

UNIVERSITI TEKNOLOGI MARA

**EVALUATING THE WEB PERSUASIVENESS OF IPSIS
WEBSITE USING A RHETORICAL PERSPECTIVE
FRAMEWORK**

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ABSTRACT

This study focuses in evaluating the web persuasiveness of Institut Pengajian Siswazah (EPSis) website using a Rhetorical Perspective Framework developed by Margareta Lundholm in 2004 to indicate whether the website is persuasive in persuading potential students to pursue their study at higher level in Universiti Teknologi Mara (UiTM). Since there is no evaluation have been conducted on IPSis website based on the web persuasiveness, therefore it is a suitable phase to evaluate the website due to its role as a medium for communication between potential students and the institute. In measuring the website persuasiveness and its relation to potential student's recruitment, sequential explanatory mixed methods design was used as a guidelines to develop the research design for this study. From both analysis on quantitative and qualitative data, the respondents find IPSis website as being persuasive but need to be improved to persuade the current and potential students to engage with the website and make decision whether to pursue their study at higher level in Universiti Teknologi Mara. Understanding the persuasive elements within websites is important, therefore further research is needed to have better understanding of how and under what extents does persuasive features lead to a persuasive website in recruiting potential students.

KEYWORDS: Web persuasiveness, a Rhetorical Perspective Framework, IPSis website, Students' recruitment, Universiti Teknologi Mara.

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