

**THE IDEOLOGICAL CONCEPT OF BEAUTY REFLECTED ON BODY  
CARE ADVERTISEMENTS**

**THESIS**

**By**

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**ENGLISH LANGUAGE AND LETTERS DEPARTMENT  
FACULTY OF HUMANITIES  
MAULANA MALIK IBRAHIM STATE ISLAMIC UNIVERSITY**

**MALANG**

**2016**

**THE IDEOLOGICAL CONCEPT OF BEAUTY REFLECTED ON BODY  
CARE ADVERTISEMENTS**

**THESIS**

Presented to

Maulana Malik Ibrahim State Islamic University Malang in Partial Fulfillment of  
the Requirement for the Degree of Sarjana Sastra (S.S)

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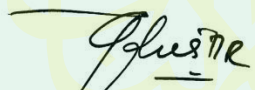
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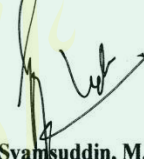
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Malang, July 18 2016

*Finda Muftihatun Najihah*  
Finda Muftihatun Najihah

## MOTTO

*Success comes with hard work, not with empty dreams*



## DEDICATION

This thesis is especially dedicated to:

My beloved father, Mahmud Jalaly and my mother, Mufarrohah



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*Alhamdulillah* rabbil'alamin, my deepest gratitude goes to Allah SWT, for all his blessing and mercies, that I finally can finish this thesis. It is only for Him I give all my hopes and wishes. *Shalawat and Salam* are always blessed upon our prophet Muhammad SAW who has guided us to the right way of life. This thesis is intended to fulfill the requirement for achieving the Degree of SarjanaSastra in English Language and Letters Department at the Maulana Malik Ibrahim State Islamic University of Malang.

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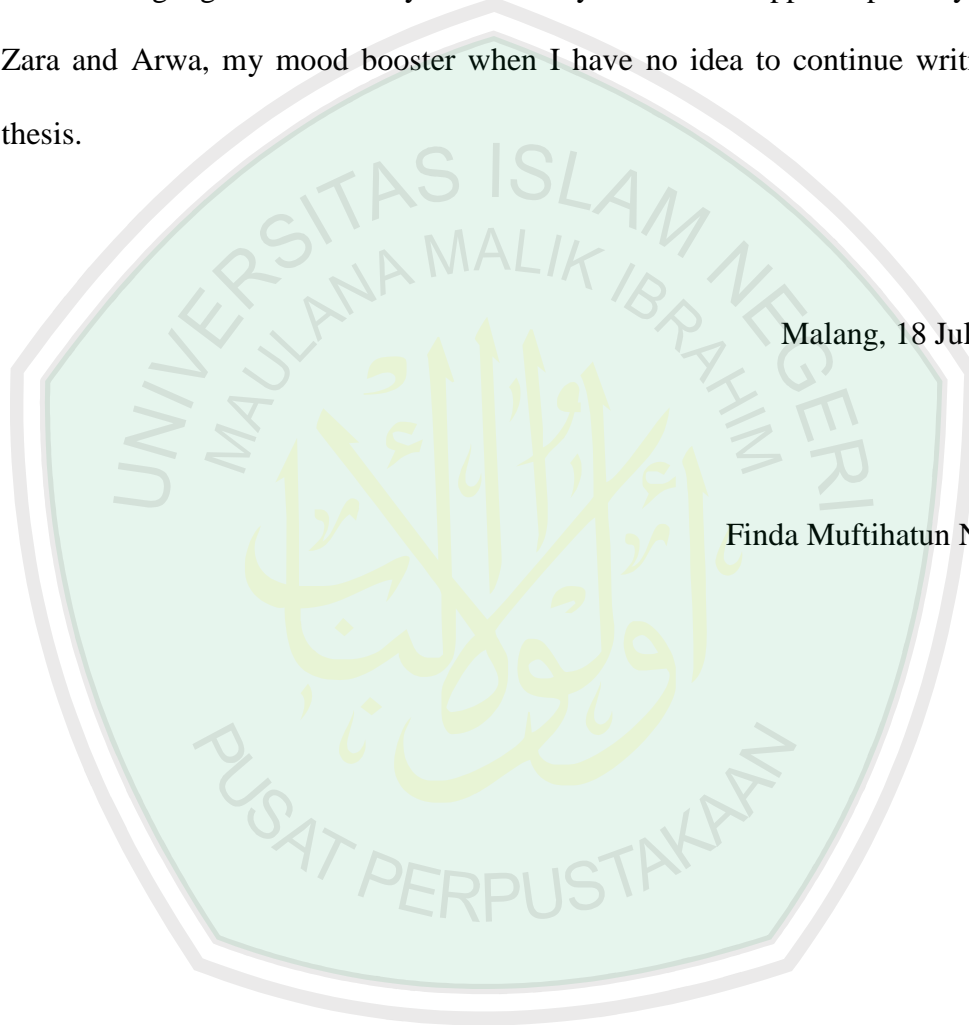
I would to thank my friends who have shared their time and thought to discuss with me and support me, especially my Husnul Khotimah friends who have colored my life, accompanied me without any boredom to face the toughness of university life. I might be spiritless to study unless God had destined us to be together, Further, I would also express my gratitude to my English department fellas who always create a joyful atmosphere in classroom and university life.



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Malang, 18 July 2016

Finda Muftihatun Najihah



## ABSTRACT

**Najihah, Finda Muftihatun.** 2016. *The Ideological Concept of Beauty Reflected on Body Care Advertisements*. Thesis, English Language and Letter Department, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University of Malang. Advisor: Galuh NurRohmah, M.Pd.,M.Ed.

**Key words:** Ideology, Concept of Beauty, Body Care Advertisements

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This study investigates the application of Critical Discourse Analysis to the body care advertisements. In this study, the focus is on the discourse and the text of advertisement which creates the ideological concept of beauty. The theory used is Fairclough's three dimensional framework which concentrates on the textual features, discursive practice, and discourse as social practice. The first dimension is considered as description, the second dimension is interpretation and the third dimension is explanation. The discourses of twelve beauty advertisements which are analyzed are from three brands, Oriflame, Wardah and Nivea. Furthermore, this study gives rich description and interpretation about the ideological concept of beauty happened in the society.

Methodologically, descriptive qualitative is used in this study as the research design because the purpose of this study is to provide a deep analysis of the data. All discourse on the twelve beauty advertisements chosen as the data, which are described on the linguistics units to finally discuss to main topic of the study which is the ideological concept of beauty. For the data collection, the data are collected from the website pages ([Uk.oriflame.com/products/digital-catalogue-current?p=2016](http://Uk.oriflame.com/products/digital-catalogue-current?p=2016), <http://wardah.com>, [www.NIVEA.co.uk](http://www.NIVEA.co.uk)).

The findings reveal that the use of adjectives has two main functions, to describe the product and to describe the result after using the product. In addition, the existence of verb also supports the function of the adjective. The presence of the verbs has function to describe the work and the quality of the products advertised. Furthermore, the most pronouns used in the advertisements is "your" which has function to directly point at the reader so the reader will feel engaged to the advertisement. In discursive techniques the finding shows there are nine techniques used to promote the products advertised. They are: (1) by using natural resources ingredients or by giving clinical test proof, (2) by giving exposure of the existing content, (3) by using self-representations, (4) by giving unrealistic representations through the exaggeration language, (5) by using puffery which contains the discourse which is subjective without giving credible evidence, (6) by using emotive words which finally can captivate readers' attention, (7) by showing celebrity endorsement, (8) by using simple but clear discourse and (9) by offering discount sale on the product advertised. It is also found that the ideological concept of beauty is emerged by the limitation of the concept beauty on the discourse and image of beauty advertisements. The concept of beauty is divided into three, namely the concept of eyes, ideal skin, and ideal lip.

ناجحة، فندا مفتحة. 2016. مذهب تصوّر الجمال في إعلانات رعاية البدن. البحث الجامعي، قسم اللغة الإنجليزية وأدائها، كلية علوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: غالوه نور رحمة الماجستير.

## الكلمات الأساسية: مذهب، تصوّر الجمال، إعلانات رعاية البدن.

هذا البحث يطلع على التطبيق والتحليل مقالة النظرية النقدية في إعلانات رعاية البدن. هذه الدراسة تركز في الإهتمام على استخدام اللغة في النص أو الكتابة في إعلانات رعاية البدن التي تجعل تصور الجمال في النهاية. والنظرية التي استخدم هذا البحث يعني ثلاثة خطة المقاسات في التحليل مقالة النظرية النقدية من فيرسلوف الذي يقدم على دراسة تحليل النصّي، الإسطراتدي، التطبيقي، والمحادثة كتطبيق الاجتماعي. المقاسات الأولى يتكلم عن الوصف تحليل النصّي، الثانية يتكلم عن التأويل من ناحية النصّي، والثالثة يعني الشرح من المحادثة في إعلانات. وموضوع هذا البحث هو 12 منتج رعاية البدن من أوريفليم، وردة، ونيفيا. ثم، يعطي هذا البحث الشرح والتأويل الثروة عن مذهب تصوّر الجمال الذي وقعت حوالى مجتمع.

استخدم هذا البحث بطريقة الوصفي الكيفي، يذكر بذلك لأن أهداف هذا البحث لكسب تحليلاً عميقاً عن البيانات الموجودة. جميع المقالة من 12 بيانات المختار من المنتج إعلانات رعاية البدن يصف بشكل لغوي سيحصل على بيان عن تصوّر الجمال الموجودة في ذلك المنتج. وفي طريقة جمع البيانات، جمعت البيانات من الورقة الانترنت (<http://wardah.com>, [www.NIVEA.co.uk](http://www.NIVEA.co.uk), [Uk.oriflame.com/products/digital-catalogue-current?p=2016](http://Uk.oriflame.com/products/digital-catalogue-current?p=2016)).

اكتشاف هذا البحث يعني أنّ استخدام من النعوت لدي وظيفتان أساسية، وهي لوصف المنتج ولتصوير النتائج الذي سيكسب بعد استخدام المنتج. زيادته، وجود الفعل الذي مستعمل في إعلانات رعاية البدن كذلك لدعم من النعوت المستعمل. ثم، الضمائر التي تستعمل بكثرة يعني انت التي تعمل ليدل فوراً على القارئ حتى يشعر القارئ قريباً بإعلانات أو كاتبها. في الطبقة المنطقي التطبيقي هناك تسعة طرائق المستخدمة بينها: يشير إلى تركيب المواد الطبيعي التي يستخدم في المنتج يعلن، يشير إلى المضمون في المنتج، يستخدم المنتج التمثيلي، التمثيل الذي غير مناسب مع الحقائق باستخدام اللغة المبالغة، يستخدم النواحي الذاتي بدون دليل واضح، يستخدم الكلمات العواطف الذي استطاع ليجذب اهتمام القارئ، يستخدم العارضة أزياء من مشاهير، يستخدم اللغة الموجز، والأخير يعني عرض انتقاص المنتج يعلن. ثم، وجد أنّ

مذهب تصوّر الجمال كأن لدي تحديد بأن الشخص يعتبر بالجمال إذا قد يستخدم ذلك المنتج وتمثّل كالصورة في اعلانات المنتج. التصوّر الجمال الذي وجد في المنتج المعالجة وهي، التصوّر الجمال للعين، التصور من لون الجلد، والتصوير من الجمال الشفة.



## ABSTRAK

**Najihah, Finda Muftihatun.** 2016. Ideologi Konsep Kecantikan pada Iklan Perawatan Tubuh. Skripsi, Jurusan Bahasa dan Sastra Inggris, Fakultas Humaniora, UIN Maulana Malik Ibrahim Malang.

Pembimbing: Galuh Nur Rohmah, M.pd., M.Ed.

**Kata Kunci:** Ideologi, Konsep kecantikan, Iklan perawatan tubuh

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Studi ini mengkaji tentang pengaplikasian Analisis Wacana Kritis yang terdapat pada Iklan-iklan perawatan tubuh. Fokus pada studi ini adalah penggunaan bahasa pada teks atau tulisan-tulisan pada iklan perawatan tubuh yang pada akhirnya menciptakan sebuah konsep dari kecantikan. Teori yang digunakan pada studi ini adalah 3 kerangka dimensi analisis wacana kritis dari Fairclough yang mana membahas tentang bagian analisis tekstual, diskursif praktis, dan wacana sebagai praktik sosial. Dimensi yang pertama membahas tentang deskripsi dari analisis tekstual, yang kedua membahas tentang interpretasi dari segi tekstual, dan yang ketiga adalah penjelasan dari wacana yang terdapat pada iklan. Objek dari penelitian ini adalah 12 produk perawatan tubuh dari Oriflame, Wardah, dan Nivea. Selanjutnya, studi ini akan memberikan penjelasan dan interpretasi yang kaya tentang Ideologi Konsep Kecantikan yang terjadi pada masyarakat sekitar.

Metode yang digunakan pada studi ini adalah deskriptif kualitatif, disebut demikian karena tujuan dari studi ini adalah untuk memperoleh analisis secara dalam terhadap data yang didapat. Semua wacana dari 12 data terpilih dari produk iklan perawatan tubuh dideskripsikan secara linguistik yang akan mendapatkan keterangan tentang konsep kecantikan yang ada pada produk-produk tersebut. Untuk teknik pengumpulan data, data dikumpulkan dari laman internet berikut ([Uk.oriflame.com/products/digital-catalogue-current?p=2016](http://Uk.oriflame.com/products/digital-catalogue-current?p=2016), <http://wardah.com>, [www.NIVEA.co.uk](http://www.NIVEA.co.uk)).

Temuan yang didapat dari studi ini adalah bahwa penggunaan dari kata sifat mempunyai 2 fungsi utama, yaitu untuk mendeskripsikan produk dan untuk menggambarkan hasil yang akan didapat setelah penggunaan produk. Selibhnya, adanya kata kerja yang digunakan di dalam iklan produk perawatan tubuh juga untuk mendukung dari kata sifat yang digunakan. Kemudian, penggunaan kata ganti yang paling sering digunakan adalah kamu yang berfungsi untuk menunjuk langsung kepada pembaca sehingga pembaca akan merasa dekat dengan iklan/penulis iklan. Pada tingkatan diskursif praktis terdapat 9 teknik yang digunakan diantaranya: menunjukkan komposisi bahan-bahan alami yang digunakan pada produk yang diiklankan, menunjuk isi kandungan yang ada pada produk, penggunaan produk representasi, representasi yang tidak sesuai dengan kenyataan dengan menggunakan bahasa yang berlebihan, menggunakan sudut pandang subjektif tanpa memberikan bukti yang jelas, penggunaan kata-kata emotif yang dapat menarik perhatian pembaca, menggunakan model *selleberiri*, menggunakan bahasa yang simple, dan yang terakhir adalah penawaran diskon pada produk yang diiklankan. Kemudian, ditemukan juga bahwa ideologi konsep kecantikan seakan mempunyai batasan bahwa seseorang dianggap cantik apabila sudah memakai produk tersebut dan tampak seperti gambar yang ada pada produk iklan tersebut. Konsep kecantikan yang ditemukan pada produk yang dianalisis adalah, konsep dari keindahan mata, konsep dari warna kulit dan konsep dari keindahan bibir.

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# **CHAPTER I**

## **INTRODUCTION**

This chapter covers several points which are background of the study, problems of the study, objectives of the study, significances of the study, scope and limitation, and definition of the key terms, as well as research method which includes research design, research instrument, data and data sources, data collection, and data analysis.

### **1.1 Background of the Study**

In today's society, advertisement plays an important role in communicating messages. According to Kannan and Tyagi (2013), advertisements are media to promote products or service by which the main tools to deliver its language. Advertising is the best way to communicate to the customers. Advertising helps to inform the customers about the brands available in the market and the variety of products useful to them. Furthermore, advertising is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited. Kannan and Tyagi (2013) also stated that everything matters in an advertisement. The kind of color, background, people who are appearing, the words used by the people are all matters in advertisements.

In advertising the products, producers try to convince the consumer by using creative language. The choice of language to convey specific messages with the intention of influencing people is vitally important (Kannan and Tyagi, 2013).



Therefore, visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it. Advertising language obviously uses a style of rapid persuasion that aims to persuade the consumer to use particular products or services (Belch and Belch, 2003). Cook (2001) points out that the function of advertisement is to inform, persuade, remind, influence and perhaps change opinions, emotions and attitudes. In other words, the goal of advertisement itself do not only sell the product but also change society and make people buy things that actually they do not want or need much. Qadafi and Wahyudi (2014) also stated that the aim of advertisement is to provoke and manipulate viewers. So, advertisements can easily influence and change people attitude in order to believe in the products advertised.

A practitioner who is very well-known the field of communications and marketing, Bittner (nd.), classifies advertisements into two types. They are standard advertising and public service advertisements. A standard advertisement is the advertisement which is created specifically for the purpose of introducing the goods, services to consumers. This type of advertisement commonly refers to commercial advertisements. This kind of advertisements can be seen in the media that exist around us such as television, radio, newspapers, internet, and more. While, Public service advertisement is a non-profit advertisement whose goal is just give the profit in society and not an advantage in the form of money and other such materials. The examples of public service advertisements are such as

advertising the dangers of smoking, the dangers of promiscuity advertising, advertising the dangers of drugs, and more.

Based on the types of advertisements above, the writer specifically chooses the standard advertisements which focus on the body care products in order to find the tendency of body care advertisements in creating the concept of women's beauty through the discourse and the picture. It is also important to see the intentions and techniques of the companies used to sell their products through the language used. Nowadays, There are so many television commercials and women's magazines which commercialize body care products influenced by women, and through this they must hold their beauty by using various that beauty products at any cost (Baudrillard, 2005). Furthermore, according to Blech and Blech (2003) to make the advertisement strength, commonly they are supported by the brand ambassador and endorsement in advertising that products which mostly the model is well-known figure or celebrity. Therefore, people will not only see advertisements from the promising products but also it will be from the influence of picture and the person portrayed in the product.

Unfortunately, the person portrayed in the advertisement makes the society assumes and construct about beauty image. According to Bissell and Chung (2009), beauty is an important concept used in advertisements to help sell products. It is because beautiful people also are judged as more persuasive and credible (Goodman, Morris, and Sutherland, 2008). Some researchers have shown that beauty is expressed with youthful attributes, including big eyes, full lips,

flawless skin, and high cheekbones (Goodman et al, 2008). Therefore, people may have the beauty image shown on media of the products.

Generally, this study investigates the concept of beauty existing in advertisements of body care products. It is argued that the function of body care products is to support performance to be more attractive, and the advertisement is used as a medium to attract the society to finally get the products. Therefore, the concept of beauty is needed to persuade and to provoke the readers. It is assumed that the combination of text and image in cosmetic advertisement is exploited and stereotyped to create the concept of beauty that will construct the society in seeing beauty. In beauty advertisement, women are intentionally shown to represent the beauty offered by the beauty products (Gill, 2007). However, the concept of beauty is not merely presented through the image of women involved. It can be inferred that the concept of beauty can be shown through the discourse of the advertisements. Additionally, in conducting this study, the writer takes the advertisements of three body care brands.

In this study, the writer intentionally chooses 3 brands of body care advertisements which are Oriflame, Wardah, and Nivea as the subject of the study. The purpose of choosing Oriflame advertisement is because it has received a certificate as the most favorite products in 2016. Then choosing Wardah advertisement is because it also has received a certificate as the most popular products in 2015. Furthermore, the intention of choosing Nivea advertisement is because it is the old products advertisement which always exists every year.

The approach used in this study is Critical Discourse Analysis (CDA) in the purpose of analyzing the advertisements employed. CDA is the study between discourse and power (Van Dijk, 2008) and according to Fairclough (1995), CDA is an attempt to synthesize language study and social theory. Subsequently, Fairclough (1995) formulates that discourse is controlled by social structure and at the same time controls social convention. The approach selected is Critical Discourse Analysis with the research tools of Norman Fairclough's three-dimensional model of discourse. It allows focusing more on the production and reception processes of the discourse than just examining the discursive text. In that way the discursive context can be viewed from different theoretical perspectives such as social or historical sciences.

Some previous studies concerning to the discourse analysis of advertising is used to support this study. The first previous study does research about the CDA on Dove campaigning the real beauty (Hoepfner, 2006). She concludes that there are a lot of indications appear as in analyzing the text, she not only takes the linguistics units, but all semiotics items. The next previous study is also discussing beauty products advertisements in English magazine in Malaysia, using Fairclough's three dimensional frameworks as the approach (Kaur, Arumugam, and Yunus, 2013). They analyzed in every dimensional frameworks from the Fairclough in the beauty products advertisements selected.

The third previous study discusses the Thai health and beauty advertisement in magazine by Phadeephassook (2009). He also uses CDA approach. Here, he elaborates the ideology of femininity on the advertisement of

magazine and the strategies. The fourth previous study examines the women portrayals and stereotyping in commercials on MTV done by Signorielli, McLeod and Healy (1994). Then, the fifth previous studies done by Lazar (2009) discusses the critical analysis of feminist identity in beauty advertisement. She argues that there are some major discursive themes identified.

There are many studies concerning to the discourse analysis of advertising through beauty advertisement which can represent the ideological concept of beauty. However, the difference of this study with the previous studies is this study gives the detail textual features analysis start from the adjective used, vocabulary used and the pronoun used to describe the products advertised. Moreover, this study also studies about the discursive techniques used by the advertiser to attract reader's attention. Therefore, it is important to conduct this research to see how the language power and picture on body care advertisements can instigate the audiences to use the products. Besides, it is important to understand how language as social practice (Fairlough, 2003) can participate to persuade the audience especially woman to believe and finally use that products. Moreover, it is also important to see how the discourse in advertisement has indirectly shown that there is narrowing of the concept of women's beauty that is started by discussing the textual features of the advertisements.

## 1.2 Research Questions

Based on the background of the study, the present study attempts to formulate these questions below:

1. What are the textual features used in the body care advertisements?
2. What are the discursive techniques employed in body care advertisements?
3. How do the body care advertisements represent the ideological concept of beauty?

## 1.3 Objectives of the Study

Based on the research questions above, the objectives to be achieved in this study are:

1. To find out the textual features in the body care advertisements which cover the vocabulary used including adjective, verb and pronoun that finally can attract readers' attention about those products advertised.
2. To find out the discursive techniques used in promoting the products of body care advertisements to captivate reader's attention about the products advertised.
3. To describe the ideological concept of beauty in body care advertisements which finally builds the perception of beauty in society.

#### **1.4 Significances of the Study**

This study is expected to give practical and theoretical contributions. Theoretically this study gives the empirical data of textual features on beauty advertisement since this study works with beauty advertisement in which it investigates the ideological concepts of beauty through the language used from the products. Therefore, this study is essential in the context of critical discourse analysis as a methodological approach to this study. Moreover, the result is expected to give contribution to the Critical Discourse Analysis lecturer as a part of Discourse study.

Practically, this study is useful for the readers especially the students of language and letters department and also the advertisers to add the information about the body care advertisements.

#### **1.5 Scope and Limitation**

In this study, the writer focuses on analyzing the language used on body care advertisements using Fairclough's CDA Model. In doing so, the writer takes Oriflame, Wardah and Nivea products as the subject of study. The theory used is proposed by Fairclough, 1992, using his three dimensional framework to analyze. Due to the fact that making of advertisements is following the media (e.g., television, newspaper advertisements, posters). Hence, the writer limits the research to website based on the body care advertisements only by which the form of picture. Furthermore, this study describes how the textual features existed in



the advertisements are created to attract people to use that products and how the textual features essentially create the concept of beauty is offered by the brands.

## **1.6 Research Method**

This section provides the research methods apply in this research. It presents the research design, research instrument, data, data collection, and data analysis.

### **1.6.1 Research Design**

This study uses descriptive qualitative research design as it is designed to get deep understanding and analysis in any information concerning with the advertising discourse in some body care advertisements selected. Moreover, this research is also categorized into descriptive because this study describes the textual features on advertisements. In addition, this study uses Critical Discourse Analysis approach to analyze the discourse of phenomena of language on beauty advertisements. By using Fairclough's three dimensional model of analysis, the writer also attempts to find and describe the textual feature of the brand products selected.

### **1.6.2 Research Instrument**

The instrument used in this study is the researcher herself. It is called so because, the writer cannot directly interview people who are involved in body care product advertisements, such as advertiser, copywriter, even the model who are



involved in body care advertisements that are going to be investigated. Therefore, in order to investigate the textual features and the discourse of body care advertisements, the writer is the one who collect, then analyze and interpret the textual features and the discourse from body care advertisements.

### **1.6.3 Data and Data Source**

The data sources of this study are from posters attached on the website pages of the body care products. Then, the data used in this study is the utterances or the discourse of the body care products brands advertisements. Therefore, the data are taken from the website (Uk.oriflame.com/products/digital-cataloguecurrent?p=2016,http//www.wardah.com, www.NIVEA.co.uk). The intention of those beauty products brands involved is due to the fact many consumers used those three brands products. Moreover, those three brands have different language uniqueness in advertising the products. The writer also considers that the three brands show the dynamic of the brand due to the time the brands are published.

### **1.6.4 Data Collection**

In gaining the maximum result of this study, the writer focuses on stages of collecting data in accuracy. The data were collected from the website pages <http://Uk.oriflame.com/products/digital-catalogue-current?p=2016>, <http://wardah.com>, [www.NIVEA.co.uk](http://www.NIVEA.co.uk). To collect the data, the following steps are done. First, the writer downloaded and saved the picture or

posters of advertisements. Then, the writer transcribed the discourse of the advertisements by writing down the text used in the body care advertisements. The last is the writer chose the data which have good discourse and attract more to the consumers which are going to be analyzed on the findings.

### **1.6.5 Data Analysis**

In the process of analyzing the data, the writer did some steps. Firstly, the writer tried to comprehend the discourse of the advertisements. Secondly, the discourse of the advertisements is analyzed based on the first dimension of Fairclough's three dimensional frameworks. In the first dimension, the data are described according to its textual (vocabulary and grammar) as the first dimension is discussing discourse as a text. The writer is doing this for answering my first research question. Afterwards, to undergo the second dimension, the writer interpreted the relation between the discourse of advertisements and the social and culture context that involves the processes of text consumption. It is done to answer my second research question. Thirdly, the writer explained the discourse as social practice as the third dimension of Fairclough's three dimensional frameworks in relation to power or hegemony and ideology. In this dimension, the analysis correlates to the discourse of the ideological concept of the beauty and the representation created by the products. This step is aimed for answering my third research question. Fourthly, the discussion is formulated supported by the theory and the previous studies. The last, the writer gave conclusion of this study.

### 1.7 Definition of the Key Terms

To avoid misunderstanding, the definition of important term is given as follows:

1. Critical Discourse Analysis is the study of the change among specific texts, a focus on the order of discourse, and social structuring of language.
2. Body care products: body care products that focus on this study are the products of Oriflame, Wardah and Nivea advertisements.
3. Concept of Beauty: the characteristics of beauty that portrayed on body care advertisements which showed the slim, white, and young person portrayed in media.
4. Beauty: the quality of being pleasing, especially to look at, or someone or something that gives great pleasure.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter consists of theories related to this study. It discusses the theories about Discourse Analysis, Critical Discourse Analysis, Norman Fairclough's Model of Critical Discourse Analysis. Besides, the writer also provides information about the concept of beauty and the previous studies related to this present study.

#### **2.1 Discourse Analysis**

Before coming to the critical discourse analysis, the writer needs to explain the term of discourse itself in order to comprehend the basic concepts of discourse analysis. Discourse analysis is a branch of language study which has a complete unit whether in written or spoken form. As stated by Tarigan, discourse is a unit of language that is the most complete and the higher than a sentence or a clause with high cohesion and coherence continuously, that have the beginning and ending, that is delivered both in oral and written. Cook stated the term of discourse is the language in use for communication. According to Widowson, discourse is an area of language study concerned with how people make meaning, and make out of meaning in texts and as social practice, whether simple or complex, all texts are the uses of language which are produced with the intention to refer to something for some purposes. In sum, referring to some theorist discourse is a term used in linguistics to describe the rules and conventions

underlying the use of language in expanded stretches of text both spoken and written.

Discourse practically always relies on the speaker or the writer (what he is talking about or writing) and the hearer or reader (what he is listening or reading). In discourse analysis, each of linguistics analysts used different theories and techniques of a number of disciplines for the study of language in use. They tend to favour one or more of a variety of approaches to conducting their research that have developed from these various sources. There are four main headings: rules and principles, contexts and cultures, functions and structures, and power and politics (Davies and Elder: 2004).

No.	Ways and Means of Discourse Analysis	
1.	Rules and principles	<ul style="list-style-type: none"> <li>• pragmatics (including speech act theory and politeness theory)</li> <li>• conversation analysis</li> </ul>
2.	Contexts and cultures	<ul style="list-style-type: none"> <li>• ethnography of communication</li> <li>• interactional sociolinguistics</li> </ul>
3.	Functions and structures	<ul style="list-style-type: none"> <li>• systemic-functional linguistics (SFL)</li> <li>• Birmingham school discourse analysis</li> <li>• text-linguistics</li> </ul>

4.	Power and politics	<ul style="list-style-type: none"> <li>• pragmatic and sociolinguistic approaches to power in language</li> <li>• critical discourse analysis</li> </ul>
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## 2.2 Critical Discourse Analysis

Critical discourse analysis is practically oriented form discourse analysis which is aimed at addressing social problem. Critical is used in the special sense of aiming to show the connections which may be hidden from people such as the connections between language, power, and ideology. (Fairclough, 1989: 5). According to Van Dijk (2008: 85) "Critical discourse analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context". Moreover, it considers as a quickly developing area of language study (Fairclough, 2003).

In the other hand, Fairclough (2003) demonstrates that CDA addresses social problems in which it is worth mentioning that CDA does not only focus on language and language use, but also on the linguistic characteristics of social and cultural processes. In addition, he adds that CDA has the power relation, which is discursive as it explains how social relation of power are exercised and negotiated in discourse. Fairclough (1995) states that critical concept shows relation and causes which are unseen; it is also implies intrusion, for example providing resources for those people who may be disadvantaged through change.

The application of discourse analysis or critical discourse analysis will not work without the presence of discourse practice dimension of the framework which is illustrated by Fairclough (1995) into production, consumption and distribution. It is clearly understood that in communication there must production (how the text or discourse is spoken or written) and consumption (how the text or discourse is being heard or read). While distribution, according to Fairclough (1995), it relates to how texts circulate within orders of discourse, can be investigated in terms of 'chain' relationship within orders of discourse. Fairclough (1995) furthermore, draws the concept of hegemony in which it consists of the combination between discourse and dominance or power in political societies. Fairclough (1992; 1995; 2003) believes that discourse is use of language in social practice, by which discourse analysis is analysis of how texts work within socio-cultural practice. Additionally, he argues that there are three aspects of the constructive effects of discourse. They are 'social identities', 'social relationship' and 'system of knowledge and belief' (Fairclough, 1992).

Most Critical Discourse Analysts agree that texts related to ideologies which are usually connected to power as well. According to Fairclough (1989) ideologies are closely linked to power, because the nature of ideological assumptions embedded in particular conventions, and so the nature of those conventions themselves, depends on the power relations which underlie the conventions; and because they are a means of legitimizing existing social relations and differences of power, simply through the recurrence of ordinary, familiar ways of behaving which take these relations and power differences for granted.

Ideologies are closely linked to language, because using language in the commonest form of social behavior and the form of social behaviour where we rely most on 'common sense' assumptions.

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

### **2.3 Norman Fairclough's Model of Critical Discourse Analysis**

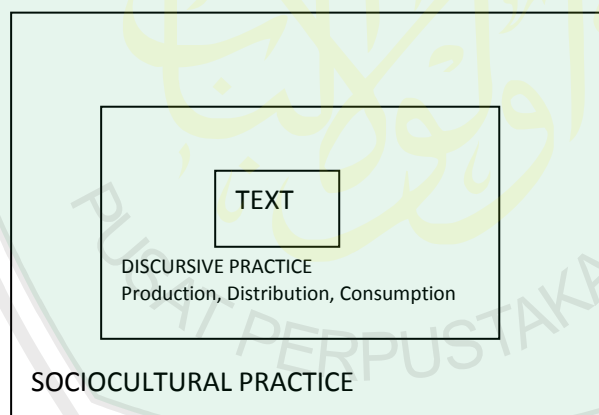
Norman Fairclough is one of the founders of critical discourse analysis that looks at 'the influence of power relations on the content and structure of writings. Fairclough explained CDA aims to systematically explore often opaque relationships of causality and determination between (a) discursive practices, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power. He provides us with a useful definition that summarizes most other definitions of CDA.

CDA is the study of often opaque relationships of causality and determination between (a) discursive practices, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these



relationships between discourse and society is itself a factor securing power. (Fairclough: 1995)

Looking at language as discourse and social practice, someone cannot analyse the text only, not just analyse the process of production and interpretation, but also to analyse the texts, processes, and their social conditions. Then, Fairclough illustrates the relationships between text, contexts and interactions. The first procedure dealing with analysis of texts is called as description as it elaborates the linguistic units of the discourse. The second layer of the analysis is called as interpretation dealing with discussing when the discourse has been delivered to the society. Moreover, the analysis of social practice is in accordance with the analysis of the discourse relates to the ideology and power. In addition, Fairclough (1992), represented his concept into following figure:



In the first mode, text is analyzed based on the linguistics aspects. It is seen from vocabulary, grammar, cohesion, and text structure. Vocabulary correlates to 'lexicalization' and 'signification' in which to word, it will bear different domains, institutions practices, values and perspectives. Cohesion, in the meantime, discusses how clauses are linked together and how to form larger units

in texts from clauses. It is taken from the use of the substituting devices (pronouns, definite article, ellipsis of repeated words), and the use of conjunctive words. Furthermore, text structure concerning on the 'architecture' of the text that can give a lot of insight into the system of knowledge and belief; the assumption about social relationship; and social identities built into the form of text.

Discursive practice elaborated by Fairclough (1992:79) involves the processes of text 'production', 'distribution', and 'consumption' proceeded through discourse according to social factors. As stated above that this dimension of analysis is adopted as interpretation of discourse. Therefore, basically this level of analysis involves the production of the text and its interpretation (Fairclough, 1992). A text is produced in a complicated way to deconstruct the producer into a set of position. Moreover, the text is consumed differently in accordance with the social context. It is merely a matter of interpretative work created by people that can be both individual and collective. Meanwhile, the distribution of the text is proceeded depend on the text creator. Some texts are distributed "across a range of different institution-domains with its own consumption, and its own routines for reproducing and transforming texts".

In discursive practice, the links between text, social and cultural context are mediated through the mobilization of different orders of discourse (Fairclough, 1992; 1995; 2003). To analyze it, inter-discursive analysis is adopted to mainly focus on how boundaries and flows of orders of discourse are shifting in the societies. The prime feature of the three-dimensional framework for DA and CDA is that "it attempts to explore these constraints, especially the second - to make

explanatory connections between the nature of the discourse processes in particular instances, and the nature of the social practices they are a part of” (Fairclough, 1992: 80). Analysis of discursive practice should involve the combination of micro-analysis and macro-analysis, in which the researcher or participant interprets the texts on the basis of resources. Micro-analysis is the place to uncover the information inside text and it, somehow, provides proof for macro-analysis. It is therefore, micro and macro relationship have interrelationship to proceed the analysis of this level. It also provides a room to differentiate social practice from the text (Fairclough, 1992). Hence, the nature of social practice determines the macro-processes of discursive practice, and it is the micro-processes shaping the texts.

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

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

and in events themselves. The events, then, reproduce and transform their conditioning structures (Fairclough, 1992).

#### **2.4 The Concept of Beauty**

Most of the time, people have trouble defining about beauty, but they know it when they see it, and people actively looking for it. And this is become the reason of beauty industry exists until nowadays. According to Prianti (2013) every beauty product commercials boost their product advantage in fulfills women need of beauty. Therefore, female beauty products advertisement is another potent source of women beauty standards.

Beauty commercials are important because their influence is so great on consumers. In order to boost sale and make their product more attractive, manipulation is inevitable. According to Sheehan (2014), beauty in media is described as an institutional point by which media views beauty as something created. In fact, Brand (1999) cited in Sheehan (2014), argues that beauty is seen not only from appearance but also 'mental health' and 'physical well-being' (p. 96). Sheehan adds that in advertisement, the overall look uses woman's physical features as well as a variety of products or services, which Jacobson & Mazur (1995) cited in Sheehan (2014) assumes as selling beauty-oriented products.

Prianti (2013) describes the characteristics of beauty tha men or woman should have. People will be looked beauty when they have these characteristics:

### **Light Skin Color**

First and foremost characteristic that compares on beauty commercial is dark vs. light skin color. Indonesia is an Asian country which consists of many tribes. Therefore, there are varieties of physical appearances on Indonesian women, especially skin color. Indonesians skin color ranges from yellow to light brown to very dark brown or black skin color. Belwood (2007) explained that the population in Indonesia is range from mongoloid, melanesian and even negritos. However, research discovered beauty product commercial portray people with lighter skin color as more beautiful than people with darker skin color.

Dark skin color is identic with dull skin. What make it worse, not only being darker is less attractive but also having other negative characteristics. Having dark skin color makes people not confidence with their appearances, poor social interaction, ashamed of their self for being darker skin compare to their friend. In addition, darker skin color was portrayed as the condition on women low self-esteem. Being dark hinders women to get success on their love life as portrayed from the commercial. Quite the contrary, the beauty commercial depicted being white or having light skin color means carrying advantage of better opportunity in workplace, better chance to get and be love even better marriage life, since your husband will love you more if you have lighter skin color. Some researches have proofed the white beauty hegemonic on women (Chung: 2012, Dove: 2005). Hence, light skin tone become the desired skin color and was perceived as “sign” of prestige within the Indonesian diversity races.

This white beauty notion was unfair and extremely racist for those Indonesian women who were biologically born with darker skin tone, such as the northern mongoloid race or even the negritos race in Indonesia. The commercial is just like condemn that those people destined to never be consider as beautiful because of their dark skin color which in the end, will affect their self-esteem and influence their love life, job prospects, earning potential, social life, and so on.

### **Slim Body Shape**

The most definite characteristic that portrayed on beauty commercial product is women body shape. It is discovered that beauty product commercial always depict women with slim body shape as a beauty. Most of the time, this standard was found unrealistic and unhealthy. Only women with disorder eating behavior will be able to fulfill this media standard. There has been a plethora of study indicates the negative effect of the use of thin model in beauty products commercial in affecting women's perception on their own physical attractiveness (Serdar, 2006). The word slim was intentionally use to describe, the way beauty product commercial portrayed the ideal body. Serdar (2006) explained that Images of women in the mass media send a powerful message that a female must be tall and ultra-thin to be considered attractive by societal standards. Repetitive exposure to media images has lead many women to believe that they must sacrifice their health to be considered beautiful. Mass media's use of such unrealistic models sends an implicit message that in order for a woman to be considered beautiful, she must be unhealthy.

Moreover, regarding with the effectiveness of using slim model on the beauty products commercial, research done by Halliwell, Dittmar& Howe (2005) proved that not only do women feel bad about themselves but they also are just as likely to buy product if the model is equally attractive but of average size. However, most of beauty product commercials does not necessarily diet products use the slim model without exception. Advertising as one of media message, not only promote products and services but in the same time it also promotes particular worldviews and ideologies that define the parameters of how one might look at things and how they give meaning to it (Prianti, 2011:34-35).

In a few decades ago in Indonesia, there is a belief that many kids will brings many fortunes. Therefore, women with big hips considered as the ideal woman. Since it is a symbol that women will be able to have many children. However, the diversity on Indonesia, makes the writer cannot simply say that this is the general value in Indonesia but the point is with the increasing influence of the media and widespread consumerism, does not matter what your origin is there is only one beauty standard for women; that is thin body.

### **Young age**

The other obvious characteristic discovered on Prianti (2013) research is the age portrayal. Most of beauty product commercials use young age model. With the help of digital alteration, model looks even younger, have smoother skin than she truly is. The advertisement also portrayed young as a desirable age by all women. Looking age will make women to be more attractive, more beautiful



therefore she will be loved more by her husband, more success in career, more idealized by her daughter.

This young notion alienates women who look old. Being old makes women less attractive; less beautiful. Being old is identified with unhappy and gloomy life, whereas being young is identified with happy and colorful life. Wrinkles and other aging symptoms are a disgrace that should be covered. The constant exposure of this kind of message influences how women face their age. The issue of age became a forbidden issue to discuss in life especially when in the conversation with the opposite sex. Instead of promoting the normal way to get older, since getting old is biologically in nature, the beauty product commercials advocate women to fear this natural event. Growing old is a scourge to be feared. The trend of cosmetic surgery, Botox injection could verify the effect of the young notion on women. Evaluate the commercial standards on the ideal beauty for women, showed physical appearance as the ultimate answer for women to conquer the world (read = gaining success in life). Additionally, research discovered that sexy clothes serve as the indicator for women to show confidence with their physical appearance.

Having lighter skin, thinner body shape and looking younger are assets which are unfortunate if they are not put on display. Indeed, this women's sexuality was seen as their power to succeed in life. Research done by Machin and Thornborrow (2003) on the cosmopolitan magazines also argued that female agency is linked to sexuality and the body. Women's ability to succeed in life was seen from the extent of her physical attractiveness. Referring to the Women's Media Center



report on 2012, for the last 3 years female characters in film were more likely than males to wear sexy clothing, more likely to be depicted partially nude, and to be referred to as attractive.

## **2.5 Previous Studies**

In conducting this study, I used some previous studies on advertisement with the concept of beauty. The first previous study is from Budiani, E.S. (2015). She researched about critical discourse analysis on cosmetics advertisements. The approach she used is Critical Discourse Analysis seen from three dimensional frame work of Nourman Fairclough Critical Discourse Analysis. The subject of her study is the cosmetic product from Maybelline, Revlon, and Wardah. The result showed that the discourse on cosmetic advertisement promises the concept of beauty without giving the clinical proof.

The second previous study researched about exploitation of women in beauty products of Fair and Lovely (Iqbal, Danish, Tahir: 2014). The aim of the study is to explore the ideology, visuals, stereotypes, specific linguistics features behind the particular images. In this study Fairclough's three dimensional model of analysis is used to critically analyze the advertisements of fair & lovely and advertisements can be analyzed on three perspectives i-e textual, discursive and social. The finding indicates the different approaches, life style, texts by advertisers to manipulate and exploit the beauty, ideology of women by forcing the point of view that product is giving you the everlasting beauty.

The third previous study does research about the CDA on Dove campaigning the real beauty (Hoepfner, 2006). In this study, Hoepfner (2006) uses the approach of CDA by Fairclough using his three dimensional models of discourse elaborated by Hillary Janks. She finds that there are a lot of indications appear as in analyzing the text, not only she takes the linguistics units, but all semiotics items. Therefore, in the third dimension she argues that in Dove's current beauty representation through the discourse implies that there is a change in the stereotypes and unrealistic beauty ideals (Hoepfner, 2006). It is continued that the change aims to modify women's social position and self-image. Also, she argues that Dove campaign that every woman is beautiful in her own way, yet there is no evidence that Dove presents many types of beautiful women, but the one physically looks perfect.

The next previous study is also discussing beauty products advertisements in English local magazine in Malaysia, using Fairclough's three dimensional frameworks as the approach (Kaur, Arumugam, and Yunus, 2013). In the first level of the frameworks, the researchers argue that the use of questions in advertisements aims to build relationship with the readers as it seems like simulating conversation with them. In addition, they add that the use of adjectives whether the adjectives contain denotation or connotation, can gives personal impress towards the reader (Kaur, et al. 2013). In the second level, it is found that some advertisements tend to compare their own products with other products, by using "versus them". In the last level, the researchers relate the representations of how beautiful is with the reality that women want to look attractive. However, the

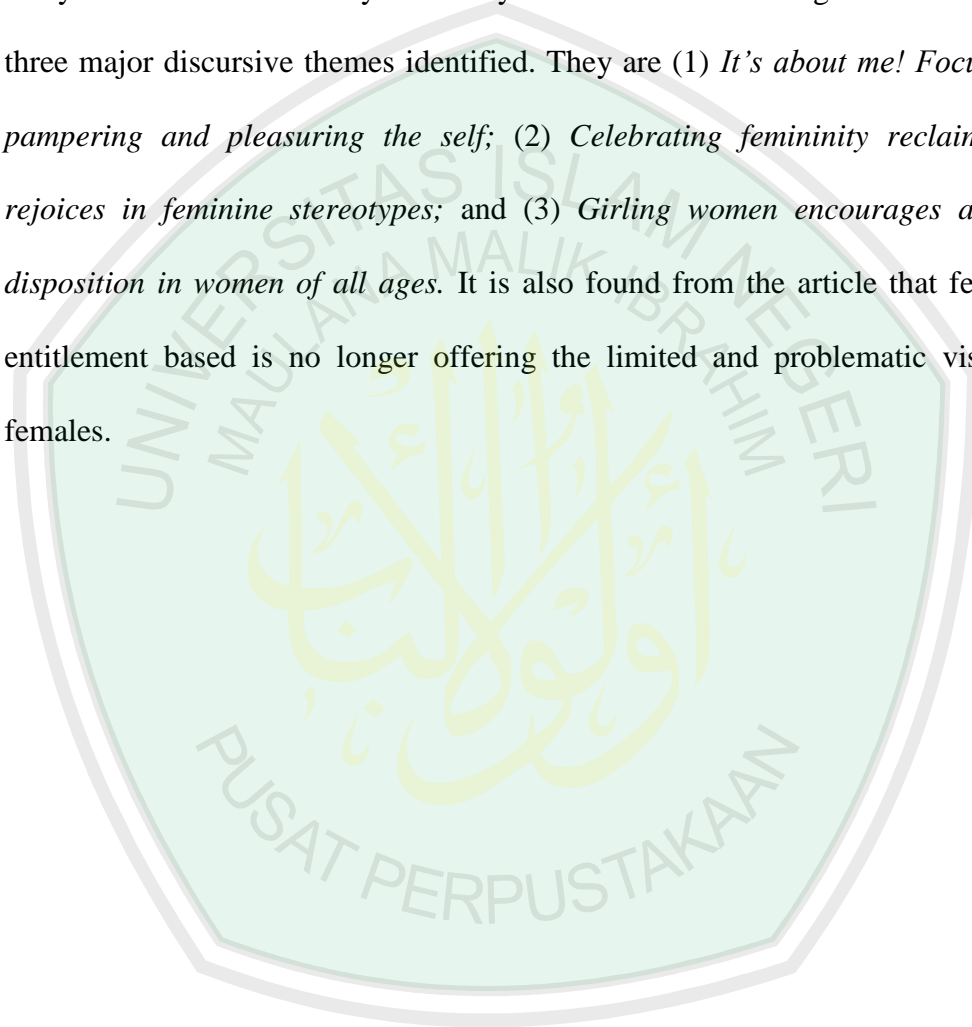
concept of beauty is always represented by the perfect women (physically) (Kaur, et al. 2013).

The fourth previous study discusses the Thai health and beauty advertisement in magazine by Phadeephassook (2009). He also uses CDA approach. Here, he elaborates the ideology of femininity on the advertisement of magazine and its linguistic features and strategies. He finds that most of the advertisements convey the concept of an ideology of desirable women, which is categorized into three points. (1) Women should be a slim and slender figure; look younger; have white, clear and radiant skin; and odorless privates. (2) The natural body condition opposite the features in point one are problems. It is illustrated that women with problems are in trouble and lack confidence. (3) To be a desirable woman, it can be done effortlessly and effectively through the magic of the advertised products and services. It is also found from the picture of an advertisement that a sexy-looking model is illustrated to appeal to the mood and emotion to the reader. It is supported by some text related to the comments of the model involved about the product.

The fifth previous study examines the women portrayals and stereotyping in commercials on MTV done by Signorielli, McLeod and Healy (1994). It is found that the female characters appeared have beautiful bodies with sexy and skimpy clothing. However, though the researchers found those facts related to female stereotyping, they also find that the commercials on MTV are gender stereotyped male-based, as the advertisement's tendency emerging is an advertisement male oriented. It is also shown from the types of products being

advertised. Mostly, male advertises the entertainment-related advertisement while female advertises products with primary purposes, such as cosmetic or clothing advertisement.

The sixth previous studies done by (Lazar, 2009) discuss the critical analysis of feminist identity in beauty advertisement. She argues that there are three major discursive themes identified. They are (1) *It's about me! Focuses on pampering and pleasuring the self*; (2) *Celebrating femininity reclaims and rejoices in feminine stereotypes*; and (3) *Girling women encourages a youthful disposition in women of all ages*. It is also found from the article that feminine entitlement based is no longer offering the limited and problematic vision of females.



## **CHAPTER III**

### **FINDINGS AND DISCUSSION**

This chapter consists of the findings and discussion. The first is the presentation of the data in finding and the analysis of the data based on Fairclough's three dimensional frameworks of critical discourse analysis. The second, the result of analysis is elaborated in discussion.

#### **3.1 Findings**

This study aims at analyzing the utterance and the discourse of body care product advertisements based on three dimensional model of Fairclough. The analysis of this study is based on the formulation of the research questions in Chapter I. The first research question aims to analyze the textual features used in body care advertisements based on the first dimension of Fairclough which covers the description of the text, the term text meaning not only 'linguistic units' of sentences or clauses, but all semiotic indications, such as images, different colors, and signs. Then the second research question wants to answer the discursive technique used in the body care advertisements selected as the second level analysis of Fairclough model; and the last research question wants to explain how the body care advertisements reflect the ideological concept of beauty as discourse as social practice as the third dimension of Fairclough's three dimensional framework (1992). The fragment which is analyzed is the utterances and the

discourse of body care advertisements in form of magazine or picture for body care products by the brand Oriflame, Wardah, and Nivea (released in 2016).

## 1. Datum 1

NEW

### EXTREME VOLUMISING & LENGTHENING

Extreme length and volume in a deep, intense shade brings hypnotic depth and definition to your lashes

The One Hypnotic Deep Mascara

Bring deep, intense colour to lashes and add a hypnotic dimension. Extreme lengthening and volumising

Builds depth with the innovative brush, designed to sculpt upper and lower lashes, enhancing further the depth effect.

Consumer tasted by 110 women

THE FOCUS

EXTREME VOLUMISING & LENGTHENING

NEW

INI FOCUS

Extreme length and volume in a deep, intense shade brings hypnotic depth and definition to your lashes.

THE ONE

VIEW PRODUCTS (1)

THE ONE Hypnotic Deep Mascara

Bring deep, intense colour to lashes and add a hypnotic dimension. Extreme lengthening and volumising\* builds depth with the innovative brush, designed to sculpt upper and lower lashes, enhancing further the depth effect. Best Freshness! test (1/16)

£16.00

Cruelty Free

The picture promotes Oriflame mascara named “The One” Hypnotic Deep Mascara. From the name of the product, and how the advertiser advertises the product, it is seen that this product is the new mascara product that is expected to be gigantic in the consumption. In accordance with the name of the product, the discourse of this advertisement illustrates hypnotic and deep result after wearing this mascara.

Relying on the first research question, the analysis firstly focuses on the way the advertiser describe the things. Therefore, it is started by analyzing the vocabularies which are used. Vocabulary is the means of discourse to deliver ideas. In advertisements, it is needed to express the products’ strength and eminence. In this case, adjectives are required to signify or illustrate the positivity of the products. From the first datum of this research, it is found eight adjectives used, they are: *new, extreme, intense, hypnotic, deep, innovative.*

The adjective *new* is used by the advertiser to attract and seek the reader attention in order to have more attention about this product. This adjective also has function to describe the condition of the product itself which means that the product is still fresh and the new one from Oriflame product. Then the word *extreme* exists in this advertisement wants to captivate the reader attention that this product can give great result after applying this product to the eyes. It supported by the picture given that the model has extreme thickness mascara on her eyes which is accordance with the discourse by stating *extreme volumising and lengthening.*



After that the word *intense* also wants to seek the reader's attention. The adjective *intense* is used to inform the reader that this product can give very strong look on women eyes. It is appropriate with the model of this picture that her eyes have the strong color because of using the mascara advertised. The other adjectives used in this advertisements is *hypnotic* which functions is to make the reader realize that the product can give great result when women applying this product to her eyes. It is supported with the discourse *brings hypnotic depth and definition to your lashes*. The model employed in the advertisement also supports the discourse that the eye-brow of the model shows the deep hypnotic effect of the product. The adjective *deep* also support the other adjective to make the reader believe that this product bring deep effect to women eyes which is in accordance with the discourse *bring deep, intense colour to lashes*.

The next adjective used is *innovative*. The function of this adjective is to inform the reader that this product uses the new brushes to make the effect of the eyes look gorgeous and have a deep result. It supported with the discourse *builds depth with the innovative brush*. The picture also supports the discourse that the brush has good model to make the result of applying this mascara looks volumising and lengthening.

Having discussed about the adjective in this advertisement, it is also important to look the verbs exist, they are *bring, add, build, designed, enhance, sculpt* and *tasted*. They are stealing an attention from the reader. It is employed to make the consumer realize the work of the mascara which can make the user become beauty. The verb *bring* here means that this product can cause, result the



condition of eye lashes to have a deep and hypnotic effect. Then verb *add* supports the verb *bring* that this product can improve eyes' effect. It supported by the discourse *bring deep, and add a hypnotic dimension*. The verb *build* can convince the reader that this product is made with depth and innovative brush. It also informs the reader about the work of this product which is supported by the discourse *Build depth with the innovative brush*.

The next stealing verb is *designed* which give information to the reader that this product is specially designed to make great eyelashes. Then, it is supported by the next verb *sculpt* which can support the verb designed to create a metal result on eyes. The supported discourse is *designed to sculpt upper and lower lashes*. The verb *enhancing* also can captivate reader attention. The reader may have the opinion that by using this product can improve the quality and strength the eyelashes. Furthermore the verb *tasted* can give more convincing result that this product has experience used by women. It supported by discourse *consumer tasted by 110 women*.

After discussing the verb used in the advertisement, it is also important to discuss the pronouns exerted in this advertisement. The pronoun used is *youras* object pronoun. *Your* is attached to the discourse of the advertisement is to point at the readers, so that the reader will feel engaged to the advertisements.

In the second level of analysis, which is aimed for answering the second research question, it is found that the discourse of the first datum inserts the unrealistic representatin, which is used the exaggeration language. It is represented through the discourse, *bring deep, intense colour to lashes and add a*

*hypnotic dimension*. In addition, the name of the brand 'oriflame, sweden' shows that the brand attempts to stand its position by giving good self-representation to build the company's image. Also, the *extreme volumising& lengthening, innovative brush* and *enhancing further the dept effect* are considered as the emotive words signify the concept of beauty.

Considering the third research question which is about social practice, the discourse of the advertisement seems to generalize and narrow the standard of the ideal eyes through the eyelashes, by *stating Extreme length and volume in a deep, intense shade brings hypnotic depth and definition to your lashes*. In fact, as well as the eyelashes, some people are born with long and thick lashes while the others have tenuous and short lashes, therefore, woman who have slanted eyes with tenuous and short lashes will look to have an eye look with extreme length and hypnotic lashes. Also, it is found that instead of using *beautify*, the advertiser prefer to use *extreme, intense, hypnotic, deep, innovative*. Hence, the advertisement shows its power through the discourse supported by the picture create the generalization of concept of ideal eyes.

## 2. Datum 2

NORTH FOR MEN  
 DESIGN EXCLUSIVELY FOR MEN  
 Oriflame  
 NORTH FOR MEN  
 Arctic Defence  
 AFTER SHAVING MOISTURE BALM  
 SHOOTING 24HR MOISTURE  
 Calms the skin after shaving  
 RHIDIOLA ROOT EXTRACT

Was discovered in one of the most remote regions of the arctic. Known for its healing properties. This antioxidant rich popular botanical protect skin against thermal stress and helps it adapt to internal and external aggressor  
Triple-action after shave soothes, protects and provides 24-hours moisture. 50 ml  
ORIFLAME  
SWEDEN

**NORTH FOR MEN**  
DESIGNED EXCLUSIVELY FOR MEN

oriflame  
**NORTH FOR MEN**  
ARCTIC DEFENCE  
AFTER SHAVING MOISTURE BALM  
SOOTHING 24HR moisture  
24 HR  
e 50 ml 1.6 fl.oz.

**RHODIOLA ROOT EXTRACT**  
was discovered in one of the most remote regions of the arctic. Known for its healing properties, this antioxidant-rich polar botanical protects skin against thermal stress and helps it adapt to internal and external aggressors.

Calms the skin after shaving

North For Men After Shaving Moisture Balm. Triple-action after shave soothes, protects and provides 24-hour moisture. 50 ml.  
**14654 NGN 690**

Oriflame Cosmetics Nigeria Ltd  
43 Ademola Jones Avenue, Ikeja, Lagos  
Customer Care Phone: 07042227202  
Customer Service Email: CustomerService@oriflame.com

www.oriflame.com.ng  
Instagram.com/OriflameNigeria  
info@oriflame.com.ng  
Twitter.com/OriflameNigeria

Name: \_\_\_\_\_  
Consultant Number: \_\_\_\_\_  
Telephone: \_\_\_\_\_

**ORIFLAME SWEDEN**  
facebook.com/oriflame

The second datum advertises a men shaving wash named North For Men. For the textual analysis, it is started by noticing from the name of the product, it seems that the company and the advertiser attempt to introduce the ingredients of the product which is from natural plants from the remote areas in North Pole which is supported by the phrase *in one of the most remote regions of the arctic*. It is proved by the name of product *The North for Men*.

In describing the product, there are some adjectives used, such as *rich, popular, botanical, internal, external* all of which describe the product itself. The adjective *rich, popular, and botanical* have function to inform and captivate the reader that this product contains of antioxidant which has rich, popular, botanical protection. The advertiser wants to get the reader attention by introducing the natural recourses of the product. The adjective *popular* supports the previous

adjective *rich* which has function to make the reader believe that the natural resources of this product is *rich* and *popular*. The word *botanical* here seizes the reader attention that this product has botanical resources which means that this product is safe to use. It is in accordance with the discourse *This antioxidant rich popular botanical protect skin*.

The next adjective used is *internal* and *external* which has function to describe that this product not only protect from the internal but also external aspects. The internal aspect means after using this product it can help to against the thermal stress of the people and external aspects means this product is able to protect the brunt of germ from the outside. It is supported by the discourse *protect skin against thermal stress and helps it adapt to internal and external aggressor*.

Moreover, in this advertisement many verbs are used to attract and convince the reader that the product is good to use, such us *design, calms, helps, adapt, soothes, protects and provide*. The verb *design* has special meaning that this product is made by plan from the produces. It is proved by the discourse *design exclusively for men* shows that this product has made by plan exclusively and specially made for men. Then, the verb *calms* has meaning that after using this product hopefully can stop men felling upset, angry and get exited after shaving. The supporting discourse is *Calms the skin after shaving*. It is also supported by the picture shown on the picture that the men using this product looks so peaceful and fresh by washing the water over his face. The verb *helps* is aimed to make the reader believe the work of the product. It also supported by the

next verb *adapts* which will more convince the reader that this product will become familiar and good to use in any situation.

The next verb existed in advertisement is *soothes, protects and provides* which means that this product has triple action quality. *Soothe* means to make the men after shaving feel calm and less worried. Whereas, *protect* aims to keep the men safe from the damage or the harmful effect from internal and external aspects. Then, the verb *provide* has meaning to give the men moisturizing over 24 hours. It is all supported by the discourse *Triple-action after shave soothes, protects and provides 24-hours moisture*.

To build the company's position, it uses two ways. The first way is by using the product name *North For Men* and *Oriflame Sweden*, its function is to inform the reader that the product *North For Men* is from Oriflame Sweden Company.

For answering the second research question, the discussion of the discursive practice is started by seeing the discourse provides the scientific evidence and natural resources about how the product is made, *This antioxidant rich popular botanical protect*. Self-representation also emerges through the use of name of product *The North For Men*. In addition, the company *Oriflame Sweden* also supports to make the product more salable. Moreover, the unrealistic representation using the excessive language emerges from the text, *Triple-action after shave soothes, protects and provides 24-hours moisture* to captivate the reader attention.

The answer of the third research question is about the discussion of the discourse as social practice. In daily activities, man do want to have sooth, fresh and have protection on their face after shaving, it has been stated by the discourse *soothes, protects and provides 24-hours moisture*. On the other hand, the stereotyping of men in other media (e.g. magazine, television or movie) that shows the freshness through the face has directed the advertiser to give the natural sense in promoting the product. It is illustrated by the natural resources of the product *rhodiola root extract* and support with the sentence *this antioxidant rich popular botanical protect skin against thermal stress and helps it adapt to internal and external aggressor*. Therefore, it is found the concept of ideal and health face in this datum, the natural resources of the product (*rhodiola root extract*) which can give the good effect after applying this product (*soothes, protects and provides 24-hours moisture*).

### 3. Datum 3

#### OPTIMALS

#### BEAUTIFUL FROM WITHIN

Get radiant-looking, hydrated, smooth textured skin with our Optimals-range. It is formulated with SKIN LIGHTENING COMPLEX of plant origin and patented groundbreaking antioxidant Lingon 50.50<sup>tm</sup> to promote your skin's health on a cellular level

#### EVEN OUT

For all skin types all ages

#### Optimals Even Night Cream

Rich and nourishing night cream designed to effectively reduce and help prevent dark spot. Formulated to work overnight with patented protective and antioxidant Lingon 50:50 technology and Rumex active, a plant extract with skin brightening properties.

#### Lingon 50:50

#### PATENTED ANTIOXIDANT TECHNOLOGY



For More Beautiful Skin  
Shield your skin against environmental stress on a cellular skin

Your dream our Inspiration

OPTIMALS  
BEAUTIFUL FROM WITHIN

Get radiant-looking, hydrated, smooth textured skin with our Optimals range. It is formulated with **SKIN LIGHTENING COMPLEX** of plant origin and patented, groundbreaking antioxidant **Lingon 50:50™** to promote your skin's health on a cellular level.

**EVEN OUT**  
for all skin types all ages

Optimals Even Out Night Cream  
Rich and nourishing night cream designed to effectively reduce and help prevent dark spots. Formulated to work overnight with patented protective antioxidant Lingon 50:50™ technology and Rums Active, a plant extract with skin brightening properties. 50 ml  
25207

**LINGON 50:50™**  
PATENTED ANTIOXIDANT TECHNOLOGY  
For More Beautiful Skin  
Shields your skin against environmental stress on a cellular level.

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YOUR DREAMS - OUR INSPIRATION™

Datum 3 is promoting a skin lightening named Optimals. From the name of the product, it is seen that the product want to be built the optimal result after applying this product. In describing the product, adjectives are required to signify or illustrate the product advertised. From the first datum of this research, it is found there are six adjectives used, they are *beautiful*, *smooth*, *health*, *radiant*, *optimal* and *protective*. There are two functions of adjective the first five adjectives are used to describe the result after using the product, and the last one to describe the product itself.

The adjective *beautiful* used in this advertisements is aimed to steal the reader attention, because of every women wants to look beautiful. So this advertisement has good trick in order to make the reader attract to try to use this

product. Then *smooth* is used to make the reader realize the effect after applying this product. The effect might be having a surface or substance which is perfectly regular and has no holes, or areas that rise. After *smooth*, I find adjective *health* that the function is to inform the reader that this product is safe to use, it is absolutely can captivate reader attention, because to be beauty it is no need to use a dangerous substance in instance ways. This product offers a health and safe substance to keep the skin smooth. It supported by the discourse *antioxidant Lingon 50.50<sup>mm</sup> to promote your skin's health on a cellular level.*

The word *radiant* supports another adjective that this product really wants to make consumers look obviously very beautiful. Then *optimal* as the name of the product, it wants to describe and give the best result after using this product. The next adjective is *protective; protective* which exists in this advertisement has function to make reader believe that this product gives protection to the skin because the natural resources from antioxidant lingon. It is proofed by the discourse *work overnight with patented protective and antioxidant Lingon.*

Having discussed the adjectives used in the advertisement, it is also important to discuss verb exerted in this advertisements. They are *textured, formulated, patented, designed, reduce, help, and work.* The function of the existence of verb is to express an action that the product does. The verb *textured* is aimed to inform that by applying this product can give smooth result on skin. It is proofed by the discourse *smooth textured skin with our Optimals-range.* The picture also shows the smooth texture skin the support to the discourse. The next verb is *formulated*, this verb is used to attract the reader that this product is made



by natural resources in order to make the brighter skin. It is supported by the discourse *it is formulated with SKIN LIGHTENING COMPLEX of plant origin and patented groundbreaking antioxidant.*

Furthermore the verb *patented* is stealing reader attention. Because by using this verb, readers can believe that this product has patented and safely trusted. Then the verb *designed* has the same function as *formulated* that this product is made to make the consumers have lightening skin. After that the verb *reduce*, *help* and *prevent* are used to explain the work of the product which can alleviate dark spot on face. Those verbs exerted has function to express the function of the product which finally can captivate and attract the reader attention to use the product.

The semiotic analysis of the picture firstly discusses the picture of the product by which the look of model itself. The model of the product has seduction facial expression by which it gives the focus on the face which is intensively focus on an object. In this case, the face shows as if the beautiful from within is due to the night cream product though they shows and explain the discourse of the advertisement, *beautiful from within*. Therefore, in this datum, the use of picture supports the discourse of the advertisement, and also can give the direct impact towards the reader before reading the discourse.

The discussion of the discursive practice is started by seeing the discourse provides the scientific evidence and clinical test proof, *Lingon 50:50*. Self-representation also emerges through the use of pronoun *it* on *this It is formulated with SKIN LIGHTENING COMPLEX of plant origin and patented*

*groundbreaking antioxidant Lingon 50.50<sup>tm</sup> to promote your skin's health on a cellular level.* In addition, the representation using the excessive language emerges from the text, *Get radiant-looking, hydrated, smooth textured skin with our Optimals-range.* Also, it provides six emotive words which are *beautiful, smooth, health, brightening, and protective.* The role model shown also emerges and the emotive words from the text, i.e. *beautiful from within, for more beautiful skin.*

This advertisement formulates kinds of concepts of beauty as shown on the emotive words exists. *For more beautiful skin* is the first concept appears. In social context, most of women want to look beautiful with the bright and health skin by using any product that can make it appear. Therefore, it also creates concept that women should have bright and light skin to make them beautiful. Also, the product also ask the readers to have a beautiful skin which is *healthy.* Moreover, having a healthy skin is considered to give the smoothness and protectiveness.

#### **4. Datum 4**

SUN ZONE

Dermatologically tested

Tested to be gentle to your skin

Active defence for sun-sensitive skin

Sun Zone UV Protector Face and Exposed Areas SPF 50 High

Effective high protection for sun-sensitive skin.

With softening and moisturising actives. Fast-absorbing and water-resistant. 50 ml

**sun ZONE**

**Dermatologically tested**  
Tested to be gentle to your skin.

ORIFLAME SWEDEN

**sun ZONE**

UV PROTECTOR  
FACE AND EXPOSED AREAS  
PROTECTS SKIN AGAINST UV DAMAGE  
MOISTURISING

DERMATOLOGICALLY  
TESTED

**SPF 50 HIGH**

NON-STICKY, WATER-RESISTANT

e 50ml 1.6 fl.oz.

Active defence for  
sun-sensitive skin

www.oriflame.co.in

Sun Zone UV Protector Face and Exposed Areas SPF 50 High  
Effective high protection for sun-sensitive skin.  
With softening and moisturising actives. Fast-  
absorbing and water-resistant. 50 ml.  
**23378** ₹ **799**

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This datum advertises Oriflame sun protection name Sun Zone. From the name of the product, it can be seen that this product offers cream protection to keep the skin healthy although we are under sun. In characterizing and describing this product, this advertisement uses several adjectives. They are: *Gentle, active, sensitive, effective, fast, resistant*. The advertiser uses the adjective *gentle* as emotive word in order to make the reader believe that after applying this product the skin will keep calm and soft. It supported by the discourse *Tested to be gentle to your skin*. The next adjective is *active*; it wants to give information that this product keeps active to protect skin from sun. The adjective *effective* wants to describe that the product has an effective way to protect the skin from sun zone.

Then the adjective *sensitive* here is used to clarify the previous statements that this product can protect the sensitive skin from sun zone. It is proofed by the discourse *Tested to be gentle to your skin*. The adjective *fast* and *resistant* also give description to the product which is supported by the discourse *with softening and moisturizing actives. Fast-absorbing and water-resistant*. All of the adjective

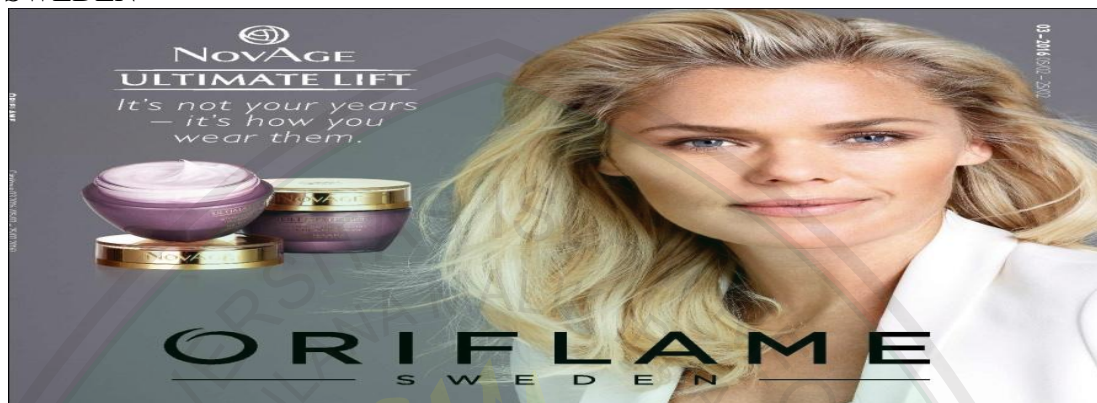
used are supported by the picture shown on the poster. The picture shows the gentle skin although the sun shines brightly, the skin looks gentle and softening. Identifying the verb used in the advertisements also becomes important since the verbs show the work or the action of the product. The verb which is used in this advertisement is *tested*. *Tested* is used to strength to product that this product has been trusted and has been successfully used many times by the consumers.

To answer the second research question which is about the discursive technique employs in the advertisement, it shows that in practice this discourse represents some techniques shown. The first is it exposes the content of the product, i.e. *Sun Zone UV Protector Face and Exposed Areas SPF 50 High*. Then, the advertisement uses emotive word such as *gentle* to attract reader attention in order to make the reader believe the work of the product then finally they use it.

This advertisement formulates the concept of beauty as the concept of ideal skin in this datum is classified in one concept, the skin condition. It is represented by the discourse *tested to be gentle to your skin, with softening and moisturising actives*. It is assumed that the concept of the skin is not only having white color skin like in model portrayed in advertisement but also it is necessary to have gentle skin which also must have healthy protection.

## 5. Datum 5

NOVAGE  
 ULTIMATE LIFT  
 It's not your years  
 It's how you wear them  
 ORIFLAME  
 SWEDEN



The datum 5 promotes anti-aging cream named NovAge from Oriflame Sweden product. The discourses shown in the advertisement are very short but it is very informative. From those short discourses, they can easily captivate reader attention. The reader will directly get what the advertisement wants. The advertisement does not use whether many adjectives or verbs. They use simple adjective and verb which is have strong impact to the reader attention. The only adjective used in this advertisement is *ultimate*. *Ultimate* means this product has very extreme and important role to remove wrinkle in order to make the consumers look younger. It supported with a very vivid discourse *NOVAGE ULTIMATE LIFT*.

This advertisement also provides a simple verb which can steal reader attention, which is *wear*. It exists in the *discourse it's not your years, it's how you wear them*. From this discourse it can be assumed that this advertisement wants to



send message this product is important to use to prevent early aging. The picture shown on the poster also can be engaged with discourse. The woman looks on picture has a half-life age, then the advertisement seems to recommend wearing this product.

The pronoun used in this advertisement also becomes important to be investigated. The advertisement uses *it* and *your*. The pronoun *it* is used on that discourse shows that the brand attempts to stand its position by giving good self-representation to build the company's image. While the used pronoun *your* assumed that the use of pronoun can ease the company to build the trust of the reader who is going to be their consumer.

Then to undergo the second research question which is aimed to answer the discursive technique used, it is important to see the strategies used in the advertisement. Firstly, the advertisement used simple discourse which is actually can captivate reader attention more, the reader will not become confuse what actually the advertisement wants. This discourse is very sententious then it becomes the unique one on this advertisement.

The next level analysis which has function to answer the third research question will be about the discourse as social practice. It is found that the use of discourse as giving the work of the product is considered as an attempt of the company to create the concept of beauty. In this case, it is called beauty when the skin does not have any wrinkle. Women especially who are in a half age must have this product in order to keep young and avoid any wrinkle on any face side.

## 6. Datum 6

### HAIRX

#### HOW TO GET CURLS USING A SPRAY?

Get beautiful loose curls without using any heat rollers

Start twisting your hair from the base/ends. Make a high bun of the twisted hair and tie with pins.

Lets them loose after a few hours, secure the curls with supreme hold spray.

#### HairX Supreme Hold styling Hairspray

Achieve a beautiful hairstyle with a perfect finish and an extreme 48H hold with Supreme Hold hair spray. Offering flexible movement and soft touch, this easy to comb out.spray is formulated with Keratin to protect and manage hair. Leaving it soft and smooth. No residue, non-sticky.

25% offer

Your dreams-our inspiration

HAIRX

NATURE & YOU

HOW TO GET CURLS USING A SPRAY?

Get beautiful loose curls at home without using any heat rollers. Start twisting your hair from the base/ends. Make a high bun of the twisted hair and tie with pins. Let them loose after a few hours, secure the curls with supreme hold spray.

HAIRX Supreme Hold Styling Hairspray  
Achieve beautiful hairstyle with a perfect finish and an extreme 48H hold with Supreme Hold hair spray. Offering flexible movement and soft touch, this easy to comb out spray is formulated with Keratin to protect and manage hair, leaving it soft and smooth. No residue, non-sticky. HOLD 5 200ml

30551

25% OFF

ORIFLAME HAIRX SUPREME HOLD STYLING HAIRSPRAY  
+ KERATIN  
200 ml 6.6 fl.oz.

BODY & HAIR CARE

YOUR DREAMS - OUR INSPIRATION

VIEW PRODUCTS (1)

This datum advertises hair treatment named Hairx from Oriflame product.

In describing and analyzing the product, this advertisement uses many adjective.

They are: *Beautiful, heat, high, supreme, perfect, extreme, flexible, soft, smooth, non-stick.* The adjective *beautiful* is used to try to captive reader attention. It is addressed from whom who wants to look beautiful with curly hair style. It is supported with the discourse *Get beautiful loose curls without using any heat*

*rollers*. Then the adjective *heat* in that discourse is to give information that to get beautiful loose curls it is no need to use heat rollers. It seemed that this product want to ease the consumer in order to not be busy to get beautiful curly hair.

The next adjective used is *high*. High is used in this advertisement to give explanation and information that this product can make the hairstyle has a greater than usual level. The supported discourse is *Make a high bun of the twisted hair*. The following adjective is *perfect*, *perfect* is exists in this advertisement in order to make the reader believes in using this product. This product can make the best result of curly hair style. It is supported next adjective used that is *extreme* which can make great effect on 48 H. They are proofed with the discourse on the advertisement *a perfect finish and an extreme 48H*.

*Flexible, soft, smooth* and *easy* are also used in this advertisement. *Flexible* means that this product offers its quality to be bent easily in every movement and has a gentle *soft* and *smooth* movement which is finally *easy* to be combed. The supporting discourse is *offering flexible movement and soft touch, this easy to comb out*. The picture shown on the poster also supported all the adjectives used on this advertisement. The woman looks so *beautiful and perfect* with a curly hair style. The hair also looks so *great, soft* and *smooth*

Having discussed about the adjectives used, it is also necessary to see the verb existed. They are: *Get, start, make, tie, loose, secure, hold, achieve, protect, and manage*. The used of verb here is to attract people to use this product i.e *Get, start, make, tie, loose, secure, hold, achieve*. And the other verbs are to inform about the great work of the product.



The answer of second research question is about the discursive technique used by the advertiser. The technique used in this advertisement firstly by introducing the product using interrogative sentence. The used of interrogative sentence might build a curiosity from the reader. Then the second technique, this product is equipped with Keratin which is believable to protect and manage hair. The next technique used is this product offer 25% sale which can attract more to the reader to buy this product. Then, this advertisement used many emotive words signify the concept of beauty i.e beautiful, extreme, flexible, soft, and smooth.

The discussion of the discourse as social practice which is aimed to answer the third research question, this advertisement seems to change the societies' opinion that being beautiful is no need to have a straight hair. By having a curly hair style can also make women look beautiful. It is supported with the discourse *Get beautiful loose curls without using any heat roller, achieve a beautiful hairstyle with a perfect finish and an extreme 48H.* Also, the advertisement shows its power through the discourse supported by the picture create the innovative beautiful hair style.

## 7. Datum 7

Be fabulous  
And put on your  
Wardah Exclusive Lipstick  
#StartAGoodThing



This datum is advertising Lipstick from Wardah beauty product. To answer the research question the analysis will be focused on the way he advertiser describe the things. It is started by analyzing the vocabularies which are used. In this case, adjectives are required to illustrate the positivity of the product. From this datum, it is found 3 adjectives to describe the result after applying this product, they are: *fabulous*, *exclusive*, *good*. The adjective *fabulous* is used attract the reader attention to use this product. It called so because by using this lipstick people can look excellent. Then it is supported with following adjective that is *exclusive*, means that people who have worn this lipstick will look so glamour and is like having a high social class. The next adjective is *good*. Good is used to give guarantee that this lipstick is good to use.

Having discussed about the adjective, it is also important to look the verbs exist. The verbs exist in this advertisement are *put and start*. The function of the verb in this advertisement is different from the other advertisements which is commonly they are showing the work of the product. Yet, in this case the existence of the verbs is enjoining and persuading the readers to use the product.

For example; *put on your Wardah Exclusive Lipstick*. The verb *put* has function enjoining the reader in order to use this lipstick. Then the next verb is *start*. *Start* here means to persuade the readers to do a change by starting to use this product. It is supported by the discourse *StartAGoodThing*.

On the second level of analysis which has aimed for answering the second research question, the discussion will be about the discursive techniques used in this advertisement. This advertisement uses a simple language and some emotive words to engage to the reader feeling by using the adjectives *fabulous*, *exclusive* and *good*. This advertisement also provides the kinds of lipstick which can be a reference by the readers to choose the appropriate one with their lips

The third level of analysis will answer the third research question which is about the social practice. The discourse of this advertisement seems to make the reader believe that the excellent and the fabulous look can be got by using this lipstick. In fact, some people do not want to show their look so gaudy as well as the picture of the lipsticks on poster have strong color in order to make their lips *excellent*, *fabulous*, and *good*. Therefore, this advertisement might change the readers' opinion that to have *excellent*, *fabulous*, and *good* look must have and wear this lipstick.

## 8. Datum 8

Wardah Beauty Concept

Wardah cosmetics are halal and safe, as we believe that they are for the body and soul

We understand every women dream, that's why our experts develop cosmetics that not only beautify but also take care of us

Wardah encourage women to feel good about themselves and care for others. Some people see it inspiring, others see it beauty, we call It inspiring beauty.



This datum is an advertisement from Wardah. The discourse is in form of narrative. The advertisement is narrating the concept of beauty from Wardah. Some adjectives are used to describe and characterize the beauty and the product from Wardah such as beauty, *safe*, *halal*, *good*, and *inspiring*. *Safe* means that this product is not danger for the skin. *Halal* also is a trick to attract reader attention which means that this product is having a good product that is safe especially for Moslem. The adjective *good* is used to emphasize the quality of this product. Then, the last adjective is *inspiring* means that this product can make the reader want to do something to look beauty in which that in this context by using this the product from Wardah beauty.

The verbs exist in this advertisement are also interesting to be analyzed. There some verb such as: *believe*, *understand*, *develop*, and *encourage*. The presence of those verbs has function to inform and convince the reader about the goodness of the product. As the example the verb *believe*, *understand* here try to attract the readers that this product is created by the producer to make the consumers feeling pleasure. They believe that this product is really good. The supporting discourse is *we believe that they are for the body and soul*, *we*

*understand every women dream*. Furthermore, to build the company's position, it uses two ways. The first way is by using its name *Wardah cosmetics* and *Wardah*, and the second is using personal pronoun as subject, *we*.

The picture of this advertisement shows women representing Wardah beauty concept, who is actually an Indonesian actress. As Wardah carries the Islamic based cosmetic brand, hence, the model represented is wearing veil. Also it provides a word in Arabic (mostly used for Moslem) which is *halal*.

The answers of the second and the third research question which is about the discursive practice and social practice are elaborated here. In discursive practice, the discourse of this datum often repeat the pronouns *we*, use its possessive pronoun once, *our*, and use the name of the brand. Hence, this advertisement gives a good self-representation of the brand. It also consists of puffery, such as *Wardah cosmetic halal and safe, we understand every women dream* and *Wardah encourage women to feel good about themselves and care for others*. The word *inspiring* includes as the emotive word exists in this datum. In addition, the discourse of datum also provides the celebrity endorsement as shown above on the datum. The celebrity endorsement on the text is aimed to introduce that the celebrity on the picture use and support the product which is aimed to make the women use the product because the celebrity uses the product.

In social practice, the use of *halal and safe* lead to the health as also shown on the datum. Having a healthy skin is also described by stating that Wardah product does not only beautify but also take care, thus they also offer the product

to get healthier skin. In fact, having a healthy skin is indeed the will and need of every woman.

## 9. Datum 9

NATURAL IMPRESSION OF SKIN

Wardah Luminous Liquid Foundation

Get your BRIGHTER, SMOOTHER and HEALTHIER skin

Good coverage, semi-waterproof, light and comfortable, natural color balance

With UV protection and moisturizer



This datum advertises Wardah foundation named Wardah Luminous Liquid Foundation. The discourse of this advertisement is different from the previous datum of Wardah as the only language used to advertise the product is English. The discourse of this advertisement is very concise but it gives detailed information through points. Similar to the previous data, some adjectives are used to describe the result after applying the product itself, the adjectives are *natural*, *brighter*, *smoother*, *healthier*, *good*, *light*, *semi-waterproof*, and *comfortable*. In addition, *your* is used to give direct address towards the readers.

Considering the second research question which about the discursive technique used, in practice, this discourse represents some techniques shown. The first is it exposes the content of the product, i.e. *with UV protection and*



*moisturizer*. The second one is emotive word, i.e. *get your brighter, smoother and healthier skin* and *good coverage, semi-waterproof, light and comfortable, natural color balance*. Also, it provides six emotive words which are *brighter, smoother, healthier, good coverage, light, and comfortable*. This advertisement formulates kinds of concepts of beauty as shown on the emotive words exists, many of which are not formulated by datum 1 and 8 which also promote foundation. *Natural impression of skin* is the first concept appears,. However, the natural still should have a good coverage.

In social context which is answering the third research question, most of women want to use makeup naturally but it can cover the imperfections of their skin, such as acne, pore and etc. On the other hand, it also creates concept that women should have bright and light skin. As Wardah is an Indonesian product, hence, it adjusts the needs of Indonesian who has a little bit darker skin. Therefore, the result offered is the bright and light. Also, it ask the readers to have a beautiful skin which is *healthy*. Moreover, having a healthy skin is considered to give the smoothness and comfort.

## 10. Datum 10

NIVEA FOR MEN

NEW!

SKIN LOOKS CLEAN WITHOUT OILY SHINE

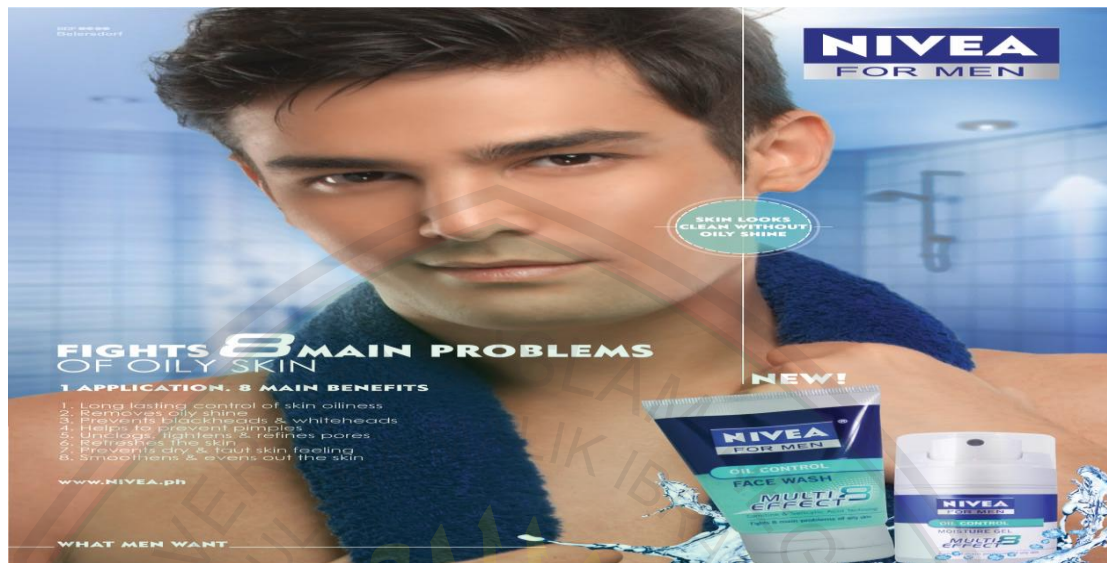
FIGHTS 8 MAINS PROBLEM OF OILY SKIN

1 Application, 8 Main Benefits

1. Long lasting control of skin oiliness
2. Removes oily shine
3. Prevents blackhead & whitehead
4. Helps to prevent pimples
5. Unclogs, tightens, & refines pores



6. Refreshes the skin
7. Prevents dry & taut skin feeling
8. Smoothens & evens out the skin



This datum promotes Nivea for men face wash. For answering the first research question, the analysis firstly focus on the way the advertiser describe the product. Therefore, it is started by analyzing the vocabularies which are used. In this product, adjectives and verbs are required to signify or illustrate the product. from the datum, it is found five adjectives: *new*, *clean*, *long lasting*, and, *taut*.

The adjective *new* is used by the advertiser to describe the condition of the product which is still fresh and the new one product from Nivea. It is one of the ways to seek the reader attention in order to buy this product. Then the word *clean* exists in this advertisement wants to captivate reader attention that this product can give clean and fresh result after applying this product. It is supported by the picture given that the model has fresh and clean face look which is also accordance with the discourse *skin looks clean without oily shine*.

After that the adjective *long lasting* also try to make the readers believe in the good and the result of applying this product. The adjective *long lasting* is used to inform and make the reader believe that this product has a long time to keep the skin fresh and clean, the supporting discourse is *long lasting control of skin oiliness*. The adjective *taut* has function to convince the reader about the result after applying this product. This product offers a tight and taut skin after use this product. It is proofed *Prevents dry & taut skin felling*.

Having discussed about the adjective in this advertisement, it is also important to look the verbs exist, they are: *Removes, prevents, helps, unclogs, tightens, refines, refresh, smoothens*. The verb *removes* means that this product is able to take away the oily shine from skin so that that way you face will look bright and fresh. Then, *prevent* means that this product can stop and vanish the blackhead and whitehead from skin. Also, this product also offer the quality which is can help to prevent pimples, unlog, tighten, and refine pore. The verb *refresh* also strengthen this product because by using this product your face will look energetic, enthusiastic, and not tired. It supported with the picture of the model that his face look so fresh and smooth because of the quality of the product.

For the second level of analysis, which aims for answering the second research question, it is about the discursive practice. The discourse of advertisement directly shows the benefit of using this product. It explained in detail that there are 8 main benefits of this product. This datum also tries to use the emotive word in the opening of this advertisement that is *New*. The self-

representation also exists to stand the brand position by attaching the website address of the brand.

Discussing the discourse as social practice, Men also do want to have smooth and soft face as fresh as in this datum, it has been stated by the discourse *clean, long lasting, and, taut*. The well-known model of this advertisement is introduced on the discourse to inform that the model supports by using the product. Most of people will see that because his face looks perfect and handsome after using the facial wash from Nivea.

### 11. Datum 11

LET YOUR CONFIDENCE SHINES.

NOT YOUR FACE

NEW

OIL CONTROL MOISTURISER

Effectively controls and reduces oily shine without drying out your face

Part of oil control programme including face wash and shaving gel



This datum is advertising a men facial wash and shaving wash from NIVEA. For the textual analysis, in describing the product, the only adjective used is *new*. The function of this adjective is to describe that this product is

recently created exclusively for men. In addition to make the description about the product more believable, the advertiser used some verbs, such as: *let*, *control*, *reduce*. The verb *let* has function to invite readers to know more about this product moreover the advertiser wants to make the reader engage with this product and finally the readers can believe and buy this product. The verb *control* and *reduce* also want to inform to the readers that this product help effectively controlling and reducing oily shine from face. Then, in case of engaging the relationship between the product and the readers, the use of pronoun *you* as the object, *you* also found. It is assumed that the use of pronoun can ease the company to build the trust of the reader who is going to be their consumer.

In discursive practice as function to answer the second research question, the discourse of the advertisement shows that there is a persuasive invitation which is represented by the discourse *let your confidence shines*. The advertisement also shows the benefit of the product which covers two in one product, it is proven by the discourse *Part of oil control programme including face wash and shaving gel*. The self-representation also exists to stand the brand position by attaching the website address of the brand.

Refilling the third research question which is about the discourse as social practice, the important of men is actually having the confidence felling of their appearance. The supporting discourse is *let your confidence shines*. As it is a facial wash advertisement, so the confidence felling can be achieved by applying this product in order to reduces the oily shine and make the face shines which is finally can make them fell confidence.



## 12. Datum 12

NIVEA

BEAUTY IS A STATEMENT

FACE THE FUTURE WITH THE FIRMER SKIN

NIVEA VISAGE DNAGE CELL RENEWAL ENRICHED WITH FOLIC ACID

An innovation in skincare, which boosts surface skin cell renewal

Leaving you with noticeably firmer looking skin

[www.Nivea.co.uk/dnage](http://www.Nivea.co.uk/dnage)



Datum 12 is promoting face skin care from NIVEA product. For answering the first research, which is about the textual features, in describing the product, this advertisement uses adjective and verb. The only adjective used is *firmer*, means that after applying this skin care, the skin can look so tight and strong. The supporting discourse is *face the future with the firmer skin, leaving you with noticeably firmer looking skin*. The advertisement also provide the accordance picture with the discourse, the picture shows the beautiful woman with the firmer skin.

In addition the use of verb in this advertisement can also strengthen the product. Some verb exists in this advertisement are *face, enriched*. The verb face means that the advertiser wants to invite the reader to use this product, because this product is offering a tight face skin result after applying this product. It is supported with the discourse *face the future with the firmer skin*. The following verb is enriched, means that this product is equipped with a vitamin found in the leaves of plants that is folic acid. The supported discourse is *nivea visage dnage cell renewal enriched with folic acid*.

Referring to the second research question, the answer about the discursive technique used in this advertisement, it shows that in practice the discourse exposes the content of the product, *nivea visage dnage cell renewal enriched with folic acid*. Then, this advertisement uses some repetition adjective *firmer* twice which is the function to give more convincing result after applying this product.

To answer the third research question about the social practice, this advertisement formulates the concept of beauty. In headline of the advertisement writes that *beauty is a statement*. Means that something called beauty must be stated or there must be someone says or writes that you are beauty. Moreover, the concept of beauty also created which is about the skin condition. To be beauty the skin condition should have a firmer skin especially in face area.

### 3.2 Discussion

The aim of this subchapter is to provide the clarification about the research question after the data are analyzed. There are three research questions which must be discussed in this discussion. First, it deals with the textual feature exist in the body care advertisements. Second, it discusses about the discursive techniques employ in body care advertisements, and the last is how people reflect the ideological concept of beauty created by the body care advertisements. The discussion is structured based on the level of analysis by Fairclough's three dimensional framework, the textual analysis, discursive practice, and discourse as social practice.

In case of the textual analysis, according to Fairclough it discusses three aspects, those are, vocabulary, cohesion and the order of discourse. The absence of cohesion in this study is intended since the language of advertisements has simpler language that television advertisement. In this study, the finding shows that the use of adjectives on body care advertisement is mostly significant as it can increase people or readers' interest to use the product. There are two main functions of adjectives. The first is to describe the results that people will get after using the product and the second is to describe the products advertised. Some advertisements mostly use adjective such as, *new* to introduce the product which is found in three products' from the data analyzed. In addition, the adjective which is frequently used is *smooth*, *beautiful* and *good*, to promote the product. Furthermore, it is argued that in describing the concept of beauty through the



discourse of advertisement, the company and the advertiser tend to use the adjectives.

Furthermore, the use of verb on body care advertisements also as much as the presence of the adjective. The function is to show to the readers about the work of the products. It is also found the commonly pronoun used is *your*, it is argued that direct address is used to connect to the readers personally and also it can ease the stand of the company to make communicative communication. Another common pronoun which is used is *we* by which according to Cook (2001), the use of pronouns *we*, *our* and *us* are regarded as authoritative and implies the power of the brands.

To make the analysis more convincible, I also analyze the picture of the advertisement. It is argued that the combination of text and image will give a greater effectiveness to the promoted products (Richins, 1991; Belch and Belch, 2003). There are two kinds of pictures attached on the cosmetic advertisement, the product and the model involved. The first is functioned to give the illustration of how the package of the product which has been described in the discourse. Also, it is used to give the additional information related to the package of the product which is not mentioned in the discourse. Most of the model or celebrity involved in advertisement is functioned to show to the readers how the result after using the product. It can support the discourse by illustrating the discourse. However, it also may narrow the concept described in the discourse.

Discussing the discursive practice of the advertisement, this study found there are nine discursive techniques by which the discourses strongly relate to the social context in consuming the text. The first is scientific evidence or natural resource ingredient: it contains discourse conveying that the product is safe and health to use. Attaching the scientific evidence on the advertisement is needed to support the discourse of advertisement to convey the reader. The second is the exposure of the existing content in product. It contains discourse informing what kinds of content in the product. Cook (2001) argues that giving the information relates to the content of the product is important as it gives what the consumer's need before using the product. The third is self-representation. It implies the power of the brands and is used to build the image of the company (Kaur, et al, 2013). The fourth is unrealistic representation. It is presented through unrealistic and exaggeration language, but is functions to provoke the readers. It is argued that to give the persuasive impact, an exaggeration language is needed to be attached in advertisement (Cook, 2001).

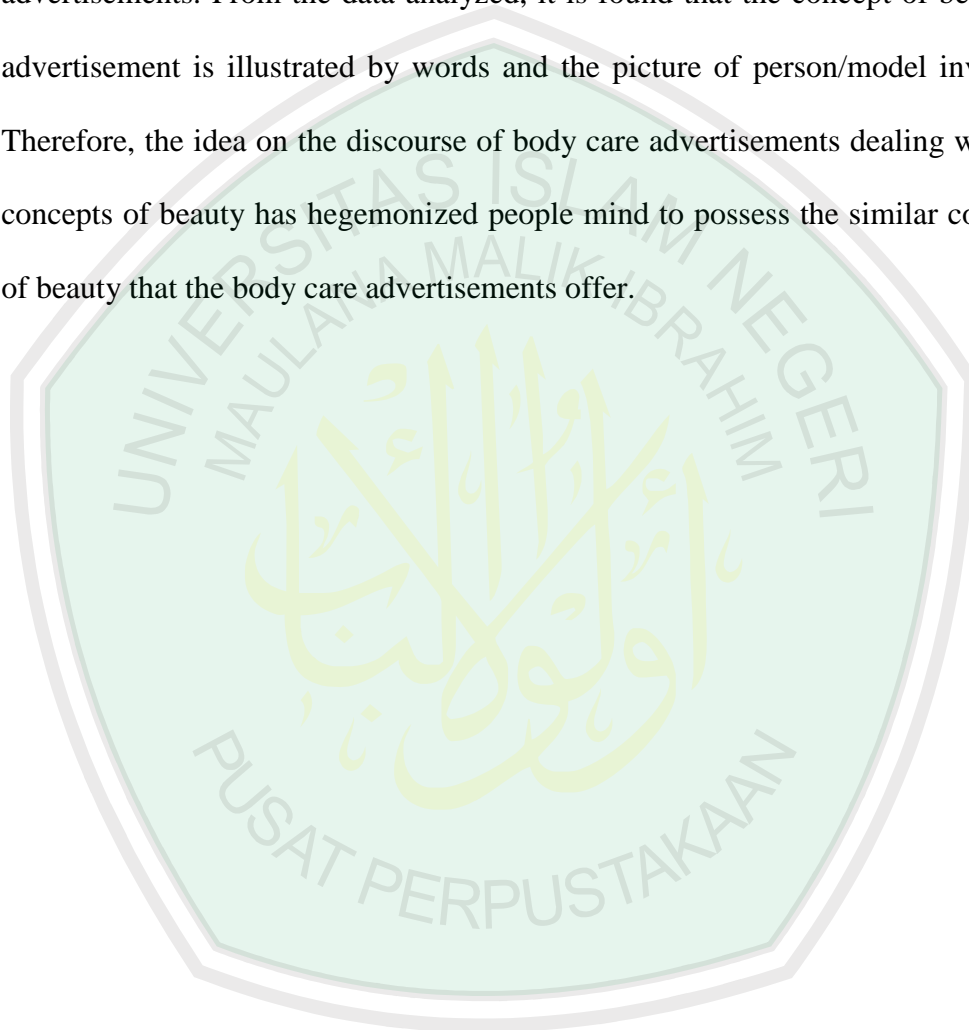
The fifth is puffery. It contains discourse which is subjective without giving credible evidence. The sixth is celebrity endorsement. It is the discourse used to give fact that famous women also use the product. In addition, the famous women are considered to be 'highly attractive model' that will support the promotion and the sales of the product which the advantage is not only obtained by the company but also the celebrity involved (Bower & Landreth, 2001). Seventh it is emotive words. It provides the words which imply to the concept of beauty and/or the ideal shape of particular part of body. Eight is by using a simple

and clear discourse to make the reader easy to get the point of the advertisements. The last is by giving discount from the product.

For the discussion of the ideological concept of beauty in body care advertisements, this study employs one concepts of Fairclough (1992) explaining the Discourse as Social Practice, hegemony. The discussion is started by discussing the concepts of beauty found in three brands of body care advertisements that lead to the concept of beauty that builds the perception beauty in society. Those are the concepts, of ideal eyes from the mascara products, men facial wash, skin lightening, skin protection, anti-aging cream, and hair treatment, and lipstick cosmetic. Oriflame mascara products advertisements conceptualized that it is ideal that women have eyes with extreme deep, volumising and lengthening. Men facial wash from Oriflame promotes botanical resources for healthy, sooth, and fresh skin while Nivea formulate the concept clean and taut skin after using facial wash.

Skin lightening advertisements from Oriflame and Wardah Foundation product formulate the concept of ideal skin which is natural but flawless and good coverage; bright and light; and healthy, smooth and comfortable. Anti-aging cream create that beauty is young, so it must be prevent with the ultimate product from Oriflame. Hair treatment from Oriflame offer hair curly style which also can be beautiful with perfect smooth, soft and flexible look. Sun protection from oriflamme conceptualized the gentle skin for the health skin Lip color product advertisement offers fabulous and exclusive color in order to keep good looking.

Due to the criteria of how women should be look like, the formulation of the concepts of beauty in body care advertisements creates the limitation of concept of beauty. The concept of beauty is mostly described by the use of adjectives cannot be neglected in favor of the existence beauty in body care advertisements. From the data analyzed, it is found that the concept of beauty in advertisement is illustrated by words and the picture of person/model involved. Therefore, the idea on the discourse of body care advertisements dealing with the concepts of beauty has hegemonized people mind to possess the similar concepts of beauty that the body care advertisements offer.



## **CHAPTER IV**

### **CONCLUSION AND SUGGESTION**

This chapter presents conclusion and suggestions dealing with the findings of the analysis. It concludes the findings that are discussed in the previous chapter and provides the suggestions for the readers.

#### **4.1 Conclusion**

From the data analysis, the finding shows that the textual features commonly used in body care advertisements is adjective. The use of adjective has an important role in characterizing the product and describes the result after applying the product. The most adjective used in the data are smooth, beautiful, and good. Generally, it assumed that the products have good material in order to make the body look beauty and smooth. In addition, the existence of verb also supports the function of the adjective. The presence of the verbs is aimed to describe the work and the quality of the products advertised. Furthermore, the most pronouns used in the advertisements is “your” which has function to directly point at the reader so the reader will fell engaged to the advertisement.

In discursive techniques the finding shows there are nine techniques used to promote the products advertised. They are using natural resources ingredients or by giving clinical test proof, exposure of the existing content, self representations, unrealistic representations through the exaggeration language, puffery which contains the discourse which is subjective without giving credible evidence. Then, the use of emotive words which finally can captivate readers

attention, celebrity endorsement, using simple but clear discourse and the last is by offering discount sale on the product advertised.

For the discussion about the ideological concept of beauty, it is found some concepts of ideal beauty created by the advertisements. First, from Oriflame mascara products advertisements conceptualized that it is ideal that women have eyes with extreme deep, volumising and lengthening. Men facial wash from Oriflame promotes botanical resources for healthy, sooth, and fresh skin while Nivea formulate the concept clean and taut skin after using facial wash. Skin lightening advertisements from Oriflame and Wardah Foundation product formulate the concept of ideal skin which is natural but flawless and good coverage; bright and light; and healthy, smooth and comfortable. Anti-aging cream create that beauty is young, so it must be prevent with the ultimate product from Oriflame. Hair treatment from Oriflame offer hair curly style which also can be beautiful with perfect smooth, soft and flexible look. Sun protection from oriflamme conceptualized the gentle skin for the health skin Lip color product advertisement offers fabulous and exclusive color in order to keep good looking.

There is also no difference between men and women body cares product in linguistics units in promoting the product and the concept of beauty for after applying those products to their body. The advertiser seems wants to generalize the concept of beauty through the language used and the picture showed in the advertisements.

## 4.2 Suggestion

As explained in the discussion, critical discourse analysis is interesting to discuss because it gives deep understanding for the reader who intended to apply critical discourse analysis such in analyzing advertising language, political speech and any others. It is suggested to the next researchers who are interested in investigating the same field of critical discourse analysis to fill the gap, to use the data which are taken from other genre of media like on television advertisement. Therefore, they can conduct a new analysis on critical discourse analysis that is relevant with this research in their future analysis.

For the readers it suggested to understand the discourse of body care advertisements because the finding shows that some the discourses on body care advertisements promise the concept of beauty without giving the clinical proof. It is obviously suggested for readers to choose the product not only by relying on the language and the picture of the advertisement but also considering whether the products fit on them. People should understand that language on advertisements is made to provoke the readers and to conceptualize readers' mind about the concept of beauty.



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## Appendix

### Summary of Data Analysis

No	RQ 1							RQ 2	RQ 3
	Data	Adjective used	Function	Verb used	Function	Pronoun	Function	Discursive Practice	Social Practice
1.	Datum 1 (Oriflame Mascara)	-New -Extreme -Intense -Hypnotic -Deep -Innovative	- <i>New</i> : to attract and seek the reader attention in order to have more attention about this product. - <i>Extreme</i> : wants to captivate the reader attention that this product can give great result after applying	-Bring -Add -Build -Designed -Enhance -Sculpt -Tested	- <i>Bring</i> : means that this product can cause, result the condition of eye lashes to have a deep and hypnotic effect - <i>Add</i> : supports the verb <i>bring</i> that this product can improve eyes' effect - <i>Build</i> : can convince the reader that	<i>Your</i>	To point at the readers, so the reader will fell engaged to the advertisement	-Unrealistic representation through the exaggeration language -Self representation from the company of the product -Emotive word	Seems to generalize and narrow the standard of eyes through the eyelashes. It is ideal that women have eyes with extreme deep, volumising and lengthening

			<p>this product to the eyes</p> <p><i>-Intense:</i> to inform the reader that this product can give very strong look on women eyes.</p> <p><i>-Hypnotic:</i> to make the reader realize that the product can give great result when women applying this product to her eyes</p> <p><i>-Deep:</i> support the other adjective to make the</p>		<p>this product is made with depth and innovative brush</p> <p><i>-Designed:</i> give information to the reader that this product is specially designed to make great eyelashes</p> <p><i>-Sculpt:</i> support the verb designed to create a metal result on eyes</p> <p><i>-Enhance:</i> reader may have the opinion that by using this product can improve the</p>				
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			<p>reader believe that this product bring deep effect to women eyes</p> <p><i>-Innovative:</i> to describe that this product uses the new brushes to make the effect of the eyes look gorgeous and have a deep result.</p>		<p>quality and strength the eyelashes</p> <p><i>-Tested:</i> give more convincing result that this product has experience used by women</p>				
2.	Datum 2 (Men shaving wash)	<ul style="list-style-type: none"> <li>-Rich</li> <li>-Popular</li> <li>-Botanical</li> <li>-Internal</li> <li>-External</li> </ul>	<p>-Rich: to inform and captivate the reader that this product contains of antioxidant which has rich,</p>	<ul style="list-style-type: none"> <li>-Design</li> <li>-Calms</li> <li>-Helps</li> <li>-Adapt</li> <li>-Soothes</li> <li>-Protect</li> <li>-Provide</li> </ul>	<p><i>-Design:</i> has special meaning that this product is made by plan from the produces.</p> <p><i>-Calms:</i> has meaning that after using</p>	<p>Directly uses the product's name</p> <p><i>Nort For Men and Oriflame Sweden</i></p>	<p>to inform the reader that the product</p> <p><i>North For Men</i> is from</p>	<ul style="list-style-type: none"> <li>-exposing the natural resources ingredients</li> <li>-Self representation</li> </ul>	<p>Man do want to have sooth, fresh, and have protection with botanical resources on their face after shaving.</p>

			<p>popular, botanical protection</p> <p><i>-Popular:</i> supports the previous adjective <i>rich</i> which has function to make the reader believe that the natural resources of this product is <i>rich</i> and <i>popular</i></p> <p><i>-Botanical:</i> seizes the reader attention that this product has botanical resources which means that this product</p>		<p>this product hopefully can stop men felling upset, angry and get exited after shaving</p> <p><i>-Helps:</i> is aimed to make the reader believe the work of the product</p> <p><i>-Adapt:</i> more convince the reader that this product will become familiar and good to use in any situation</p> <p><i>-Soothes:</i> means to make the men after shaving fell</p>		<p>Oriflam e Sweden Compa ny.</p>		
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			<p>is safe to use</p> <p><i>-Internal &amp; external:</i> have function to describe that this product not only protect from the internal but also external aspects</p>		<p>calm and less worried</p> <p><i>-Protect:</i> aims to keep the men safe from the damage or the harmful effect from internal and external aspects</p> <p><i>-Provide:</i> has meaning to give the men moisturizing over 24 hours</p>				
3.	Datum 3 (Skin Lightening )	<ul style="list-style-type: none"> <li>-Beautiful</li> <li>-Smooth</li> <li>-Health</li> <li>-Radiant</li> <li>-Optimal</li> <li>Protective</li> </ul>	<p><b><i>-Beautiful:</i></b> aimed to attract the reader attention, because of every women wants to look</p>	<ul style="list-style-type: none"> <li>-Textured</li> <li>-Formulated</li> <li>-Patented</li> <li>-Designed</li> <li>-Reduce</li> <li>-Help</li> <li>-Prevent</li> </ul>	<p><b><i>-Textured;</i></b> is aimed to inform that by applying this product can give smooth result on skin</p> <p><b><i>-Formulated:</i></b> is used to attract the</p>	<i>Your</i>	<p>direct address is used to connect to the readers personally</p>	<ul style="list-style-type: none"> <li>-Natural resources ingredients</li> <li>-Emotive word</li> </ul>	<p>Women want to look bright, smoothhealth, and beautiful skin.</p>



		<p>beautiful</p> <p><b>-Smooth:</b> to make the reader realize the effect after applying this product</p> <p><b>-Health:</b> to inform the reader that this product is safe to use, it is absolutely can captivate reader attention, because to be beauty it is no need to use a dangerous substance in instance ways.</p> <p><b>-Radiant:</b></p>		<p>reader that this product is made by natural resources in order to make the brighter skin</p> <p><b>-Patented:</b> readers can believe that this product has patented and safely trusted.</p> <p><b>-Designed:</b> has the same function as <i>formulated</i> that this product is made to make the consumers have lightening skin</p> <p><b>-Reduce,</b></p>				
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			<p>supports another adjective that this product really wants to make consumers look obviously very beautiful</p> <p><b>-Optimal:</b> it wants to describe and give the best result after using this product</p> <p><b>Protective:</b> has function to make reader believe that this product gives protection to the skin</p>		<p><b>Help&amp; Prevent:</b> to explain the work of the product which can alleviate dark spot on face</p>			
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			because the natural resources from antioxidant lignon.						
4.	Datum 4 (Sun protection)	-Gentle -Active -Effective -Fast -Resistant	- <b>Gentle:</b> in order to make the reader believe that after applying this product the skin will keep calm and soft - <b>Active;</b> it wants to give information that this product keeps active to protect skin from sun	-Tested	- <b>Tested:</b> is used to strength to product that this product has been trusted and has been successfully used many times by the consumers	-	-	-Exposure of existing content -Emotive Word	Skin condition must be gentle and soft even though under the sun zone

			<p><b>-Effective:</b> wants to describe that the product has an effective way to protect the skin from sun zone.</p> <p><b>-Fast:</b> here is used to clarify the previous statements that this product can protect the sensitive skin from sun zone</p> <p><b>-Resistant;</b> give description to the product</p>						
5.	Datum 5 (anti-aging)	-Ultimate	<p><b>-Ultimate:</b> this product</p>	-Wear	<b>-Wear:</b> to send a	-It -Your	<b>-It:</b> to show	-Simple and clear discourse	It is called beauty when the skin does

	cream)		has very extreme and important role to remove crimp in order to make the consumers look younger		message that this product is important to wear to prevent early aging.		that the brand attempts to stand its position . - <i>your</i> ; to point at the reader which can build the trust of the readers who are going to be their consumers.		not have any wrinkle
6.	Datum 6 (Hair treatment)	-Beautiful -High -Supreme	- <i>Beautiful</i> : to try to captivate	-get -start -make	- to attract people to use this product,	-	-	-interrogative sentence (might build a curiosity	this advertisement seems to change the societies'

		<ul style="list-style-type: none"> <li>-Perfect</li> <li>-Extreme</li> <li>-Flexible</li> <li>-Soft</li> <li>-Smooth</li> </ul>	<p>reader attention</p> <p><b>-High:</b> to give explanation and information that this product can make the hairstyle has a greater than usual level.</p> <p><b>-Supreme:</b></p> <p><b>-Perfect:</b> to make the reader believes in using this product can give best result</p> <p><b>-Extreme:</b> give the best and extreme result on 48</p>	<ul style="list-style-type: none"> <li>-tie</li> <li>-loose\</li> <li>-secure</li> <li>-hold</li> <li>-achieve</li> <li>-protect</li> <li>-manage</li> </ul>	<p>also to inform the readers about the great work of the product.</p>			<p>from the reader)</p> <ul style="list-style-type: none"> <li>-exposure of the existing conten of the product</li> <li>-Discount sale</li> </ul>	<p>opinion that being beautiful is no need to have a straight hair. By having a curly hair style can also make women look beautiful</p>
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			<p>h  <b>-Flexible, Soft, Smoot</b>  <b>h:</b> offers its quality to be bent easily in every movement and has a gentle <i>soft</i> and <i>smooth</i> movement which is finally <i>easy</i> to be combed</p>						
7.	Datum 7 (Lipstick)	-Fabulous -exclusive -good	<p><b>-Fabulous:</b> is used attract the reader attention to use this product. It called so because by using this lipstick</p>	-put -start	<p><b>-put:</b> enjoining the reader in order to use this lipstick.  <b>-start;</b> to persuade the readers to do a change by starting to use this</p>	-	-	-Simple and clear language	<p>people do not want to show their look so gaudy as well as the picture of the lipsticks on poster have strong color in order to make their lips <i>excellent, fabulous, and good</i></p>



			<p>people can look excellent.</p> <p><b>-exclusive;</b> means that people who have worn this lipstick will look so glamour and is like having a high social class.</p> <p><b>-good:</b> used to give guarantee that this lipstick is good to use.</p>		product				
8.	Datum 8 (wardah product)	<ul style="list-style-type: none"> <li>-Safe</li> <li>-Halal</li> <li>-Good</li> <li>-Inspiring</li> </ul>	<p><b>-Safe:</b> that this product is not danger for the skin</p> <p><b>-Halal:</b> is a trick to attract</p>	<ul style="list-style-type: none"> <li>-Believe</li> <li>-Understand</li> <li>-Develop</li> <li>-Encourage</li> </ul>	<p><b>-Believe, understand, develop, encourage:</b> try to attract the readers that this product is</p>	<ul style="list-style-type: none"> <li>-Wardah cosmetic s and Wardah</li> <li>-We</li> </ul>	<ul style="list-style-type: none"> <li>- to build the compan y's position</li> <li>- regarde</li> </ul>	<ul style="list-style-type: none"> <li>-Self representation</li> <li>-Puffery</li> <li>-Celebrity endorsement</li> </ul>	<p>having a healthy skin is indeed the will and need of every women.</p>

			<p>reader attention which means that this product is having a good product that is safe especially for Moslem</p> <p><b>-Good;</b> to emphasize the quality of this product.</p> <p><b>-Inspiring:</b> means that this product can make the reader want to do something to look beauty in which in this context by using</p>		<p>created by the producer to make the consumers feeling pleasure</p>		<p>d as authoritative and implies the power of the brands.</p>	
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			this the product from Wardah beauty						
9.	Datum 9 (liquid foundation )	-Natural -Brighter -Smoother -Healthier -Good -Light -Semi-waterproof - Comfortable	to describe the result after applying the product	-Get	<b>-Get:</b> to make the reader fell enthusiasm in using this product in order to get those mentioned result after applying this product.	- <i>your</i>	-To give direct address towards the readers.	-Expose the content of the product -Emotive words	most of women want to use makeup naturally but it can cover the imperfections of their skin, such as acne, pore and etc. On the other hand, it also creates concept that women should have bright and light skin
10.	Datum 10 (Fashial wash)	-New -Clean -Long lasting -Taut	<b>-New:</b> to describe the condition of the product which is still fresh and the new one product <b>-Clean:</b>	-Removes -Prevent -Help -Unclogs -Tightens -Refines -Refresh	<b>-Removes:</b> this product is able to take away the oily shine from skin so that that way you face will look bright and	-	-	-Puffery -Self representation	Men also do want to have smooth, fresh and soft face.

			<p>wants to captivate reader attention that this product can give clean and fresh result after applying this product</p> <p><b>-Long lasting:</b> to inform and make the reader believe that this product has a long time to keep the skin fresh and clean</p> <p><b>-Taut:</b> function to convince the reader about the</p>	<p>fresh</p> <p><b>-Prevent:</b> means that this product can stop and vanish the blackhead and whitehead from skin.</p> <p><b>-Help, unclogs, Tightens,refines:</b> offer the quality which is can help to prevent pimples, unclog, tighten, and refine pore</p> <p><b>-Refresh;</b> strengthen this product because by using this product your face will look</p>				
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			result after applying this product. This product offers a tight and taut skin after use this product		energetic, enthusiastic, and not tired				
11.	Datum 11 (Facial and shaving wash)	-New	- <i>New</i> : to describe that this product is recently created exclusively for men	-Let -Control -Reduce	- <i>Let</i> ; to invite readers to know more about this product moreover the advertiser wants to make the reader engage with this product and finally the readers can believe and buy this product  - <i>Control</i> ,	- <i>your</i>	the use of pronoun can ease the company to build the trust of the reader who is going to be their consumer.	-Self representation	the important of men is actually having the confidence felling of their appearance, so the confidence felling can be achieved by applying this product in order to reduces the oily shine and make the face shines

					<i>reduce</i> ; want to inform to the readers that this product help effectively controlling and reducing oily shine from face.				
12.	Datum 12 (Face skin care)	-Firmer	<b>-Firmer:</b> means that after applying this skin care, the skin can look so tight and strong.	-Face -Enriched	<b>-Face;</b> means that the advertiser wants to invite the reader to use this product, because this product is offering a tight face skin result after applying this product <b>-Enriched:</b> means that this product is equipped	-	-	-Expose the content of the product -Self representation	something called beauty must be stated or there must be someone says or writes that you are beauty. the concept of beauty also created which is about the skin condition. To be beauty the skin condition should have a firmer skin especially in face area

				with a vitamin found in the leaves of plants that is folic acid				
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