies. The words, phrases, and sentences in these parts are studied from Aristotle's rhetorical language.

2. Methods

This research study investigates the persuasiveness of advertisements for *osoushiki* offering services in the printed media pamphlet made by the *sougisha* from *Tenrei Kaikan* company regarding funeral services in Japanese

culture, which was published on June 13, 2020. Aristotle's persuasion-based rhetoric explains how companies offer the types of services and facilities they provide to the public. The research problem of this study is how companies offer the types of services and facilities they have to the public through Aristotle's rhetoric of persuasion.

This research study employed a qualitative research method (Riski et al., 2020; Teng, et al., 2021; Bin-Tahir et. Al, 2021). The qualitative research method aims to understand phenomena holistically by means of descriptions in the form of words and language (Duli et al., 2019; Carlhoff et al., 2021; Abbas et al., 2022). Faruk (2012) stated that the research method is related to the way data is interpreted based on hypotheses on the basis of variables and theoretical perspectives used to find relationships between data that are not raised directly by the data. The data used in this study was in the form of words, phrases, and sentences to persuade potential users of funeral services. The data source was taken from *osoushiki* advertisements obtained from the electronic media of a *sougisha* company named Tenrei Kaikan. Thus, based on these explanations, data in the form of advertising words, phrases, and sentences with the use of language persuasively supported by the images displayed would be given meaning, especially with the conceptualization of Aristotle's rhetoric theory.

Based on the description of the conceptualization of research in the context of descriptive qualitative research, the steps of this research were: 1) collecting the data regarding *Osoushiki* advertisements displayed via the Tenrei Kaikan company web link; 2) classifying the data regarding the advertisements that was carried out as a form of determining the research sample; and 3) studying the advertising data that has been collected using Aristotle's rhetoric theory, which focuses on *ethos*, *loghos*, and *pathos*, so that it could provide an adequate explanation of the data.

3. Results and Discussion

In this section, the results of a research study on *Osoushiki* advertisements published by the *Tenrei Kaikan* company via the company's website link will be presented. Then, the researcher described the research analysis regarding the advertising rhetoric with Aristotle's theory, especially in the aspects of *ethos*, *logos*, and *pathos*

The rhetoric in the *osoushiki* advertisement displayed by the Sougisha of *Tenrei Kaikan* company emphasized the conception of *ethos*, namely regarding the competence of the company, which is supported by visual signs of its facilities. This aims to persuade potential customers to use their services. The visual image showed that *Tenrei Kaikan's sougisha company* places more emphasis on hospitality.

Picture 1 depicts the facilities provided by the well-known Japanese company, *Tenrei Kaikan* sougoisha company. Picture 1's left image is a visualization of hospitality, consisting of the corpse and the memorial corner. Meanwhile, the right picture in Picture 1 showed the ambience of the room where the family was staying, which is designed to be as cozy as possible to present the feeling of a comfortable home. In the *osoushiki ceremony*, attractive room facilities are considered important since, before funerals and farewells with distant relatives and friends, there is an event called *otsuya*. *Otsuya is spending his final night with the body at the funeral home*. Thus, the company will provide the room facilities needed by their service users with satisfying service.

Picture 1. Facilities and services featured in the advertisement for Sougoisha Tenrei Kaikan



<https://www.tenreikaikan.com/>

The advertisement in Picture 1 shows that the company is demonstrating good service quality in order to attract potential customers. This is also supported by the highlighted text line in the ad image regarding hospitality, as in the text: 「おもてなし演出」 // "omotenashi enshutsu" // "service/hospitality"//. Hospitality or service is the main point in the language aspect of persuasiveness as a form of rhetoric, which is supported by pictures as support. This is reinforced by the form of advertisements in a language that shows the place as if it were their own home, as in the writing: 「温もりある空間 自宅のような安心感」 // "Nukumoriaru kuukan jitakunoyouna anshinkan" // "a warm space, so you feel like home"//.

In the next section, the Tenrei Kaikan company asserts that they are persuasively the leader in service for *Oshousiki* in Japan. They want to be persuasive in the form of rhetorical language, which is accompanied by images and telephone contacts. This shows that with the representation of the images displayed as well as the use of attractive, persuasive language, it is hoped that potential customers will quickly be able to contact them.

Picture 2. A happy family remembering a funeral ceremony.



Tenrei Kaikan sougisha pamphlet, June 13, 2020

Persuasive rhetorical representation in the advertisement on Picture 2 is supported by the use of interesting sentences. This is reflected in the top sentence in yellow as follows.

ここに、「生きる、お葬式」をプロデュースする
私たちは、典礼会館です。

*"Kokoro ni, ikiru, o sōshiki' o purodhuusu suru,
Watashitachi wa, tenrei kaikandesu"*

"We Tenrei Kaikan present
'living funeral' in your heart".

Picture 2 is an ad for the Tenrei company. It shows a mother and her two children looking through a photo album of memories after a family member has died. As seen in the advertisement, the family looks happy, which symbolically shows satisfaction with the hospitality offered by the Tenrei Kaikan company. Especially with the explanation that Tenrei Kaikan carries out a funeral procession that lives on in your heart, this refers to the quality of service provided by Tenrei Kaikan as a well-known *Osoushiki company* in Japan, will leave a beautiful impression and memory for the families who use their company's services.

Pathos' representation through the text is that in this case the company demonstrates its credibility as a provider of actual services that future customers of funeral services should consider. Customer satisfaction is the primary

target, combined with the use of persuasive language, in order to make the families who utilize these services joyful, like in the image above.

The rhetoric takes the form of a metaphor: "*kokoro ni ikiru, osoushiki wo purodhuusu suru*," which means 'a funeral that will *live on in the heart*.' The phrase "lives in the heart" is figurative language. The word "life" is 'an animate object' that can grow and develop. Thus, the use of the phrase "*kokoro ni ikiru*" in the advertisement aims to persuade service users that the company *Sougisha Tenrei Kaikan* will provide a funeral service that will continue to be remembered by the family and invited guests as if the ceremony will always live together in their memories.

Tenrei Kaikan Company, a provider of funeral services, considers the funeral ceremony to be a living ritual. with the intention that the ritual is designed in such a way that the person who has passed away can still live (remembered) in the heart or become a memory of the mourners who come. Not only as a momentary ritual, the event is expected to be used as something that leaves a deep impression.

Referring to Aristotle's perspective on rhetoric, the advertisement section shows the concept of *pathos*. The jargon 生きる、お葬式 / / "*ikiru, osoushiki*" // meaning // "living funeral ceremony" //, shows an emphasis on the emotional aspect. Krishnan, et al (2020) stated that *pathos* is persuading by appealing to the emotions of readers, referred to as "emotional responses," that can be affected by the choice of language.

The next part of the ad provides a persuasive concern about costs. The advertisement emphasizes various package models that can be taken by prospective service users, including a guaranteed price that is commensurate with the costs incurred by the family. This is reflected in the following positioning.

もしもの時の（費用総額）（場所）（葬儀の流れ）不安を
かいしょう
解消！

*"moshimono toki no (hiyousougaku) (basho) (sougi no nagare)
fuan wo kaishou!"*

"Eliminate anxiety out of all the cost, location, and flow of funerals when the time comes!"

Through the quote above, reflected persuasively, *Tenrei Kaikan* wants to show professionalism at work. It was shown that the company was very professional because other things that were not directly related to the funeral ceremony, including the details of the funeral procession, had been arranged in detail by the company. With regard to "eliminate anxiety about all costs," it can be interpreted that the rhetorical expression to be conveyed is how much money paid by the family will be fully paid for with maximum service by *Tenrei Kaikan*. On the other hand, it can be understood that *Tenrei Kaikan* is open to various possibilities, such as price negotiations and event packages that are relevant to the needs and capabilities of the customer. This is also reflected in the following quote.

事前相談承り中！お電話でもご対応いたします。
典礼会館では 葬儀のご準備、相続の手続き、遺品の整理
などのご相談を承ります。0120-310-787

*"Jizen sodan uketamawari-chū! O denwa demo go taiō itashimasu.
Tenrei Kaikan dewa sōgi no go junbi, sōzoku no tetsudzuki, ihin no
seiri nado no go sodan o uketamawarimasu. 0120-310-787"*

"At 'Tenrei Kaikan', you can consult with us regarding funeral arrangements, inheritance processes, the disposition of the deceased's belongings and others. You can contact us at 0120-310-787."

As previously explained, through the quotation above, it is clear that the *Tenrei Kaikan* service company provides the best possible hospitality for user needs. In fact, the company offers services for the distribution of inheritances and wills left by deceased family members. Obviously, this is based on the Japanese system that simultaneously handles multiple inquiries addressing these topics.

Tenrei Kaikan is aware of the hustle and complication of the funeral procession and its aftermath, as seen by the persuasive language in the ad text line above. The ad reveals that the organization not only specializes in funeral processions, but also provides services for personal concerns in the deceased's family, notably the division of inheritance. This demonstrates that, from a persuasive standpoint, the commercials exhibited by Tenrei Kaikan aim to deliver the greatest service possible in order to ensure the satisfaction of potential customers.

In the next section, advertisements displayed by Tenrei Kaikan emphasized aspects of service quality. This is shown by the display of pictures of the rooms used for the *oshoushiki* event, which is not merely a mourning event, but also a farewell party for the deceased. It did not even rule out the presence of relatives from afar, including family friends. The description of the luxury of the room offered for the event is reflected in the appearance of the following Tenrei Kaikan advertisement.

Figure 3: Tenrei Kaikan Company advertisements depicting room amenities.



Sougisha pamphlet, June 13, 2020

ここが見どころ Here are some advantages!

1. たとえば、「アットホームリビング」 ご自宅のようなくつろぎを実感できます。
"tatoeba, 'atto hoomu ribingu' go jitaku no youna kutsurogi wo if dekimasu"
'for example; "Living at Home": You can feel the atmosphere as if you were home.
2. たとえば、「ベッドルーム」 & 「キッズルーム」 ご遺族に寄り添う思い やり空間。
"Tatoeba, 'beddo ruumu' & 'kizzu ruumu' goizoku ni yorisou omoiyari kuukan"
'For example, "Bedroom" & "Kids Room": A loving space for grieving families to gather.'
3. たとえば、「メモリアムコーナー」 & 「ホール」 施設を見てオリジナル演出の相談。
"Tatoeba, 'Memoriamu koonaa' & 'hooru' shisetsu wo mite orijinaru ensutsu no Soudan"

For example, 'Memorial Corner' & 'Hall': you can view the facilities and consult the original appearance.'

As reflected by the data above, it can be understood that the information in the advertisement is related to the description of the services that can be provided by *Tenrei Kaikan*. People can see various images that are displayed in an elegant and comfortable atmosphere to guarantee good service for their service users. This is reinforced by compelling language descriptions designed to pique the interest of potential users of their services. The explanation of each of the following images with a description of the language is as follows:

1. "Living At Home": You can feel the atmosphere as if you were home alone.
2. "Bedroom" & "Kids Room": A loving space for gathering for grieving families.
3. "Memorial Corner" & "Hall": You can view the facilities and consult regarding its original appearance.

In addition to providing convenient facilities, *Tenrei Kaikan* provides affordable access to their services for potential customers. As a firm with a national presence, *Tenrei Kaikan* operates branches in as many as 200 sites throughout Japan. Consequently, all *Tenrei Kaikan* locations in diverse regions of Japan offer the amenities depicted in advertising photos and backed by convincing language. The following collection of commercials for the oshousiki ceremony shows how the Japanese use persuasive language in their ads.

ところてん ちょう てんかい
典 礼 会 館 の 処 点 . 全 国 に 2 0 0 会 館 超 を 展 開 !

School of Medicine

ようばう おこたえ
要 望 に お 応 え し ま す 。

"*Tenrei Kaikan no tokoroten, zenkoku ni 200 kaikancho wo
Tenkai! Tenrei Kaikan dakara dekiri. Anshin no net waaku
De o-kyakusama no go youbou ni o-kotaeshimasu.*"

Location of "*Tenrei Kaikan*" Widespread in 200 locations all over Japan! It can be done because we are "*Tenrei Kaikan*." We will meet customer needs with a secure network."

As previously explained, rhetorically, *Tenrei Kaikan* persuades the families of potential users of their services not only with regard to the quality of the service but also with regard to locations that are affordable from various places in Japan. Seen from the advertisement above, the 200 locations of *Tenrei Kaikan* are certainly a guarantee of access and availability of schedules for families who wish to hold a condolence procession in a very *hospitable place*. This guarantees potential users the quality of service that is supported by the presence of many branches in various regions.

The next ad section shows *Tenrei Kaikan's concern* for the sad mood experienced by prospective users. They always emphasized that, with *Tenrei Kaikan*, the issue of the process before and after is the concern of the company. This is shown in the context of persuasive rhetoric in the following explanations.

安心のトータルサポート

ご葬儀前も、ご葬儀後も。
お客様の安心のために。

sougisha pamphlet , June 13, 2020

安心のトータルサポート：ご葬儀前も、ご葬儀後も。
お客様の安心のために。

“*anshin no tootaru sapooto: gosougizen mo, gosougigo mo okyaku sama no
anshin no tameni*”

"For the **peace** of our prospective service users, we fully support it, both before and after the funeral"

Based on the sentence above, Tenrei Kaikan as a leading company in oshousiki services provides a guarantee in the sentence form //安心のトータルサポート // “*anshin no tootaru sapooto*” //total support for the peace of mind of our service users//. This part of the advertisement shows a rhetorical expression in the advertisement which aims to influence customers to be interested in using the company's services by promising to be fully supported in accordance with the wishes of service users. This is reinforced by the next part of the ad which emphasizes 「ご葬儀前も、ご葬儀後も。」 //“*Go-sougi-zen mo, go-sougi-go mo*” //both before the funeral and after the funeral//.

In the next section, the advertisement gives additional information, namely: 「お客様の安心のために。」 //“*o-kyaku sama no anshin no tameni*” //for the **peace** of our potential users//. Based on the statement as a whole //“*anshin no tootaru sapooto. Go-sougi-zen mo, go-sougi-go mo o-kyaku sama no anshin no tameni*”//. This sentence means // “we will fully support/support both before and after the funeral ceremony for/for your peace/convenience//. Shows the meaning of persuasive rhetoric *oshoushiki service company Tenrei Kaikan* does not necessarily display advertisements that merely show an attractive appearance, but strives to prove service quality as the main guarantee for potential users of their services.

Furthermore, the word *anshin* is written in green ink, indicating the point that is highlighted regarding the goal to be achieved by the company in providing services is peace. Grief-stricken families are typically incapable of rational thought and unsure of what to do. In this instance, the company is present to assist in resolving the issue so that the burial service can be conducted in accordance with Japanese customs. In addition, the color green signifies tranquility, femininity, freshness, intelligence, joy, intuition, patience, freshness, creativity, emotional equilibrium, good fortune, friendship, and loyalty.

Tenrei Kaikan's online application has both appealing and simple-to-understand features, despite the company's emphasis on hospitality issues and use of persuading rhetoric to elicit the sympathies of potential service customers. Obviously, this is intended to make it easy for prospective users to obtain as much accurate information as possible about the organization and its services. This can be understood by an explanation of the advertising website's primary layer.

Figure 4. Screen display of tenrei advertisements on online media .



Tenrei Kaikan sougisha pamphlet, June 13, 2020

Through the advertisement images displayed on the Tenrei Kaikan company website, it can be observed that the company's presentation of the information provided is quite simple and easy to understand. Marketing and psychology make it easier for potential service users to learn about the products offered. The following will explain the columns available on the Tenrei Kaikan advertisement's online page.

1. 典礼会館の葬儀 “*Tenrei kaikan no sougi*” (burial at Tenrei Funeral Home)
2. 任される理由 “*makasareru riyuu*” (reason for handing over to the company)
3. 料金プラン “*ryoukin puran*” (budget plan)
4. 会館を探す “*kaikan wo sagasu*” (looking for a funeral home)
5. ご遺族の方 “*go-izoku no kata*” (relatives who will attend the funeral)
6. ^{さんれつしゃ}参列者の方 “*San ressha no kata*” (participants/ invited guest mourners).

Based on the explanation on the *Tenrei Kaikan* advertising website page above, it shows that the appearance of the website can support the company's success. In an effort to offer service products and gain the sympathy of potential service users, apart from rhetorically persuasive language issues, it is also supported by a website page that is simple but has complete and informative features. The information above is certainly part of the "pathos" in an effort to influence consumer emotions so that they choose their services. Even at point 5, the service determines who is invited to the funeral procession at *Tenrei Kaikan*. This is related to the culture in Japan, namely that when someone passes away, the family has the right to determine who is expected to come to mourn. The company will contact the bereaved relatives according to the names listed in the application.

In the next section, the website also lists the following fees with details on their use: This is of course related to the effort to win the sympathy of potential users, which is referred to as *phatos* in Aristotle's rhetorical concept. With this feature, potential users know the details of the allocation of costs they are paying, so they are expected to be able to convince potential customers that the company is professional, promotes transparency, and has accountability. The company provides explanation services regarding costs, which are explained in detail in an easy-to-understand manner as follows:

Picture 5. Explanation of the use of fees in online advertising



Sougisha Tenrei Kaikan Pamphlet, June 13, 2020

「わかりやすい葬儀費用」
そうがくひよう めいさい ひょうき
[総額費用を明細で表記し、分かりやすく丁寧に ご説明します。見積もりは、お客様のご要望やご予算に合わせた内容で伯嚅]

“wakariyasui **soughiyou**”

”*Sōgaku hiyō o meisai de hyōki shi, wakari yasuku teinei ni go-setsumeishi masu. Mitsumori wa, o-kyakusama no go-yōbō ya go-yosan ni awaseta naiyō de akusei itashimasu*”

“Easy-to-understand funeral expense calculations.

The total costs will be explained in detail in an easy-to-understand way. We will make detailed costs according to the request of the service user and his budget. In order to avoid misunderstandings between the services offered by the company and those obtained by the customers, it is crucial to provide comprehensive information at the outset.

Through a screenshot of the advertising website for Tenrei Kaikan and its accompanying explanation, it is clear that the company is providing information as well as compelling rhetoric to encourage potential customers to select their services. As previously indicated, in addition to displaying intriguing photographs of service facilities, the company also creates interesting wording. In addition, through their advertising page, Tenrei Kaikan demonstrates financial transparency and responsibility in the hopes that this will motivate and inspire future consumers to employ their services when a family member passes away.

4. Conclusion

The researcher outlined some key points from which conclusions can be drawn. First, with regard to the linguistic aspect, the advertising for *oshouiki services* by the *Tenrei Kaikan* company shows a persuasive rhetorical aspect to attract the sympathy of potential users to choose their services. This is reflected in the expressions of sympathy and assurance in the service information that will be provided to potential service users if they choose the company's services.

Second, aside from the rhetorical issue of the advertising language on Tenrei Kaikan's website, the company's efforts to attract the sympathies of potential users of their *oshoushiki* services are supported by appealing images. This is unquestionably an effort to persuade prospective customers that the advertisements they provide are not merely a matter of linguistic beauty but a genuine assurance of the quality of their services. This is further reinforced by information on the location of the nearest Tenrei Kaikan branch, allowing potential users to determine with certainty their requirements for family grief events.

Third, through the Tenrei Kaikan advertising page, the company also displays details of the use of fees paid by potential service users. This certainly shows the professionalism of the company by prioritizing transparency and accountability. The convenience of the displayed website features also makes it easier for prospective users who are bereaved to find various pieces of information provided by the Tenrei Kaikan company in accordance with the jargon "*okyakusama no anshin tameni*," which means "for the comfort and peace of the candidates and our service users."

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