Language Style of Beauty Product Advertisement: *Morphe X James Charles'* Advertisement on YouTube

THESIS

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Universitas Islam Negeri Maulana Malik Ibrahim Malang in Partial Fulfillment of
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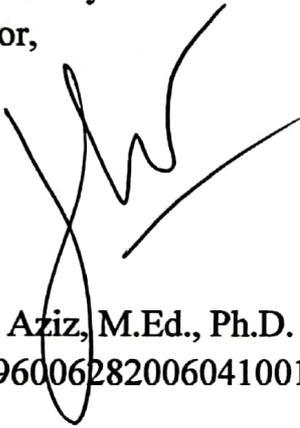
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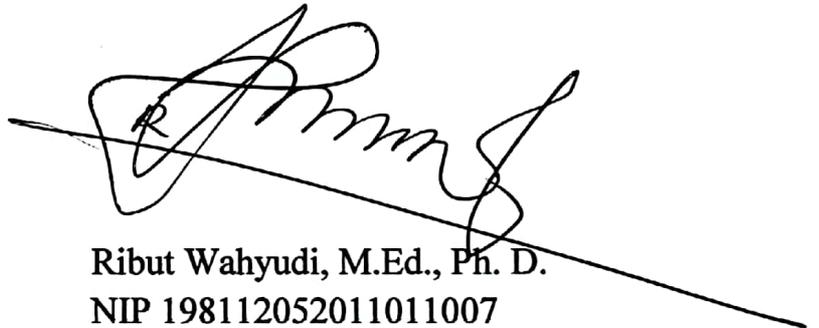
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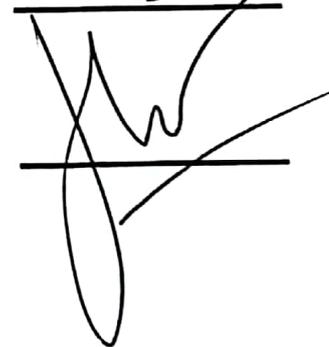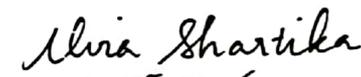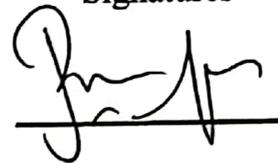
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MOTTO

*"Menjadi **baik itu mudah**. Dengan hanya diam maka yang tampak adalah kebaikan.*

*Yang susah itu adalah membuat diri kita **bermanfaat**, karena itu **butuh***

***perjuangan**."*

- KH. Sahal Mahfudz -

DEDICATION

For my Beloved Mom and my great Son.

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In the name of Allah, The Beneficent and The Merciful

All praises be to Allah SWT for the blessing, strength, and guidance given to the writer in completing this study. Peace and blessing be upon the prophet Muhammad SAW, his family, his companion, and his entire follower.

At last, the writer finished this thesis titled "Language Style of Beauty Product Advertisement: Morphe X James Charles' Advertisement on YouTube". This thesis is intended to fulfill the requirements for the degree of Sarjana Sastra (S.S.) in the Department of English Literature.

The researcher would like to express her greatest thanks and gratitude to her advisor Abdul Aziz, M.Ed., Ph.D. for his valuable help, guidance, comments, corrections, and suggestions to complete this thesis.

The writer would like also to address her gratitude and appreciation to:

1. Her beloved one and only partner Dunya akhirah, best husband ever Mas Rofif, for his warmest love, and attention to finish her study. Also, great son Dliya' thank you for your presence, a reason to be a great one.
2. Full sincere love to Mom and Dad, Bupuh Latif, Bupuh Muf, Mbaand k Ria theirbeliefeinf the writer.
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Finally, I truly realize that this thesis has some weaknesses and needs the constructive criticisms and suggestion from the readers in order to make it perfect. Hopefully this research can be useful for the readers, especially for the students of Departmentof English Literature.

Finally, the writer surrenders everything to Allah and hopes it will be useful.

ABSTRACT

Camalia, Wahida (2016) Language Style of Beauty Product Advertisement: Morphe X James Charles' Advertisement on YouTube. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Abdul Aziz, M.Ed., Ph.D.

Keywords: Language Style, Advertising, persuasion techniques, hyperbole

Nowadays, there are various ways to obtain information, one of them is through the use of mass media, either print or electronic media. Advertisement is the strategy used to present a message through mass media in the form of an announcement, statement, or writing. Advertising is becoming a more successful technique to present and market a product, whether in goods, services, events, or business concepts. They can select relevant persuasive strategies for use in marketing. The goal of using linguistic style in a product review advertisement is to persuade the intended audience, primarily women, to buy the product. The goal of this study is to analyze the language characteristics and persuasion strategies utilized in Morphe x James Charles palette advertisement and how the persuasion techniques are used to persuade selected audiences to respond to the advertisement video.

TThe present study used a descriptive approach. Grey's theory (2008) regarding language style in the advertisement and the persuasion theory proposed by Kleppner (1986) was used to know how the language might persuade the audience.

This study reveals that a familiar language, glamorization, hyperbole, neologism, potency, repetition, simple words, and simple words were employed in advertisements to make customers feel as though they are a part of the advertisement. The most lexical feature found is hyperbole. Meanwhile, two features were not found in the video, namely humor and euphemism. Then, for the syntactical feature, the writer found all of the features. They were short sentences, imperative, syntactic parallelism, incomplete sentence, long noun phrase, simple language, association, ambiguity, present tense, and ellipsis, with the most used feature being simple language. Based on the definition of each persuasion technique, this video advertisement includes the pioneering stage.

ABSTRAK

Camalia, Wahida (2016) Gaya Bahasa Iklan Produk Kecantikan: Morphe X James Charles' di YouTube. Skripsi. Jurusan Sastra Inggris, Fakultas Ilmu Budaya, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Abdul Aziz, M.Ed., Ph.D.

Kata kunci: Gaya Bahasa, Iklan, teknik persuasi, hiperbola

Saat ini, ada berbagai cara untuk memperoleh informasi, salah satunya melalui penggunaan media massa, baik media cetak maupun media elektronik. Iklan adalah strategi yang digunakan untuk menyajikan pesan melalui media massa dalam bentuk pengumuman, pernyataan, atau tulisan. Periklanan menjadi teknik yang lebih berhasil untuk mempresentasikan dan memasarkan suatu produk, baik dalam bentuk barang, jasa, acara, atau konsep bisnis. Mereka dapat memilih strategi persuasif yang relevan untuk digunakan dalam pemasaran. Tujuan penggunaan gaya bahasa dalam iklan ulasan produk adalah untuk membujuk audiens yang dituju, terutama wanita, untuk membeli produk tersebut. Tujuan dari penelitian ini adalah untuk menganalisis karakteristik bahasa dan strategi persuasi yang digunakan dalam iklan palet Morphe x James Charles dan bagaimana teknik persuasi digunakan untuk membujuk audiens yang dipilih untuk menanggapi video iklan.

Penelitian ini menggunakan pendekatan deskriptif. Teori Grey (2008) tentang gaya bahasa dalam iklan dan teori persuasi yang dikemukakan oleh Kleppner (1986) digunakan untuk mengetahui bagaimana bahasa dapat membujuk khalayak.

Hasil kajian penelitian ini mengungkapkan bahwa bahasa yang kerap digunakan, glamorisasi, hiperbola, neologisme, potensi, pengulangan, kata-kata sederhana, dan kata-kata sederhana digunakan dalam iklan untuk membuat pelanggan merasa seolah-olah mereka adalah bagian dari iklan. Ciri leksikal yang paling banyak ditemukan adalah hiperbola. Sementara itu, dua fitur tidak ditemukan dalam video, yaitu humor dan eufemisme. Kemudian, untuk fitur sintaksis, penulis menemukan semua fitur tersebut. Yaitu kalimat pendek, imperatif, paralelisme sintaksis, kalimat tidak lengkap, frasa nomina panjang, bahasa sederhana, asosiasi, ambiguitas, present tense, dan elipsis, dengan fitur yang paling banyak digunakan adalah bahasa sederhana. Berdasarkan definisi dari masing-masing teknik persuasi, iklan video ini termasuk dalam tahap pionir.

مستخلص البحث

Camalia ، Wahida (2016) إعلان لغة منتج الجمال :إعلان Morphe X James Charles على YouTube. أطروحة جامعية. قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة الإسلام نيجري مولانا مالك إبراهيم مالانج. عبد العزيز المستشار M.Ed.، Ph.D.

الكلمات المفتاحية :أسلوب اللغة ، الإعلان ، تقنيات الإقناع ، المبالغة

في الوقت الحاضر ، هناك طرق مختلفة للحصول على المعلومات ، إحداها من خلال استخدام وسائل الإعلام ، سواء كانت مطبوعة أو إلكترونية. الإعلان هو الإستراتيجية المستخدمة لتقديم رسالة عبر وسائل الإعلام على شكل إعلان أو بيان أو كتابة. أصبح الإعلان أسلوبًا أكثر نجاحًا لتقديم منتج وتسويقه ، سواء في السلع أو الخدمات أو الأحداث أو مفاهيم الأعمال. يمكنهم اختيار استراتيجيات مقنعة ذات صلة لاستخدامها في التسويق. الهدف من استخدام الأسلوب اللغوي في إعلان مراجعة المنتج هو إقناع الجمهور المستهدف ، وخاصة النساء ، بشراء المنتج.

الهدف من هذه الدراسة هو تحليل خصائص اللغة واستراتيجيات الإقناع المستخدمة في إعلان لوحة Morphe x James Charles وكيفية استخدام تقنيات الإقناع لإقناع الجماهير المختارة بالاستجابة لفيديو الإعلان .

استخدمت الدراسة الحالية نهجًا وصفيًا. ثم استخدم نظرية (2008) Grey's بشأن أسلوب اللغة ونظرية الإقناع التي اقترحها Kleppner (1986) لمعرفة كيف يمكن للغة إقناع الجمهور.

تكشف هذه الدراسة عن استخدام لغة مألوفة ، والتألق ، والمبالغة ، والفاعلية ، والتكرار, والكلمات البسيطة ، والكلمات، البسيطة في الإعلانات لجعل العملاء يشعرون وكأنهم جزء من الإعلان. الميزة الأكثر معجمية التي تم العثور عليها هي المبالغة. وفي الوقت نفسه ، لم يتم العثور على ميزتين في الفيديو ، وهما الفكاهة والتعبير الملطف. بعد ذلك ، بالنسبة للميزة النحوية ، وجد الكاتب جميع الميزات كانت جمل قصيرة ، أمر ، توازي نحوي ، جملة غير مكتملة ، عبارة اسمية طويلة ، لغة بسيطة ، ارتباط ، غموض ، زمن المضارع ، وحذف مع الميزة الأكثر استخدامًا هي لغة بسيطة بناءً على تعريف كل تقنية إقناع ، يتضمن إعلان الفيديو هذا المرحلة الرائدة ،.

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CHAPTER I

INTRODUCTION

A. Background of the Study

We live in a rapidly changing world. Platforms such as Facebook and Twitter, YouTube, and Snapchat offer digital offerings infrastructure that enables billions of people living things to communicate, exchange, and cooperation, never before. Hence, Zenith Optimedia survey in 2016 shows the field of marketing, digital advertising spending is expected to reach $537 billion.

Advertising as business communication has a wide range of forms. Nowadays, in the digital era, social media has become a proper medium through which advertisers transmit messages on their products to teeming viewers due to their peculiarity of being able to combine visual and pictorial for communication purposes. The advertiser's goal is specific. In this case, the social media user is YouTube, which more specifically is in the form of a review from the experts. By reviewing, they want to attract the attention of the members of the mass audience and use a short, often written or spoken but occasionally visual, message to encourage people to buy a product or behave in a particular manner. To do the proper way, the language of advertising on social media is frequently defined by identifiable specific linguistic elements, which are stylistically conditioned to deliver persuasive signals to viewers.

Communication is highly vital in this modern-day, ince allow express our feelings, thoughts, experiences, ideas, suggestions, and feedback. Communication

is a process in which two or more individuals communicate information and make the information understandable (Rogers & Kincaid, 1981). Nowadays, there are various ways to obtain information, one of them is through the use of mass media, either print or electronic media. Newspapers, tabloids, magazines, brochures, and banners are examples of print media, while television, the internet, social media, and radio are examples of electronic media.

An advertisement is another means to convey and exchange information. Advertising is becoming a more successful technique to present and market a product, whether in goods, services, events, or business concepts. Advertising is a type of communication used to persuade a target audience (viewers, readers, or listeners) to act on a product, opinion, or service. While, Effendy states (Suhandang, 2004) advertisement is the hirin of someone to present a message through mass media in the form of an announcement, statement, or writing.

To convey a message, language and linguistic style play a critical part in advertising. The language used in advertisements is designed to draw attention, boost images, and make them easy to recall. According to Keraf (1993), a writer's or speaker's language style is a way of expressing feelings through language that typically reveals the writer's or speaker's soul and personality. Advertisement language is succinct, convincing, approachable, and communicative. For example, in Maybelline's Brow Drama ads, it says, "*raise eyebrows? I do it all the time.*" It could be categorized as vernacular because the incomplete sentence is used to ease the reader's understanding. In addition, according to Keraf (1991), language style

can be examined using linguistic contexts that are split into word choice, tone, sentence structure, and direct and indirect meaning.

Because an advertisement aims to encourage customers to buy a product, the wording must be convincing. Advertisers should employ a few tactics to entice potential customers. They can select relevant persuasive strategies for use in marketing. The advertiser should generally think about color, picture, and format while creating an advertisement. As Grey (2008) points out, language is also essential as a vehicle for conveying a persuasive message.

Furthermore, Permatasari & Yulia (2013) support that claim by stating that the targeted readers' characteristic linguistic influences. The targeted readers will now purchase the goods or attend the event. For example, Gigi Hadid serves as the model for the Maybelline product. Because a supermodel endorses the products, the corporation wants to attract a large number of female clients. Customers will look like Gigi Hadid if they utilize the product.

The goal of using linguistic style in a product review advertisement is to persuade the intended audience, primarily women, to buy the product. The top 10 list of Morphe's wanted products is the eyeshadow pallet. Morphe set up all of the pallets is must be a gem must-have. One of the things that made Morphe a success was that they understood the power that social media and influencers have, even when it wasn't popular yet. Morphe has grown at a rapid pace largely by partnering with social media influencers and by selling directly over the internet at modest prices. As a result, the focus of the study was James Charles' video eyeshadow pallet. In addition, he is a well-known YouTube beauty guru with over 24 million

subscribers, with the majority of his viewers being females aged 13 to 64. (Noxinfluence:2020). As a beauty guru, he has a credibility for using a high-qualitproductsct and being an honest reviewer for any kind of makeup product. Therefore, by telling people a detailed review of his product and using it for complex makeup looks, his viewers will buy and use it.

The researcher chose this topic because James Charles is very popular in the beautiful worlds that relate to women. Even though Jamse started their career early and even new ones become viral and manage to steal the spotlight in the beauty world from James Charles, he can still be popular, maintain his existence, and sell his product successfully. As a result, the researcher is interested in learning how his evaluation, which serves as an advertisement for his eyeshadow palette, influences people to buy and utilize the products. Furthermore, the goal of this study is to determine the linguistic style employed in the marketing video. Nowadays people not only communicate directly with companies and celebrities through social media, they expect dialogue and engagement from the brand's side as well. Digital retailers can provide engage their subscribers with their daily social media posts and gain valuable insight into the attitudes and behaviors of their customers.

In fact, some researchers showed their interest in this topic. There have been previous researches that have analyzed this topic. The study conducted by Sulistyaningsih (2018) conducted a language style used by beauty vlogger On YouTube. The data of this research were selected from Zoellas vlog. The focus of this research is to identify the language style use by beauty vlogger on

YouTube. Language style classification to identify types of language styles that used by beauty vlogger classified by Joos (in Mesthrie, et.al 2000). The findings of this research showed language style used by beauty Vogue on YouTube, such as casual/informal, colloquial, slang, formal, intimate, and consultative. The result showed that the most frequent one was casual/informal.

The second research was conducted by Rahmawati (2019) She focused on to analyse the language styles used in online Vogue Magazine fashion advertisements. The data were collected by selecting ten advertisements collected from Vogue Magazine's compilation entitled "The Fall 2020 Trends Vogue Edition Editors are Shopping This Season" published on 18 September 2020. Employed mixed methods to analyze the language styles used in the fashion advertisements based on nine types of language styles proposed by Wells, Burnett, and Moriarty (1995). The results showed that there were three language styles found from ten online fashion advertisements in Vogue Magazine advertisements, namely the hard sell style (three times), soft sell style (three times), and mixed style or the combination of the hard sell and soft sell styles (four times).

Previous studies that have similarities in the term of the topics of the study and the theory used is study conducted by Muninggar (2019). He discussed about language styles used as a persuasion technique in the selected utterances that are presented by the actresses in the Maybelline advertisements. This study is analyzed by using Grey (2008) theory of language styles and Keraf (2004) theory of persuasion technique. From 10 data, the reseacher found hyperbole, familiar

language, simple vocabulary, glamorization, potency, weasel word, and repetition. The dominant language style found is hyperbole.

All of the researches have differences and similarities with this research. Although the first research and this research have the same topic about language style but the focus of this research is different with this research. This research focuses on James Charles advertisement. The second research was focused on fashion advertisements. Meanwhile, this research exemine about cosmetic advertisements. The third researche have the same topic but different object of research with this research. However, this previous researcher more focused on a video advertisement of the Maybelline product which is not a product of James Charles.

This research analyzes texts in the Morphe x James Charles palette advertisement. Its goal is to learn about the language characteristics and persuasion strategies utilized in it. An advertiser should learn how to use persuasion techniques to persuade selected audiences to respond to an ad. This study is valuable not just to advertising but also to the general public. They can use outstanding persuasion language to persuade people effectively. Meanwhile, this research can be used by English Language Education Study Program students to broaden their understanding of language use in a particular subject, particularly linguistic aspects, and an accurate model of learning sociolinguistics, language style, and functional text.

Furthermore, as technology advances and more online public personalities emerge, the number of products advertised online expands. People currently like

to advertise their items online, which is a fun approach to do so. Thus, the researcher is interested in doing research entitled "Language Styles of Beauty Product Advertisement: Morphe x James Charles' Advertisement on YouTube

B. Research Question

Based on the background of the study above, the research questions are as follows:

1. Which linguistic features are used in the Morphe x James Charles Palette advertisement?

2. What persuasion techniques are used in Morphe x James Charles Palette advertisements?

C. Objectives of the Study

The research aims are as follows, based on the study questions above:

1. To analyze linguistic features used in Morphe x James Charles Palette advertisements.

2. To analyze persuasion techniques used in Morphe x James Charles Palette advertisements.

D. Scope and Limitation

The researcher explained how to assess the language style utilized in English product reviews used as YouTube advertisements. The researcher discovered that some features could be researched. However, the scope of this study was limited; the researcher's goal was to explain the language style in terms of lexical style in

the Morphe x James Charles Palette advertisement and the persuasion strategies used.

E. Significance of the Study

By conducting this research, the researcher expects to give significant contributions of language style, especially in advertatition. Practically, this research is expected to give wide understanding to the readers improve English language students' understanding of such lexical elements in advertising language. It could be their primary source of information.

. In addition, this research contributed to academic linguistic development at Universitas Islam Negeri Maulana Malik Ibrahim Malang. The researcher hopes this research will provide a valuable reference for the further researchers and the students of Department of English Literature.

F. Definition of Key Terms

To avoid misunderstanding the terms presented in this research, the researcher provides several definitions of the following terms:

1. Language style is the way people speak or write communicate based on condition and situation of doing that, person to whom you speaking or writing with.

2. Persuasion techniques is an act of persuading someone to do something, especially by continually asking or telling them why they should do it, by using written or spoken words to convey information, feeling reasoning to accept the new one, which they do not believe before

G. Research Method

In this part, the researcher shows the steps to analyze this research. There are some steps to determine the result of this research. The steps contain research design, data source, research instrument, data collection and data analysis.

1. **Research Design**

   The researcher employed a descriptive approach to conduct this study. This approach was chosen by the researcher since the research's main goal was to describe the data in the form of written or spoken prose. Furthermore, the data is descriptively described in light of the research problems. The research intends to describe the language styles that are primarily used in the advertisement on YouTube. It described the language styles and persuasive techniques in the Morphe x James Charles Palette advertisement.

2. **Data Source**

   The main data of the present study taken from *YouTube* channel uploads the video on November 3, 2020, entitled James Charles x Morphe Reveal. The video can be accessed from YouTube website https://www.youtube.com/watch?v=0c4wxwLbtxo .

3. **Data Collection**

   The first step was watching a video James Charles uploads the video on November 3, 2020, entitled James Charles x Morphe Reveal.

   The second step was identifying data are spoken texts in advertisements collected by watching a YouTube video uploaded by James Charles to get more

effective and efficient ways to collect the data on the language style used in the YouTube video based on Grey's theory (2008). In this research, the researcher used note-taking as the instrument.

4. **Data Analysis**

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

CHAPTER II REVIEWED OF RELATED LITERATURE

A. Advertisement

Advertisement is a media where business and brand companies promote their product and persuade the audiences to buy and consume it. It usually appearson in mass media, such as television, radio, newspaper, magazine, etc. Also, since the development of technology and media has been happening, it appears in the internet, such website, YouTube and, other social media

The advertisement itself contains a message that will affect the audience. As stated by Rodgers & Thorson (2012), audiences, devices, media channels, messages, advertising organizations, and message sources are all part of the advertising process cycle. It means delivering the message to the audiences from the advertising organization or the brand company. The advertisement needs devices (e.g., phone, television, etc.), media channels (e.g., social media), and message sources.

According to Rodgers & Thorson (2012), "audiences are the intended and actual receivers of advertising messages. Receivers vary in terms of who they are, demographically speaking, what groups they belong to, as in differing market "segments," what media and devices they use, and so on." So, the company that launches the ad puts the targeted audience and consumers based on their age, race, and nationality through what media where the advertisement appears. As it is explained before, advertising is used by business companies to persuade the audience to buy and consume the product they sell.

B.   Language Style

Language style becomes part of the diction or choice of words that questions whether or not using certain words, phrases, or clauses is suitable to deal with linguistic hierarchies, both at the level of individual choice or discourse as a whole. Furthermore, according to Chaika (1982), language style refers to how people use language in communication, which might be written or spoken. The language user's spirit and personality can then be shown through their language style, confined to expressing thoughts through language in a usual fashion (Keraf, 2002).

Further, language style also used to achieve a specific objective in communication, whether to put an objection, give a specific moral message, or persuade the text's reader. Style is like a recipe. The communicators exploit and deceive others with style; sometimes, they deceive themselves. People use formal or casual language depending on the situation when engaging with others. In this situation, style is utilized as a marker to convey emotion, mood, or attitude."People can vary their style depending on the situation they are in," Sinclair (2007: 110) stated. It can be deduced from the preceding that style refers to how people convey their thoughts. Knowing the author's or speaker's style makes it easier to grasp and accept messages.

As stated above, the use of language style must have helped the communicators tell the others the objectives they want to share. However, the speakers' styles can be used for other purposes and make the listeners understand the words' context better. For example, politicians' language style makes them

more likely to believe their own opinion and make judgments about others. As a result, the foundation of language style is choosing the linguistic styles that emerge from a single person or group.

1.) Functions of Language Styles

A rhetorical form uses words in speech and writing to persuade or influence listeners and readers. In discourse, the presence of a variety and exciting language style is significant. Badiah (1994) explains that the functions of language styles include:

a.   Increasing the readers' taste

The style of language is improving the ability to follow and to keep reading. It will stimulate the reader's interest in the text's message and the purpose for which it will be employed. For example, in poetry, the styles are used to combine words used to describe a simple meaning beautifully so that the listener or reader can hear the writer's words and then touch their senses.

b.   Adding the aesthetics of the words stated

The use of language contributes to the artistic impression. It will help readers and listeners to appreciate and get attracted to the language of literary works. It uses a specific style to convey ideas or messages. To help the writer's thoughts or words, the writer may employ a romantic or heroic style. This attempt tries to engage the reader or listener in transmitting the text's thoughts or messages.

c.   Clearing the writer's idea

Writers want their readers to understand and get the text's ideas. As a result, the writer should utilize the appropriate words and linguistic style to help them communicate their ideas. For instance, the government's report for society is made up of familiar or ordinary language to be understood easily.

d.   Building a certain mood

The writer's language style affects the reader in the production of the mood. Likewise, the content can affect how people feel or think. So, using style in communication can affect how the speaker or writer is perceived. For example, In his presence, the character Grinch uses humor or a funny style. Because the film is aimed for kids, it will also put the listener in a happy mood.

e.   Persuading the readers

When writing, language style is a choice that permits the reader to trust and believe what the writer is saying. The speaker or writer wants the audience to agree with a statement, always using positive words and a good connotation. For example, in an ad, the marketer will utilize a specific style to express and persuade readers or audiences to purchase the products.

2.) Language Styles of Advertisement

A specific language style is used in advertisements. The ad's style is concerned with stylistics, mainly linguistic elements. Vaicenoienè (2006) classifies printed advertisements into four linguistic feature categories: lexico-

grammatical devices, rhetorical devices, syntactic features, and advertising registers. However, this study solely looks at the adverts' lexical and syntactic properties. Grey (2008) develops a theory on promotion language style. He divides advertising's linguistic characteristics into two categories: lexical and syntactic.

3.) Types of Language Styles in Advertisement

Grey (2008) has classified the sorts of language styles employed in advertisements, including lexical and syntactic elements, as indicated in the previous sub-chapter.

a.   Lexical Features

Lexical features are features in the form of words that advertisers use to make the ad more special. Grey (2008) studied the meanings and grammatical functions of all the words in a language. "Lexis" is the entire vocabulary that makes a language. Thus, words are the essential parts of a language. The following sections describe the lexical features.

1)   Euphemism

According to McArthur (1992), Euphemism is a soothing or evasive term that replaces one that is taboo, derogatory, or too straightforward. If a word should not be said in an advertisement, Euphemism is used to substitute it or create an indirect effect. Euphemism is a type of figurative language having connotative meaning, according to Grey (2008).

2) Familiar Language

The use of familiar words creates the impression that the audience is actively participating in the commercial. According to Grey (2008), Second-person pronouns are commonly used to address audiences and express a welcoming tone. In a commercial, for example, employing the pronoun "you" shows that the target audience is interested in the ad.

3) Glamorization

Glamorization is a technique used in advertising to give a product a glamorous feel. Advertisers alter the words used in advertisements by replacing them with terms that are not widely used in everyday speech. The aim of using this function is to draw attention to the items. As a result, readers or buyers may believe that the marketed products have distinct characteristics from identical products from other businesses.

4) Humor

Humor is a funny thing, and most people prefer it to the serious stuff. It can be used to draw in and entertain viewers. Customers would be able to look at advertisements if they are engaged. Additionally, the use of humor adds to the product's appeal. Using this feature, marketers may get customers to pay more attention to the products they're advertising.

5) Hyperbole

Hyperbole is the use of metaphorical language to exaggerate something to the point of absurdity. Excessive words or phrases are often used by people when expressing their feelings or opinions. According to McArthur (1992), hyperbole is a rhetorical word for intentional exaggeration that is not intended to be taken literally. Hyperbole is used to evoke an emotional response from the audience and to emphasize the meaning. The phrase "...giving you flawless skin in every sun" from a Revlon commercial exemplifies this. According to Grey (2008), adjectives and adverbs such as "new," "true," "fresh," "correct," and "improved" often use hyperbole. Those are terms that often appear in advertising slogans.

6) Neologism

A neologism is a term made up of two or more terms that have been merged to form a single word. According to Grey (2008), a neologism is created by combining various concepts to create an altogether new phrase. It may also have a novelty effect on customers. A neologism is usually odd the first time you hear it. If it is used widely, however, it will become a common term. For example, the Honda Odyssey's slogan is "Vanquility." It's made up of the words 'Van' and 'Quality.'

7) Potency

Advertisers should use terms that have a new and unusual meaning to capture and hold customers' interest. According to Grey (2008), utilizing a potency word aims to provide new meaning, novelty, or immediacy. Consumers will be on the lookout for more details.

8) Repetition

Repetition is frequently utilized to make a brand's name and tagline more appealing, according to Grey (2008). Alliteration, rhyme, and rhythm are the three forms of repetition. Alliteration is the harmonic and rhythmical effect of repeating the first consonant sound of a phrase. Then there is rhyme, a pattern of sound that runs from the conclusion of a word to the last fully emphasized vowel. Meanwhile, rhythm is a natural pattern formed by varying the stressed and unstressed syllables in a word.

9) Simple Word

Advertisers must use the most straightforward and most transparent language possible in their advertisements. It aims to draw in customers and make them understand what it is all about. According to Grey (2008), commercials   should use vocabulary that allows people to

remember the words. The use of simple language can help customers recognize the commercial even though they only see it once.

10) Weasel Word

A weasel word, according to Grey (2008), implies a context but is not specific. Typically, marketers want to pique customers' interest in the product. "Weasel words are used to evade or refrain from a straightforward or forthright argument or position," Linghong (2006: 73) adds. As a result, marketers will choose terms that pique the interest of customers. Since it is less straightforward, truthful, or transparent than other words, the weasel is used instead (Quirk 2001). For example, the phrase "it is better!" causes customers to think and ask, "better than what?" but there is no more detail to answer the question.

b.   Syntactic Features

Syntactic features are aspects of a sentence's grammar and structure. Grey (2008) categorizes syntactic advertising features based on a similar grammatical structure in expression. The syntactic features are broken down into ten subcategories. The following are the ten characteristics that will be discussed.

1) Ambiguity

The term "ambiguous" refers to a word or sentence that has more than one cognitive meaning. When a sentence is unclear, it may lead to various interpretations or perceptions. Leech (1972) divides ambiguity

into two types: lexical ambiguousness, homonymy and polysemy, and grammatical ambiguity, which provides for homonymy and polysemy. Ambigousness aims to pique the interest of the customer and encourage them to search out more knowledge.

2) Association

Grey (2008) believes that ads can connect the advertised product's positive aspects to something else. Advertisers will often link goods to items for which they have no relation. To attach the two objects, the word like or as is used as a means of association.

3) Ellipsis

According to Goddard (2002), the ellipsis is defined as the removal of a structure part without changing the structure's purpose. It simply indicates that the advertisers have reduced the length of the sentence. Furthermore, the use of ellipsis reduces the formality of the statement, making it easier to understand and recall.

4) Incomplete Sentences

Incomplete sentences are one of the linguistic characteristics of commercials (Grey, 2008). At the very least, a full sentence has a subject (noun) and a predicate (verb). As a result, if one of the two elements is missing, the statement is considered incomplete. Consumers would be more likely to notice the critical point of the commercial if the sentence

is incomplete. It also aids advertisers in conveying their message by conserving space and emphasizing key points.

5) Long Noun Phrases

A combination of words that define a product is known as a long-noun phrase. It is more powerful than a list of adjectives. According to Grey (2008),Long-noun phrases may give the impression that the product has several unique qualities compared to similar products.

6) Simple and Colloquial Languages

According to Grey (2008), colloquial expressions do not have the same meaning as formal ones. This type is the kind of language someone hears during a casual chat. It indicates that this is a language that can be used daily. Since the terminology used is clear and easy to understand, customers may be more interested in colloquial language.

7) Short Sentences

Consumers usually scan or glance at advertisements in a limited amount of time. As a result, when customers hear or see utterances in commercials, a short statement directly affects them. According to Grey (2008), a short sentence aims to catch the audience's attention.

8) Syntactic Parallelism

Parallelism is defined by Leech (1972) as the repetition of formal patterns of two or more related ideas,only structural forms. By repeating some words in the same way in a sentence, the idea becomes one and is

easier to recall. "Stay happy, stay alive," for example. The word "stay" is repeated to make the statement more relevant for the observer because of the similar pattern.

9) Use of Present Tense

Grey (2008) defines the present tense as "universal timelessness." It will give customers the impression that they are in an actual situation if they see or hear commercials. Furthermore, the present tense has an "always right" influence. This effect will persuade customers that the information provided about the advertised goods is accurate.

10) Use of Imperative

An imperative sentence tells the reader to do something. An imperative is used to render an order, according to Grey (2008). A verb, such as "feel it," or a negative verb, such as "do not break it," is usually used to begin an imperative sentence. The aim of using imperative in advertising is to get customers to purchase, use, or do something related to the goods.

C. Persuasive Techniques

To persuade or convince others, many people utilize persuasive strategies in their daily lives. Persuasion is about social control and human drive, according to Ross (1994). Persuasion is the skillful and ethical application of logic, affective appeal, integrity, and ethical proof to persuade and encourage others to

act in the way that a speaker intends. According to Haans, Raassens, and Hout (2013), persuasive writings are designed to urge readers to do something, such as vote or choose certain advertisements. People may use persuasive speech to convince others to trust them and follow their wishes. Speakers often use solid words and exaggerate their delivery. As a result, the listener will be drawn in.

According to Bovee (1982), persuasion entails persuading citizens that the marketed product would provide them with certain benefits. Advertisements and marketing systems both use persuasion techniques. Kleppner (1986) also proposes a three-category classification of persuasion tactics based on marketing circumstances and personal attributes. The three persuasive tactics are the pioneering stage, competitive stage, and retentive stage.

1.   Pioneering Stage

Generally, advertisers can create ads to convince customers that they can satisfy their needs by advertising the items. According to Kleppner (1986), this technique is used to launch a newly launched product. Furthermore, marketers must consider the benefits of their goods compared to competing products and persuade customers that their products would satisfy them. According to Lane et al. (2011), The pioneering stage emphasizes what the items can do, give, or provide that other products cannot.

2.   Competitive Stage

After launching the products, the advertiser can guide customers to the currently available products on the market. Advertisers should be able to

pique customers' attention by emphasizing their goods' individuality. As a result, customers will note that the branded goods are distinct from the competition. Since this technique's name means "competitive level," advertisers must compete with one another. According to Lane et al. (2011), once customers embrace the extreme level, the rivalry will emerge. Advertisers should make it apparent why their product is better than identical products from other brands.

3.   Retentive Stage

Because it might remind customers of promoted items, the retentive stage is also known as the reminder stage (Lane et al., 2011). The retentive stage is utilized to ensure that the commodities that have been sold stay on the market. Because their items have been on the market for an extended period, advertisers adopt this method. Customers are reminded that their items are still available.

D. Morphe x James Charles Palette's Advertisement

James Charles is an American YouTuber who works in the field of beauty products and makeup. From the beginning of his channel, he has been becoming a huge star breakthrough in the beauty world as he is the first boy who is appeared on the cover of *Covergirl* magazine which leads to the invitation to the Ellen Show in 2016 right after his high school graduation. After that, he has been constantly uploading videos to his channel after his name James Charles which recently hit more than 25 million subscribers.

Due to his success, in the end of 2018, he released a palette collaboration with Morphe, which is a big beauty brand from the United States of America. Right after the release sell, it only need 10 minutes to be sold out worldwide (her.ie accessed on February 27, 2021). This success was not merely coming from the name of James Charles or the palette itself, but it also came from the advertisement of the product he did on his channel with the title of *James Charles x Morphe Reveal.* In the video, he did some makeup looks using the palette and also some reviews about the palette. Besides, he applied the color in the palette on his face which shows how pigmented the color is.

CHAPTER III

FINDINGS AND DISCUSSION

This chapter presents the findings and discussion of this research. In the finding, the researcher provides a detailed description of language features are used in Morphe x James Charles Palette advertisements and persuasion techniques are used in Morphe x James Charles Palette advertisements. Then the discussion of the research gives a general explanation of the finding.

A. **FINDINGS**

1. **Linguistics Features of James Charles x Morphe Video**

The information in this section is utilized to address the study's first question, which is about the language attributes used in James Charles x Morphe's video advertisement. The language features were examined using Grey's (2008) theory to address the first study question. According to Grey (2008), the advertisement language style has two distinct characteristics. These are lexical and syntactic features, respectively. According to the findings of the research, the video includes some features that will appeal to customers.

1. **Language Features**

   a. **Lexical Feature**

      1) **Familiar Language**

         A familiar language is employed in advertisements to make customers feel as though they are a part of the advertisement. Furthermore, using familiar language demonstrates a warm attitude

toward customers. The employment of this element is demonstrated in the advertisement sentences by the use of a second person pronoun or suggestion to do something.

Based on the findings, the writer finds 11 sentences that contain familiar language. Additionally most of them are using the second person pronoun *you.* For example, in the sentence, "*I included every beautifully formulated shade necessary to create literallyy any look you could possibly imagine.*"The use of second pronoun in that sentence has the aim to make it more interactive with the audience. It also implies that the eyeshadow palette is easy to use for anyone with any makeup looks.

The second sentence that uses second-person pronoun is, "*I am so beyond excited to show you guys everything that we have in store.*" As it is in the previous example, this sentence also gives more interaction with the audience, which can also be seen in this sentence, "*There are 39 ICONIC shade names that you guys are going to recognize.*" Additionally, this sentence has the goal to tell his regular audience that the name of the shade will be known by them as it is the catch-phrase or word that James Charles often say in his video. By using the second person pronoun, the video advertisement of James Charles introducing his makeup palette will attract the audience, since they will feel more involved in the making of the palette.

Second, the use of suggestion words as the form of familiar language aspect. The example is in the sentence, "*for now let's jump into this baby*." In this sentence, the suggestion is placed in the word *let's.*"According to Merriam-Webster Dictionary, *let's* is the abbreviation of *let us.* Further, the dictionary.com then states that *let's* implies an expression to make suggestions about what the speaker and someone else should do. In this case, James Charles indirectly asks the audience to move to the next section of the video, which is opening the palette and starting to review it.

This familiar language function is supported by Cui and Zhao (2013). They said that the use of the second-person pronoun in an adadvertisementommonly used as a form of informality which helps the advertisement to achieve better. Moreover, they also stated that the use of second-person pronouns perform the functions of involving the audience'sention.

2) **Glamorization**

Advertisers alter the words used in advertisements by combining them with words that are not typically used in everyday conversation. Its goal is to give the products a glamorous feel. From the data, the writer found 12 sentences using glamorization features. The first example is, "*today is the grand reveal of my Sister Collection with Morphe*." The word which shows the glamorization is *grand reveal.*

It is because people commonly say *launching* rather than *grand reveal* when they are about to introduce a new product.

The next example is the sentence, "*it is just so chic*." The glamorization is located in the word *chic* which is usually addressed with the word *elegant.* A similar meaning that addressed with another different glamorized word is the word *glam.* It is contained in the sentence, "*I love glam but I also have huge passionon for crazy, colourful, outside ofthe box makeup and I've created this palette with that in mind*."

The third example of glamorization is in the sentence, "*Playing with color, playing with avant-garde looks that most people* wouldn't *necessarily deem "wearable everyday content"*" In this sentence, James Charles uses a look reference from France, which is *avant-garde.* Lastly, he also uses glamorization feature as the slogan of his product, which is, "*unleash your inner artist!*" The word *unleash* is not commonly used in a daily life. This word has a similar meaning to *release.* By using those glamorized words, the video advertisement becomes more elegant and trusted.

Moreover, Permatasari & Yulia (2013) stated that glamorization often uses uncommon word combinations in order to create more interesting phrases. So, by using those words above, James Charles wants

to put a unique effect on his video advertisement which also helps promoting his product.

3) Hyperbole

Hyperbole can be used by advertisers to dramatize something. It is a term used to stress a meaning that has the potential to influence people's beliefs and actions. Hyperbole can be found in commercials as much as in conversation or in a novel. Hyperbole is used in advertisements to entice customers. As a result, they would purchase the offered goods.

From the data, there are 23 sentences have the hyperbole feature. The use of adjectives dominates the hyperbole in the advertisement. For example, in the sentence, "*we have this beautiful light grey packaging.*"The word *beautiful* puts an exaggeration effect on the utterance, besides it also complements the phrase *light grey packaging.* By using the exaggerating word, James Charles aims to give the audiences a good insight on the packaging of his eyeshadow palette.

Moreover, another sentence that has an adjective as a hyperbole feature is the sentence, "*we have Morphe x James Charles in my iconicsister signature in just a white glossy font.*" The word that exaggerates the utterance is *iconic.* It is used by him to explain that in the palette there is his signature which is recognizable by the fans as

the audience. In the Merriam-Webster dictionary, the word *iconic* itself means, "widely recognized and well-established," which relates to the aim of using the word to specify his signature.

The last example is the utterance, "*39 beautiful, amazing colors.*" To describe the colors in his eyeshadow palette, he defines it with two adjectives that means, "causing astonishment," (Merriam-Webster Dictionary). The words are *amazing* and *beautiful.*

The other hyperbole features are shown using adverb, preposition, phrase and comparative degree. The example for adverb as a hyperbole feature that James Charles says alot in the video is the word *literally.* Such as in the sentence, "*literally be able to createANY single look imaginable.*" The word *literally* itself used to give an emphasize to the word after it. In that previous sentence, it emphasizes *be able.* Meanwhile, according to the Merriam-Webster Dictionary, *literally* means, "—used to emphasize the truth and accuracy of a statement or description."

Next one is the use of preposition as a hyperbole feature with the word *beyond.* The word is in the sentence, "*I am so beyond excited to show you guys everything that we have in store.*" In that sentence the word *beyond* has the function to tell how excited he is. As the word itself according to the Merriam-Webster Dictionary means, "in a degree or amount surpassing."

The last ones are phrase and comparative degree. The phrase used is in the sentence, "*you have no idea I have never wantedto post an Instagram picture more in my entire life.*"The exaggerating phrase is *have no idea*, which tells the audiences that James Charles cannot wait to post a picture about the palette. Further, for the comparative degree, it is found that he uses *the most beautiful* in the sentence, "*This is literally one of the most beautiful highlighters ever.*"

Besides the aims to specify and emphasize a certain quality and detail of the product, James Charles is also known for using the hyperbole words above. For example, for the word *literally,* there is a compilation video uploaded in YouTube of him saying *literally* in his video for a minute. It is a compilation of clips found on James' videos throughout the year. Moreover, on his Twitter account, he also likes to say it too. Such as in one of his tweet in October 2020, which stated,

> "*I was just on the side of the road taking an instagram pic & literally out of NO WHERE, 6 different cars all pulled over at the same time with sisters running to say hello one girl even had on the spider look from my last video?! how do y'all find me like that it's crazy HAHAH.*"

It can be seen from the quotation above that he likes to overexpressed his saying. Thus, the use of hyperbole in this case is more related to his personality which is supported by Leech's (1972) argument. He argued that hyperbole is often concerned with personal values and sentiments.

4) Neologism

A neologism is a word made up of two or more words that have been merged to form a new one. This feature is utilized to give customers a sense of novelty. It's a fantastic method for attracting customers. The employment of a new word may appear weird at first. The unusual terms, on the other hand, will pique the customers' interest and make them want to learn more. When terms are used frequently, they become common.

In the video advertisement of James Charles introducing his new eyeshadow palette, he uses some neologism that are commonly used in daily life. The writer found two sentences that contains neologism terms. They are *bubble wrap* and *plastic wrap.* The first sentence is, "*comes in bubble wrap so it stays protected when it's shipping.*" The second one is, "*obviously you'll notice that there is a plastic wrapthat comes over all the shades.*"

Those two words are the combination of two noun words; plastic and wrap; bubble and wrap. According to the Merriam-Webster Dictionary, here are the meaning of those words individually and as one: plastic means, "*any of numerous organic synthetic or processed materials that are mostly thermoplastic or thermosetting polymers of high molecular weight and that can be made into objects, films, or filaments.*" Bubble means, "a small globule typically hollow and light." Then, wrap means, "*to envelop and secure for transportation*

or storage." As a whole, *plastic wrap* means, "*thin, clear plastic that is used to wrap food or to cover containers that have food in them*." Meanwhile, *bubble wrap* means, "*used for packing material composed of sheets of plastic with bubbles of entrapped gases*."

The aim of using those neologisms within the context are to explain that since the eyeshadow palette is fragile, the shipping will be secured using those products. The bubble wrap and plastic wrap will keep the palette safe. In this case, James Charles says that his and Morphe's team will do their best to ship the palettes well that the consumers worldwide can get it.

Regarding to this result, Golubtsov et al (2019) explained further that since advertisement is a unique type of writing with the aim of promoting product. Therefore, it must contain a clear information about the product. So, by using neologism, James Charles clears an idea about what the packaging looks like and how safe the shipping is.

5) Potency

Advertisers typically use potency feature to grab and hold the attention of consumers. Furthermore, advertisements should utilize phrases with unique and uncommon meanings to attract and hold the attention of consumers. As a result, they employ prospective phrases

with odd meanings to convey the worth of the offered item to consumers.

The findings show that there are 11 sentences that have potency feature. The first example is, "*you have your transition shade, you have your deepening shade, you have your further deepening shade, and then you have your FURTHER deepening shade.*"There are many words in that sentence that can be categorized as unique. The first word is *shade*, which Merriam-Webster dictionary defines as, "comparative darkness or obscurity owing to interception of the rays of light." But, in this case, it means color of eyeshadow that is made from pigments. The second utterance is still related to the word *shade,* which is *deepening shade*. In this case, the utterance mean the color that can deepen the previous colour put on the eyelids.

The second example is, "*I included every beautifullyformulated shade necessary to create literally any look you could possibly imagine*." Besides the word *shade,* this sentence uses the word *look* that can be categorized as unique. It is because, Merriam-Webster dictionary defines it as, "physical appearance." Instead of implying the literal meaning, it refers more to makeup result. So, based on the explanation above, it can be seen that the unique words used by James Charles are related to the makeup field.

From the findings above, it can be seen that the words give a new idea or knowledge related to makeup and beauty to the audience. This statement is supported by Grey (2008), who argues that potential words are those which are able to give new value or novelty.

6) Repetition

Consumers will recall the commercial more easily if the words are repeated. In the James Charles's eyeshadow palette video advertisement, there are 7 repetition, most of them are the repetition of words. Meanwhile, the other is repetition of rhyme and rhythm.

The repetition of words can be seen in the sentence, "*I literally love how these feel so so so much/*" The word *so* is repeated three times in the sentence with the aim of exaggerating James Charles' expression on his adoration to the texture of the packaging. The other exaggerating sentence that has a repetition feature is, "*If you open it up we have,Hallelujah! Hallelujah!*" The expression *hallelujah,* according to the Merriam-Webster Dictionary means, "used to express praise , joy, or thanks." Based in the context of the sentence, James Charles wants to convey his joy in seeing the beautiful colors inside his palette. To give more amplifying effect, he also puts a heavenly effect on the video, which can be seen down below:

Figure 2. James Charles shows the inside of his palette

In the figure above, it is shown that the palette release white rays which indicates the heavenly effect supported by the sentence.

Moreover, for the repetition of rhythm is in the sentence, "*just like the packaging on the outside in the white it is just very very sleekminimalistic.*" Despite the repeated word *very* above, the repetition of rhythm is located in the word *sleek* and *minimalistic.* As it is explained before, the aim of repetition is to make the advertisement catchy. That rule is also applied in the next example, "*so much fun, so good, so fresh.*" He explains the quality of the palette in a repetition so that the audience remember it better. Besides, James Charles like to make this type of repetition. Such as the changing name of his favourite Starbucks drink becomes *pinkity drinkity* and his other catchphrases, *sister shook* and *spooked magooked.* Therefore, the use of repetition in the video advertisement really puts the name of James Charles in the product itself.

Regarding the use of repetition in an ad, Schmidt and Eisend (2015) stated that the more people see or hear repetitive patterns in it, the easier they are remembering it. It means that by putting many repetitive words in the video, besides there are some his catchphrases, James Charles wants to help the audience to remember the video advertisement. Further, Abdi and Irandoust (2013) explained that catchphrases make the audience to pay more attention to the advertisement.

7) Simple Words

Advertisers should use simple words to capture the attention of their target audience. Consumers are better able to grasp the message of advertising when they use simple words. The majority of customers will just give commercials a cursory glance. As a result, using basic terminology to convey the information is quite effective.

From the data obtained by the writer, there are 13 sentence that are included in the simple words feature. The use of simple word can be seen in the sentence, "*THIS IS MY PALETTE!*" From all of the 13 sentences, this one is the simplest one since it is a short sentence that say convey all of the meaning that James Charles wants to say. The goal of saying that is merely to show his palette. As it can be seen on the capture of the video below:

Figure 1. James Charles shows his palette

The second example of simple word feature is the sentence, "*Comes in bubble wrap so it stays protected when it's shipping*." The sentence explains how the palette will be shipped safely since it is protected with the bubble wrap. The last example is, "*the palette comes in matte black,*"which explains the color of the palette.

As it can be seen from the sentences above, the simple word feature helps the advertisers to explain or show an important information about the product easier and clearer. Since the words used are familiar and straightforward, the audience will get the meaning of the utterances easier. This will also influence them to know the product better which may lead to buy it.

Hammam (2006) explained that to gain a better attention from the audience, an advertisement must be clearly stated and made. Therefore, the use of many simple words in the James Charles' video advertisement will make the audience understand the information it contained better. On the other hand, the amount of times James uses

simple words feature can also be caused by his spontaneity, since the video is not a staged type of video.

8) Weasel Words

Advertisers will select words that will pique the interest of consumers. Because it is less straightforward, honest, or straightforward than other words, weasel is used instead of the commonly used words. From the findings, this feature has the least amount of data found, which only consists of three sentences.

The first sentence is, "*the middle row you'll notice are all the bigger shades and they did that all the transition shades*." The weasel words in the sentence are *the middle row...are all bigger shades.* In his utterance, James Charles does not specify the other size comparison of the middle row. Similar to it, the next example, "*Obviously you guys know that the Morphe Palettesusually come with 35, this one comes with 39with the middle row all having bigger pans,*" also is not specified its comparison.

If it is seen from the context of the video advertisement, the bigger pans refer to the other color pans that surrounded the middle row pans. But, since the feature is only seen through the utterances, it cannot be specified. Further, Vidacovid and Janjic (2017) agreed that advertisers

always use weasel words that are vague or not in a specific amount.

b. Syntactic Features of James Charles x Morphe Video Advertisement

1) Ambiguity

A potentially ambiguous phrase or sentence is a phrase or sentence that has more than one cognitive meaning. From the data obtained, there are nine sentences use this feature. The first example is, "*we have Morphe x James Charles in my iconicsister signature in just a white glossy font.*" The ambiguity contains in the phrase *mysister signature.* Out of context, the phrase means that it identifies the signature of James Charles' sister. But, the word *sister* itself has been used by him as a catchphrase since the beginning of his career. It usually does not have a literal meaning, he just uses it as an identifier of noun, verb, or adjective that starts with the letter S, such as *sister shocked, sister sip,* and *sister signature.*

The next example is, "*I am so beyond excited to show you guys everything that we have in store.*" The ambiguity is placed in the sentence *we have in store.* Literally, it means that he has a store which physically sells something. But, in a context, it means that James Charles has many plans in the future about the product for the audience. As it is cited from Cambridge Dictionary, *have in store* means, "planned or likely to happen."

The third example is, "*We just pop her.*" In this sentence, *her* refers to the palette. When James Charles says this, he starts to open the packaging and take out the palette out of it. So, the phrase *pop her*

which is used to convey the meaning that he gives birth to someone, is used to convey the meaning of taking the palette out of the packaging. So, it can be said that the use of ambiguity feature has the aim to make the explanation more interesting and less boring.

2) Association

For some advertisers, the products are connected with other things which have nothing to do with the product itself. Concrete outcomes of the promoted products are made visible with the usage of this phrase. From the data, the writer found 12 results.

The first example is, "*the palette comes in matte black, soft touch.*" The association in this sentence is in the description of the packaging colour. The words *matte* and *soft* give a further description about the packaging since without touching it, the audiences can feel it. According to Merriam-Webster Dictionary, *matte* means, "having a usually smooth even surface free from shine or highlights." Meanwhile, the word *soft* means, "smooth or delicate in texture, grain, or fiber." Thus, based on the definitions of both words, it can be said that the association feature given to the utterance through those words obtain the texture description of the product.

Further, the other examples also use the same pattern which they describe colour with a sensory adjective before. Such as, in the sentence, "*the text on the front is in shiny black says Morphe X James*

*Charles."*In this sentence, the colour *black* is further explained with the word *shiny.* Then, Merriam-Webster Dictionary defines *shiny* as, "having a smooth glossy surface." The next example is, "*we have this beautiful light grey packaging,"*which the adjective *light* indicates the intensity of the colour *grey.* The word *light* itself according to the Merriam-Webster Dictionary means, "medium in saturation and high in lightness."

Besides all of the previous examples, the other association words obtain the name of the colours and the size. For example, in the sentence, "*the middle row you'll notice are all the bigger shades and they did that all the transition shades*." The word *bigger* refers to the size of the middle row pans. Therefore, based on the example above, it can be said that the association feature, James Charles brings the audiences to the world where they can feel the products even though they are not actually touching it.

3) **Ellipsis**

The removal of grammar-required parts that the advertiser feels are evident from the context and hence do not need to be raised. To fill it out, the advertisers usually used three dots (...). In this video advertisement of James Charles x Morphe eyeshadow palette, there is only one sentence found. The sentence is, "*welcome back to my YouTube channelor should I say... my palette!*" Through the sentence, James Charles wants to open the video. Then, the ellipsis or three dots

in the middle of the sentence uses to give a suspense. It is because the video also meant to introduce James Charles' new product. In the video itself, the ellipsis seen as a pause. Thus, it can be said that the pause or ellipsis is used to give a suspense.

4) Incomplete Sentences

A full sentence must have both a subject (noun) and a predicate (verb), so if one of these elements is missing, the sentence is considered incomplete. From the data above, it can be seen that the writer found four sentences that are incomplete sentences.

For example the sentence, "*Perfect for setting your base or deepening anything up whether it be a typical everyday glam look OR an artistry or even a drag look*," that does not state neither the subject nor the predicate. It just specifies the information about how to use the product. Moreover, the second example is, "*very much my overall style*." The sentence does not give a specific subject nor predicate, but it states the object, which is *my overall style.* By saying this, James Charles wants to say that the minimalist packaging is his style. Therefore, based on the explanations above it can be said that using incomplete sentence will help the consumers to catch the main point of the advertisement. It also helps the advertisers to send the message because it saves the space and emphasizes the points.

5) Long Noun Phrases

A long-noun phrase is a collection of words used to describe a product that is more effective than a collection of adjectives. Advertisers employ long-noun phrases to showcase their products and lead consumers to believe that they have many more features than similar products. From the findings, the writer found 5 sentences that uses this syntactic feature.

The first example is, "*Playing with color, playing with avant-*garde *looks thatmost people wouldn't necessarily deem wearable everyday content.*" The phrase explains the use of James Charles' palette. He explains that it can be used for any makeup looks, from an everyday wear which people only use a minimal amount of colour until a glamorous one that needs many colours.

The next example is, "*the top two rows of the palette are for my moreeveryday, wearable, glam shade type of people.*" The long noun phrase is the phrase *my more everyday, wearable, glam shade type of people.* Many adjectives are put in front of the noun word, *people.* It means that to specify on what type of people will mostly use the palette, he needs several adjective.

The last one is, "*the James Charles artistry palette.*" That phrase is the name of the palette. To explains the noun *palette*, James Charles uses his name and the adjective *artistry.* By putting his name, the

product will be sold better, since his name in the beauty industry has been widely known by the audience. Moreover, by using long noun phrases, he does not need to make a new long sentence to inform the noun, which makes the audience understand it better.

6) Simple and Colloquial Language

An advertiser should content and deliver the message to the consumers with a language that easily to understand. Therefore, the advertiser will most likely to use simple languages that are commonly used. From the findings, the writer found 15 sentences.

The first sentence is, "*Taking a step away from tutorials and making beauty videos actually entertaining.*" The sentence is included in the simple and colloquial language because the words in it are easy to understand. This reason is similar to the sentence, "*obviously you'll notice that there is a plastic wrapthat comes over all the shades.*" In addition, he also uses the second person pronoun, which makes the sentence more conversational.

There are more examples of simple and colloquial language used in this vide advertisement that uses second person pronoun, such as this sentence, "*there are 39 ICONIC shade namesthat you guys are definitely going to recognize.*" Besides the use of *you*, the sentence also gives an audience a feeling of being involved in the making of

the product. It can be seen from the saying *the shades name that you are going to recognize.*

The last example is the sentence which seems like the audience is involved is, "*I'm just going to take this off and show you guysthe palette in all of its glory!*" It seems very conversational because it leads the audience to wait for him to do something. Finally, since the simple and colloquial language is a conversational language and James Charles advertises his product through his video, this feature has the most amount than the other features.

7) **Short Sentence**

Consumers normally just look at advertisements for a few seconds or just a glimpse. As a result, when consumers hear or see brief lines in commercials, they perceive them as clearer. Further, from the findings, three sentences has this feature.

The first one is, "*the packaging is super super minimalist.*" It is short yet contained the whole information about the packaging. From that sentence, it can be concluded that the packaging is simple and minimalist. After that sentence, he then describes more about the color and the structure of the product packaging.

Next, the second sentence is, "*it is just so chic.*"Again, this sentence also describes the display of the palette packaging. It means that even though the packaging is simple, it is still elegant. Then, the

last sentence is, "*THIS IS MY PALETTE!*" In that sentence, he just expresses his excitement of the new product that is produced by him. Thus, by using this feature, the important information can be delivered well and the audience will understand it better.

8) Syntactic Parallelism

Repetition between words or clauses is a rhetorical tactic. The repeated sentences or clauses emphasize a central subject or concept that the advertiser wants to get across. In the video, there are four sentences include in the syntactic parallelism. The first one is, "*so much fun, so good, so fresh.*" The repetition is in the use of the word *so* that is followed by an adjective.

The second sentence is, "*Playing with color, playing with avant-garde looks thatmost people wouldn't necessarily deem* wearable *everyday content.*" In this sentence, the repetition involves more words. It starts with the phrase *playing with* then followed by other words. The sentence itself means that he advertises his product as a palette that can be used for any occupation or need.

Then, the same aim can also be seen in the sentence, "*the whole point in making this was that you couldtravel with it, take it* anywhere*, take it on set with you if you're a working makeup artist.*" He uses the word *take* then followed by place indicator. It means that James wants to persuade the audience that the palette is easy to bring everywhere

and suit for any occasion. On the other hand, the last sentence has a repetition that aims to emphasize the word *big,* which the sentence is, "*I know this palette is obviously very, very big*." Therefore, from the explanations above, it can be said that by employing the same grammatical structure to describe equal thoughts, it gives a sense of rhythm and balance in writing.

9) Present Tense

The use of present tense in the brochures was intended to offer sensory perceptions to customers that they were currently undergoing. Based on the findings, there are 11 sentences found. The first example is, "*that is why we are unleashing our inner artist with this collection*."By saying that, James Charles hopes that the palette will always be able to help the audiences to do the best art on their faces.

The next example is, "*we also have my brush collection launching as well*." Differ from the previous example, this sentence only gives an information about the other product launched. Further, this next example also contains a true information about the palette. The example is, "*obviously you guys know that the Morphe Palettesusually come with 35, this one comes with 39with the middle row all having bigger pans*." He informs that there is a similarity between this palette and another Morphe palette, but it is bigger than the previous palette. Therefore, it can be said that the present tense feature used with the aim

of advertising the product by giving an always true persuasion about the product and just information.

10) Imperative

Advertisers are very quick to take advantage of imperative features, even if the product does not have that function. When advertisers employ this feature, they want the customers to perform an action related to the promoted goods.

Based on the findings, the writer has found two imperative sentences. The first one is James Charles' product slogan, which is, "*unleash your inner artist*!" This sentence suggests the audience to release or reveal their skills in art by using his product. So, it also implies that through this product, someone can do anything artistic since it includes many colours.

The second sentence is, "*for now let's jump into this baby*." Unlike the previous sentence, this one uses the suggestive word, *let's*. Further, this sentence indicates hat he wants to move to the next session of the video, which is explaining the detail of the eyeshadow palette. Thus, the imperative feature is used to suggest the audience to do something.

2.   Persuasion Techniques Used in James Charles x Morphe Video

Advertisers utilize persuasion methods to finish the process of influencing consumers. Kleppner (1986) presents a system for categorizing persuasion strategies based on the marketing environment and human traits,

dividing them into three categories. The pioneering stage, competitive stage, and retentive stage are the three persuasive techniques.

Further, based on the definition of each persuasion technique, this video advertisement includes in the pioneering stage. This is because this technique is utilized to introduce a recently released product. Advertisers created commercials to promote their new items. By developing advertising to present the products, the advertisers would demonstrate to the consumers that they could fulfil their wants.

As it is appeared on the title of the video, *James Charles x Morphe Reveal,* the video advertisement contains the explanation of James Charles new palette. In addition, there is also the word *reveal* which means, "the act or an instance of showing, revealing, or disclosing something (such as surprising information or a new product) for the first time," (Merriam-Webster dictionary).

Another characteristic of this stage is that the advertisers provide specific information about the item being advertised. Since, it is a new product, the advertiser wants to clearly explain what the product is and what it contains. As in the video, James Charles explains the meaning of every shade's name and how the shade looks like in used. On the other hand, he does not specify the price of it.

Figure 1. James Charles showing some of the colors in the eyeshadow palette.

By comparing the new product to the similar ones that have been widely known and explaining how the product works, James Charles has achieved the pioneering stage. Through this stage, it is expected that the product will reach the market he targeted well.

Further, based on the data gained by commerceinspector.com through the Morphe's website, in 2020, James Charles has gained a huge success from the palette and brush collection. In the span of 2 years, he successfully sold more 4000 units of eyeshadow palettes and 1300 units of brush collection. Besides his credibility in the beauty world nowadays, the quality of the products and how he advertises those may give a considerable support of his success in launching his first beauty product.

Based on the finding of the research done by the writer, the video of James Charles x Morphe Palette advertisement entitled James *Charles x Morphe Reveal*, has included most of the features. Here are the graphic of the number of lexical features in the advertisement:
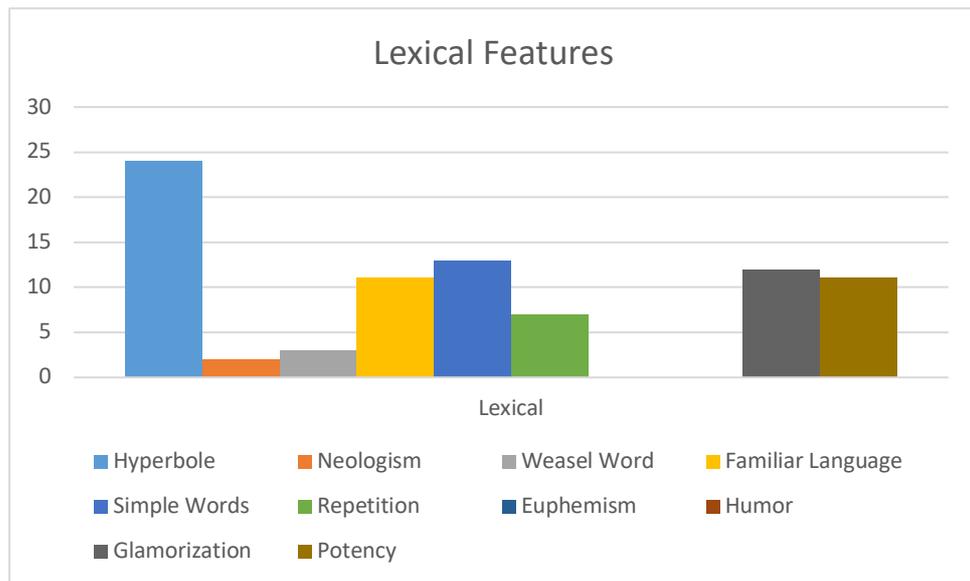
Figure 1. Graphic of Lexical Features in James Charles' Video

From the figure above, it can be seen that two types of lexical features cannot be found in the video advertisement. They are humor and Euphemism. The data itself contains 50 sentences which most of them have a lexical feature. Further, the sentences stated by James Charles on the video include these types of lexical features:

- Hyperbole   : 25 sentences

- Simple Words   : 17 sentences

- Glamorization   : 11 sentences

- Neologism   : 2 sentences

- Repetition   : 8 sentences

- Potency   : 11 sentences

- Weasel Words   : 3 sentences

- Familiar Language : 11 sentences

From those data, the writer found that two types of lexical features are not included in the video. They are Euphemism and humor. Meanwhile, the feature that are included the most is hyperbole.

a. Syntactic Features

The second linguistic feature that appeared in the video advertisement is the syntactic features. Differ from the lexical features, these features are more concerned on the words' pattern. From it, the writer has found all of the types proposed by Grey's (2008) theory. Here are the results:
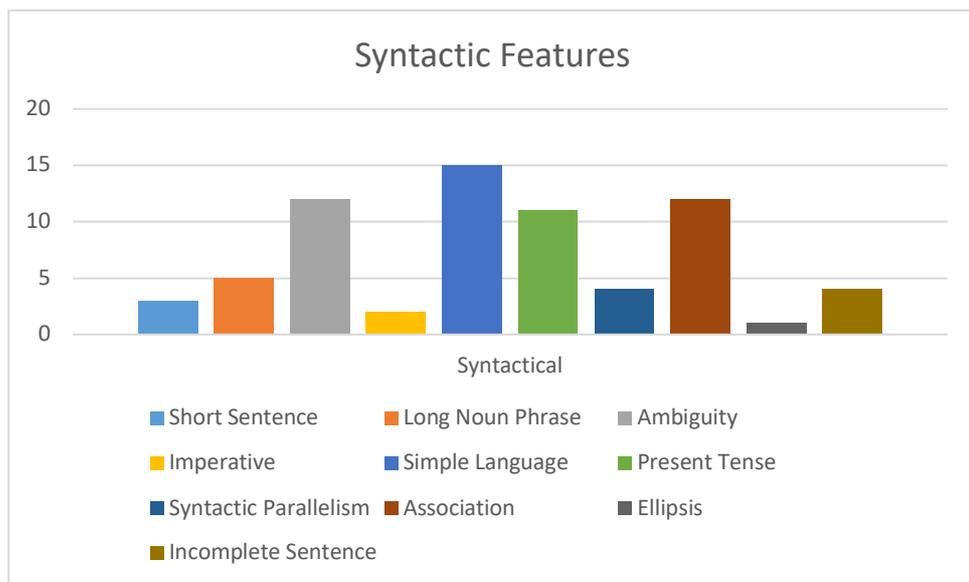

Figure 2. Graphic of Lexical Features in James Charles' Video

Based on the graphic above, here are the explanation about the graphic:

- Short Sentence   : 6 sentences

- Imperative   : 2 sentences

- Syntactic Parallelism   : 4 sentences

- Incomplete Sentence   : 4 sentences

- Long Noun Phrase   : 5 sentences

- Simple Language   : 18 sentences

- Association   : 12 sentences

- Ambiguity   : 13 sentences

- Present Tense   : 11 sentences

- Ellipsis   : 1 sentence

The writer found all of the types of syntactical features with the most type found is simple language feature from the findings. Meanwhile, the other features are evenly existed in the video. But there is a feature that only has one sentence, it is the ellipsis feature.

B. Discussion

Based on the analysis conducted by the researcher, there will be some illustrations about the findings. It is used as the answer to the research questions maintained in the previous chapter. Based on the finding of the research, lexical features of language styles based on Grey (2008) theory the researcher found seven types of lexical features. Among them are 25 sentences of hyperbole, 17 sentence of simple words, 11 sentences of glamorization, potency and familiar language, 8 sentences of repetition, 3 sentences of weasel words, and the less one is 2 sentences of neologism.

This study is supported by Muninggar (2019) used the Grey (2008) theory of language styles for explaining the language styles in Maybelline advertisement. The actresses language styles used

hyperbole, neologism, weasel word, familiar language, simple vocabulary, repetition, euphemism, glamorization, and potency. Although the previous studies have same subject, this study does not find all types of language styles because they only know the use of language styles in advertisement. In fact, those previuos studies do not indicate the dominant type of language styles and this present study found the dominant type of language styles because this study also investigated the persuasion techniques used in James Charles x Morphe Video.

Hyperbole is the dominant type of language styles used in Maybelline advertisement. The use of hyperbole in the advertisement can easily persuade the consumers to use or buy the advertised product because it makes the advertisement more attractive (Frolova, 2014). The function of the advertisement is to persuade the audience to do something in accordance with the message advertised. It includes the attraction of the audience's emotion, conveying information about the characteristics of the product, and persuading consumers to buy.

In analyzing persuasion technique, the researcher use Kleppner (1986). James Charles x Morphe Video advertisement includes in the pioneering stage. This is because this technique is utilized to introduce a recently released product. Advertisers created commercials to promote their new items. By developing advertising to present the

products, the advertisers would demonstrate to the consumers that they could fulfil their wants.

In introducing a new product to the public, advertisers should think about the benefits of the products in comparison to similar products and persuade consumers that they will be satisfied with them. They also should specify the benefit that consumers received from ingesting the advertised item. For example, in the video, James Charles states that his palette is bigger and an improvement of the usual Morphe palettes. As it is stated in his statement, "Obviously you guys know that the Morphe Palettes usually come with 35, this one comes with 39 with the middle row all having bigger pans. This is obviously remodeled after the 39A," (Charles, 2018). By saying that, he aims to compare the new product with the similar ones and that it is bigger, which also means that it is more worth to buy.

CHAPTER IV

CONCLUSION AND SUGGESTION

There are two sub-chapters include in this chapter, they are conclusion and suggestion. The conclusion is the summary of the research results. Meanwhile, suggestion is recommendation from he research results.

A. Conclusion

Based on the findings and discussions above, the writer concludes that the language features in the James Charles x Morphe video advertisement are highly influenced by the fact that James Charles promoted and introduce the product to a spontaneous YouTube video. This fact can be seen from the most lexical and syntactical features in the video.

The lexical features found include hyperbole, simple words, glamorization, neologism, repetition, potency, weasel word, and familiar language. The most lexical feature found is hyperbole. Meanwhile, there are two feature that are not found in the video, namely humor and Euphemism. Then, for the syntactical feature, the writer found all of the feature. They are short sentence, imperative, syntactic parallelism, incomplete sentence, long noun phrase, simple language , association, ambiguity, present tense, and ellipsis, with the most found one is simple language. Those features found have each own function that can be seen on the previous chapter.

Moreover, to answer the second question, based on the findings, it can be said that the video advertisement includes in pioneering stage. It is because the product is new to the market. However, since the product made and used the name of a famous

beauty influencer, James Charles, it makes a huge sell. Therefore, the advertisement can be categorized as successful.

B.   Suggestion

From the conclusion and research results, it can be useful for the stylistic approach. The suggestions are as follow:

1. It is suggested for the next researcher to find more comprehensive data to investigate stylistic in advertisement not only from YouTube. due to nowdays every social media had their own strength on advertising field.

2. For reader, This thesis is expected to be useful for the readers to gain more information about linguistics espacially stylistic indeed give ton of advantage not only for communication but also one of way to marketing.

C. In English Department, Language style Advertisement study can be a deep observation to be learned.

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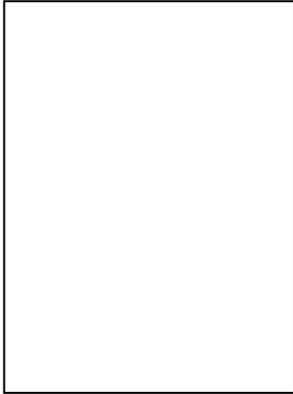
Wahidah Camalia was born in Jombang on November 27, 1995. She graduated from Matholiul falah Kejen. Spend around nine years study on Pondok Pesantren Maslakul Huda undercareof KH. Sahal Mahfud made her interest on literature and lingusitic field bloom. She starts her higher education in 2015 at the Department of English Literature UIN Maulana Malik Ibrahim Malang and finished in 2021. During her study at the University, she joined several beauty class in her semester break, hence of her enthusias about beauty world

APPENDIX

Appendix 1

Table of Data Classification

Lexical Features and Syntactic Features
"Morphe X James Charles"

No.	Text	Lexical Features	Syntactic Features
1.	Unleash your inner artist	Glamorization	Imperative
2.	welcome back to my YouTube channelor should I say... my palette!	Potency	Ellipsis
3.	today is the grande reveal of my Sister Collection with Morphe	Glamorization	Ambiguity
4.	I am so beyond excited to show you guys everything that we have in store	Hyperbole	Ambiguity
		Familiar language	
5.	so much fun, so good, so fresh	Repetition	Syntactic parallelism
		Hyperbole	
6.	the James Charles artistry palette	-	Long noun phrases
7.	we have this beautiful look right here	Simple word	Present tense
8.	you have no idea I have never wanted to post an Instagram picture more in my entire life	Familiar language	-
		Hyperbole	
9.	we have this beautiful light grey packaging	Simple word	Present tense
			Association
10.	we have Morphe x James Charles in my iconicsister signature in just a white glossy font	Glamorization	Ambiguity
		Hyperbole	Present tense
			Association

11.	the packaging is super super minimalist	Hyperbole	Simple language
		Simple word	Short sentence
12.	it is just so chic	Simple word	Short sentence
13.	I love glam but I also have a hugepassion for crazy, colourful, outside ofthe box makeup and I've created this palette withthat in mind	Glamorization	Ambiguity
		Hyperbole	
14.	I included every beautifullyformulated shade necessary to create literally any look you could possibly imagine	Potency	-
		Hyperbole	
		Familiar language	
15.	THIS IS MY PALETTE!	Simple words	Short sentence
16.	we also have my brush collection launching as well	Simple words	Present tense
17.	this is basically my all time favorite Morphe brushes	Hyperbole	-
18.	for now lets jump into this baby	Potency	Imperative
			Ambiguity
19.	We just pop her	Potency	Ambiguity
20.	Comes in bubble wrap so it stays protected when it's shipping	Simple words	Simple language
21.	the palette comes in matte black	Simple words	Association
			Present tense
22.	soft touch	-	Association
23.	I literally love how these feel so so so much	Repetition	Simple language
		Hyperbole	Present tense

24.	the text on the front is in shiny black says Morphe X James Charles	Simple words	Association
25.	just like the packaging on the outside in the white it is just very very sleekminimalistic	Glamorization	Association
		Repetition	
26.	very much my overall style	Hyperbole	Incomplete sentences
27.	If you open it up we have,Hallelujah! Hallelujah!	Hyperbole	Ambiguity
		Repetition	
28.	39 beautiful, amazing colors	Simple words	Simple language
29.	the top of the packaging we have this little saying right up here	Simple words	Simple language
			Present tense
30.	I've has this quote in the notes app on my phonefor literally 2 years now	Hyperbole	Ambiguity
31.	what better to use it for than this eyeshadow palette	Weasel word	Incomplete sentence
			Simple language
32.	Taking a step away from tutorials and making beauty videos actually entertaining.	Simple words	Incomplete sentence
			Simple language
33.	Playing with color, playing with avant-garde looks thatmost people wouldn't necessarily deem "wearable everyday content"	Glamorization	Syntactic parallelism
		Repetition	Long noun phrases
34.	that is why we are unleashing our inner artist with this collection	Glamorization	Ambiguity
		Potency	Present tense
35.	obviously you'll notice that there is a	Neologism	Simple

	plastic wrapthat comes over all the shades	Hyperbole	language
		Familiar language	
36.	all the shade names are also listed on every single one of the colors	Simple words	Simple language
37.	There are 39 ICONIC shade namesthat you guys are definitely going to recognize	Hyperbole	Simple language
		Glamorization	
		Familiar language	
38.	I'm just going to take this off and show you guysthe palette in all of its glory!	Familiar language	Simple language
		Glamorization	
		Hyperbole	
39.	Obviously you guys know that the Morphe Palettesusually come with 35, this one comes with 39with the middle row all having bigger pans	Hyperbole	Present tense
		Weasel words	Simple language
		Familiar language	Association
40.	The whole point of creating my Sister Collection with Morphewas that I felt like there was something missing on the marketand that was one eyeshadow palette that could truly create any single look	Glamorization	Long noun phrases
41.	I know this palette is obviously very, very big	Repetition	Syntactic parallelism
			Association
42.	the whole point in making this was that you couldtravel with it, take it anywhere, take it on set with you if you're a working makeup artist	Familiar language	Syntactic parallelism
		Repetition	
43.	literally be able to createANY single look imaginable	Hyperbole	Ambiguity
		Glamorization	

		Potency	
44.	the top two rows of the palette are for my moreeveryday, wearable, glam shade type of people	-	Long noun phrase
			Association
			Ambiguity
45.	the middle row you'll notice are all the bigger shades	Familiar language	Association
	and they did that all the transition shades	Weasel word	Ambiguity
		Potency	
46.	you definitely don't need 7 different transition shades, so what did I do?	Familiar language	Simple language
		Simple words	
		Potency	
47.	Perfect for setting your base or deepening anything up whether it be a typical everyday glam look OR an artistry or even a drag look	Glamorization	Incomplete sentence
		Potency	
48.	This is literally one of the most beautiful highlighters ever	Hyperbole	Simple language
		Potency	
49.	these four colors are all four colors needed to create literally any warm toned smokey eye	Hyperbole	Long noun phrases
			Association
50.	you have your transition shade, you have your deepening shade, you have your further deepening shade, and then you have your FURTHER deepening shade	Repetition	Syntactic parallelism
		Familiar language	Ambiguity
		Potency	