

**THE IDEOLOGY OF BEAUTY CONSTRUCTED IN
SKINCARE ADVERTISEMENT**

UNDERGRADUATE THESIS

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UNIVERSITAS BRAWIJAYA**

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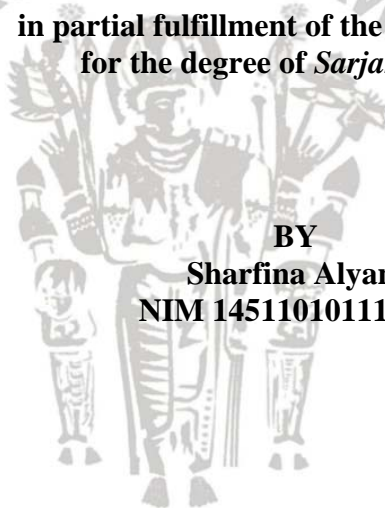
**THE IDEOLOGY OF BEAUTY CONSTRUCTED IN SKINCARE
ADVERTISEMENT**

UNDERGRADUATE THESIS

**Presented to
Universitas Brawijaya
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for the degree of *Sarjana Sastra***

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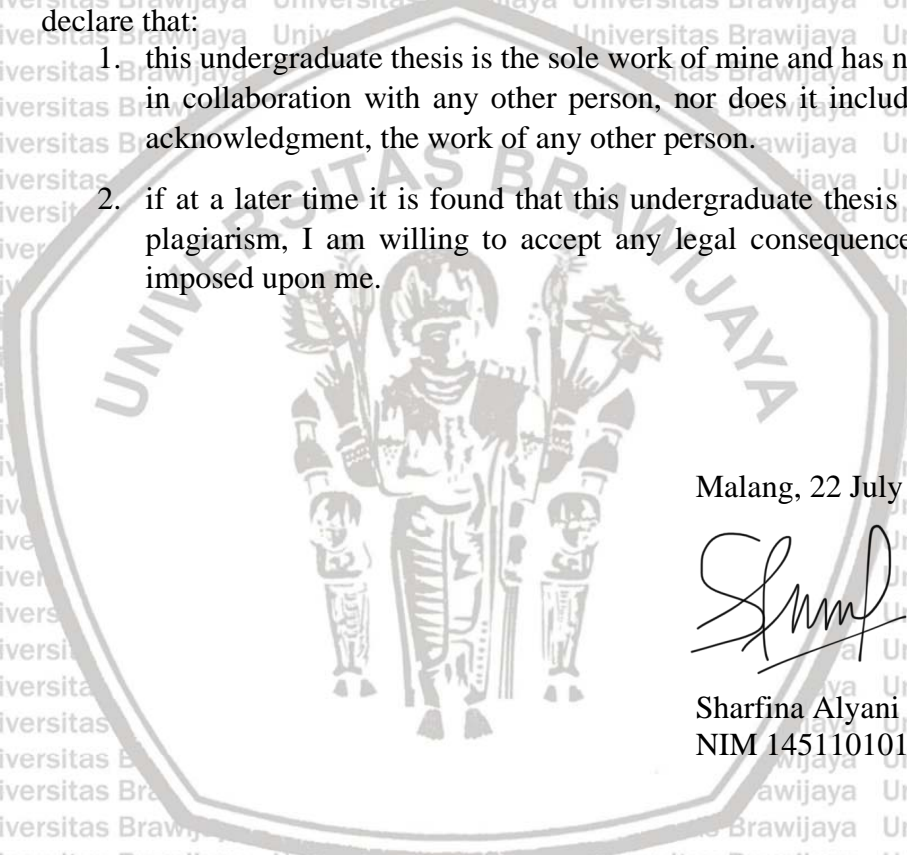
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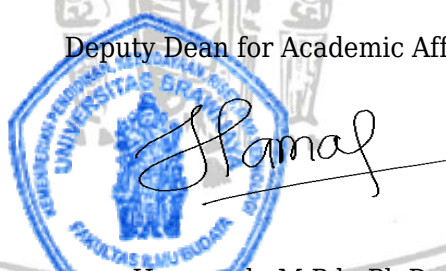


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The Writer

ABSTRACT

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Keywords: Critical discourse analysis, skincare advertisement, beauty concept

In beauty product advertisement, it depicts mainly about how women should be. The "ideal" image of woman is stereotyped even visually or textually described in advertisement. This research is focused on the discourse and the text of advertisement which creates the ideological concept of beauty. This research aims to describe the use of language in skincare ads, analyze the way the strategy is used in influencing the consumers, and find the reason for the use of strategies. This is a descriptive qualitative method in which the data were collected from the advertisements of Garnier, Pond's, and Wardah. The collected data are the words, phrases, sentences used in the advertisements. The data were analyzed with the Critical Discourse Analysis approach by Fairclough's three dimensional approach: textual features, discursive features, and social feature. The result of this research reveals that the language used in Garnier, Pond's and Wardah advertisement appear persuading the consumer and successfully employs the various discourse strategies to attract consumers to buy the product being advertised. As for the social practices, the words used in their advertisement are considered to have power over the consumers.

ABSTRAK

Alyani, Sharfina. 2021. **Ideologi Kecantikan pada Iklan Perawatan Kulit**. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: Muhammad Rozin.

Kata Kunci: Analisis wacana kritis, iklan perawatan kulit, konsep kecantikan

Pada iklan produk kecantikan, sebagian besar menggambarkan tentang bagaimana wanita seharusnya. Citra “ideal” wanita distereotipkan bahkan secara visual ataupun secara tekstual dalam iklan. Penelitian ini difokuskan pada wacana dan teks dari iklan yang melahirkan konsep ideologis dalam kecantikan. Penelitian ini bertujuan untuk mendeskripsikan penggunaan bahasa dalam iklan perawatan kulit, menganalisis cara strategi yang digunakan dalam mempengaruhi konsumen dan menemukan alasan penggunaan strategi tersebut. Penelitian ini menggunakan metode kualitatif deskriptif dimana data dikumpulkan dari iklan Garnier, Pond’s dan Wardah. Data yang dikumpulkan adalah kata, frasa dan kalimat yang digunakan dalam iklan. Analisis data dilakukan dengan pendekatan Analisis wacana Kritis dengan pendekatan daritiga dimensi Fairclough yaitu aspek tekstual, dikursif dan sosial. Hasil dari penelitian ini mengungkapkan bahwa bahasa yang digunakan dalam iklan Garnier, Pond’s dan Wardah tampak meyakinkan konsumen dan berhasil menggunakan berbagai strategi wacana untuk menarik konsumen agar membeli produk yang diiklankan. Sedangkan untuk praktik sosial, kata-kata yang digunakan dalam iklan tersebut dianggap memiliki pengaruh terhadap konsumen.



TABLE OF CONTENTS

TITLE PAGE **i**

DECLARATION OF AUTHORSHIP **ii**

ACKNOWLEDGMENTS **v**

ABSTRACT **vi**

ABSTRAK **vii**

TABLE OF CONTENTS..... **viii**

CHAPTER I INTRODUCTION..... **1**

 1.1 Background of the Study 1

 1.2 Problems of the Study..... 6

 1.3 Objectives of the Study..... 6

 1.4 Definition of Key Terms..... 7

CHAPTER II REVIEW OF RELATED LITERATURE **9**

 2.1 Theoretical Framework..... 9

 2.1.1 Advertising..... 9

 2.1.2 Discourse Analysis..... 10

 2.1.3 Critical Discourse Analysis..... 12

 2.1.4 Norman Fairclough’s Model of Critical Discourse Analysis..... 13

 2.2 Previous Studies..... 17

CHAPTER III RESEARCH METHOD..... **20**

 3.1. Research Design 20

 3.2. Data and Data Sources 21

 3.3. Data Collection 21

 3.4. Data Analysis..... 22

CHAPTER IV FINDINGS AND DISCUSSIONS..... **23**

 4.1 Findings 23

 4.1.1 Textual analysis..... 23

 4.1.1.1 Discourse Strategies..... 37

 4.1.1.2 Social Practice Analysis..... 43

 4.2 Discussions 44

CHAPTER V CONCLUSION AND SUGGESTION..... **49**

 5.1 Conclusion 49

 5.2 Suggestion..... 51

REFERENCES..... **53**

APPENDIX..... **56**





CHAPTER I INTRODUCTION

This chapter presents the discussion of this research's whole content, including the background of the study, research problems, and definitions of key terms.

1.1 Background of the Study

Media takes a huge impact on this modern era in our society. There are various kinds of media that we can find in our society, such as the internet, television, magazines, and so on. One thing from the media that cannot be separated is an advertisement. The sophistication of technology can make advertisements be simply and easily found anywhere and anytime. Advertising and promotion are not limited to the traditional media dominating the last century such as newspapers, magazines, radio, or television (Lane, King&Reichert, 2011, p.31). Presently, in the modern era, people can find advertisements through the internet such as on websites, social media, smartphones, television shows, applications, and online catalogs.

There are many kinds of products that can be promoted in the advertisement, such as food and beverage, household needs, clothing line, medics, electronics, and so on. One of them is beauty products. Overall, beauty products are basically is promoting such as skincare, body treatment, haircare, and make-up. The company of the beauty product advertises their products to convince consumers, which most

of them are women. These beauty products advertisements provide some information such as the description of the products, its effectiveness, testimonies by some celebrities and consumers who have used the product, the price, and other significant information regarding the product itself.

Most people might think that the use of advertisement is only to convince the consumer to buy certain products. They assume that advertising is merely about promoting products to the consumers so that they want to buy the products and make the advertiser gets the benefits. However, the fact about advertising is not just about promoting the products. According to Goddard, Advertisement is about promoting branded products and delivering the idea of texts that are intended to create the image of an individual, group, or organization (Goddard, 1998, p. 8). In addition, the advertisements are easily found anywhere and anytime so that it could indeed give a huge impact on everyone in society. The advertisement could contain a big ideology to the consumer to a certain thing that the advertiser themselves wants the consumer gets.

Advertisement cannot be separated from language. In fact, the power of advertisement comes from the language. The language used in the advertisement is to deliver the message of the advertisement, to describe the products, and to attract the consumers indeed. With language, the advertisement can "control" the consumers' minds by indirectly giving certain descriptions on how something or even a person should be. So it can be said that the main purpose of language in advertisement is to persuade the consumer.

In beauty product advertisement, it depicts mostly about how women should be. The "ideal" image of women is stereotyped even visually or textually described.

Sutton (2009) argues that advertisers consciously put the ad together with image and text to create a significant sign system associated with beauty (p. 70). This shows that how advertisements can be such a powerful weapon to manipulate women's beliefs in certain ways.

One of the practioner in the communication field, Bittner (nd.), classifies advertisements into two types. The first type is a standard advertisement. A standard advertisement is the advertisement created specifically for introducing the product, services to the consumer. This type of advertisement is commonly found in our daily life or as we called it as commercial advertisement. It can be seen on television, radio, newspaper, magazine, the internet, and more. The second type is public service advertisement. A public service advertisement is a non-profit advertisement created specifically for giving information and profit to society. This type of advertisement does not take advantage in the form of money. We can find this kind of advertisement usually in school or in groups and the community.

Examples are the advertisement of the danger of drugs and narcotics, the danger of smoking, the advertisement of a green environment, and many more.

Based on those types above, the researcher specifically chooses the first type, the standard advertisement. The researcher also focuses only on one skincare product in order to find the tendency of the skincare product in making the beauty concept through the discourse and picture. In addition, the researcher also needs to find the techniques and intention of the company in creating those advertisements.

According to Blech and Blech (2003), to make the advertisement strength, commonly they are supported by the brand ambassador and endorsement in advertising that products which mostly the model is well-known figure or celebrity.

Therefore, the consumer will not only see the advertisement based on the promising product but also based on the influence of the figure portrayed in the advertisement.

In this study, the researcher uses the advertisement from the internet as data sources. This study generally investigates the beauty concept in skincare products.

It is argued that skincare product supposedly enhances the performance of the skin condition to make it more attractive and use advertisement to introducing the product to the consumer. However, the beauty concept is not merely presented through the image portrayed in the ad. It can be inferred through the discourse of the advertisement. In addition, the researcher chooses three skincare brands in conducting this study.

The researcher chooses three skincare brand advertisements which are Garnier, Pond's, and Wardah. The researcher has some reasons for choosing those three brands. Garnier, Pond's, and Wardah are drugstore skincare in Indonesia that can be found easily in many stores with affordable yet high-quality skincare products. Garnier is one of the highest luxury brands used in Asia and has a certificate as the most trusted brand in India. As for Pond's, it has one strong mission to provide an innovative product, and it has made Pond's a best-selling product in 58 countries for more than 150 years. Furthermore, the purpose of choosing Wardah is because it is the first pioneer Halaal cosmetic in the country. Those brand's advertisements can be easily found anywhere, such as in a magazine, internet, and

social media. In this study, the researcher uses the three brands advertisement taken from internet as the object of the study. The researcher is also interested in this topic of the study because of how the power of advertisement could manipulate women's beliefs by persuading them through the language in the advertisement. This study will be focusing on the analysis of linguistic features, discourse strategies, and social implications of the three brands' skincare product advertisements.

Based on the description above, the researcher is interested to conduct further analysis of what is the constructed ideology that appears in the skincare product advertisement of Garnier, Pond's and Wardah, under the title of "The Ideology of Beauty Constructed in Skincare Advertisement".

The recent study tries to figure out the ideology of beauty in every skincare product advertisement taken from the internet that contained powerful messages of the ideology of beauty. In this study, the researcher gives detail on the textual analysis, discursive practice, and social practice. The researcher employs critical discourse analysis with the research tools of Norman Fairclough's three-dimensional model of discourse in order to analyze the data. The first model from the theory is text analysis by Fairclough (1995) to answer the first problem of the study. The second mode is a discursive practice to answer the second problem of the study. The third mode is socio-cultural to answer the third problem of the study.

The writer hopes this study will deliver some benefits both theoretical and practical significances from the explanation above. For the theoretical significance, the researcher hopes that this research can be used to understand the power of language in creating the ideology under the study of critical discourse analysis or

in other linguistic studies. This study also gives verifiable data of skincare advertisements. For the practical significance, this study is hoped to be useful for the reader especially the student of language to enrich knowledge about an advertisement that generally occurs in our daily life. It can help the reader to understand more about advertisement in using language to create ideologies and to manipulate the reader's specifically women's belief in the ideal of beauty concept.

1.2 Problems of the Study

Based on the background of the study explained above, the researcher aims to answer three problems of study as follow:

1. What are the linguistic features used to create the ideology of beauty in skincare product advertisement by Garnier, Pond's and Wardah?
2. What are the discourse strategies used in skincare product advertisement by Garnier, Pond's and Wardah?
3. What are the social features used in advertisement of Garnier, Pond's and Wardah?

1.3 Objectives of the Study

Based on the problems of the study, the objectives are:

1. To find out the linguistic features used to create the ideology of beauty in skincare product advertisement by Garnier, Pond's and Wardah
2. To find out the discourse strategies used in skincare product advertisement by Garnier, Pond's and Wardah

3. To find out the social features used in advertisement of Garnier, Pond's and Wardah

1.4 Definition of Key Terms

The researcher uses some terms in order to avoid misunderstanding, here are the key terms are;

1. **Advertisement:** The structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services and ideas) by identified sponsors through various media (Arens, 2006, p.7).
2. **Critical Discourse Analysis:** An analytical framework to analyze the relation between language, power and ideology (Fairclough, 1989). In this study, the critical discourse analysis to analyze the relation between language in the advertisement and the power of the advertiser.
3. **Skincare Product:** A product of cosmetics to use to take care for the skin (www.oxforddictionary.com).
4. **Beauty Concept:** The characteristic of beauty that portrayed in the skincare product advertisement. Beauty is used to express a nice looking woman as opposed to hand-some for man (Kumar, 2002).
5. **Ideology:** Ideology is significations or constructions of the reality (the physical world, social relation, and social identities) built into various dimensions of the forms/meanings of discursive practices that contributes to dominations (Fairclough, 1992).



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter has two parts of discussion. The first one is the review of the underlying theory, and the second is previous study. The researcher would like to describe how critical discourse analysis approach is used to reveal the ideology on the skincare product advertisement. In this chapter explains the theory by Norman Fairclough (1995).

2.1 Theoretical Framework

This subchapter covers the review of literature related to research topic used to analyze the data.

2.1.1 Advertising

Arens (2006) states, the structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media. From that statement, Arens (2006) indicate that it has a lot of aspects. First, advertising is a type of communication that using composed verbal and non-verbal elements and also structured. Second, advertising is commonly coordinated to gathering of individuals or in other words it is a non-personal communication. Third, sponsors typically paid for most of advertisements. The companies of the advertisement usually pays the mass media to publishing their products and these companies are the sponsors

of the advertisement. Fourth, the idea of typical advertisement is persuasive even though there is another type of advertisement that is intended to give information without any direct purpose to persuade, but still it is an advertisement because it has other requirements of definition. Fifth, advertisement not only promotes physical product but also promote something like services and ideas.

2.1.2 Discourse Analysis

The writer will describe the general concept of discourse analysis. Halliday and Hasan (2006) said that "discourse is a more than a random set of utterances: it shows connectedness. A central objective of linguistic working on the discourse level is to characterize this connectedness. Linguistic have traditionally approaches this problem by looking at over linguistic elements and structure." From this explanation, discourse analysis is trying to discover linguistic methods in discourse using grammatical, phonological, and semantic criteria such as cohesion, anaphora, inter sentence connectivity, and more. According to Widdowson, discourse is an area of language study concerned with how people make meaning, and make out of meaning in texts and as social practice, whether simple or complex, all texts are the uses of language, which are produced with the intention to refer to something for some purposes.

In discourse analysis, each of linguistics analysts used different theories and techniques of a number of disciplines for the study of language in use. They tend to favour one or more of variety of approaches to conducting their

research that have developed from these various sources. Davies and Elder (2004) specifically mention four main elements needed to approach the purpose of a discourse analysis. The four aspects are contexts and cultures, power and politics, functions and structures, and rules and principles.

No.	Ways and Means of Discourse Analysis	
1.	Rules and Principles	<ul style="list-style-type: none"> • pragmatics (including speech act theory and politeness theory) • conversation analysis
2.	Contexts and cultures	<ul style="list-style-type: none"> • Ethnography of communication • Interactional sociolinguistics
3.	Functions and structures	<ul style="list-style-type: none"> • Systemic-functional linguistics (SFL) • Birmingham school discourse analysis • Text-linguistics
4.	Power and politics	<ul style="list-style-type: none"> • Pragmatic and sociolinguistic approaches to power in language • Critical discourse analysis.

Table 1 Ways and Means of Discourse Analysis

2.1.3 Critical Discourse Analysis

Critical Discourse Analysis (CDA) was raised in the early 1990s by a network of scholars with shared concerns about social inequality in this world but with wide variation of interests such as politics, literature, media studies, genre studies, and information technology (Baxter, 2010, p.127).

Fairclough (2006, p.123) mentions that "CDA is analysis of the dialectical relationships between semiosis (including language) and other elements of social practices." Furthermore, CDA is particularly interested in the relationship between language and power (Fairclough, 1995; Baxter, 2010).

It adopts a macro-analytical view to see the notion in discourse as social and ideological practice (Baxter, 2010, p. 126). It means CDA research specifically attempts to consider how language works within discourses in order to reveal obvious hidden inequalities in social relationships.

Most critical discourse analysts agree that texts are related to ideologies which are usually connected to power as well. According to Fairclough (1989), an expert on discourse analysis, he states that the view of something is something that is continuous with how power plays a role in it. Perspectives and preferences in discourse are aspects that exist and are hidden in a conversation. It is based on a habit that shows its own form by inspiring how power occurs and becomes the umbrella of a habit. Furthermore, it is these two aspects that make social relations emerge and survive as abstract regulations while still underlining the existence of power and its differences. It is available and manifested by behavior that is carried

out repeatedly and has a character that is familiar to the community as a discourse conductor figure. Ideas and ideas have a close relationship with language, because language is a tool used to explain social behavior in every culture and community group and how language is used as a practice that establishes common sense as a conductor and regulation of language.

Norman Fairclough (1995) also stated that power is conceptualized both in terms of asymmetries between participants in discourse events and in terms of unequal capacity to control how texts are produced, distributed, and consumed in a particular sociocultural context.

2.1.4 Norman Fairclough's Model of Critical Discourse Analysis

Critical Discourse Analysis aims at providing a thorough description, explanation and critique of the textual strategies writers use to "naturalize" discourse (Van Dijk: 1997). Fairclough (Cited Noureldin Mohamed A: 1989) defines CDA as a kind of social practice where power and ideology influence and interact with one another. To analyze the discourse, Fairclough makes a model for CDA, which constitutes three three-dimensional boxes, nesting one inside the other. The inner box presents the text (micro-level), the text here by Fairclough involve linguistic analysis in terms of vocabulary, grammar, semantics, the sound system and cohesion-organization above the sentence level. This explains formation and meaning in the sentence. The boxing the middle presents the discourse practice (Meso level), the middle involve framework mediating between text and socio-cultural practice. And the outer box

presents the socio-cultural practice. This parts involve analysis of socio-cultural practice to communication with others part in the life-like economy, cultural, politics which is concern with issues of power and ideology.

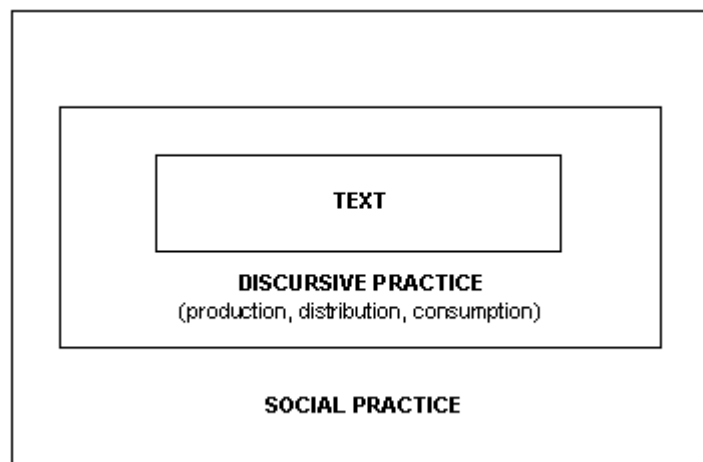


Figure 1 Fairclough Three Dimensional Framework of Critical Discourse Analysis (Fairclough, 1989, p.25)

2.1.4.1 Text

According to Fairclough (1995), analysis of text involves linguistic analysis in terms of vocabulary, grammar, semantics, the sound system and cohesion-organization above the sentence level. In short, analysis of text is concerned with both their meanings and their forms. Fairclough also views text from a multifunctional perspective which includes representations, relations and identities. Text is a product of language in written form. With that, analysis relies on the use of language as a basis for analysis. Some aspects of language that are widely known and analyzed by researchers in the field of linguistics are grammar, text structure, cohesion, and vocabulary. Text structure is learning and discussing the language of the

text that is built into a solid organization so that researchers can see the text into fragments and deeper criticism. Cohesion, on the other hand, goes into greater detail. It discusses the relationship of one clause to another and how that relationship then gives meaning to the creation of a larger unit of language. The analysis is carried out by using aspects that encourage language cohesion, namely the use of articles, pronouns, repetition of words in ellipses, and the use of conjunctions. Furthermore, vocabulary becomes an aspect that plays a major role in relation to signification and lexicalization, in analyzing words and vocabulary, thus creating spaces that have different views and values.

2.1.4.2 Discursive Practice

Fairclough (1995) highlights that his second layer, discourse practice, in the framework mediates between text and the sociocultural practice. According to Fairclough, a discursive event is simultaneously text, discursive practice (including the production and interpretation of texts) and social practice. Fairclough (1992:79) states that discursive practice is a practice that allows learning of texts as the final product of production, how they are distributed, and how texts are consumed by society, with reference to social factors and conditions. The analysis of discursive practice is an analysis that focuses on the production of texts and the interpretation of texts according to their respective communities (Fairclough, 1992). Text is the final product that is created, shaped, and constructed in a complex process, thus making deconstruction a more complicated process. Text consumption

is also not the same if it is distributed throughout society, but is received and interpreted in different ways depending on how their views and social preferences respond to the text. That makes it a production that is broken up into various interpretations by everyone who receives and reads the text.

The rest, the text is distributed with the specific purpose of the author of the text. However, it is not uncommon for texts to be disseminated throughout the region to give people the freedom to express their interpretations and how to consume them, so as to lead them to adaptation.

2.1.4.3 Social Practice

Fairclough (1995) also explains that analysis of socio-cultural of a communicative event consist of three parts which is economic, political which concerns with issues of power and ideology, and cultural which concerns with questions of value and identity. Van Dijk (2001) also justifies that social, political and cultural organization of dominance also implies a hierarchy of power: some members of dominant groups and organizations have a special role in planning, decision-making, and control over the relations and processes of the enactment of power.

In this level of model, Fairclough (1992) elaborates 'discourse as social practice' into two main broad outlines, both which are drawn upon the classic contribution to twentieth Marxism of Althusser and Gramsci. He interpret discourse in relation to ideology and power and place discourse within a view of power as hegemony.

Ideology is significations or constructions of the reality (the physical world, social relation, and social identities) built into various dimensions of the forms/meanings of discursive practices that contributes to dominations (Fairclough, 1992). He believes that ideology invests languages in various ways (Fairclough, 1992; 2003). In discourse, it is located in the structures (order of discourse), which represent the past events and the conditions of current event and in events themselves. The events, then reproduce and transform their conditioning structures (Fairclough, 1992).

2.2 Previous Studies

Many researchers have done some studies on advertisement using critical discourse analysis approach. The writer conducts this study based on two previous studies. The first one is the previous study by Luluk Khoiriyah (2016) who conducts a study analysing toothpaste advertisement to find the beauty concept in it. The other previous study does research in CDA approach on advertisement in English Magazine in Malaysia (Kaur, Arummugam, and Yunus, 2013).

The first one is written by Luluk Khoiriyah (2016) who conducted research entitled Beauty Concept in Toothpaste Advertisement: A Critical Discourse Analysis and the second one is by Kaur, Arumugam & Yunus (2013) entitled Beauty Product Advertisements: A Critical Discourse Analysis. In this, Khoiriyah (2016) tries to find the concept constructed in the toothpaste advertisements and analyzing the way of beauty concept constructed in toothpaste advertisements. She uses three-dimensional

models of discourse in Fairclough's critical discourse analysis framework to answers the research problems. She uses 5 brands of toothpaste as her object of the study.

The result, Khoiriyah revealed that toothpaste advertisements create ideological concepts about women by certain linguistic strategies. By analyzing the text, she concludes that the language formed so-called positive self-representation. Therefore in result, those positive self-representation makes the viewers believe a beauty concept that to be a beautiful woman should have white teeth, fresh, young, and that what and how beauty should looks like.

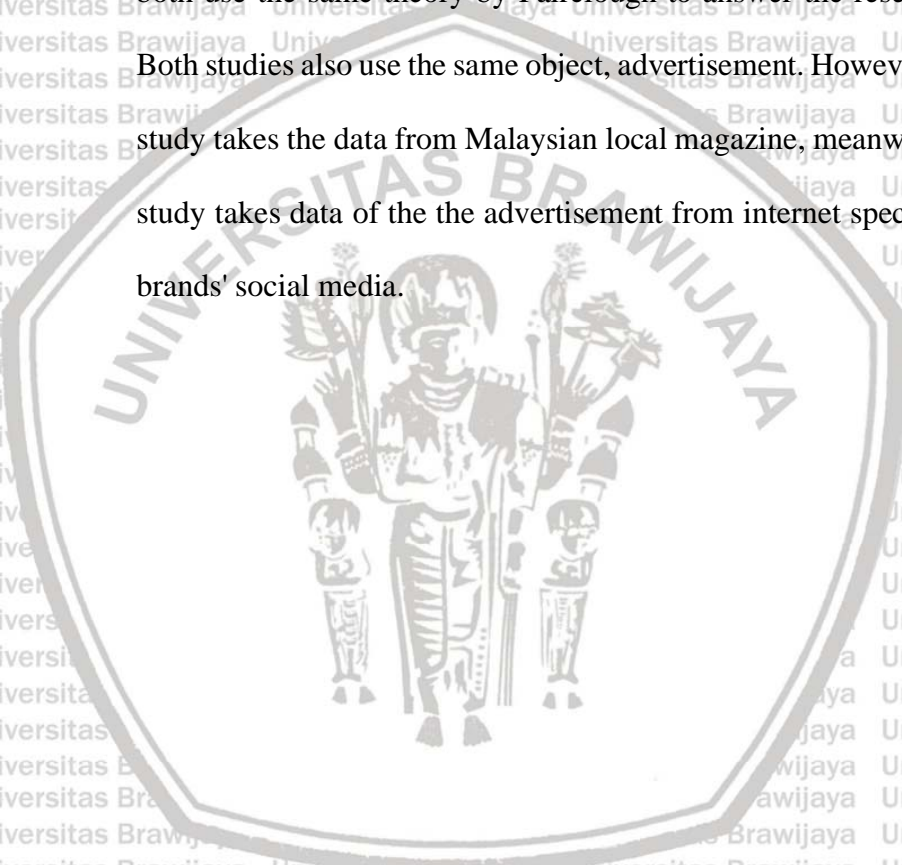
This study and the previous study have some similarities that are the theory to answer the research problems and the object. The writer will use theory by Fairclough (1989) the three-dimensional models of discourse in Fairclough's critical discourse analysis framework. The previous study also this theory. Then, the similarity is the writer also use the same object, that is advertisements. However, the current study will focuses more in the textual analysis. Then, the previous study choose toothpaste advertisements as the object, and toothpaste product is classified as dental care, and the current study uses skincare advertisement and skincare product classified as cosmetics.

The other previous study is by Kaur, Arumugam & Yunus (2013) examined beauty product advertisements in Malaysian local magazines also uses theory by Fairclough. They analyzed the language in the advertisement

and the techniques of the discourse. The result showed that beauty product advertisements in Malaysian local magazines employ various linguistic features and discourse strategies which influenced the readers' mind and creating a beauty concept as they read the advertisements.

The similarity between this previous study and the current study is both use the same theory by Fairclough to answer the research problems.

Both studies also use the same object, advertisement. However, the previous study takes the data from Malaysian local magazine, meanwhile the current study takes data of the the advertisement from internet specifically in each brands' social media.



CHAPTER III

RESEARCH METHOD

In this chapter, the researcher explains some points related to the research method used in the study. The researcher presents research design, data sources, data collection, and the last is data analysis.

3.1. Research Design

This research is conducted by using qualitative method. This method is focused on the significance of observations made in a study rather than the raw number. According to Merriam (2009), there are four important aspects in the qualitative method. The first is qualitative research mainly focuses on process, meaning and understanding phenomenon. Second, the researcher is the primary instrument of data collection and analysis in qualitative research. Third, the process of qualitative research is inductive (the research gathers data to generate concepts, hypothesis or theories). And the last, product of qualitative research is richly described in words and pictures rather than numbers. In this study, the researcher uses descriptive qualitative research design as it is designed to get deep understanding and analysis in any information concerning with the advertising discourse in some skincare product advertisements selected. The researcher also will use a qualitative method to analyze beauty advertisement using CDA (Critical Discourse Analysis). The analysis is to look for the power and ideology of the ideal

of beauty constructed in skincare product advertisement using three Dimensional Framework of Critical Discourse Analysis theory by Fairclough.

3.2. Data and Data Sources

To analyze the data, the researchers using skincare product advertisement in the social media of each brand as the fundamental data. And then, the data source, the researchers using the spoken words from the video of the advertisement from each brand that found in each social media, specifically YouTube. The researcher using all skincare advertisements in Indonesia version downloaded from each YouTube account in a particular product, and then they were transcribed to English to ease the process of analysis. The data will minimize to choose one product for each brand of advertisement.

3.3. Data Collection

To get the data, the researcher will conduct some steps. The researcher focuses on stages of collecting data in accuracy. The data were collected from the official YouTube account on each advertisement Garnier, Pond's, and Wardah

<https://www.youtube.com/user/GarnierIndonesia>,

<https://www.youtube.com/user/PondsIndonesia>,

<https://www.youtube.com/user/WardahBeauty>. To collect the data, the following

steps are done. First, the researcher download and saved the video. Then, the researcher transcribed the discourse of the advertisements in Indonesia then translate it to English to ease the process by writing it down. Last, the researcher chose the data which have good discourse and persuade more to the consumers, which are going to be analyzed on the findings.

3.4. Data Analysis

The process of data analysis in this study will be carried out in several steps.

First, the researcher comprehended the discourse of the advertisements. Secondly, the discourse is analyzed based on the first dimension of Fairclough's three dimensional frameworks. In the first dimension, the data are described according to its textual (grammar and vocabulary) as the first dimension is discussing discourse as a text. This step is the step that answered the first problem of the study. Next, to the second dimension, the researcher interpreted the relation between the discourse of advertisements and the social context that involves the processes of text consumption. This step is the step that answered the second problem of the study. Thirdly, the researcher explained the discourse as social practice in relation to power and ideology. In this dimension, the analysis correlates to the discourse of the ideological concept of beauty and the representation created by the products. This step is the step that answered the third problem of the study. Then, the discussion formulated supported by the theory. Lastly, the researcher draw a conclusion and give some suggestions for this study.

CHAPTER IV FINDINGS AND DISCUSSIONS

In this chapter, the researcher presents the findings and the discussions of the research. The main points in the finding. The textual analysis, discursive strategy analysis, and social feature analysis are described.

4.1 Findings

4.1.1 Textual analysis

1) The Use of Pronoun

The use of pronoun found in the advertisements are shown in the table below:

Example in the text	Type of advertisement
<ul style="list-style-type: none"> • Let's take a selfie! <p>Ugh my face is not as pretty and glowing as yours, mine looks very dull.</p> <p>..... tap the serum to your face apply the serum. Your skin will not only be pinkish smooth but also glowing!</p>	Garnier
<ul style="list-style-type: none"> • brighten up your skin instantly with 0% make up foundation 	Pond's

<ul style="list-style-type: none"> • Wardah always supports my looksJust like they (fans) did! They always support me in my work. For doing my work every day,protect me in a day light and will give nutrition in a day night. 	Wardah
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Table 1 Textual Analysis, The Use of Pronoun

Actively mentioning others or using second-person references conforms to these assumptions, and as a result, it satisfies customers' social/love needs, creates an intimate atmosphere, helps them feel at ease, and improves their recall of marketing communications. As in the data above, the researcher found the use of pronouns such as "Let's"; "my", "your", and "they". In Garnier Ads, the word "your face" and "your skin" the advertiser used second-person references to creates engagement with the consumers, to make them feel closer to the advertisement. So, that the product feel more relatable. The word "your skin" is also used in Pond's ads. This also showed that the advertiser wanted the consumer to feel more connected to the product. As in Wardah ads, the use of "my", "they," and "me" used by the model of the ads, Tatjana Saphira, to make the advertisement looks like Tatjana's diary. She "shares" her story to consumers as in she mentioned her fans as "they" in the ads. Wardah use the term "they" as in fans same as their product to show how important their fans or consumers are to their product. People in the English-speaking world appreciate being close to one another, as in face-to-face contact, and

prefer to be addressed directly and individually, as if they were present (Delin, 2000, p. 136-137). As one way of satisfying consumers' requirements, one should show respect, care, and love, and while referencing people or things affecting them, one should show respect, praise, and modesty. When employed in accordance with the target cultural features, the second-person reference can engage the customers' attention, satisfy their demands, deepen their memory, and aid in the promotion of the product or services. The use of personal addressing could build a close relationship with the customers, to make it like a real conversation with the audiences.

2) The Use of Adjective

The use of adjective found in the advertisements are shown in the table below:

Example in the text “Positive Adjective”	Example in the text “Negative Adjective”
<p>“Garnier” Ads</p> <ul style="list-style-type: none"> the sakura flower looks pretty and glowing Your skin will not only be pinkish smooth but also glowing! 	<p>“Garnier” Ads</p> <ul style="list-style-type: none"> mine looks very dull
<p>“Pond’s” Ads</p> <ul style="list-style-type: none"> get ready for the make up! 	

<ul style="list-style-type: none"> • hat will brighten up 	<ul style="list-style-type: none"> instantly with 0% make up
<p>“Wardah” Ads</p> <ul style="list-style-type: none"> • For doing my work everyday, halaal, keep brighten up, 	

Table 2 Textual Analysis, The Use of Adjective

A noun or a pronoun is described, identified, or quantified by an adjective, which is a part of speech. Essentially, an adjective's principal job is to alter a noun or a pronoun in order to make it more specific and intriguing. A collection of words with a subject and a verb can also be used as an adjective instead of just one word. Adjectives are commonly seen inside noun phrases (Carnie, 2006: 42). Carnie also claimed that an adjective's job in grammar is to assign properties to the item it modifies. Furthermore, because ads are not always about impeccable language, copywriters can make adjectives stand-alone without using nouns. The research revealed that all adjective phrases contain multiple adjectives, with one adjective moderating the other adjectives. The positive adjectives in Garnier, Pond's and Wardah such as "pretty", "glowing", "smooth", "ready", "instantly", "halaal" and "brighten up" are refer to the good value of the product. It shows that if the consumers buy the product, they will get all those good value as returns. All the problems the consumers have will be

gone and those positive adjectives are going to be the result after they used the product. Meanwhile, the negative adjective used in the advertisement, for example, in Garnier ads, the word "**dull**" is refers to the issue or the experienced that the consumers have before using the product. So that the consumers will think after they using these products all the problems that have before will gone. Adjective phrases serve a similar purpose to adverb phrases. Adjective phrases in advertising slogans provide information about the product's features. The readers are supposed to understand the product's quality and what makes it unique. Additionally, unlike adverb phrases, adjective phrases on a slogan could only address concerns about the products. The use of adjective phrases in advertisement could also promote a specific product based on the products' function and the products' excellence. As the language features of an advertisement should be promoting and selling out.

3) The Use of Syntax (Disjunctive)/Phrasal Sentences

The use of Syntax (Disjunctive)/Phrasal Sentences are found in the advertisements are shown in the table below:

Example in the text	Type of advertisement
<ul style="list-style-type: none"> • New Pinkish Glow Series Garnier Sakura White 	Garnier
<ul style="list-style-type: none"> • New Pond's instabright Tone Up Cream 	Pond's

• Wardah Lightening Day Cream and Night Cream	Wardah
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Table 3 Textual Analysis, *The Use of Syntax*

The first function utterances above refer to the product's formula, which is Sakura White, according to the Garnier product. Second, all of the above commercials used a poetic function to describe the products, focusing on the message that would be sent to customers. Third, the addresser explains the benefits of the product to entice the addressees to purchase it. Fourth, the addresser used the utterances to pay for the customers' attention as the function of advertisement is to persuade the audiences. It is worth noting that persuasion has a strong link to imagination, and hence creativity; in the sense that when persuasion appears in a text, comprehension of the text in general, and translation of the text in particular, becomes a challenging issue. In Peter Newmark's *Approaches to Translation* (1981), he emphasizes this concept. The more powerful the aspect in the text is, the more the audience will expand their imagination, exercise their options, and allow internal images, sense impressions, and records of events filled with feelings to suffuse. When it comes to the persuasive function, customers are at their most inventive (pp. 133-134).

4) The Use of Conjunction/Cohesion

The use of conjunction/cohesion are found in the advertisements are shown in the table below:

Example in the text	Type of advertisement
<ul style="list-style-type: none"> • Wow the sakura flower looks pretty and glowing • With sakura extract and a thousand Glowing capsules contain in the serum • Your skin will not only be pinkish smooth but also glowing 	Garnier
<ul style="list-style-type: none"> • The first day cream that will brighten up instantly with 0% make up 	Pond's
<ul style="list-style-type: none"> • Wardah always supports my looks and appearance • protect me in a day light and will give nutrition in a day night 	Wardah

Table 4 Textual Analysis, The Use of Conjunction

A conjunction is an element of speech that acts as a "joiner" between words, phrases, or clauses in a sentence. A conjunction connects these words or groups of words in such a way that certain relationships between these various elements of the sentence are established, and the ideas conveyed by all of them are linked. Conjunctions are quite important in advertisement writing. They help to keep the content together and allow the writers to write longer words without sounding strange. The use of the word "**and**"

in all the advertisements used for completing all the information given in the ads without making it sound strange. The word "**but**" is used to indicate a link between two ideas. It also provides a hint in favor of the prior remark.

The purpose is to provide information for the following sentence. We can deduce from this that a phrase can be linked together by repeating essential words from one speech to the next.

5) The Use of Repetition

The use of repetition found in the advertisements are shown in the table below:

Example in the text	Type of advertisement
<p>Wow the sakura flower looks pretty and glowing.</p> <p>Let's take a selfie!</p> <p>Ugh my face is not as pretty and glowing as yours, mine looks very dull.</p> <p>To have a glowing face, one step is not enough! New Pinkish Glow Series Garnier Sakura White! With sakura extract and a thousand Glowing capsules contain in the serum. First step, tap the serum to your face. Second step, apply the serum. Your skin will not only be pinkish smooth but also glowing! Bright,</p>	<p>Garnier</p>

pinkish and glowing , right? New Garnier Sakura White.	
Where is Maudy? Hurry up, get ready for the make up! 10 seconds left. New Pond's instabright Tone Up Cream! The first day cream that will brighten up instantly with 0% make up. New! Pond's Tone Up Cream brighten up your skin instantly with 0% make up foundation.	Pond's
Wardah always supports my looks and appearance. Just like they (fans) did! They always support me in my work . For doing my work everyday, halaal, keep brighten up, protect me in a day light and give nutrition in a day night. Wardah Lightening Day Cream and Night Cream. Bright, looks healthy and maintained!	Wardah

Table 5 Textual Analysis, The Use of Repetition

The research of repetition was done several times within the context of a larger set of communication tactics (Genc, 2007). Communication strategies (CSS) are tactics "used by an individual to overcome the crisis that happens when language forms are insufficient to represent the particular concept" (Tarone, 1977:195). Faerch and Kasper (1983:36) saw them as

"possibly deliberate approaches for fixing what appears to an individual as a problem in achieving a particular communication aim." "Repetition remembers and reasserts the prior token," writes Kernan (1977:95).

According to Erickson (1984), repeating oneself increases precision.

According to Bublitz (1989), repetition is used to develop and maintain a continuous and seamless flow of conversation, as well as to state the participants' perspectives in order to guarantee that what has been said and meant is understood. In Garnier advertisement the word that become repetition is mostly "glowing" and the other word is "pretty" but only repeated twice. The advertisers use the repetition word to "manipulate" the consumers to hear those words over and over again so that the consumers will recognize and remember the product connected to those words. The consumers will remember as they hear those repetition words are that particular product. These repetition words are significant to advertisement.

It can affect to consumers. Other roles of repetition, according to Bublitz (1989), include facilitating comprehension since self-repetition offers the speaker time to plan what to say next or how to say it, as well as facilitating message delivering on the part of the listeners or secondary speakers.

5) The Use of Parallelism

Parallelism is used for the grammatical structure. It can be seen in the use of comma (,). The purposes are for simplicity, effectiveness, and attractiveness. Grammatical parallelism is seen as a type of semantic parallelism, in that it operates not only at the level of textual meanings, but

also at the level of ideational and interpersonal meanings, since grammatical parallelism provides a "surfeit" of cohesive harmony. In other words, grammatical parallelism is used rhetorically in situations where it is not strictly necessary to understand the content at hand. As a result, there is a surge of cohesive harmony" (Martin, 1992: 386). Grammatical Parallelism is a rhetorical and text-building method that is both poetic and rhetorical.

It's a tool that can be used to intertwine a succession of utterances that imply transitivity patterns or to bring contrastive imagery to the foreground.

Grammatical Parallelism (Jakobson, 1960:358) is an empirical language criterion for the poetic function, consisting of the repetition of equivalent units such as sounds, words, syntax, syllables, and metrical feet. Parallelism, according to Torresi (2010: 123) is repeated syntactical resemblance. To illustrate that the ideas in the sections or phrases are equal in importance, numerous parts of a sentence or several sentences are expressed similarly.

Parallelism also gives the text more balance, rhyme, and, most importantly, clarity.

6) The Use of Mood Choice

There are two participants in advertisement, they are advertiser and consumer. The position of the participants were characterized by Mood. It shows the power relationship among the participants. The use of the mood found in the advertisements are shown in the table below:

Example in the text	Type of advertisement
<ul style="list-style-type: none"> • Wow <u>the sakura flower looks</u> pretty and glowing. (declarative form) S + V • Let's (let us) <u>take a selfie!</u> (imperative form) S + V • Ugh <u>my face is</u> not as pretty and glowing as yours, S + Finite • <u>Mine looks</u> very dull. S + V • <u>Your skin will</u> not only be pinkish smooth S + Finite 	Garnier
<ul style="list-style-type: none"> • <u>Where is Maudy?</u> (grammatical question) • <u>The first day cream</u> that <u>will brighten</u> up instantly with 0% make up. S + Finite + Verb 	Pond's
<ul style="list-style-type: none"> • <u>Wardah always supports</u> my looks and appearance. S + Finite + V • Just like <u>they (fans) did!</u> 	Wardah

S + V

- **They always support** me in my work.

S + Finite + Verb

Table 6 Textual Analysis, The Use of Mood Choice

Whether it is giving or demanding, the topic of information or service, and the tone of the connection between interactants are all factors in mood choice. Tenor is about power based on gender or rank. Halliday (1982:30) define mood as a type of interpersonal communication that encompasses three grammatical categories: speech function, modality, and tone. Through formality, pronouns, and clausal mood (whether declarative, imperative, or interrogative), the interpersonal metafunction focuses on social roles and relationships. The mood of a sentence in an advertisement as a verbal group is determined by the Mood element, which is made up of the Subject and the Finite (auxiliary or lexical verb), as well as the remainder of the clause as the Residue. As a result, the order Subject+Finite like in the word "**the sakura flower looks**" generates a declarative mood. The declarative form based on Garnier ads is to show the information given to the consumers whereas the order Finite+Subject establishes an interrogative mood. A clause in a system can be declarative or interrogative, and it can include material, mental, verbal, relational, or existential activities, with a WH or yes-no style. SFL uses a series of Mood clause systems to enable us to convey speech functions like persuading, appealing, motivating, demanding, inviting, ordering, proposing, suggesting, affirming,

persevering, and refusing through finite verb, subject, and tense choice. A phrase of the advertisement written above might be suggestive or imperative depending on the mood system's scale of delicacy (degree of detail and particularity).

7) The Use of Modality

The use of modality found in the advertisements are shown in the table below:

Example in the text	Type of advertisement
Your skin will not only be pinkish smooth but also	Garnier
The first day cream that will brighten up instantly with 0% make up.	Pond's
... protect me in a day light and will give nutrition in a day night.	Wardah

Table 7 Textual Analysis, The Use of Modality

Modality expression is an important part of scientific writing, and modal verbs, which are the most common kind of modal expression, are perhaps the most important. Modal verbs educate the advertisements' audiences about the level of responsibility or certainty involved in the activity. Modality can be expressed through word choice, such as the selective use of verbs, adverbs, adjectives (particularly with 'existing verbs,' as in is

crucial, 'is' being the existing verb), or nouns to heighten/ strengthen or weaken/ reduce potency. The word "will" in all the advertisements used by the advertiser are to promise the good result and the good quality of the product that the consumer will get from buying their products. They will believe that product will contribute all those qualities if they are using the products.

Modal auxiliary verbs can also be employed to distinguish between genuine and possible situations and those that are unrealistic, fictitious, or impossible. Conditional clauses, which are started by "if" or "unless" and convey conditions of fact, prediction, or conjecture, are utilized with modals in this situation. Modals can also express two different kinds of meanings: In the present, future, or past, the speaker or writer decides how certain something is. The advertisement shows a prediction, an expectation, or a guess regarding a fact. When we talk about degrees of certainty, probability, likely, or uncertainty, we see this form of meaning.

4.1.1.1 Discourse Strategies

Analysis for strategy is related to the statement of the problem number 2 that focuses on how the text is produced, how it is consumed, and how the power relations are enacted.

Strategy used in advertisement	Example of the text

<ul style="list-style-type: none"> • Positive representation 	<ul style="list-style-type: none"> • Wow the sakura flower looks pretty and glowing. • Your skin will not only be pinkish smooth but also glowing! (Garnier) • New! Pond's Tone Up Cream brighten up your skin instantly with 0% make up foundation. (Pond's) • Wardah always supports my looks and appearance. • Just like they (fans) did! They always support me in my work. (Wardah)
<ul style="list-style-type: none"> • Scientific evidence/ Clinical test proof 	<ul style="list-style-type: none"> • With sakura extract and a thousand Glowing capsules contain in the serum. (Garnier) • keep brighten up, protect me in a day light and give nutrition in a day night (Wardah)
<ul style="list-style-type: none"> • Irrealist representation 	<ul style="list-style-type: none"> • The first day cream that will brighten up instantly with 0% make up.

	<ul style="list-style-type: none"> • New! Pond's Tone Up Cream brighten up your skin instantly with 0% make up foundation. (Ponds)
<ul style="list-style-type: none"> • Emotive Words 	<ul style="list-style-type: none"> • Ugh my face is not as pretty and glowing as yours, mine looks very dull. (Garnier) • Bright, looks healthy and maintained! (Wardah)

Table 8 Strategy used in advertisement

From the findings above, it is shown that the advertisers apply various discourse strategies in advertising their product. The strategies such as scientific evidences, irrealist representation, and emotive words are used to influence the consumer.

The advertisers manipulate women by giving facts about their beauty products through words which provide 'positive representation', the positivity of the product is encouraged by providing such scientific evidence words to present their professionalism of product and make perception because the products are proven with a scientific evidences and provide many benefits.

This also shown that providing scientific evidences can gain the consumers' trust.

The irrealist representation strategy is used to create an unrealistic condition toward their consumers' minds, which aims to persuade the consumers by influencing them to buy the products. In order to convince the consumers about the product, the advertisers choose beautiful and good looking celebrities as the models for the representative of their products as the models get their present appearance because of using the product. The advertisers also use 'emotive words'; this kind of language is used to connote their power over beauty to overcome unattractiveness. Those words give a power to the consumers' delusion that their product can make them become beautiful.

Code-switching and mixing is also used to increase the number of consumers and establish the power relationship in all communities that have a different language. The advertisers switch their language to establish a positive discourse among various communities. This is the way how the advertisers use various techniques to establish a power relationship and increase their production, consumption, and distribution in the society.

These data below shown how the consumers of those three brands of skincare "consume" the skincare advertisements.

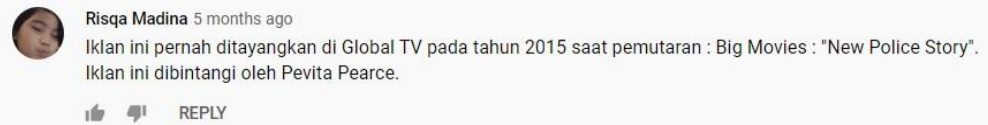


Figure 2 Comment section of Garnier Advertisements "Iklan Garnier Sakura White Pinkish Glow Series" retrieved on YouTube

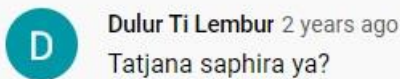


Figure 3 Comment section of Wardah TV Commercial "Wardah Lightening Series" retrieved on YouTube

On the picture above shown at Garnier and Wardah, both the consumers commented about the public figure that perform on the advertisements. For Garnier, they choose Pevita Pearce and Wardah choose Tatjana Saphira as they own model for the advertisement. This can be shown as how the advertisers choose specifically well-known public figures to gain a lot of engagement with the consumers. This also could be proven that with the right chosen public figure as the model of the advertisement could affected on how the consumers consume their products. For example, there are a lot of consumers buying those products just because they are a fan for specifically public figure that become the model for the advertisement.



Figure 4 Comment section of Pond's TV Commercial "Pond's Instant Bright Tone Up Milk Cream" retrieved on YouTube



ハデイラHadirah 1 year ago

i wear this skincare and its totally made my skin pinkish. i don't lie.

👍 👎 REPLY

Figure 5 Comment section of Garnier Advertisements "Iklan Garnier Sakura White Pinkish Glow Series" retrieved on YouTube

On the next data, it shown some real testimonies from the consumers that wears the skincare products of Pond's and Garnier consecutively. These comments that appeared on the comment section of the advertisement can be affected for other consumers who might watched the advertisement, so by seeing the real testimonies from the other, the insterested and affected to buy the same products as the testimonies rely on.



Masak-masak ala anak kosan Novitasari srg 2 years ago

Produk yang ini ada di jual dmn ya? Ini yg gak pakai step2 kan, di indomart atau alfamart ada gak

👍 👎 REPLY

Figure 6 Comment section of Wardah TV Commercial "Wardah Lightening Series" retrieved on YouTube

The next picture shows a comment on Wardah cosmetic advertisement. The consumer interested in buying the product that might affected on how the advertiser create such an interesting advertisement to make consumer buy the products and try for themselves. However, the advertiser team didn't give any reply to the comment for the consumers that it might get the consumer too lazy to find out where to buy the products. Even though, if the advertiser team give any follow up, they might just have a potential customer.



Rachel Croft 3 months ago

Terimakasih Pond's Indonesia! <3

👍 🗨️ REPLY

Figure 7 Figure 4 Comment section of Pond's TV Commercial "Pond's Instant Bright Tone Up Milk Cream" retrieved on YouTube

The picture above showed that a consumer gives a thank message for one of the brands, Pond's. This also could be mean that a happy, satisfied customer being thankful for the good product that they produced. This comment gave another prove that the product was really good for them and also can be counted as real testimonies and could also impacted to other consumers that can read the comments.

4.1.2 Social Practice Analysis

Based on the text of the advertisement above, the advertisers attract people to be customers. It can be seen from the words used in Garnier ads, "Your skin will not only be pinkish smooth but also glowing", the words used in Pond's ads "brighten up instantly", and the words used in Wardah ads, "keep brighten up". All these words have social significance to people.

Those ads can affect the public in terms of social. Since the advertisements above are one of the popular ads, so it can be seen in public. After the public seeing or hearing many times, ads will influence the public in such a way of thinking. Some people will agree that those products in the advertisements beautify their appearance. They also agree with that the statement of "beauty is what the advertisements displayed.

However, the issue of beauty advertising is the subject of debate.

Because in the end, this leads to a political form of skin color or colorism.

Of course this also raises one's self-confidence. So that beauty ads lead

women to the argument 'white, clean, that's a beautiful woman. This is

reinforced by a study written by (Wardhani et al., 2017) that In India, self-

confidence is a big problem, especially among dark-skinned women, and is

exacerbated by the caste system. Having whiter or lighter skin is related to

the perception of the skin color hierarchy, which is closely related to

colonial history. The increasing use of skin whitening products in the world

is indicated by the increasing number of types and sales of these products.

So if it is concluded that the influence of beauty advertisements does not

always have a good impact, it can also increase women's self-confidence

related to skin color.

4.2 Discussions

In this part, based on the findings research above, the researcher analyze

language feature with the textual analysis. The researcher found the use of

pronoun in the first ads. It contains the pronoun "My", "yours", "mine", "your".

The word "My" and "mine" are the first personal pronouns. The word "yours"

and "your" are the second personal pronouns. In the second ad, there are "your"

as the second personal pronoun. In the third ad, there are "my" and "me" as the

first personal pronouns. The word "they" is the third personal pronoun. The

pronoun itself is used to persuade the customers and for convinced people to

buy the products. According to Fairclough (1995) that also views text from a

multifunctional perspective which includes representations, relations and identities. In those personal pronouns, the advertiser wants to influence the audience from many perspectives.

The advertisements also contain the positive and negative adjective. The positive and negative adjectives are related to the quality of the product that the advertiser offers. The positive adjective is refers to the value of the product, so it also can persuade the customers. It can be seen from the words, "pretty", "glowing", and "smooth" in the Garnier ads. "Instantly" in the Pond's ads. "Halaal" in the Wardah ads. While the negative adjective is used in the ads, it refers to the problem or experienced before using the product. It can be seen from the word "dull" in the Garnier ads. Based on the findings above, there is also the use of conjunction and cohesion. The advertiser wants to build up their idea on the advertisement and give the reason why people should bought their products. The conjunction "and" used for completing information in ads. While, the cohesion is to express the advertiser idea based on the ads.

Based on the findings of the research, there is also the use of repetition.

Repetition is used for emphasize the benefit of the products being advertised.

The use of parallelism is also found on the findings. The parallelism itself shows by comma (,). The functions are for simplicity, effectiveness, and attractiveness.

In the advertisements, the researcher also found the use of mood. The role of the mood is to determine the position of the participants. The text or the advertisements show with simple present tense and all information presented in declarative form, grammatical question, an imperative form. The declarative

form based on the Garnier ads is to show the information. The grammatical question in the Pond's ads is to ask the person or the figure in the ads. Imperative form is used for addressed someone to do something.

The use of modality on the advertisements above is constructing of language features. According to Fairclough (1995), analysis of text involves linguistic analysis in terms of vocabulary, grammar, semantics, the sound system and cohesion-organization above the sentence level. The modality uses as language features to give the information as clear as possible and also for present strong claims about the products. The modality shows in the word "will" in the Garnier ads and Pond's ads. In order words, the modality used by the advertiser to promise the good quality of the products to the customers.

From the findings of the discourse strategy, the advertiser shows the strategy to promote the products. The strategy to influence the people, the advertiser used positive representation, scientific evidence, irrealist representation, and emotive words. Actually, in the positive representation, the advertiser manipulated the customers. They used the positive words to convince the customers that the product can give the effect. The scientific evidence used to show the benefit of the product. I realize representation is used to create unrealistic conditions and also emotive words to influence the customers about the products. Fairclough (1995) highlights that his second layer, discourse practice, in the framework mediates between text and the sociocultural practice.

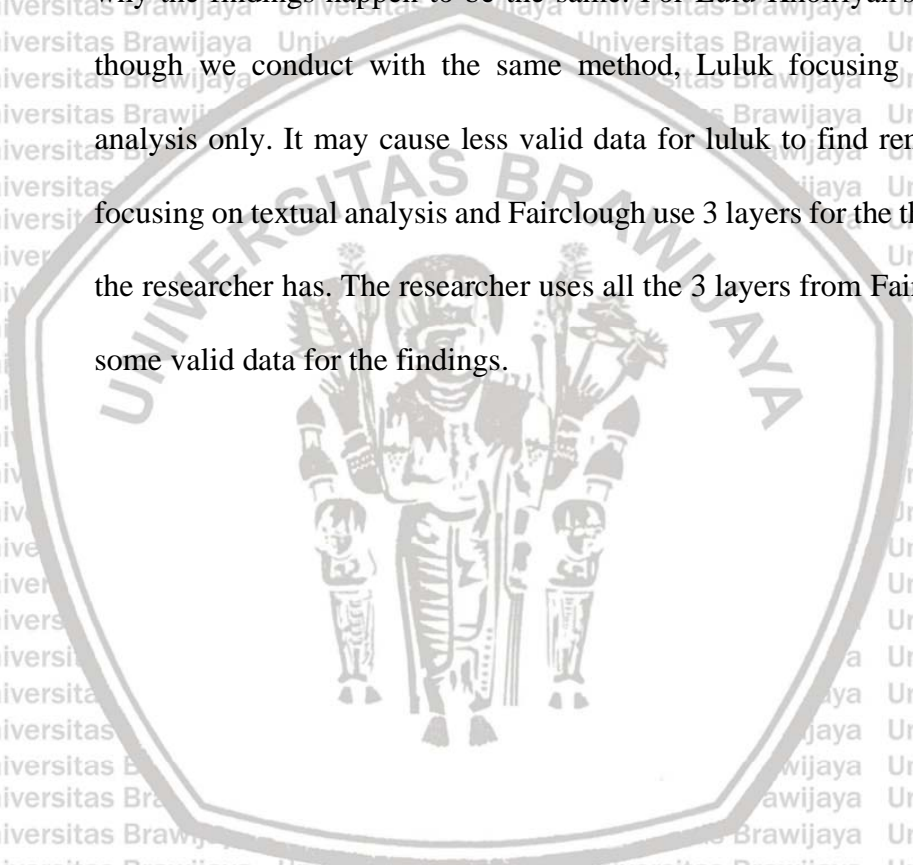
The advertiser used those strategies to influence the customers with the sentences that are made up even though they are exaggerated and do not match

the actual conditions. Fairclough (1992:79) involves the processes of text 'production', 'distribution' and 'consumption' proceeded through discourse according to social factors. From this strategy analysis, it can be seen how advertisers produce products by promoting these products to become public consumption.

In sociolinguistics analysis, based on (Fairclough, 1992) ideology is significations or constructions of the reality (the physical world, social relation, and social identities) built into various dimensions of the forms/meanings of discursive practices that contributes to dominations. The social influence shown by the "beautiful" impression in the advertisements will make someone tempted to try the product offered. Visualization of a beautiful model as a product presenter in the ad also influences someone to try and buy the product. The effect of showing a beautiful model to present the product creates a perception of beauty. So, people are sure that these products will enhance the appearance of 'beauty'.

In critical discourse analysis of beauty advertisement text, it produces language features which are analyzed based on textual analysis. There are many words and sentences used to influence someone to try a beauty product. In discourse analysis as an advertising strategy influencing customers, so many words that are made to represent conditions that occur in the models in advertisements. In a sociolinguistic strategy to see how these advertisements can influence someone by displaying beautiful visualization models that create a beauty perspective for customers to try and buy a product.

For the previous study Kaur and friends happen to behave the same findings with researcher has. The reason why the findings are the same because since Kaur and friends research on general advertisements that can be found in magazine and one of the advertisements that also included in magazine is skincare advertisements that are the same with researcher's object and that is why the findings happen to be the same. For Lulu Khoiriyah's research even though we conduct with the same method, Luluk focusing on the textual analysis only. It may cause less valid data for luluk to find remember it only focusing on textual analysis and Fairclough use 3 layers for the the findings like the researcher has. The researcher uses all the 3 layers from Fairclough to gain some valid data for the findings.





CHAPTER V

CONCLUSION AND SUGGESTION

This chapter is the last chapter of this research. This chapter consist of the conclusion of all the discussion and also consist of suggestion for all the future researchers.

5.1 Conclusion

From the data analysis above, this study uses Critical Discourse Analysis as an approach to this study. This study consist of the analysis of three levels of discourse structure there are textual, discursive and social analysis. The researcher concludes that in the finding shows that the textual analysis used in skincare advertisements is used by the advertisers have a different way in constructing language features. All the advertisements use different pronouns to influence the consumers' from many perspectives in delivering their message in the product.

Wardah choose public figure "Tatjana Saphira" as their ambassador and the model in the advertisement. Garnier and Pond's also have their own model in the advertisement that come from well known public figure such as "Maudy Ayunda" and "Pevita Pearce" to gain a lot of engagement with the consumers.

All the advertisements contain the positive adjective word in describing their quality of products so the consumers will believe that they will have all the good quality once they used the products. Those words have a strong image to influence the consumer in manipulating their belief in constructing what beauty

should look like. All three advertisements use disjunctive syntax to attract all the consumers but for different purposes. The use of modality is to give the consumers a promise of good result after they consuming the products. All the advertisers also use conjunctive and parallelism for the purpose of effectiveness and attractiveness so the consumers will get the ads' intention easily. The use of mood in all the advertisements is to shows the power relationship among the participants. They also use simple present tense in presenting the product so the consumers involve directly. These features have a function to directly points to the consumers that will feel engage to the advertisements.

In discursive analysis, the finding shows there are various powerful discourse strategies such as positive representation, scientific evidence or clinical test proof, irrealist representation, and emotive words. The use of all the strategies can captivate the consumers to buy the product being advertised.

For the social features analysis, all the advertisers used words and phrases that have social significance to people, and they also can affect the public in terms of social. Some concept of the ideal beauty created by the advertisements. By seeing or hearing the advertisement many times, it will influence and manipulating their belief in how should beauty constructed as appear in the advertisement. As in Garnier, that is ideal for women to have glowing, bright pinkish face. For Pond's advertisement, women should ideally have bright tone-up skin for their skin. Healthy, bright and maintained look also how it ideally women should have for their appearance in Wardah's advertisement.

The beautiful public figure or model is used to clarify to the society that it is the perception of beauty in society. The generalizing of the concept of beauty through language used by the advertisers and the advertisements being studied are able to have power over women's belief in how beauty is constructed.

5.2 Suggestion

This research conducts a Critical Discourse Analysis as an approach to give a deep understanding for the reader who intended to apply critical discourse analysis such as analyzing advertisement, speech, and others. For this study using data skincare advertisement. Skincare advertisements which are ought to construct beauty concept. For any further awareness on how the beauty standard is constructed, the researcher suggested to conduct the research on the same field focusing on the concept of beauty that implemented into another culture. The researchers could analyze deeper on how different is the beauty concept here in Indonesia with other countries. The researcher believe there will always be beauty standard in any kind and any where of advertisement because in any kind of advertisement and any where of advertisement they will always use the better model for all types of advertisement.

For the advertiser and beauty related enthusiast, the researcher suggested to read the data in this research for further advertising to use on the discourse of skincare or other beauty advertisements because the findings show some beauty concept constructed in the advertisement. It is suggested for readers to buy products not only relying on the language but also considering whether the products

necessary for them. Readers should understand that language in advertisements is to manipulate the reader about the concept of beauty.



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APPENDIX

Advertisement Transcripts

1. Garnier advertisement script

Girl A: Wow the sakura flower looks pretty and glowing.

Girl B: Let's take a selfie!

Girl A: Ugh my face is not as pretty and glowing as yours, mine looks very dull.

Girl B: To have a glowing face, one step is not enough! New Pinkish Glow Series

Garnier Sakura White! With sakura extract and a thousand Glowing capsules

contain in the serum. First step, tap the serum to your face. Second step, apply the

serum. Your skin will not only be pinkish smooth but also glowing! Bright, pinkish

and glowing, right? New Garnier Sakura White.

2. Pond's advertisement script

Where is Maudy? Hurry up, get ready for the make up! 10 seconds left. New Pond's

instabright Tone Up Cream! The first day cream that will brighten up instantly with

0% make up. New! Pond's Tone Up Cream brighten up your skin instantly with 0%

make up foundation.

3. Wardah advertisement script

Wardah always supports my looks and appearance. Just like they (fans) did! They

always support me in my work. For doing my work everyday, halaal, keep brighten

up, protect me in a day light and give nutrition in a day night. Wardah Lightening

Day Cream and Night Cream. Bright, looks healthy and maintained!