

Abstract

This research paper explores the promotional techniques employed in the representation of Asian and African historical buildings on social media platforms, focusing specifically on the use of persuasive language. The purpose of this study is to identify and analyze the various language strategies and marketing techniques used in promoting these cultural landmarks to a global audience. Through a qualitative approach, the research examines different social media posts related to historical buildings, identifying the types of persuasive language, such as ethos, pathos, and logos, and how these techniques are utilized to evoke engagement, interest, and emotional response from the audience. The findings of this study indicate that persuasive language plays a significant role in shaping the public's perception of heritage sites, fostering both cultural awareness and tourism interest. The research also highlights how visual content, storytelling, and hashtags function in conjunction with language to enhance the promotion of historical landmarks. By analyzing posts from various social media platforms, this study reveals how the fusion of language and digital marketing techniques contributes to the visibility and preservation of cultural heritage. Ultimately, this research provides insights into the intersection of social media, marketing strategies, and language, offering valuable contributions to the fields of digital promotion and heritage conservation. It is hoped that this study will inspire further research into the role of language in the online promotion of cultural sites and heritage preservation.

Keyword: Persuasive Language, Social Media, Promotional Techniques