

**LANGUAGE STYLES USED AS A PERSUASION TECHNIQUE
IN COSMETIC ADVERTISEMENT**

THESIS

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UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM

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THESIS

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MALANG
2019**

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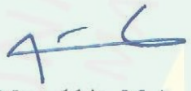
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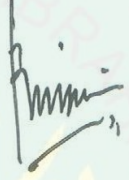
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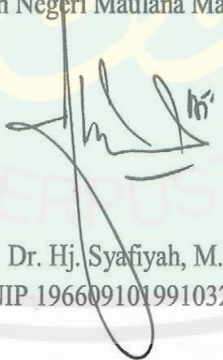
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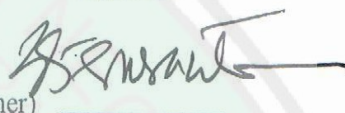
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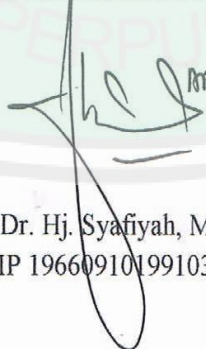


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MOTTO

Nobody can go back and start a new beginning, but anyone can start today and make a new ending.



DEDICATION

This thesis is dedicated to my beloved parents, Mr. Fatullah and Mrs. Didit Ayati who always support, love and pray the best for me. Thank you so much for your love, patient, and everything. For my brother, Ludfi Candra Arista who always supports me. Thank you so much.



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8. All of my friends who helped me in finishing this thesis. Thanks for everything. May Allah bless you all.

Finally, the researcher realizes that this study is far from perfection. Criticisms and suggestions are welcome for improving and making this study better. Hopefully, this research will give many advantages to all of people who much concern in English

Malang, 14 August 2019

Wimbi Muningar

ABSTRACT

Muninggar, Wimbi. 2019. *Language Styles Used as a Persuasion Technique in Cosmetic Advertisement*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, State Islamic University of Maulana Malik Ibrahim Malang.

Advisor : Masrokhin, M.A.

Keywords : Language Styles, Persuasion Technique, Advertisement.

People use style in the language to deliver the meaning by using additional behaviour such as gesture, facial expressions, and body movements. It also can express the feeling and deliver the idea by using people's style through spoken and written. Nowadays, language style is used as a tool to persuade and influence people to do something. In the advertisement, the advertisers influence the audiences by using the persuasion technique through the use of linguistic features of language styles. This study aims to find out the kinds of language styles used in persuasion techniques on cosmetic advertisement. It has provided an analysis of the appropriate words on language style used as a persuasion technique in the cosmetic advertisement. The research questions were (1) What kinds of language styles are used as a persuasion technique in cosmetic advertisement? and (2) How are the dominant type of language styles used as a persuasion technique in cosmetic advertisement?

This study uses descriptive qualitative method because the data are in the form of words rather than number. The researcher analyzed the language styles used as a persuasion technique in the selected utterances that are presented by the actresses in the Maybelline advertisements. This study is analyzed by using Grey (2008) theory of language styles and Keraf (2004) theory of persuasion technique.

The result of the study, there are linguistics features of language styles found in the Maybelline advertisement. The data are analyzed by using lexical features. From 10 data, the reseacher found hyperbole, familiar language, simple vocabulary, glamorization, potency, weasel word, and repetition. The dominant language style found is hyperbole. Therefore, the reseacher also analyzed hyperbole used as persuasion techniques in Maybelline advertisement. The reseacher found rationalization strategies, hypnotic strategies, conformity strategies, and compesation strategies. Hyperbole is used as a persuasion technique to give exaggeration of the product through the utterances and persuade the consumersto use or buy the advertised product.Finally, the researcher hopes that this research can give a contribution to the next researchers who are interested in the language styles research by using other theories that more complete and better.

ABSTRAK

Muninggar, Wimbi. 2019. *Gaya Bahasa yang Digunakan Sebagai Teknik Persuasi pada Iklan Kosmetik*. Skripsi. Sastra Inggris. Fakultas Humaniora. Universitas Negeri Maulana Malik Ibrahim Malang.

Pembimbing : Masrokhin, M.A.

Kata Kunci : *Gaya Bahasa, Teknik Persuasi, Iklan*

Semua orang menggunakan gaya pada bahasanya untuk menyampaikan maksudnya dengan menggunakan perilaku tambahan seperti isyarat, ekspresi wajah dan gerak tubuh. Hal itu juga dapat mengekspresikan perasaannya dan menyampaikan idenya dengan gayanya melalui lisan dan tulisan. Kini gaya bahasa digunakan sebagai alat untuk meyakinkan dan mempengaruhi masyarakat dalam melakukan sesuatu. Dalam periklanan, para pengiklan mempengaruhi para penonton dengan menggunakan teknik persuasi melalui penggunaan fitur linguistik dari gaya bahasa. Pada penelitian ini bertujuan untuk mencari jenis dari gaya bahasa yang digunakan sebagai teknik persuasi dalam iklan kosmetik. Penelitian ini telah menyajikan sebuah analisis dari kata yang sesuai dengan gaya bahasa sebagai teknik persuasi pada iklan kosmetik. Rumusan masalah dari penelitian ini adalah, 1) Apa jenis gaya bahasa yang digunakan sebagai teknik persuasi dalam iklan kosmetik? 2) Bagaimana jenis gaya bahasa yang dominan digunakan sebagai teknik persuasi dalam iklan kosmetik?

Penelitian ini menggunakan metode deskriptif kualitatif karena data yang digunakan dalam bentuk kata dan bukan angka. Peneliti menganalisa gaya bahasa yang digunakan sebagai teknik persuasi pada ucapan terpilih yang ditampilkan oleh artis di iklan Maybelline. Penelitian ini menggunakan teori dari Grey (2008) yang berhubungan dengan gaya bahasa dan teori dari Keraf (2004) yang menjelaskan tentang teknik persuasi.

Hasil dari penelitian menunjukkan bahwa ada fitur linguistik dari gaya bahasa yang digunakan dalam iklan Maybelline. Data yang dianalisa menggunakan fitur leksikal. Dari 10 data, peneliti menemukan *hyperbole*, *familiar language*, *simple vocabulary*, *glamorization*, *potency*, *weasel word*, dan *repetition*. Gaya bahasa yang paling sering digunakan adalah *hyperbole*. Kemudian peneliti juga menganalisa penggunaan *hyperbole* sebagai teknik persuasi di iklan Maybelline. Peneliti menemukan strategi *rationalization*, *hypnotic*, *conformity*, dan *compensation*. *Hyperbole* yang digunakan sebagai teknik persuasi untuk mengunggulkan produk melalui ucapan dan membujuk pembeli untuk menggunakan atau membeli produk yang diiklankan. Penelitian ini diharapkan dapat memberikan kontribusi untuk peneliti selanjutnya yang tertarik dengan penelitian gaya bahasa namun dengan menggunakan teori yang berbeda.

مستخلص البحث

موننجر، ويمبي. 2019. أسلوب اللغة المستخدمة كتقنية الإقناع في إعلان التجميل. البحث الجامعي. اللغة الإنجليزية وأدبها. كلية الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.

المشرف : مسروخين الماجستير.

الكلمة الإشارية : أسلوب اللغة، تقنية الإقناع، الإعلان.

استخدم جميع الناس الأسلوب في لغتهم لتلقي المقصود باستخدام زيادة المعاملة كالإشارة والتعبير واللفتة. كذلك تعبر شعورها ويواصل رأيه بأسلوب من اللسان والكتابة. الآن استخدم أسلوب اللغة كوسيلة لإقناع وتؤثر المجتمع في عقد الأنشطة. في ناحية الإعلان، تؤثر المعلنون المشاهدين باستخدام تقنية الإقناع. بوسيلة استخدام ملامح اللغوية من أسلوب اللغة. هدف هذا البحث لبحث النوع من أسلوب اللغة المستخدمة كتقنية الإقناع في إعلان التجميل. عرض هذا البحث التحليل بالكلمة المناسبة بأسلوب اللغة كتقنية الإقناع في إعلان التجميل. أسئلة البحث لهذا البحث يعني : 1. ما نوع أسلوب اللغة المستخدمة كتقنية الإقناع في إعلان التجميل؟ 2. كيف نوع أسلوب اللغة المستخدمة كتقنية الإقناع في إعلان التجميل؟

استخدم هذا البحث منهج الوصفي الكيفي لأن البيانات المستخدمة بالكلمة ولا الأرقام. تحللت الباحثة أسلوب اللغة المستخدمة كتقنية الإقناع في الأقوال المختارة أظهرت بالفنانية في إعلان ميبيلين. استخدم هذا البحث النظرية من غري (2008) تتعلق بأسلوب اللغة والنظرية من كيراف (2004) يبين عن تقنية الإقناع.

الحصول لهذا البحث وجود الملامح اللغوية من أسلوب اللغة المستخدمة في إعلان ميبيلين. تحلل البيانات تستخدم الملامح بشكل المعجمي. من 10 البيانات، وجدت الباحثة المبالغة واللغة الرفاقي والمفردات البسيطة والتوقير والإمكانية الكلمة في الصعوبة والإعادة. أسلوب اللغة في معظم الأحيان استخدامها تعني المبالغة. وتحللت الباحثة استخدام المبالغة كتقنية الإقناع في إعلان ميبيلين. وجدت الباحثة استراتيجية العقلانية والتنويم والتفوق والتعويض. استخدم المبالغة كتقنية الإقناع لتفوق المنتجات بالقول ويتملق المشتري لاستخدام وشراء المنتجات المعلن. رجاء هذا البحث إعطاء الإسهام إلى الباحثين المستقبل يهتم ببحث أسلوب اللغة ولكن باستخدام النظرية المختلفة.

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CHAPTER I

INTRODUCTION

This chapter deals with background of the study, problems of the study, objectives of the study, significances of the study, scope and limitation, research methodology and definition of key terms.

1.1. Background of the Study

Every company needs media to promote the products to the people. The development of media has an important role to meet the promotional needs of the company. In promoting the product, many companies use brochure, pamphlet, and advertisement as a form of promotion. Advertisement is one of media promotions to present the company products and services that are publishing through mass media to all people. It becomes advertisement as a tool to communicate and persuade the audience to make consumer aware of the product. Advertising is the paid communication of company through media to deliver the message that can use audio, as in radio advertisement, visual as in television advertisement, and written as in magazine or newspaper. Advertisement is actually a message to public and services as one of communication process with the advertiser and consumer.

To sell a product, advertisement has varieties style in presenting the message, which contributes to the successful of advertisement purposes. Advertisement persuades people to do on giving a figure to what people should think and do. It is very effective to use persuasive language and

language style in marketing. Language style is the communication to express the feeling and deliver the idea by using people's own style through spoken and written. Language style could be included in semantic that deals with the relationship between sentences or words and their meaning and the meaning of words must be understood well (Jackson, 1988).

Ducrot and Todorov (1993) said that language style becomes the way to give information through various expressions and variations of the language used in all kinds of situation and condition. That becomes the choice in using language in the other alternatives. Keraf (1984) told that to make a good sentence, we need style of language because style deals with the ability and the competence to create good way of sentence. Everyone has his own style and used to socialize with the environment. Akamajian (2001) argues that language style is always associated with language variation. They are talking about varieties of language, language style talks about how people communicate and show their expression in formal or in informal situation. Then, language variation used to express and reflect social factors.

Based on explanation above, we can conclude that language styles are used to make the communication clearer between speaker and addressee becomes formal or informal situation. In a formal situation, language style is associated with the standard language, both spoken and written that is shown by using complete sentences, low tempo speech, and technical vocabulary. It is used when presenting and writing for university

assignments as professional or academic purposes. While informal situation, language style is more casual and spontaneous that is shown by using a simpler grammatical structure and the tone of informal language is more personal than formal language. It is used when communicating with friends or family either in writing or in conversation, text messages, and advertisement of product or service.

In advertisement, language styles are used as media promotion from advertiser to consumer that has many purposes such as introducing a new product, selling goods and offering services, making consumer knows with product uses, and attracting the consumers (Frolova, 2014). To promote the products, the advertisements use unique utterances to make their product more interesting and persuade the people to use the products. In promoting the product, persuasion technique is required to make the people believe that the products are good and qualified. According to Keraf (2004), persuasion techniques can be defined as an art of communication with the aim to persuade people to do something requested by the author. By using the choice of language, messages can be conveyed through the creative advertisement to influence the people. Furthermore, the purpose of advertising is to convince people to buy and use the product or at least giving people a motivation. In other words, selecting the word in advertisement has big impact to make it commercial (Fitriyah, 2008).

The advertisement always shows in mass media, especially on television and internet. The various types of advertisements show the

promotion from daily needs like food, fashion, and cosmetic. Mass media often shows cosmetic advertisements from many cosmetics brand and many people watch the advertisement. Cosmetics become people's needs, which generally cannot be separated from their life to take care their face and skin. The advertisers demonstrate the product using beautiful actress to represent their beauty product in advertisement and also become a persuasion technique to invite women and men using their beauty product. Therefore, by knowing the insecure aspect of the prospective consumers to use certain beauty product that makes them looks more beautiful, the advertisers of beauty product and body care become the advertisement that is many viewers and has interest in each brand of cosmetics.

In this study, the researcher investigates the language style used as a persuasion technique in cosmetic advertisements by using Grey (2008) theory because of some reasons. First, this theory can be used in the language style phenomena. Second, Grey (2008) theory gives a complete description that can be used to analyze the utterance, especially the lexical features in the cosmetic advertisements. Third, the theory suggested by Grey (2008) is useful in identifying the data. Fourth, the persuasion technique based on Keraf (2004) theory is also used to analyze the persuasion technique in the advertisement. The researcher hopes this study will provide new contribution in understanding language style that is uttered by native speaker especially on advertisement language.

This study examines the use of language style as persuasion techniques in a cosmetic advertisement. Cosmetic is a beauty product that has many functions to skin and face for all people, especially for women. The data of this study takes one of the cosmetic brands “Maybelline” that is from New York, United States of America. Maybelline New York is an international American brand cosmetic sold worldwide. The company was built in 1915 by T.L. Williams and released the first product *Maybelline Cake Mascara* in 1917. Maybelline has various cosmetics that have been used by women all over the world. Maybelline is chosen as the data because in Maybelline advertisement contains of the words in the utterances that appropriate to the characteristic of language styles based on Grey (2008) theory and Keraf (2004) theory in order to persuade the audiences through the advertisement.

In conducting this study, the researcher takes four previous studies that were done by the other researchers in another field. They are; Li (2009) had conducted a study in language style matter occurred in food advertisement. This study focused on language style in the general stylistic characteristics in commercial advertisements. Other researcher is Wittaningsih (2016) who focused on woman language style for persuasion in Revlon’s printed advertisements. This study investigated the clauses that used women’s language styles of advertisements and contained lexical and syntactical features as persuasive features. The next researcher is Permatasari (2014) who focused on her study on the theory of language

style to investigate the utterance in Magnum advertisement. This study investigated the utterances of advertisements by linguistic features, persuasion techniques, and power relation. The last researcher is Mukarromah (2016) that focusing on the persuasive technique used in the iPhone slogan. The finding of the study showed that the type of persuasive technique used by iPhone slogan are rationalization, hypnotic, conformity, identification, compesation, and displacement.

This present study focuses on analyzing the lexical features of language styles that are used as persuasion technique in cosmetic advertisements by using the Grey (2008) theory and Keraf (2004) theory. The researcher is interested in investigating language style as persuasion technique because Grey (2008) theory explains the specific description on the lexical features characteristics of advertisement language and Keraf (2004) theory explains the persuasion technique that is used by the dominant type of language styles rarely used in previous studies. In the previous study, Li (2009) and Permatasari (2014) used food advertisement as the object of the study. The other studies in language style were done by Wittaningsih (2016) and Haqqo (2016) on language style in printed advertisement. Thus, Mukarromah (2016) did the persuasive technique on persuasive technique in the slogan of iPhone advertisement. In this study, the researcher uses cosmetic advertisement as the object of the study in use language style as the persuasion techniques through the advertisement. The cosmetic advertisement is the advertisement that consists of utterances to

make the people interested. Furthermore, the advertisers show the advertisement by using linguistic features in selection of words and sentences that will influence the persuasion techniques used in advertisement.

The researcher would like to identify how the persuasion technique in the advertisement persuades the audiences that use the language style and what kinds of language style usually used by American in advertising. Different from the previous study, this study focuses on the use of lexical features in language styles used as persuasion technique in advertisement. The cosmetic advertisement is chosen as a data of this study because cosmetics become people's needs, which generally cannot be separated from their life and an advertiser's expression to convey the messages to audiences. The language style of advertisement is short and convincing that make different from the other language uses in everyday life.

1.2. Research Questions

Based on the background of the study, the researcher needs to answer following questions:

1. What types of language styles are used as a persuasion technique in cosmetic advertisement?
2. How the dominant type of language styles is used as a persuasion technique in cosmetic advertisement?

1.3. Objectives of the Research

According to the problems of the study, this research is aimed to achieve the following objectives

1. To find out the kinds of language styles used in persuasion techniques on cosmetic advertisement.
2. To describe the use of dominant types of language styles as a persuasion technique in cosmetic advertisement.

1.4. Significances of the Study

This research is expected to give theoretical and practical contributions that are needed by all people who study language style and increase people's knowledge about the use of language style in everyday life.

Theoretically, the result of this study is expected to give contribution to the theory of language style especially Grey (2008) theory of language style. This study can be one of the examples of language styles as persuasion techniques in cosmetic advertisements. Furthermore, this study is hoped to give more systematic conceptual understanding of rhetorical structure in advertising language.

Practically, this study is hoped to be beneficial for as well as next researchers who are interested to analyze the language style on the mass media especially advertisements. Thus, the study of language style as a persuasion technique used in advertisements is expected to help people improve their style of communication.

1.5. Scope and Limitation

The scope of this study is sociolinguistics study that focuses on language style as persuasion technique used in Maybelline advertisements. The researcher uses Grey (2008) theory to explain the types of language styles that are categorized into two types; they are lexical features and syntactical features and Keraf (2004) theory to explain the persuasion technique in the Maybelline advertisement. The limitation of this study is language style in lexical features. The researcher involves the utterances on Maybelline advertisement in mass media as the subject to be analyzed by using language styles and persuasion techniques occur in advertisement.

1.6. Definition of Key Terms

The researcher describes the key terms are used in this study to help the readers in understanding this research. The key terms are explained as follow:

1. **Language style** is the way of people use speaking or writing to communicate based on condition and situation of doing that, person (or people) to whom you are speaking or writing (Daniel, 2017).
2. **Persuasion technique** is verbal communication, which make people have certain judgment and change a person's (or a group's) behaviour toward some events, ideas, or other person(s), by using written or spoken words to convey information, feeling or reasoning to accept the new one, which they do not believe before (Nancy, 1984).

- 3. Advertisement** is information through mass media, which is offering or asking for goods, services, and so on (Hornby, 1995).

1.7. Research Method

1.7.1. Research Design

The research design of the research is descriptive qualitative method. It uses qualitative method because the data of this research are in the form of utterances consisting of words, phrases, and sentences. Qualitative approaches to data collection, analysis, interpretation, and report writing differ from the traditional (Creswell, 2014). The researcher analyses the data in the form of the words and give the explanation toward the data analyzed. The aim of this study is to find out kinds of language styles in the cosmetic advertisement that is used in a persuasion technique to persuade public.

1.7.2. Data and Data Sources

The data of this research are from utterances and sentences of the cosmetic advertisement. This cosmetic advertisement is Maybelline New York. While, the data sources from Maybelline advertisements are Blushed Nudes Eye Shadow Palette, New Dream Wonder Powder, Fit Me Poreless Foundation, New Dream Cushion Liquid Compact Foundation, Fit Me Foundation, Dream Liquid Mousse Foundation, New Color Sensational Creamy Mattes, New Dream Sure BB, New Tattoo Brow Gel Tint, and New Illegal Length Fiber Extensions Mascara.

The researcher determines the criterion of selecting the cosmetic advertisement that is the presence of spoken English. Accordingly, the

researcher finds out language styles concerning to the utterances conveyed by actor and actress in persuasion technique on the cosmetic advertisement.

1.7.3. Research Instrument

This study places the researcher as the main instrument of the research because the researcher searched the data related to language style, analyzed the data and tried to find out the answer of the problems. Therefore, in analyzing the data, the researcher is responsible in downloading, collecting the data from YouTube, observing, analyzing, and concluding the result in order to answer the problem.

1.7.4. Data Collection

In getting the data, the researcher does several steps. The first step is finding the video of cosmetic advertisements in YouTube and getting 18 videos. Then, the researcher downloads the video of cosmetic advertisements from YouTube. The researcher chooses 10 videos because the downloaded videos are the compilation video of Maybelline advertisements that contain several videos and the single of the advertisement, so there are similarity videos on other compilation videos and the researcher chooses one of the similarity videos from the compilation videos.

Secondly, the researcher watches the video and transcribes the videos. There are also several videos that do not appropriate to the characteristic of language styles and the researcher decides not to use the video as the data collection. Then, the researcher finds the utterances and sentences, which are classified as language style in those cosmetic

advertisements. Finally, the researcher identifies the utterances that contain the language style based on Grey (2008) theory and the dominant type of language styles that is used as the persuasion technique in the advertisement based on Keraf (2004) theory.

1.7.5. Data Analysis

After getting the data, the researcher analyses the data as follows: firstly, the researcher classifies the data and explains each utterance consisting of words, phrases, or sentences containing language style using Grey (2008) theory. Secondly, the researcher finds language styles apply in a persuasion technique on cosmetic advertisement. Thirdly, the researcher classifies the kinds of language styles, and finds the dominant type of language style as a persuasion technique on cosmetic advertisement. Next, the researcher identifies the dominant types of language styles based on persuasion techniques' of Keraf (2004) theory. The last step is concluding the result of the analysis.

1.8 Previous Study

To support this study, a number of researchers are conducting a research on language styles in various fields. They are Li (2009) had conducted a study in language style in food advertisements. The research was aimed to find out the general stylistic characteristics of commercial advertisements. The object was the advertisement of "Atkins Chocolate Chip Granola Bar". The result of this research showed that there are many devices in linguistic, textual, and contextual to describe the product's

quality. The study used stylistic analysis pattern in order to find out the general stylistic characteristics of commercial advertisements.

Wittaningsih (2016) studied about Woman Language Style for Persuasion in Revlon's Printed Advertisements. The researcher focused on the use of woman's language style to persuade the targeted consumer Revlon's printed advertisements. She analyzed the clauses that related to persuasion in women's language characteristics by using linguistic features of advertisements, lexical and syntactical features. The study used Grey's (2008) theory to explain language style in Revlon's printed advertisements. The result of the study showed that Revlon's printed advertisements have all women's language style characteristics and linguistic features of advertisements, lexical and syntactical features that can be also said as persuasive features.

Permatasari (2014) studied An Analysis on Language Style of the Utterances in Magnum Advertisement focused on language style applies to the persuasion techniques and the power relation between the companies and the consumers in the advertisement. In her study, she discussed language style, persuasion technique and power relation with a detailed explanation. The study used Grey's (2008) theory to explain language style in the ice cream advertisement. The result of the study showed that a few linguistic features have appeared in the Magnum advertisement. The persuasion techniques are clearly understood as the advertising's purpose.

The power relation defines the companies and the consumers easily and the simplicity of Magnum advertisements did not vary the language style.

Haqqo (2016) on his thesis entitle Language Style in The Jakarta Post Advertisement studied language styles from the Jakarta Post. The study used Well's theory to analyze language style in Jakarta Post advertisement. There were found three types of language style in Jakarta Post advertisement namely; hard-sell style, soft-sell style, and straightforward style. The data were analyzed by employing descriptive qualitative methodology by collecting the data from the Jakarta Post.

Another study about persuasive strategies was done by Mukarromah (2016) on his study entitle Persuasive Strategies Used in Slogan of iPhone Advertisement. The study analyzed the persuasive strategies based on Keraf (2004) theory in slogan of iPhone advertisement. The result of the study showed that the researcher found rationalization, identification, hypnotic, conformity, compensation, and displacement strategy. The most frequent strategy used in slogan of iPhone advertisement is rationalization, compensation, and hypnotic strategy. The reseacher also used ethos, logos and pathos techniques based on Aristotle (1954) theory in implementing the persuasive strategies in slogan of iPhone advertisement.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents and discusses the review of related literature, which includes language style, persuasion techniques, advertisement, cosmetic advertisement, and previous study.

2.1. Language Style

Language style is a way people using language to control people in having interaction with others by using words and voice. According to Chaika (1982) language style is the use of language in communication; it can be written or oral language. Language style refers to the selection of linguistics from to convey social or artistic effects. The style also acts as a set of instructions. When the people are having communication with others, they usually use formal or informal language depends on the situation that the listener is to take what is being said; seriously, ironically, humorously or in some other ways. Again, language style is an important part of communications to use in different purposes and different topics, even though they communicate with the same language (Hamdany & Damanhuri, 2017). It concludes that style is the way that people deliver ideas and messages. In communication, it is easier to receive the idea if we understand the style that is used by the speaker. The way of speaker delivers the idea that uses formal or informal language occasion: seriously, ironically, humorously, or in some other ways.

Keraf (2010) states that language style is a special language that is used as an expression to show the soul and the writer's personality (language user). A good language style has three certain elements; honesty, civility, and attractive. Honesty means that the good rule is to use language and we go along with it. Civility is the use of polite words to give appreciation for people who encouraged in a conversation. The last is attractive that contains variation, humor, good understanding, and having imaginations. Language style deals with the ability and the competence to create a good way of sentence or utterance. Everyone has his style and used to socialize with the environment. The use of language style can be seen in three aspects such as tone of voice, different pronunciation, even choice of the words and grammar. When someone says something in a certain situation or condition, tone of voice can be felt through the communication. For example, when people give a question or just statement, it can be decided from the tone of voice. The choice of the words and grammar are used in the language style that is more simple word and grammar.

In conclusion, language style is the way people control others in interacting to convey the idea in word and tone of voice. Language style deals with the ability and the competence to create a good way of sentence or utterance. Three certain elements of language styles are honesty, civility, and attractive. In the sentences or utterances, language styles are not only based on the choice of the words but also the use of a structure that can see based on place, people and the purpose of communication. Language style cannot be separated from advertisements because advertising is always connected with the public communication to give

information about products, services, or ideas through the various media and persuasive strategies are always needed as an action of persuading people. An advertisement has its particular language style that deals with linguistics features. It makes language style becomes an important role to creates persuasive effect because the use of the certain form of grammar, word choice, and sentence can deliver various expression.

2.2. Advertisement

Advertisement is information through mass media, which is offering or asking for goods, services, and so on. It becomes commonly used by the companies to direct persuasive communication to target the buyers. In this society, advertisements play a key role to influence the people by using a variety of language and image. Besides, an advertiser must consider the use of language, pictures, and other elements in their advertisement to make sure the message can be delivered applicable. It concludes that advertisement is any kind of communication that used to draw the product or the services and used to persuade the audience to buy and use the product or service. The communication can be in the form of print, visual, and audio. It makes advertisement is very familiar with all the people in the world and becomes their part of life.

Nowadays, advertising can be found everywhere such as on television, magazine, attached to the wall, and other places. A company will make an advertisement as interest as possible to persuade consumers to buy or use their product. Advertisement becomes the media to inform the product to the consumers and the persuasion technique has a big role to convince the consumers

that can increase the outcome of the company. According to Hornby (1995), an advertisement is a public notice to offer and ask goods, services, and others. Companies give information to the people about their products which can be in the form of goods or services. The goal of an advertisement is to persuade readers and consumers to act or think in a textual determiner way to boost sales of particular commodities and services (Vaicenoniene, 2006). The companies need to publish their products to society and try to gain society's attention to their products.

Ricard and Curran (2002) also said about advertising that is a kind of communication which delivered a message to the audience the product and persuade the audience to take action. The message in the advertisement is addressed to all the people who notice the the advertisement. Therefore, the advertisement must use a global way because it can be received by all people around the world. From the definition, it can be concluded that advertisement is one of the media that is used to inform the product to society. In the advertisement, the persuasion techniques are needed to persuade the audience to buy and use the products or services that are offered by the company.

2.2.1. Function of Advertisement

Advertisement is the media to convey the messages to all people in the world. The advertisers deliver the message and persuade the consumer to use or buy the products by showing the product information through the advertisement. Persuasion

techniques are used to influence people to encourage purchasing goods and services that become the main role of advertising.

According to Rot Zoill in Widyatama (2007) in Arianty (2018), there is some function of advertisements. Those functions are preception, persuasion, reinforcement, and reminder. The first function is the preception. An advertisement has a function to change a condition quickly from the condition that cannot decide to be able to make a decision such as increasing demand, creating awareness, and giving knowledge of a product. Second, persuasion in the advertisement is to persuade the audience to do something in accordance with the message advertised. It includes the attraction of the audience's emotion, conveying information about the characteristics of the product, and persuading consumers to buy. Third, reinforcement in advertisement confirms in making a decision that has been taken. The product advertised that must have an affirmative attitude and being consistent. It makes the consumers convince about the product being advertised and the consumers will use the product because what is advertised that appropriate with the quality of the product. The last function of advertising is a reminder. It is used to increase the consumers' awareness of the product advertised. After the consumers know companies' products, companies have to advertise their products to keep their consumers' awareness. An advertisement is a marketing tool to promote the

product has some function. It is a marketing tool that has the main role of preception, persuasion, reinforcement, and reminder to people and gives advantages to companies.

2.3. Types of Language Styles in Advertisement

Every language has different variations since its characteristic is commonly different from one to another used by people in a different situation and need. The language style in the advertisement has linguistics features as a tool of communication between the advertiser and the people and the choice of words will be a very crucial thing to convey the message and grab the audience's attention. Since broadcasted advertisements can be seen and heard, an utterance is as important as the visualization (Permatasari, 2015). According to Grey (2008) in his *Language in Use* cited in Permatasari (2015) divides the linguistic features of advertisement language style in two parts.

2.3.1. Lexical Features

Lexical features of advertisements present advertisements to be unique because of the use of certain words. It deals with the meaning of the word that is used by people in their everyday lives. Lexical features make advertisers reconsider the diction of advertisements to grab consumers' attention and willingness. The actors and actresses speak the words can make people believe what the actors and actresses say in the advertisement.

1. Hyperbole

Hyperbole is a figure of speech that involves an exaggeration of thinking for the sake of emphasis. It is used to express various

kinds of people's feelings and opinions. People use hyperbole to describe and emphasize something amazing. Hyperbole is one way to exaggerate the product in order to attract the consumers' attention to the product (Leech, 1972). The purpose of hyperbole in the advertisement is to persuade people to be interested in the advertised product. For example, the use of *more, fresh, new, perfect, famous, sensational, exclusive* and *improved* in some advertisements.

2. Neologism

Newmark (1988) defined the term neologism is newly coined two or more-word parts together that acquire a new sense. It can sometimes be attributed to a specific individual, publication, period, or event. Neologism has several ways to combine the words which are compounding, derivation, borrowing, shifting meaning, blending, and back-formation. It will make the new words become strange for the first time if the new words are used frequently, it will be a common word. For example, *sarchasm*: the gulf between the author of sarcastic with and the person who does not get it. This word combines *sarcasm* with *chasm* for a humorous new word.

3. Weasel Word

According to Grey (2008) in Permatasari (2016), weasel word is meaning without actually being specific or meaningful, even

though these terms are at best ambiguous and vague. Therefore, it makes people question the missing information, but there is no exact explanation of that question. The weasel word feature is used by the advertiser to steal the people's curiosity and grab more of the consumers' attention. The words are usually used as weasel words, such as *help*, *different*, *like*, *worth*, *fresh*, *tested* and *guaranteed*. For example, *totally different* makes the consumers raise a question 'different from what?' but there is no exact explanation of that question.

4. Familiar Language

Familiar language is a language that is often shown in the advertisement to give a friendly impression toward the consumer. The use of familiar language is shown by using pronouns *you* and *we* in the advertisement sentence. The advertisement shows a friendly impression to make the audience feel to be involved in the advertisement (Grey, 2008). The use of pronoun creates a friendly image that the advertised product will understand the consumers well, then it will make the audiences give more attention. For example, L'Oreal's slogan is "Because you're worth it." The use of the pronoun *you* gives a friendly impression to L'Oreal's consumers.

5. Simple Vocabulary

Simple vocabulary is always used in the advertisement to make the audience remember the words. The advertisement must be simple, brief, clear and attractive to make the consumers can easily understand what the advertiser means. It helps the advertiser to deliver the messages and the consumers catch the message in the advertisement effectively. For example, Ultra milk's slogan is *make your move*. It is simple and attractive enough. By knowing the slogan, consumers can understand the product easily.

6. Repetition

Repetition is used in advertising as a way to keep a brand or product at the forefront of consumer's minds. It can make consumers familiar with the product. Grey (2008) states that there are three types of repetition; alliteration, rhyme, and rhythm. Alliteration is the repetition of words with the same first consonant sound occurring together. For example, *Choose Wisely. Choose Sony*. The advertisement for Sony Handycam is a form of alliteration that is applied to word choice. Rhyme is a repetition of sound between words extending from the end to the last fully accented vowel. For example, *Borin' Roarin'* is a repetition of syllables at the end of the words. Rhythm is a

pattern produced by varying the stressed and unstressed syllables of the words. For example, *pinta milka day*.

7. Euphemism

Euphemism is a type of figurative language, which carries connotative meaning. Commonly, euphemisms are used to avoid directly addressing subjects that might be deemed negative or embarrassing. For example, the word “passed away” is better than the word “died” to refer to people who have stopped living because it can avoid saying an unpleasant word.

8. Humor

Humor is something that makes it funny. It is useful to attract and to entertain the audience. By showing the humor in the advertisement, the product becomes more interesting and can gain consumers’ attention because most people love humor instead of something serious. For example, the use of the word *wonderfuel* is used in a fuel advertisement. It is actually formed from the word *wonderful* and then it is used as humor becomes *wonderfuel*.

9. Glamorization

Glamorization is the words that are modified by combining the words, which are uncommonly used in daily speaking in a way to give glamorization in the advertisement (Grey, 2008). It deals with the glamour image of the product that creates the

advertisement more interesting. The diction can emphasize the product and influence the people's point of view when the advertisement is shown in the media. For example, *cracking chocolate* in the Magnum advertisement. The word *crack* is identical to something tough such as egg, glass and many more but not to ice cream because people know that ice cream is not tough.

10. Potency

Grey (2008) argues that potential words have a purpose to give new value, novelty, or immediacy. It makes potential words can give a new unusual meaning to attract people in the advertisement. The advertiser uses this feature to get the audiences' attention in advertising the products. For example, the words *free*, *introducing*, *now*, *how improvement*, *remarkable*, *miracle*, *magic* and *offer* are the potential word.

2.3.2. Syntactical Features

Syntactical features deal with the categories of words having the same grammatical properties. Grey (2008) classifies the syntactical features of the advertisement based on the emergence of a similar grammatical structure in the form of phrase. The simplicity of advertising language can be easily seen from the syntactic features of advertisement.

1. Short Sentences

A short sentence has a purpose to capture the audience's attention (Grey, 2008). It is used to fulfil the requirements of advertisement language, namely effective, meaningful, and distinctive. When the audiences hear the utterances and see the bold or large type for the headline, tagline, and slogan in advertisements, a short sentence gives a clearness impact for the audiences. For example, a slogan Sonycompany is *Make. Believe.* That tagline uses short sentences but it has clear and complete information as the consumers want to know.

2. Long Noun Phrase

According to Grey (2008), a long noun phrase describes the products that are advertised in three or more words or two or more independent phrases to impress the audience. A long noun phrase is used in advertisements can make consumers feel that the product has many special qualities if it is compared to other similar types of products. For example, the slogan of Mercedes is *Engineered like no other car in the world.* It is used to notify the audiences that Mercedes is a special car in the world.

3. Ambiguity

Ambiguity is a phrase or sentence which has more than one cognitive meaning. It is called an ambiguous phrase or sentence because it creates a different interpretation or

perception. Ambiguous phrase or sentence is usually used to direct the consumers' curiosity to seek more information and make a phrase memorable and re-readable. For example, *Think Different* is Apple's slogan that has ambiguity features. The slogan uses the word *different* that is intended the message to make the audience think about *different*.

4. Use of Imperative

An imperative can be used to make order. The imperative sentence is a sentence that gives a command to the audience to do something. The use of the imperative sentence is usually started with a verb, such as *take it* or negative verb, such as *do not break it*. The imperative sentence is used by advertisers to make the audience act or do something, including buy or use the product.

5. Simple and Colloquial Language

Grey (2008) states that colloquial expressions do not bear the meaning they normally have. This kind of language is only used in informal expressions. Colloquial language is an everyday-speech language that is used to interest the consumers because the language is simple and easy to understand. For example, *It ain't half good*. That sentence is informal because the use of *ain't* that can indicate the presence of simple and colloquial language.

6. Present Tense

According to Grey (2008), the use of present tense defines a universal timelessness. The sentence that uses the present tense feature is always right and exist. It can create the consumers' mind that the information in the advertisement is true. By using the present tense, the audiences feel the real condition as it is whenever they see or hear the advertisements. For example, *The future is here* is the slogan of Indosat. When the audiences see or hear the slogan, they will feel like in the real condition.

7. Syntactic Parallelism

Syntactic parallelism is a repetition of formal patterns of two or more similar ideas in similar structural forms (Leech, 1972). The structural sentence uses repeating some words that can make the words easier to remember by the audiences. For example, *Share Moments. Share Life.* The word 'Share' is repeated in the sentence because it is used to make the sentence more interesting and easier to remember by the audience.

8. Association

Association is indicated as a logical connection to the two things in the advertisements. Grey (2008) says that advertisements should associate the advertised product with a positive side or something else. Sometimes, we often see the advertisers do not associate the product with things that have a connection.

Association in the advertisement is sometimes indicated by words *like* and *as*. For example, *fresh as a mountain stream*. The freshness is associated with a mountain stream although they are two different things.

9. Ellipsis

Ellipsis is the omission of a structure part without changing the meaning of the structure (Goddard, 2002). It is used to make the sentence shorter without changing the meaning of the main information delivered. The advertisers aim to make the sense of informality so that the consumers will be easier to understand and remember. For example, the utterance “*Cappuccino, what else?*”. This sentence looks informal and does not follow the grammatical rules. When it follows the grammatical rules should be “*You’ll take Cappuccino. What else would you like to drink?*”, it needs many words and looks formal.

10. Incomplete sentence

An incomplete sentence is one of the linguistic features of advertisements. It helps the audience to understand the main point of advertisements (Grey, 2008). The sentence contains at least a subject (noun) and a predicate (verb) that will be called complete sentence, if one of those aspects is disappeared, the sentence will be called an incomplete sentence. The incomplete sentence will be more familiar to the audiences that can help the

advertiser to deliver the message because it saves the space and emphasizes the points to call an action. For example, the action that gives by the company to do something like “Visit our Website!”. It is more effective instead of its complete sentence “We want you to visit our website for more information.”

2.4. Persuasion Techniques

Persuasion is the way how to persuade someone to interest something in the communication process. According to Keraf (2004), persuasion is verbal communication that aims to encourage someone to act something what the speaker or writer wants in the present and future. Accordingly, persuasion is able to be included as the ways of making a decision. The audiences are expected to accept the belief when they hear or see to take the right and wise decision and do it without compulsion. Belief is the basic of persuasion, an act of persuasion is unnecessary to be directed to that belief, but it is also able to be directed to the further range, for making the audiences act something.

Nowadays, people always try to persuade other people, buy their product or just follow their value in the advertisement. It becomes the advertiser's strategy in increasing product sales. The advertiser is usually used pictures and actors to apply the persuasion techniques in showing the advertised product so that it can persuade people through advertisements on radio, television, newspaper, magazine, social media, and others. It makes the audience believe and want to buy the product.

An advertisement is one example of a persuasion activity. Based on Bovee (1982), the persuasive technique is convincing people that the product advertised will give some benefits to them. The advertisements can convince the target by giving statements, commands, suggestions, and rhetorical questions about the product which directly shows a product guarantee (Trimmer, 1984). The use of persuasion is to persuade the consumer to act on something without violence. In selling the product, some advertisers use an actress and actor as the trusted agent to make sure people that their products are outstanding and have good quality. People who believe with the product will decide the right decision by their consciousness.

Persuasive is the way to persuade people that is applied in a technique to catch the mean of persuasion. Keraf (2004) argues an idea of the types of persuasion techniques. They are a rationalization, identification, hypnotic, conformity, compensation, projection, and displacement.

1. Rationalization

Rationalization deals with the process of using the mind to give a justification for a certain issue. It shows something by giving some impossible and logical statements or reasons, which can be accepted by the logic. The advertiser to convince the consumer about the company's product uses the technique. The advertiser should know the customer's belief, attitude, and what they need. Therefore, the advertisement can give statements that prove and justify product quality. The consumers will interest in the product when it provides their needs, belief and the

same with their attitude. For example, according to Mukarromah (2016) in the slogan of iPhone 2G “*Introducing iPhone. Apple reinvents the phone.*” stated that the word *introduce* defines the beginning of something and the word *reinvents* defines the product has something new based on something that already exist. The advertisement also adds with the picture of the applications and gives a picture with hand gripped the iPhone 2G. The advertiser wants to announce that iPhone 2G has many new and different applications in phone and the consumers can do anything that they need with iPhone 2G in their hand.

2. Identification

Identification is the process to identify the consumers and the environment accurately. To advertise the product, the advertiser must understand the target consumers based on their age, job, genre, and others to get a positive response from them and take the consumer’s attention more. By understanding them, the advertisers will know the appropriate words and concepts for the product because they will be able to promote the products easily.

For example, in Oriflame’s catalogue, the sentence “*For a business meeting. Power Women embodies the dynamic charisma of the **modern woman** with spicy ginger, feminine rose and sexy patchouli.*” means that *for a business meeting* is addressed to a specific customer. The situation is meeting for business that is made for the modern women who always got a business meeting. Oriflame says that

after using this perfume, they will know their own power to get what they want in that meeting. So, Oriflame recommended this perfume for all business women.

3. Hypnotic

A hypnotic is the process of using interesting and convincing words and gesture or voice to make people believe when the speaker conveys (Keraf, 2004). In the advertisement, the use of interesting words, gestures, backgrounds, and the famous artist will make the consumers hypnotic. The purpose of the hypnotic is to persuade and influence people. It can be seen when a marketer promotes his product to the consumers with a powerful voice to get the consumers' attention and buy the products. For example, according to Mukarromah (2016) stated that iPhone 3G has slogan "*Twice as fast. Half the price*" that is the initial of the connectivity of the phone. The advertiser emphasizes the 3G connectivity on the statement "*twice as fast*" that means 3G connectivity in the phone is twice faster than the other phone connectivity at that time.

4. Conformity

Conformity is a conforming act to something that has been aimed or to make something is similar to the others. This technique is applied in the advertisement to make the consumer convince with the product. The advertiser should present something suitable with the people want so that the consumer convinces with the product that has been

advertised. The advertisement is created to make the product similar to something famous or exist, then consumers will be interested because every people talk and use that product. For example in slogan of Oppo “*Oppo camera phone*”, the advertiser shows to the consumers that Oppo has a good quality camera with showing the photo that is taken by the Oppo’s camera. It was similar to the era of that time that most phones are produced with a good quality camera.

5. Compensation

Compensation is a result of an action to find out a substitution of things which has been unacceptable. The action appears from a situation that is different from previous situations. It becomes an opportunity for the advertisers to influence consumers that they will get other better situation by using the product. It gives the application that they cannot find in the product before. For example, in the utterance “*An absolute awesome color.*” appears in AIR MAX 1 X PARRA of Nike advertisement, it means that the awesome color is the color of this shoe looks very beautiful than previous product of Air Max shoes. As the supporter, the setting of the advertisement is in a shop that it sells many Air Max shoes and the actor takes one of Air Max 1 X Parra (Rizka, 2016). The advertisement shows to the consumers that the air max is rarity and awesome color, that is blue-orange than the other products.

6. Projection

Projection is a strategy in making a subject becomes an object. In a simple case, if someone is asked to describe somebody whom he hates, he will try to describe a good thing from himself. A mistake that is done by somebody has shifted the mistake to other people. It can be concluded that projection is a technique that presents the advantages and disadvantages of the product to show the differences with others. For example, in Marina hand and body lotion advertisement “*Feel the rich moisturizer to hydrate very dry skin with avocado, olive and vitamin E.*”, this statement shows that by buying the product the consumers will get advantages, that are moisturizer to hydrate their dry skin. The disadvantage of the product is only used to people who have dry skin, if the people do not have dry skin, it will make their skin more oily and sticky.

7. Displacement

Displacement is a displacing process about something which faced an obstacle with other meanings. In short, displacement is attempted to take the audiences’ emotions, whether sadness or happiness and avert with the new object. For example, in the slogan of Iphone 4 “*This **changes** everything. Again*” done by Mukarromah (2016) that it shows the application is called by video call that is one of the changes in this Iphone 4. The advertisement also shows two people who have communication by video call and they look very happy. The

word *change* refers to the picture, it means that the video call application will change the way people in distance feels the longing to meet each other.

2.5. Cosmetic Advertisement

Cosmetic is an ingredient that used to give an impact on beauty and health for the body. The use of cosmetics for people, especially women, is to treat skin health, cleanse and increase attractiveness. The people must know what the ingredients and the benefits for their body before they use it in everyday life because if they do not understand the ingredients and the benefits of the cosmetic product, it can be harmful to their body. Therefore, the cosmetic advertisement aims to inform about the advantages, the ingredients, and the benefit of the cosmetic products. The advertisement showing is accompanied by beautiful actress performances that can increase the belief of the product advertised so that it has a positive value for society.

The increasing need from cosmetics, especially for women, is interesting and profitable for the company. As the result, many companies are starting to make cosmetics industry and providing various kinds of cosmetic products on the market in terms of brands, facilities, price, types, and variations contained in the cosmetic products. Many cosmetic brands are circulating in society such as Pixy, Ponds, Mustika Ratu, Sari Ayu, Nivea, La Tulipe, Shinzu'i, Revlon, Wardah, Maybelline, and others.

Maybelline New York is one of the brand cosmetics whose advertisements always show on television. By showing the beautiful model, this beauty product is successful to persuade women in the world to use the product. Maybelline is from New York, the United States of America that is an international American brand cosmetic sold worldwide. The company was built in 1915 by T.L. Williams and released the first product *Maybelline Cake Mascara* in 1917. From small, family-owned business to the number one cosmetics company in America, Maybelline New York takes trends from the catwalk to the sidewalk, empowering women to make a statement, explore new looks, and flaunt their creativity and individuality. Inspired by confident, accomplished women, Maybelline gives you scientifically-advanced formulas, revolutionary textures and up-to-the-minute, trendsetting shades effortlessly, affordably, beautifully. The advertising slogan of Maybelline is “(Maybe she's born with it.) Maybe it's Maybelline.” in 1991, which is still used today. Maybelline has various cosmetics such as lipstick, mascara, eyeliner, eye shadow, cake powder, and others that have been used by women all over the world.

CHAPTER III

FINDING AND DISCUSSION

This chapter presents the analysis of the findings and discussion about language styles are used in the cosmetic advertisement which relates to theoretical framework. The researcher analyzes the data based on Grey's (2008) theory of language style and Keraf (2004) theory of persuasion technique in advertisement.

3.1. Findings

In this findings, the researcher presents the data that are taken from cosmetic advertisement in YouTube. The data are sentences and utterances on the cosmetic "Maybelline New York" advertisement. The Grey's (2008) theory is used in order to answer the research question of this study about types of language style are used as persuasion techniques in cosmetic advertisement and how the dominant of language styles is used as persuasion techniques in cosmetic advertisement based on Keraf's (2004) theory. The researcher finds 18 data about the language style in the Maybelline advertisements and selects 10 data which appropriate to the characteristics of language style in cosmetic advertisement. Based on the Grey's (2008) theory, the language style in advertisement has lexical features and syntactical features, but this study is only used lexical features in analyzing the data from the Maybelline advertisements. The dominant of language styles that is used as persuasion technique is analyzed based on Keraf (2004) theory. The data are presented as follows.

3.1.1. Lexical Features

The lexical features in Maybelline advertisements deal with the choice of words that are spoken by the actress and the narrators of Maybelline advertisement. By using a good choice of words, it can delegate the purpose of the company to convey to persuade the audience. The choice of words has the power to make people believe what the speaker says in the advertisements upon the advertised products.

Datum 1

These nudes will make **you** blush. **New** the blushed nudes eye shadows palette from Maybelline New York. From delicate rose to bolder blush. Dare to go nude with our **latest** rose-gold palette and blush nudes collection. **Make it happen.** Maybelline New York.

The advertisement of eye shadows palette uses the lexical feature as a prove about simplicity. The familiar language is appeared in the sentences "*These nudes will make **you** blush.*" and "***our** latest rose-gold palette.*" The sentences become the familiar language to the consumers' attention because the advertiser uses the pronoun **you** and possessive pronoun **our** to make the product can be more familiar for the audiences and make the audiences feel to be involved within the advertisement.

Furthermore, the researcher found the sentences "***New** the blushed nudes eye shadows palette*" and "***our latest** rose-gold*"

palette” are hyperbole because the words *new* and *latest* indicate the way to exaggerate the product in order to attract the consumers’ attention to the product. By using hyperbole, it means that the advertisement wants to emphasize the meaning and to affect people’s willingness to try the eye shadows palette whether the actress’ utterances are true or not.

In other utterance of the advertisement is *Make it happen*. It is categorized into simple vocabulary because the diction makes people easy to remember what the speakers said. The vocabulary will be very universal because the advertisers will not consider who will be the audience. The diction is simple and attractive enough. By knowing the slogan, the consumers can understand the product easily.

Datum 2

See the **perfect**, not the powder. It’s **new** dream wonder pressed powder from Maybelline New York. The smooth whipped powder sensation. A dream **revolution**. Some are cakey, I’m loaded with talc. **Our** dream powder has creamy pigments and 90% less **talc** for 100% perfect smooth finish and no tell tale dust new dream wonder powder from Maybelline New York. See the perfect, not the powder. Maybe she’s born with it. Maybe it’s Maybelline.

The words **perfect** and **new** are categorized into hyperbole. The advertiser uses hyperbole to express an opinion about the

product that is amazing and has the advantages than the other products. The word **perfect** aims to exaggerate the product in order to attract the consumers' attention and the word **new** presents the feature of the product naturally and gives a promise to the customer about the quality of the product.

In the other utterance, the researcher found glamorization in the sentence “*a dream **revolution***” because of the combining words, which are uncommonly used in daily speaking in a way to give glamorization in the advertisement. The word **revolution** is usually used to something that is a far-reaching change in ways such as industry, government and many more but not to dream because **revolution** is related to the changes of policies that make people understand the changes. In addition, glamorization is also found in the word **talc** because the modifying word is used in the new dream wonder powder advertisement by combining with the uncommonly used words in daily speaking. The word **talc** is uncommonly used in daily speaking and the word has the same meaning as **powder**, which is commonly used in daily speaking. By giving the glamour word in the advertisement, it makes the product more unique and different from the other similar product.

The familiar language feature is found in the utterance “***Our** dream powder has creamy pigments..*” The sentence is indicated the familiar language because it uses possessive pronoun **our**. By

using the familiar language feature, the advertiser shows a friendly attitude toward the audience and invites the audiences to feel to be involved within the advertisement. It will make the audiences give more attention to the advertised product and they will buy the products.

Datum 3

Fit Me matte poreless foundation from Maybelline New York. The own **magic** skin tone, fix skin blurs texture appearance pores and **help** skin control shine for **famous** in natural look. Maybelline Fit Me. **Make it happen.** Maybelline New York.

The advertisement uses the word **magic** to persuade the consumers. The word **magic** is categorized into potency because the word deals with the new value of the product and it becomes the positive value to influence the consumers. By using the word **magic**, the advertiser informs the excellence of the product that it is great and also supported by showing the actress to give more convincing the consumers.

Furthermore, the advertiser also uses weasel word in the word **help**. It indicates to weasel word because **help** is unspecified meaning that makes people question about the missing information. In the advertisement, the actress says ***help** skin control shine*. The meaning of **help** in the utterance is vague and makes people raise a question “*What are ingredients to help skin control shine?*” there is

no exact explanation of that question. Then, it is affected people's curiosity to find out what the ingredients can help skin control by buying the product. Based on people's curiosity, the advertiser pushes people to buy the advertised product.

In the advertisement, the researcher also found hyperbole in the utterance “..*famous in natural look*.” The word **famous** becomes a way to attract people's attention to use the product by using exaggerative words. The use of **famous** in the utterance describes that the product is amazing and how the consumer can feel the *famous natural look* when they use Fit Me foundation from Maybelline New York than other products. By using the word **famous**, the advertiser aims to make the people believe with the advertised product to the consumers.

In addition, the advertisement shows the slogan **Make it happen** that it is categorized into the simple vocabulary. The advertiser gives the simple vocabulary to attract people's attention to remember the advertised product and the diction is attractive enough. By knowing the slogan, the consumer can understand the product easily.

Datum 4

Liquid foundation invites **new** dream cushion liquid foundation from Maybelline New York. **Our** liquid foundation in a compact gives **perfect** coverage for a **fresh** face **luminous** glow with SPF

40. Maybelline New Dream Cushion. Make it happen. Maybelline New York.

The actress in this advertisement conveys the idea by using the word **new** and **perfect** that are categorized into hyperbole. It becomes a way to exaggerate the product in order to attract the consumer's attention to the product. The purpose of the advertisement is to persuade people to be interested in the product. The word **new** indicates that this product is the newest product from Maybelline and has a high-quality formula than the previous product. Furthermore, the word **perfect** indicates that this product has good quality and the consumer can feel the perfect coverage when they use the product than the other products.

The next finding, the actress said "*Our liquid foundation in a compact..*" The utterance in this advertisement is classified into familiar language because in the advertisement sentence uses possessive pronoun **our** that shows a friendly attitude toward the audiences and invites the audiences to feel to be involved within the advertisement. By involving them in the advertisement, the product will be understood well and make the audiences give more attention to the advertised product and they will buy the products.

The researcher also found the utterance **fresh** when the actress said: "*a fresh face luminous glow with SPF 40*" that is categorized into weasel word. The word **fresh** is unspecified

meaning that it makes people question the missing information. The advertisement shows that the foundation from Maybelline is a cosmetic which makes people fresher natural look when they use it everyday. Then, it will affect people's curiosity to find out about something that can make their face fresh by buying the advertised product. The advertiser uses the weasel word to steal the people's curiosity and grab more the consumer's attention. By using the word **fresh**, the advertiser wants to explore one of the features in the advertised product.

Moreover, the lexical features are found in the utterance “..face *luminous* glow with SPF 40..” that is the word **luminous** is categorized into glamorization. It aims to give a glamour about the product and create the advertisement more interesting. The advertisement is designed by the advertiser by combining the uncommon words that are used in everyday speaking. The word **luminous** is uncommonly word that used in everyday speaking and people also rarely use the word **luminous** in everyday conversation. Based on the advertisement, the word **luminous** has the same meaning as **bright**, which is commonly used in daily speaking. However, the advertiser wants to give the glamour value in the advertised product, so the word **luminous** is chosen rather than the word **bright**.

Datum 5

Don't change me! Don't hide me! Fit me! **Introducing** Fit Me from Maybelline New York. Flawless that's the real **you** come through **our** translucent base and ultra lightweight pigments create **our** most natural coverage beyond matching skin. The way was meant to be **fresh**, breathing and **flawless**. A New Fit Me Foundation only by Maybelline.

The advertisement of Fit Me Foundation, the researcher found the familiar language when the actress said: "*Flawless that's the real **you** come through **our** translucent base*". The advertiser uses familiar language to give a friendly impression toward consumer by using the pronoun *you* and possessive pronoun *our* to make the audience feels to be involved within the advertisement. It makes the utterance more friendly between the company and the consumers because the use of pronoun **you** and **our** in the utterance points out the consumers as if the actress is talking to them. By using familiar language, the advertiser shows a friendly attitude to the consumers.

Based on the data, the researcher found two sentences that are categorized into potency because the advertiser tries to attract and get consumers' attention by a new value and novelty. First, "***Introducing** Fit Me from Maybelline New York.*" The word **introducing** gives understanding about the new value in the product and the advertiser informs people by introducing the

product in accordance with the consumers' needs. Second, "*The way was meant to be fresh, breathing and **flawless**.*" **Flawless** is potency feature in Fit Me foundation because it indicates that the foundation is needed if people want to keep their face is still flawless in daily activity. To keep their face is flawless, the advertiser persuades people that they need the product because the product can fill the people's needs as the consumer target.

In addition, the advertisement is found weasel word in the utterance "*The way was meant to be **fresh**, breathing and **flawless**.*" The word **fresh** is categorized into weasel word because it has unspecified meaning that makes people question the missing information. The Fit Me Foundation advertisement claims that the product can make people fresher in daily activity. Then, it will affect people's curiosity to find out about something that can make their face fresh by buying the advertised product. The advertiser uses the weasel word to steal the people's curiosity and grab more the consumer's attention. By using the word **fresh**, the advertiser wants to explore one of the features in the advertised product.

Another word is **new** which is categorized into hyperbole. It indicates the way to exaggerate the product in order to attract the consumers' attention to the product. The advertiser wants to emphasize the meaning and to affect people's willingness to try the Fit Me Foundation whether the actress' utterances are true or not.

Hyperbole is used by the advertiser becomes the way to attract people's attention to use the product by using exaggerative words.

Datum 6

100% of poreless **perfection** has arrived. Dream liquid mousse foundation at liquid sensation that is air whipped **our** foundation cushions as it blends pores **vanish**. Skin looks **smoother, perfect,** dream liquid mousse foundation.

Hyperbole deals with personal value to be used to express personal feelings and opinions. There are three words in the Dream liquid mousse foundation advertisement which use hyperbole. The word perfection and perfect in the utterances *"100% of poreless **perfection** has arrived."* and *"Skin looks smoother, **perfect**, dream liquid mousse foundation"* indicate that the advertiser wants to emphasize the product by using the word **perfection** and **perfect**. The words are used by the advertiser to persuade people to buy the advertised products and make the product more famous among the other products. The word **smoother** also indicates the hyperbole feature. The advertiser wants to give information about the product that will give a smoother effect to the audience when they use the product. By using the word **smoother**, the advertiser describes how the consumers can feel **smoother** when they use Dream liquid foundation from Maybelline than the other foundation products. It

becomes away to attract people's attention to use the product by using exaggerative words.

This advertisement is also found familiar language in the utterance “*..our foundation cushions..*”. Familiar language has a function to create more friendly attitudes between the company and the audiences. By using the pronoun, the audiences are invited to be involved within the advertisement and the advertised product will be close to the consumer or the audience because the advertised product makes the audiences give more attention and buy the product.

Furthermore, in the utterance “*..it blends pores **vanish**..*” that is categorized into glamorization because the word **vanish** is uncommonly used in daily conversation. It is used by the advertiser to give glamour value in the advertised product and make an interesting advertisement by using the glamorization feature. The word **vanish** has the same meaning as **disappear**, which is commonly used in daily speaking. However, the advertiser wants to give the glamour value in the advertised product, so the word **vanish** is chosen rather than the word **disappear** to gain the consumers' curiosity.

Datum 7

Slip into the creamiest matte. New color sensational creamy mattes from Maybelline New York. **Our** matte creamy formula

meets bold pigment color for the **most sensuous feel** color **sensational** creamy mattes. **Make it matte. Make it happen.** Maybelline New York.

Maybelline New York advertisement uses hyperbole to persuade the audiences in promoting the product. The hyperbole feature is used in the new color sensational creamy mattes advertisement by using the words **creamiest**, **new**, **sensational**, **and most sensuous** that aim to emphasize the meaning which can affect people to believe the product. The word **creamiest** indicates that the creamy mattes have the creamiest formula if it compares with the other products from the other brands, so the advertiser claims that the advertised product is the best. Next, the word **new** often appears in the Maybelline advertisement that is used to exaggerate the product in order to attract the consumers' attention to the product. Another word that is categorized into hyperbole is **sensational** because the word **sensational** gives an exaggerative meaning for the advertised product. The phrase **most sensuous** is hyperbole because the use of a superlative degree in the utterance *“..for the **most sensuous feel** color sensational creamy mattes.”* gives the most sensuous effect to the audiences when they use the product. By using the superlative degree, the advertiser wants to emphasize to the consumers through the advertised product.

Furthermore, in the utterance *“Slip into the creamiest matte”* that it consists of simple vocabulary which can be understood easily by the audiences. The sentence gives a simple and clear explanation about the advertised product. It helps the advertiser to attract the audience’s attention because the vocabulary is simple and makes the audiences grab the message of the advertisement easily. By using simple vocabulary, the communication between the companies and the audiences become very effective to deliver the message of the advertisement.

The researcher also found the word **our** in the utterance *“..Our matte creamy formula meets bold pigment color..”* that is categorized into the familiar language. It is because the advertiser wants to give a friendly impression toward consumer by using **our** to make the audience feels to be involved within the advertisement. The advertiser hopes that the utterance is familiar to the audiences and expects the product of Maybelline New York can be familiar to the audiences. By using familiar language, the advertiser shows a friendly attitude to the costumers.

Besides, the advertisement uses repetition in alliteration type is **Make it matte**. Repetition is used in advertising as a way to keep a brand or product at the forefront of consumer's minds. It can make consumers familiar with the product. **Make it matte** is a part of alliteration in repetition because it is the repetition of words with

the same first consonant sound occurring together. By using repetition, the advertiser wants to make the brand's name or the brand's slogan is more interesting.

Datum 8

Give breakouts the boot! Meet **new** dream sure BB from Maybelline New York. **Our first** eight and one BB with **blemish** lighting salicylic acid conceals and reduces blemishes for healthy-looking clear skin. **You** dream pure BB.

BB product advertisement from Maybelline uses simple vocabulary to make people easily remember when the actress says in the advertisement. The advertiser wants to get the audiences' attention by using simple vocabulary because it helps the audiences grab the message of the advertisement. In the advertisement, the actress said: "***You dream pure BB***" that is categorized into simple vocabulary because the sentence can be understood by the audiences easily and the choice of vocabulary does not find difficulties to understand on the content of the advertisement. The use of simple vocabulary in the advertisement helps the message to be delivered more effectively.

The researcher also found hyperbole in the Maybelline advertisement to persuade the audiences in promoting the product. The word that indicates hyperbole feature is the word **new** when the actress advertises the product. The word **new** presents the

feature of the product naturally and gives a promise to the customer about the quality of the product. It often appears in the Maybelline advertisement that is used to exaggerate the product in order to attract the consumers' attention to the product.

The word **first** in the utterance "*Our first eight and one BB with blemish lighting salicylic acid conceals..*" It categorizes into potency because it is used potential words to tell the new product value to the consumers. The word **first** gives understanding about the new value in the product and the advertiser informs people by introducing the product in accordance with the consumers' needs. By using the word, the advertiser introduces the excellence of the product that it is great and also supported by showing the actress to give more convincing the customers.

Furthermore, the familiar language feature is also found in the advertisement. The researcher found two utterances that are categorized into the familiar language. First, "*..Our first eight and one BB..*" The possessive pronoun **our** indicates that the advertiser is expected to the BB cream product can be more familiar to the audiences. Second, the utterance "*You dream pure BB.*" indicates that the word **you** makes the audiences feel to be involved within the advertisement. **Our** and **you** make the utterances more friendly between the company and the consumers because the use of the pronoun **you** and **our** in the utterance points out the consumers as if

the actress is talking to them. By using familiar language, the advertiser shows a friendly attitude to the consumers.

Moreover, in the utterance “..with **blemish** lighting salicylic acid conceals..” It is found the word **blemish** that is categorized into glamorization because the word **blemish** is uncommonly used in daily conversation. It is used by the advertiser to give glamour value in the advertised product and make an interesting advertisement by using the glamorization feature. The word **blemish** has the same meaning as **imperfection**, which is commonly used in daily speaking. However, the advertiser wants to give the glamour value in the advertised product, so the word **blemish** is chosen rather than the word **imperfection** to gain the consumers’ curiosity.

Datum 9

Now tattoo brows for days. **New** tattoo brow gel tint from Maybelline New York. **Just apply, set, and reveal.** Sponge brows transform up to three days. No pain and hair loss **guarantees.** Maybelline tattoo brows make it happen. Maybelline.

Tattoo brow gel tint from Maybelline New York advertisement consists of lexical features, such as potency, hyperbole, simple vocabulary, and weasel word. The words are used to represent what the company wants to delivery in order to persuade the consumers. First, potency is found in the utterance

“Now tattoo brows for days.” The word **now** gives new value, novelty, and immediacy of the product to the consumers. It gives understanding about the new value by showing that the product has the newest formula than the previous product under the consumers’ need. By using the word **now**, the advertiser introduces the excellence of the product that it is great and also supported by showing the actress to give more convincing the customers.

Second, in the utterance *“New tattoo brow gel tint..”* that is categorized into hyperbole because the word **new** indicates that this product is the newest product from Maybelline and has a high-quality formula than the previous product. It is used to exaggerate the product to attract the consumers’ attention to the product. The advertiser uses hyperbole to express an opinion about the product that is amazing and has the advantages than the other products.

Third, the advertisement should use simple vocabulary to make the audiences remember the product easily. The simple vocabulary is used in the utterance *“Just apply, set, and reveal.”* It is categorized into simple vocabulary because the sentence can be understood by the audiences easily and the choice of vocabulary does not find difficulties to understand the content of the advertisement. The use of simple vocabulary in the advertisement helps the advertiser delivers the message more effective.

The last is weasel word that can be seen in the utterance “*No pain and hair loss **guarantees**.*” The word **guarantee** is a weasel word because it has unspecified meaning that makes people question the missing information. The tattoo brow gel tint from Maybelline New York advertisement claims that no pain and hair loss guarantees and people will raise a question “*Is this the product good?*” or “*How can it work without pain and hair loss?*” Then, it will affect people’s curiosity to find out about the guarantee by buying the advertised product. The advertiser uses the weasel word to steal the people’s curiosity and grab more the consumer’s attention. By using the word **guarantee**, the advertiser wants to explore one of the features in the advertised product.

Datum 10

Now, lashes break every law of lengthening. **Introducing** an illegal length fiber extensions mascara from Maybelline New York. **Our first** mascara with four millimeters of measurable fiber extensions. The secrets are fiber fix brush and **exclusive** formula sealer **longest** fibers under lashes for four millimeters of extravisible length. **New** illegal length with four-millimeter fibers. Maybe she's born with it. Maybe it's Maybelline.

In the mascara advertisement, the researcher found the potency feature in the two utterances “***Now**, lashes break every law of lengthening.*”, “***Introducing** an illegal length fiber extensions*

mascara..”and “*Our **first** mascara with four millimeters..*”The words **now**, **introducing** and **first** are categorized into potency because it is used potential words to tell the new product value to the consumers. The word **now** gives an understanding of the new value by showing that the product has the newest formula than the previous product. The word **introducing** means that the advertiser informs people by introducing the product in accordance with the consumers’ needs. Then, the word **first** means that Maybelline’s mascara has a new product to market. **Now**, **introducing** and **first** have a similar meaning to give new value, novelty or immediacy to the product and the message on the content will be successfully delivered if the audiences are interested to use the product.

The familiar language feature is also found in the utterance “*Our first mascara with four millimeters of measurable fiber extensions.*”It is because the advertiser wants to give a friendly impression toward consumer by using *our* to make the audience feels to be involved within the advertisement. The advertiser hopes that the utterance is familiar to the audiences and expects the product of Maybelline New York can be familiar to the audiences. By using familiar language, the advertiser shows a friendly attitude to the costumers.

Furthermore,some words in Maybelline advertisement are also used hyperbole features, such as **exclusive**, **longest**,and **new**.

The advertiser uses the words to express an opinion about the product that is amazing and has the advantages than the other products. First, the word **new** presents the feature of the product naturally and gives a promise to the customer about the quality of the product. It often appears in the Maybelline advertisement that is used to exaggerate the product to attract the consumers' attention to the product. Second, the word **exclusive** indicates that the mascara product from Maybelline New York is limited and the best product ever. It gives an exaggerative meaning for the advertised product. Third, the word **longest** indicates that the fiber fix brush can make the longest lashes with ingredients in the product if it is compared to the other products from the other brands, so the advertiser claims that the advertised product is the best. Hyperbole has added the variation of people's expression which can affect the consumers' willingness to buy the Maybelline product whether the actress's utterances are true.

After presenting and analyzing 10 data from Maybelline New York products advertisement, the data are classified into lexical features based on Grey's (2008) theory. The researcher found seven kinds of lexical features. They are hyperbole, familiar language, simple vocabulary, glamorization, potency, weasel word, and repetition. The finding above shows that the types of language styles which are dominantly used as a persuasion technique is

hyperbole in the utterances. Hyperbole appears in all of the Maybelline advertisements that are used to exaggerate the product in order to attract the consumers' attention to the product. The use of hyperbole is found 23 words in 10 data that are used in the utterances of the advertisement. The words are *new*, *perfect*, *famous*, *sensational*, *exclusive*, and the use of superlative degree such as *most*, *longest*, *latest*, *smoother*, and *creamiest*. This feature aims to give the exaggeration of the advertised product, especially in describing something exaggerately and not meant to be taken literally to gain more the audiences attention to buy the advertised product.

3.1.2. The Dominant Language Style Used as a Persuasion Technique

The type of language styles which is dominantly used as a persuasion technique is hyperbole. The advertisement contains an expression of hyperbole because the actresses' utterance shows exaggerated statement or something sound many or more. The words that indicate hyperbole is **new**, **perfect**, **famous**, **sensational**, **exclusive**, and the use of superlative degree such as **most**, **longest**, **latest**, **smoother**, and **creamiest** that appear in all of the data.

Hyperbole is used as the persuasion in Maybelline advertisement that becomes the way how to persuade someone to be interested in something or do something what the speaker or writer wants in the present and future in the communication process, so persuasion can be included as the ways of making a decision. Maybelline product advertisements use persuasion

techniques to achieve the goals of product advertising and language styles in showing the advertisement.

Datum 1

These nudes will make you blush. **New** the blushed nudes eye shadows palette from Maybelline New York. From delicate rose to bolder blush. Dare to go nude with our **latest** rose-gold palette and blush nudes collection. Make it happen. Maybelline New York.

The utterance uses the words *new* and *latest* to explain that the eye shadow palette from Maybelline product has a something new in cosmetic products. The word *new* means to produce something new based on something that already exist. Besides, the advertiser also uses the word *latest* means that the product is the last product released. As the eye shadows palette, Maybelline introduces color of eye shadows from delicate rose color to bolder blush color, than the advertiser uses the words *new* and *latest* and tries to persuade the consumers to buy this product because there is no eye shadows palette which has bold colors and not been released before. In addition, it also adds with the picture of the eye shadows palette and also gives a picture with applying the product in the eyelid.

Based on the utterance and the picture show in the Maybelline advertisement, it shows that the words *new* and *latest*

are categorized into rationalization strategy. It can be seen in the process of using the mind to give a justification for a certain issue and shows something by giving logical reasons. The logical statement of the product is *“from delicate rose to bolder blush”* that the blushed nudes eye shadows palette has the different new color from the previous product of eye shadows palette. The advertiser proves the statement *“New the blushed nudes eye shadows palette from Maybelline New York. From delicate rose to bolder blush. Dare to go nude with our **latest** rose-gold palette and blush nudes collection.”* by giving picture which shows that eye shadows palette from Maybelline has some nude colors that no other products provide as Maybelline product. The consumers will be interested easily and buy the product because they need to make their appearance more beautiful.

Datum 2

See the **perfect**, not the powder. It's **new** dream wonder pressed powder from Maybelline New York. The smooth whipped powder sensation. A dream revolution. Some are cakey, I'm loaded with talc. Our dream powder has creamy pigments and 90% less talc for 100% perfect smooth finish and no tell tale dust new dream wonder powder from Maybelline New York. See the perfect, not the powder. Maybe she's born with it. Maybe it's Maybelline.

The word *perfect* aims to exaggerate the product in order to attract the consumers' attention. In the advertisement, the pressed

powder is made different formula from pressed powder before and gives a promise to the customer about the quality of the product. The word *perfect* refers to the some improvement of the product before. In this wonder pressed powder, it is cakey, creamy pigments, less talc, and smooth than pressed powder before. The advertiser also adds with some attractive pictures that show the artist who uses this pressed powder and shows the advantages of the product.

Based on the explanation above, the advertisement uses compensation strategy. It can be seen that the advertisement shows the benefit of the product that make the artist's face looks perfect after using the product. This product is formed compact powder that makes the powder has a less talc after applying to the face and different with other powder that is formed talc. It becomes an opportunity for the advertisers to influence consumers that they cannot find in the product before. By using the word *perfect*, it conveys that the product offers different powder that already exist and shows the product has a smooth formula after applying to the face without dust left. The consumers will interest the things can make their daily need easier.

Thus, the utterance uses the word *new* in *New dream wonder pressed powder* to explain the advanced formula in pressed powder. The advertiser uses the word *new* means that the pressed

powder that has new formula than the product before. The improvement can be seen from the quality of the product that claims it has creamy pigments and 90% less talc for 100% perfect smooth. Even there are also some formula that same as the product before, the advertisement also explains some new formula that Maybelline offers to the consumers.

The word *new* is categorized into rationalization strategy, which in the utterance “*Dream wonder pressed powder from Maybelline New York*” can persuade the consumer to be interested to cosmetic, especially pressed powder. The advertiser tries to convince the consumers by showing them the best formula of the product, such as cakey, creamy pigments, less talc, and smooth than pressed powder before. It justify that the product has function for woman’s daily activity to get natural look that is appropriated for people who want natural look or flashy look. It is evidence that the product is needed to make their appearance more beautiful.

Datum 3

Fit Me matte poreless foundation from Maybelline New York. The own magic skin tone, fix skin blurs texture appearance pores and help skin control shine for **famous** in natural look. Maybelline Fit Me. Make it happen. Maybelline New York.

The word *famous* is used in the utterance “*for famous in natural look.*” in Fit Me foundation advertisement. In this product,

Fit Me foundation makes different kind of foundation that has a magic skin tone and formula of fix skin blurs texture appearance pores and help skin control shine. The use of the word *famous* deals with superiority of this product. The advertiser tries to convince the consumers that their appearance will be famous when they use Fit Me foundation than other products because the product can help problems like difficult to find the appropriate skin tone, fix skin pores, and control shine on their face. This foundation is recommended for people who want to have a famous appearance in their life. The product is advertised by showing the attractive artist who has beautiful appearance and healthy skin.

Based on the explanation, the word *famous* is categorized into hypnotic strategy. It can be seen on the use of the word *famous* in the utterance that combines with the attractive artist and the music. The word *famous* is convincing word to show the quality of the product in attracting the consumer's attention. By showing the attractive artist and the music, it makes the advertisement is interesting and gives the elegant value in woman's appearance. The product promises that can fix skin pores, available in all skin tone and control shine on their face to make famous appearance. People will think that they will be famous when they use the Fit Me Matte Poreless Foundation from Maybelline New York.

Rationalization strategy is also used in the advertisement. The word *famous* gives a justification by proving the beautiful artist and giving the logical statement “*The own magic skin tone, fix skin blurs texture appearance pores and help skin control shine.*” that makes the appearance famous in natural look because it can fix skin pores, available in all skin tone and control shine on face. By showing the artist’s face, which shows the foundation from Maybelline that has some formula to make famous in natural look. The consumers will be interested easily and buy the product because they need to make their appearance more beautiful.

Datum 4

Liquid foundation invites **new** dream cushion liquid foundation from Maybelline New York. Our liquid foundation in a compact gives **perfect** coverage for a fresh face luminous glow with SPF 40. Maybelline New Dream Cushion. Make it happen. Maybelline New York.

The word *new* in the sentence “*Liquid foundation invites **new** dream cushion liquid foundation from Maybelline New York.*” means to produce something new based on something that already exist. It is preceded by the word *invite* that defines the name of the product to the consumers and after the word *new*, it is followed by the name of the product that is dream cushion liquid foundation. The advertiser tries to persuade the consumers to buy this

product because the product has new formula and packaging. As the liquid foundation, Maybelline introduces the new packaging that is the liquid foundation in cushion, then the advertiser uses the word *new* to persuade the consumers to buy this product because there is no liquid foundation which gives perfect coverage from the cushion and has not been released before. In addition, it also adds with the product's picture and also gives a picture the artist who applies the cushion in her face.

The word *new* is categorized into conformity strategy. It can be seen in the foundation product that is formed liquid, but it has a packaging in a compact. The other brands, which produce the liquid foundation, they usually use bottle pump in selling the liquid foundation. Maybelline offers easy use of foundation because in the packaging is completed by mirror to see face when applying the foundation. The advertised product is also supported by the artist's appearance who is applying the product and also shows the result of her makeup. People who use foundation in their makeup will find a improvement in the Maybelline foundation because the packaging is made easier in the form of cushion packaging and different with the old packaging that uses bottle. It can persuade the consumer to be interested to cosmetic, especially cushion.

Furthermore, the word *perfect* in the utterance "*a compact gives **perfect** coverage..*" that the word *perfect* exaggerates the

product and explains the some improvements of the product before in order to attract the consumers' attention. The advertiser tries to convince the consumers that your appearance will be perfect coverage when you use the product. In the advertisement, the liquid foundation has different formula and new packaging from liquid foundation before that gives a promise to the customer about the quality of the product. The advertiser also adds with some attractive pictures that show the artist who uses this cushion liquid foundation and shows the advantages of the product. When the artist says “...a compact gives *perfect* coverage for a fresh face luminous glow..” and shows the result from using the product that make the artist's face looks fresh and glowing, the advertisement also adds the instrument to emphasize the product. The harmony between the product, the convincing words, background and the instrument make the advertisement more interesting.

Based on the explanation, the word *perfect* is categorized into hypnotic strategy. It can be seen on the use of the word *perfect* in the utterance, attractive artist, and the instrument in the advertisement that are used by the advertiser to attract the consumer's attention. The word *perfect* is convincing word to show the quality of the product. Besides, the advertisement is interesting by using the attractive artist and the instrument that refer to elegant appearance. The product will make woman's appearance perfect

and gives more spirit in doing the activity. People will think that they will be confident when they use the new dream cushion liquid foundation from Maybelline New York.

Datum5

Don't change me! Don't hide me! Fit me! Introducing Fit Me from Maybelline New York. Flawless that's the real you come through our translucent base and ultra lightweight pigments create our most natural coverage beyond matching skin. The way was meant to be fresh, breathing and flawless. A **New Fit Me Foundation** only by Maybelline.

The advertisement of Fit Me foundation and New Fit Me foundation (datum 3) are released in 2017 and 2018. Fit Me as the product's name means that the product is suitable for all skin tone colors and types. Besides, there are many improvements in **New Fit Me Foundation** that has more skin tone colors than Fit Me foundation.

The word *new* is categorized into conformity strategy that deals with a conforming act to do something similar to the others and make the consumers convince with the product. It can be seen from the way the advertiser adopts the similar condition at the 2017. Most of people want the foundation, which has many skin tone colors because they have different skin tone colors and types, so they choose the foundation that is suitable with their skin. The

advertised product is supported by the artist's appearance who is applying the product on her face and also explain the benefit of the product. The advertisement also shows the artists who have different color skin tones and this product provides the kinds of colors skin tone. It aims to confirm that this product is appropriated to a variety of skin tones for women.

Datum 6

100% of poreless **perfection** has arrived. Dream liquid mousse foundation at liquid sensation that is air whipped our foundation cushions as it blends pores vanish. Skin looks **smoother, perfect,** dream liquid mousse foundation.

The words *perfection*, *smoother* and *perfect* in the utterance “100% of poreless **perfection** has arrived.” and “Skin looks **smoother, perfect,** dream liquid mousse foundation.” is uttered by the artist. The name *dream liquid mousse foundation* is referring to the ingredients of the foundation that is liquid and able to cover the pore in the face. This product comes with liquid sensation that is air whipped our foundation cushions as it blends pores vanish. At this time, the product became a choice is makeup and guaranteed the appearance 100% of poreless perfection.

In the utterance, the word *smoother* and *perfect* are preceded by the word *look* to show the effect after using the product that makes the skin looks smoother than before and has a perfect

coverage. The advertisement shows the product's ingredients that try to apply in golf ball and the pore can be covered by the product. It shows that no matter how large the pores can be closed, then when the artist uses the product, it can cover the pores in artist's face. The foundation appropriates to people who use foundation in various makeup.

The words *perfection*, *smoother* and *perfect* are categorized into composition. By using the word *perfection*, it means that this foundation offers the different ingredient of the most foundation that already exist. It also shows the picture that can cover the pores in the golf ball. The advertisement proves with the artist's appearance after using the product and shows the formula that is air whipped foundation cushions as it blends pores vanish. The consumers will interest when the different things can make their need easier and become woman's dream.

Hypnotic strategy is also used in the advertisement. The advertiser also adds with some attractive pictures that show the artist who uses dream liquid mousse foundation and shows the advantages of the product. The word *smoother* and *perfect* deal with the use of interesting and convincing words to describe the product and how the consumers can feel smoother on their skin and have perfect look when they use dream liquid mousse foundation than other products. All people think that the best quality of the product

provides the formula that can blend pores vanish and make the skin looks smoother and perfect.

Datum 7

Slip into the **creamiest** matte. **New** color sensational creamy mattes from Maybelline New York. Our matte creamy formula meets **bold** pigment color for the **most** sensuous feel color **sensational** creamy mattes. Make it matte. Make it happen. Maybelline New York.

The statement “*Slip into the **creamiest** matte.*” is used to attract the consumers. The word *creamiest* means that this kind of lipmattes has the softest formula in lipmatte than the same product before. The utterance “*for the most sensuous*” explains that the product is different kind of creamy mattes that has creamy formula and bold pigment color. The words *creamiest* and *most* indicate the use of superlative degree that explains about the comparison between one or more objects and deals with superiority of this product. The advertiser tries to convince the consumers that their appearance will be attractive when they use creamy mattes from Maybelline than other products because the product has creamy formula that can make our lips soft and provides bold color to make our appearance bolder and feel sensational.

From the explanation, the word *creamiest* and *most sensuous* is categorized into rationalization that the statement and the picture represent the quality of the product to get the

consumer's attention. The advertised product is shown by applying the lipmatte in artist's lips and we can see the look after she applies into her lips. It is kind of utterance that is explaining the benefit of the product and cannot be found in other lipsticks. The advertisement justifies that the product has function for woman's daily activity because the product is easy to use in daily activity.

The word *creamiest* and *most sensuous* give a justification by showing the soft lips of the artist and giving the logical statement "*Our matte creamy formula meets bold pigment color for the most sensuous feel color sensational creamy mattes.*" that the consumers feel sensuous color and creamy on their lips because it has creamy formula and bold pigment color. The consumers will be interested easily and buy the product because they need to make their appearance more beautiful.

The word *new* in the utterance "*New color sensational creamy mattes from Maybelline New York.*" explains the advanced formula in lipmatte than previous product. The improvement can be seen from the quality of the product that claims it has creamy formula and bold pigment color. Even there are also some formula that same as the product before, the advertisement also explains some new formula that Maybelline offers to the consumers.

The word *new* is categorized into conformity strategy that deals with a conforming act to do something similar to the others

and make the consumers convince with the product. Almost all brands produce the same lip matte product with various colors. However, Maybelline New York has creamiest formula than other products and many colors available. The advertised product is supported by the artist's appearance who is applying the product on her lips and also explain the benefit of the product. The advertisement also shows the artist who uses red lip matte. It aims to confirm that this product has a bolder color and creamy when it is applied in lips.

Furthermore, the word *sensational* in the utterance "*the most sensuous feel color **sensational** creamy mattes.*" that explains the exaggeration of the product and has some improvements of the product before to attract the consumers' attention. The advertiser tries to convince the consumers that their lips will be soft when they use the product. In the advertisement, the creamy mattes has creamy formula and bold color that are shown in the advertisement to gives a promise to the customer about the quality of the product. When the artist says "*the most sensuous feel color **sensational** creamy mattes*", the advertiser adds with some attractive pictures that show the product and the artist's lips who has used this creamy mattes to show the advantages of the product. The advertisement also adds the instrument to emphasize the product. The harmony

between the product, the convincing words, background and the instrument make the advertisement more interesting.

The word *sensational* is categorized into hypnotic strategy that is used to make the consumers interested in the product. The word *sensational* is preceded by the word *feel* that means to convince the consumers and wants the consumer to try the product. It can be seen on the use of the word *sensational* in the utterance, attractive artist, and the instrument in the advertisement that are used by the advertiser to attract the consumer's attention. In the advertisement of new color sensational creamy mattes, the people can feel the sensational creamy on their lips by showing the superiority of the product, consumer will believe that the product is trusted to be used. The use of the word *sensational* is also convincing that have deep meaning beyond the words.

Datum 8

Give breakouts the boot! Meet **new** dream sure BB from Maybelline New York. Our first eight and one BB with blemish lighting salicylic acid conceals and reduces blemishes for healthy-looking clear skin. You dream pure BB.

The word *new* in the statement "*Meet **new** dream sure BB from Maybelline New York.*" means that Maybelline has produced something new based on something that already exist. It tries to explain that this product has many improvements and benefits. The

word *new* is preceded by the word *meet* that is to introduces the product to the consumers and after the word *new*, it is followed by the name of the product that is dream sure BB. The advertiser also tries to convince the consumer by using the statement “*new dream sure BB*” that proves about the quality of BB which can reduces blemishes than other products. As the BB cream, Maybelline uses blemish lighting salicylic acid that can conceal and reduce blemishes for healthy-looking clear skin. Then, the advertiser uses the word *new* to persuade the consumers to buy this product because there is no BB cream which gives healthy-looking clear skin has not been released before. In addition, it also adds with the product’s picture and also gives a picture the artist who applies the BB cream on her face.

Based on the explanation, the word *new* is categorized into conformity strategy. It can be seen in the formula blemish lighting salicylic acid that can conceal and reduce blemishes to make healthy-looking clear skin. The other brands also produce BB cream, but Maybelline produces BB cream product with salicylic acid that makes skin health. The advertised product is also supported by the artist’s appearance who is applying the product and also shows the result of her makeup. It aims to confirm that this product can make skin looks healthy and clear.

Datum9

Now tattoo brows for days. **New** tattoo brow gel tint from Maybelline New York. Just apply, set, and reveal. Sponge brows transform up to three days. No pain and hair loss guarantees. Maybelline tattoo brows make it happen. Maybelline.

The word *new* in the utterance “*New tattoo brow gel tint from Maybelline New York.*” explains about the advanced formula that is a new way in using the eyebrows pencil. The advertiser uses the word *new* means that the tattoo brow gel tint has a new way to make the eyebrow more durable. The improvement can be seen from the quality of the product which has sponge brows transform up to three days and easy to use without pain and hair loss. The advertisement also shows how to use the product, it just apply, set, and reveal. Then, the advertiser uses the word *new* to persuade the consumers to buy this product because there is no eyebrow tattoo which lasts up to three days without pain and hair loss and has not been released before. In addition, it also adds with the product’s picture and also gives a picture the artist who applies the tattoo brow gel tint on her eyebrows.

Thus, the word *new* is categorized into conformity strategy. It can be seen the brow gel tint that can transform up to three days without pain and hair loss. The other brands, which produce the eyebrow pencil, no one uses tattoo gel tint in their product and provides long-lasting eyebrow after applying the product up to

three days. Maybelline offers easy use of eyebrow that just apply, set, and reveal and eyebrow will transform up to three days. The advertised product is also supported by the artist's appearance who is applying the product and also shows the result of her makeup. It aims to confirm that this product makes long-lasting eyebrow up to three days.

Datum 10

Now, lashes break every law of lengthening. Introducing an illegal length fiber extensions mascara from Maybelline New York. Ourfirst mascara with four millimeters of measurable fiber extensions. The secrets are fiber fix brush and **exclusive** formula sealer **longest** fibers under lashes for four millimeters of extravisable length. **New** illegal length with four-millimeter fibers. Maybe she's born with it. Maybe it's Maybelline.

The words *exclusive* and *longest* are used in the advertisement to exaggerate the product and explain the some improvements of the product before in order to attract the consumers' attention. In the beginning of the advertisement, it starts with the words *now* and *introducing* that have a meaning to be the beginning of something. The word *exclusive* means to produce something special and the word *longest* is the use of superlative degree that explain about the highest comparison of something to claim after using the product can give our eyelash

longest as the benefit of the product. Besides, the advertiser also uses the word *new* means something new is produced and has many improvements and benefits than other products.

Maybelline provides mascara that is made exclusively and has new formula to make eyelashes longest. The advertiser tries to persuade the consumers to buy this mascara because there is no mascara which has four millimeters of measurable fiber extensions. In addition, it adds with the picture of the product and also shows a picture an artist who uses this product and makes her eyelashes longest. The advertiser tries to convince the consumers that they can make their eyelashes longest with illegal length fiber extensions mascara.

The advertisement is categorized into rationalization strategy because the advertisement is the representation of the quality of mascara to the consumers. It deals with the process of using the mind to give a justification for a certain issue and shows something by giving logical reasons. The advertiser proves the statement that this mascara is made exclusively and has new formula to make eyelashes longest because it is equipped by four millimeters of measurable fiber extensions. The advertisement also adds a picture which shows that the mascara has four millimeters of measurable fiber extensions that no other mascara provided and the consumers will interest to the mascara.

The word *new* in the utterance “*New illegal length with four-millimeter fibers.*” explains about the advanced formula that is a new way in using the eyebrows pencil. The advertiser uses the word *new* means that mascara has a new applicator to make longer eyelashes. The improvement can be seen from the quality of the product which can make the eyelashes length up to four-millimeter. In addition, it also adds with the product’s picture and also gives a picture the artist who applies the mascara and shows the mascara length up to 4 mm.

Conformity strategy is applied in the advertisement to make the product similar to something exist. It can be seen in the fiber applicator of the mascara to give long eyelashes up to 4 mm. The other brands, which produce mascara, no one provides the fiber applicator to apply the mascara and gives the length up to 4 mm. Maybelline offers the mascara, which has fiber applicator to make the longer eyelashes. The advertised product is also supported by the artist’s appearance who is applying the product and also shows the result of her makeup. It aims to confirm that this product makes length eyelashes up to 4 mm.

After presenting and analyzing hyperbole as the dominant language styles are used as the persuasion techniques in Maybelline advertisement based on Keraf (2004) theory. The researcher found rationalization,

identification, hypnotic, conformity, and compensation, which are used as persuasion technique in Maybelline advertisement. The use of persuasion technique is as the ways of making a decision to achieve the goals of product advertising. Language styles are used in persuasion techniques deals with conveying the message to the consumers and making the product is more excellent, so persuading people is more effective and the advertisement becomes more interesting.

3.2. Discussion

In analyzing the ten data from Maybelline advertisement, the researcher uses lexical features of language styles based on Grey (2008) theory. This study focuses on the use of word in persuading the audience through the advertisement. From the data, the researcher found seven types of lexical features. Among them are 20 words hyperbole, 11 words familiar language, 5 words simple vocabulary, 4 words glamorization, 8 words potency, 4 words weasel word, and 1 word repetition.

This study is supported by Permatasari (2014) used the Grey (2008) theory of language styles for explaining the language styles in Magnum advertisement's utterances. She found lexical features; hyperbole, weasel words, familiar language, euphemisms, glamorization and potency. However, this study does not indicate euphemism feature in the cosmetic advertisement because euphemism deals with the figurative language that carries connotative meaning. In the Magnum advertisement, the word *ecstasy* is used as the connotative meaning that makes people want to eat it again and again as they were consuming ecstasy. It

gives explanation about the willing to consume repeatedly. In addition, Witaningsih (2016) also used Grey (2008) theory in analyzing woman language styles for Persuasion in Revlon's printed advertisement. The woman language styles used hyperbole, neologism, weasel word, familiar language, simple vocabulary, repetition, euphemism, glamorization, and potency. Although the previous studies have same subject, this study does not find all types of language styles because they only know the use of language styles in advertisement. In fact, those previous studies do not indicate the dominant type of language styles and this present study found the dominant type of language styles because this study also investigated the persuasion techniques used in Maybelline advertisement.

Hyperbole is the dominant type of language styles used in Maybelline advertisement. The use of hyperbole in the advertisement can easily persuade the consumers to use or buy the advertised product because it makes the advertisement more attractive (Frolova, 2014). The advertisement deals with delivering an information through mass media, which is offering or asking for goods, services, and so on. It becomes commonly used by the companies to direct persuasive communication to target the buyers. Cited from Ricard and Curran (2002) said about advertising that is a kind of communication which delivered a message to the audience the product and persuade the audience to take action. The function of the advertisement is to persuade the audience to do something in accordance with the message advertised. It includes the attraction of the audience's emotion, conveying information about the characteristics of the product, and persuading consumers to buy (Widyatama, 2017). The advertisement

is related to persuasion technique because it deals with persuading someone to be interested to buy the product advertised.

In analyzing hyperbole used as a persuasion technique, the researcher uses Keraf (2004) theory in explaining the persuasion technique. From the data, the researcher found four types of persuasion techniques. Among them are 9 rationalization strategies, 4 hypnotic strategies, 6 conformity strategies, and 2 compensation strategies. The advertisement mostly used rationalization in advertising the product.

The analysis of persuasion techniques is supported by Mukarromah (2016) used Keraf (2004) in explaining the persuasion technique used in the slogan of iPhone advertisement. The result of the study showed that the researcher found rationalization, identification, hypnotic, conformity, compensation, and displacement strategy. The most frequent strategy used in slogan of iPhone advertisement is rationalization, compensation, and hypnotic strategy. In this study that focusing on the cosmetic advertisement, identification and displacement strategy are not applied in Maybelline advertisement because the target and the usage of the cosmetic advertisement is very clear. In addition, the improvement is only in product's packaging, so it does not need to used the displacement strategy. Identification and displacement strategy is used in the previous study because it explains the type and application of the iPhone that is related to the technological development.

In contrast, the cosmetic advertisement does not use identification and displacement strategy in persuading the consumers. According to Keraf (2004),

identification is the process to identify the consumers and the environment accurately. In advertising technology products, the advertiser must understand the target consumers based on their age, job, genre, and others to get a positive response from them and take the consumer's attention more. Meanwhile, the target consumers of the Maybelline advertisement is very clear that the product is intended for women, so identification strategy does not used in Maybelline advertisement. Therefore, displacement strategy is a displacing process about something which faced an obstacle with other meanings (Keraf, 2004). The technological development aims to fix the problem and make the activities easier, so displacement strategy is used to persuade the consumers because it deals with the improvement of the product that makes something easier and more efficient. In cosmetic advertisement, the improvement is the formula and product's packaging. How to use the cosmetic is unchanging in time and the cosmetic aims to protect from UV light, make healthy skin and give beautiful appearance, so it does not need to used the displacement strategy.

Furthermore, the researcher analyzed hyperbole as the way to persuade someone to interest something through the advertisement. This study also shows the strategy of hyperbole that is used as the persuasion techniques in Maybelline advertisements based on Keraf (2004) theory those are; (1) rationalization is used by Maybelline advertisements to give a justification for a certain issue and shows something by giving logical reasons when advertising the product to the consumers; (2) hypnotic is used by Maybelline in using the interesting and convincing words and gestures or voices to make people believe when the speaker

conveys; (3) conformity is used by Maybelline advertisements in conforming the product that is to make the product is similar to the others; and (4) compensation is used by Maybelline advertisement that deals with making something new and the product becomes different each others.



CHAPTER IV

CONCLUSION AND SUGGESTION

After analyzing the data in the previous chapter, this chapter presents the conclusion and suggestion. This conclusion is the summary findings that are formulated in the research problems and have been discussed in the previous chapter, while suggestions are intended to give information to the next researchers who are interested in doing further research in the language styles.

4.1. Conclusion

This study is conducted to find the language styles used as a persuasion technique in the cosmetic advertisement which comes from the Maybelline New York advertisement. The conclusion of this study can be formulated based on research questions. The researcher analyzes the data by using Grey (2008) theory of language styles and Keraf (2004) theory of persuasion techniques. Furthermore, the researcher observed about language style used as a persuasion technique in the Maybelline advertisements. The researcher finds ten data, which are appropriated to the lexical features characteristic of language styles.

The lexical features are the use of certain words to present the advertisement to be more interesting. In the Maybelline advertisement, it is found hyperbole, familiar language, simple vocabulary, glamorization, potency, weasel word, and repetition. The researcher found the dominant type of language style is hyperbole. The used of hyperbole is to exaggerate the product in order to attract the consumers' attention to the products and emphasize something amazing.

The advertisement deals with delivering an information through mass media, which is offering or asking for goods, services, and so on. The advertiser uses hyperbole to make easily persuade the consumers to use or buy the advertised product because it makes the advertisement more attractive. Therefore, the researcher analyzed hyperbole used as a persuasion technique based on Keraf (2004) theory in explaining the persuasion technique. In the Maybelline advertisement, the persuasion techniques are found rationalization, hypnotic, conformity, and compensation. The advertisement mostly used rationalization in advertising the product. In persuading the consumers, the advertisements use the appearance of artist in showing the product to make sure people that their products are outstanding and have good quality. People who believe with the product will decide the right decision by their consciousness.

4.2. Suggestion

After analyzing the data, the researcher recommends to readers to use the kinds of language styles used as a persuasion technique to deliver the message in particular context, purpose or topic by using the style in the communication based on lexical features of language styles. Furthermore, they can improve their competence in speaking and writing by applying Grey (2008) and Keraf (2004) theory to make a clear understanding of the messages from the advertisement.

The researcher also provides some suggestions for students, teachers, next researchers, and advertisers. This study analyzes about language style used as a persuasion technique in cosmetic advertisements. The selected advertisement is Maybelline New York. For the students, to understand the kind of language

style and persuasion technique, especially in language style based on Grey (2008) and persuasion technique based on Keraf (2004) theory. They may have a good comprehension of persuasion technique that contains language style by reading the whole of this study. It can improve skills in English, especially writing and speaking skill. For the teachers, hopefully, this study can be a compliment in English learning especially about language style and persuasion technique, when teaching listening, writing, and speaking. It is also suggested that they should take examples of language styles used as persuasion technique based on sentence structure from other researchers so that the students can easily understand the language styles and persuasion technique theory.

Therefore, for the next researchers who are interested in analyzing the language style, they can do research in the sociolinguistics approach in different areas. The next researchers are suggested to use various data sources, the other theory of language styles, and the other elements, such as the power of language style in advertisement, the function of language style in advertisement, or the aims of language style applied in power relation that is used in movie, advertisement and others.

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CURRICULUM VITAE



Wimbi Muningggar was born in Mojokerto on March 12, 1997. She graduated from Senior High School 1 Bangsal. She joined Gema Gita Bahana Choir Student in Universitas Islam Negeri Maulana Malik Ibrahim Malang. She started her higher education in 2015 at the Department of English Literature, Faculty of Humanities Universitas Islam Negeri Maulana Malik Ibrahim Malang and finish in 2019.



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Hy : Hyperbole

N : Neologism

FL : Familiar Language

R : Repetition

G : Glamorization

[illegible]

	Cushion Liquid Compact Foundation	cushion liquid foundation Our liquid foundation Gives perfect coverage For a fresh face Luminous glow	✓		✓	✓					✓	
5.	Fit Me Foundation	Introducing Fit Me The real you come Through our translucent base Create our most natural coverage The way was meant to be fresh , brething, and flawless Breathing and flawless A new fit me foundation				✓ ✓ ✓						✓ ✓
6.	Dream liquid mousse foundation.	100% of poreless perfection has arrived. Air whipped our foundation It blends pores vanish Skin looks smoother, perfect	✓ ✓			✓					✓	
7.	Color Sensational Creamy Mattes	Slip into the creamiest matte The creamiest matte New color sensational creamy Our matte creamy The most sensuous feel Feel color sensational Make it matte.	✓ ✓ ✓ ✓			✓						
8.	Dream Pure	Meet new dream	✓									

	BB	<p>sure BB from Maybelline New York</p> <p>Our first eight and one BB</p> <p>Our first eight and one BB</p> <p>Blemish lighting salicylic acid</p> <p>You dream pure BB.</p> <p>You dream pure BB.</p>				✓						✓	✓
9.	Tattoo Brow Gel Tint	<p>Now tattoo brows for days</p> <p>New tattoo brow gel tint</p> <p>No pain and hair loss guarantees</p> <p>Just apply, set, and reveal.</p>	✓		✓			✓					✓
10.	Illegal Length Fiber Extensions	<p>Now, lashes break every law of lengthening</p> <p>Introducing an illegal length fiber extensions mascara</p> <p>Our first mascara with four millimeters of measurable fiber extensions.</p> <p>Our first mascara with four millimeters of measurable fiber extensions.</p> <p>Exclusive formula sealer</p> <p>Longest fibers under lashes</p> <p>New illegal length with four millimeter fibers</p>	✓			✓						✓	✓

APPENDIX 2

Persuasion Technique

R : Rationalization

I : Identification

H : Hypnotic

C : Conformity

Co : Compesation

P : Projection

D : Displacement

No.	Product	Hyperbole	Persuasion Technique						
			R	I	H	C	Co	P	D
1.	The Blushed Nudes Eyeshadow Palette	New the blushed nudes eye shadows palette from Maybelline New York.	✓						
		Our latest rose-gold palette and blush nudes collection.	✓						
2.	Dream Wonder Powder	See the perfect , not the powder.					✓		
		It's new dream wonder pressed powder from Maybelline New York.	✓						
3.	Fit Me Matte Poreless Foundation	For famous in natural look.	✓		✓				
4.	Dream Cushion Liquid Compact Foundation	Liquid foundation invites new dream cushion liquid foundation				✓			
		Our liquid foundation in a compact gives perfect coverage.			✓				
5.	Fit Me Foundation	A New Fit Me Foundation only by Maybelline.				✓			
6.	Dream liquid mousse foundation.	100% of poreless perfection has arrived. Skin looks smoother , perfect , dream liquid mousse foundation.			✓		✓		
7.	Color Sensational Creamy Mattes	Slip into the creamiest matte.	✓						
		New color sensational creamy mattes from Maybelline New York.				✓			

		For the most sensuous feel	✓						
		Color sensational creamy mattes.			✓				
8.	Dream Pure BB	Meet new dream sure BB from Maybelline New York.				✓			
9.	Tattoo Brow Gel Tint	New tattoo brow gel tint from Maybelline New York.				✓			
10.	Illegal Length Fiber Extensions	The secrets are fiber fix brush and exclusive of extravisible length.	✓						
		Formula sealer longest fibers under lashes for four millimeters	✓						
		New illegal length with four-millimeter fibers.				✓			

