

ABSTRACT

In the persuasion of consumers, Advertising Appeals have a big role to provide valid and effective reasoning to support the purchase of the products. In recent months, there has been a surge of AQUA social media advertisements appearing in three major social media platforms (Instagram, Tik Tok, and Youtube) which features celebrity guests Vincent Ryan Rompies, Deddy Mahendra Desta and Enzy Storia between the period of November 2022 up to May 2023. Some of which are the same exact advertisement, repeated in another platform. This research then investigates how different types of Advertising appeals (Rational and Emotional) are manifested in AQUA's 2022 Social Media Advertisements (Instagram, Youtube & Tik Tok) featuring celebrity guests Vincent Ryan Rompies, Deddy Mahendra Desta and Enzy Storia. With Qualitative Content Analysis, the researcher analyzed advertisements *Cuplikan Aja Teriak* (2022), *AQUA Dulu* (2022), and *Apapun Cuacanya, AQUA Dulu* (2022) to seek objects and signs of messages belonging to the different categories contained in every frame of each content. The results show that all three advertisements rely on emotional appeals as well as Celebrity Endorsement instead of rational appeals.

Keywords: Message Strategies, Social Media Advertising, Advertising Appeal, Celebrity Endorsements