

**BEAUTY CONCEPT IN TOOTHPASTE ADVERTISEMENT:
A CRITICAL DISCOURSE ANALYSIS**

THESIS

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**ENGLISH LANGUAGE AND LETTERS DEPARTMENT
FACULTY OF HUMANITIES
MAULANA MALIK IBRAHIM STATE ISLAMIC UNIVERSITY,
MALANG
2016**

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A CRITICAL DISCOURSE ANALYSIS**

THESIS

Presented to

Maulana Malik Ibrahim State Islamic University, Malang,

in partial fulfillment of the requirement

for the degree of *Sarjana Sastra* (S.S.)

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MALANG
2016**

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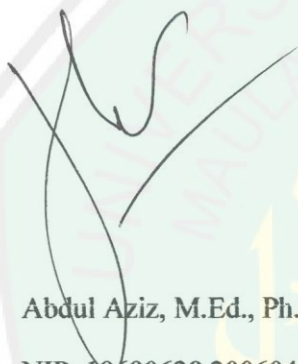
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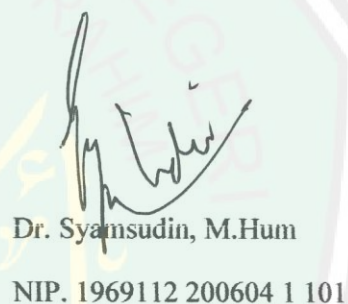
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MOTTO

"وَمَنْ يَسِّرْ عَلَى مُعْسِرٍ يَسِّرَ اللَّهُ عَلَيْهِ فِي الدُّنْيَا وَالْآخِرَةِ"

DEDICATION

This thesis is especially dedicated to my beloved family, my grandparents, my father (Alm) Mausus, SA, my mother (Mudrika), my brother (Moch. Badruddin Munir) and my sisters (Siti Romlah, Junaidah, Ma'rufah, Ati'urrahmah, Mar'atus Sholihah) who have been with me every step of the way, through good times and bad. Thank you for the all unconditional love, guidance, and support you have given to me.



STATEMENT OF AUTHENTICITY

I declare that the thesis entitled *Beauty Concept in Toothpaste Advertisement: A Critical Discourse Analysis* truly my original work to accomplish the requirement for the degree of Sarjana Sastra (S.S.) in English Language and Letters Department, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University, Malang. It does not incorporate any material previously written or published by another person, except those indicated in quotations and bibliography. Due to this fact, I am the only person responsible for the thesis if there is any objection or claim from others.

Malang, August 30th, 2016



Luluk Khoiriyah
Luluk Khoiriyah

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My foremost thanks go to Almighty Allah for granting me the strength and health to carry out this research. I beseech thee to grant the clarity of prophet Muhammad (p.b.u.h) with his guidance of Islam. Thereby, I can accomplish my thesis entitled *Beauty Concept in Toothpaste Advertisement: A Critical Discourse Analysis* as the requirement for the degree of Sarjana Sastra in English Language and Letters Department, Faculty of Humanities at Maulana Malik Ibrahim State Islamic University, Malang.

It is with great enthusiasm that I would like to extend my sincerest thanks to all the wonderful people who have helped and supported me in this research:

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2. Dr. Hj. Istiadah, M.A, as Dean of Humanities Faculty of Maulana Malik Ibrahim State Islamic University, Malang.
3. Dr. Syamsudin, M.Hum, as Head of Department of English Language and Letters of Maulana Malik Ibrahim State Islamic University, Malang.
4. Abdul Aziz, M.Ed., Ph.D., as the thesis advisor whose support and guidance made my thesis work possible. He has been actively interested in my work and has always been available to advise me. I am very grateful for his motivation and immense knowledge in linguistic criticism.
5. A very warm and special thanks to my big family. It could not however have been possible without the undying love and support of my mother and my siblings for having gotten me this far and who have always encouraged my education.
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This thesis is far from perfection and has so many lacks in several aspects. Criticism and suggestions are welcomed by the researcher for the improvement of this thesis. Hopefully, this thesis would give benefit especially for researcher itself and all readers in general.

Malang, August 27th , 2016

Luluk Khoiriyah

ABSTRACT

Khoiriyah, Luluk. 2016. *Beauty Concept in Toothpaste Advertisement: A Critical Discourse Analysis*. Thesis. Faculty of Humanities. English Language and Letters Department. Maulana Malik Ibrahim State Islamic University, Malang. Advisor: Abdul Aziz, M.Ed., Ph.D

This research tries to analyze beauty concept in toothpaste advertisements based on three-dimensional models of discourse in Fairclough's Critical Discourse Analysis (CDA) framework. It is conducted to: (1) find the concept constructed in toothpaste advertisements (2) know the way of beauty concept constructed in toothpaste advertisements.

This research uses a qualitative approach by using content or document analysis to analyze the beauty concept in toothpaste advertisements. There are two steps in collecting the data, namely documentation and observation. In analyzing the data, the researcher uses two processes, firstly analyzing the text and visual image of the advertisement based on the content and then analyzing them based on the content descriptively.

The findings reveal that toothpaste advertisements create ideological concepts about women by certain linguistic strategies. The analysis of all toothpaste advertisements reveals that how the lexical selection, use of positive adjectives and adverbs, nouns and nominalization, simple phrase, imperative statements, repetition, antonym, visual image and illustration form so-called positive self-representation. Finally, this positive self-representation makes viewers believe a beauty concept that beautiful women should have white teeth, are fresh and young and that what and how beauty looks like.

Keywords: Critical discourse analysis, Toothpaste advertisement, Beauty concept

مستخلص البحث

خيرية، لولوك. ٢٠١٦. نظرية الجمالة في إعلان تجاري معجون الأسنان: تحليل الخطاب الناقد. البحث الجامعي. كلية الإنسانية. قسم اللغة الإنجليزية وأدبها. جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: الدكتور عبد العزيز الماجستير.

هذا البحث يحلل نظرية الجمالة في إعلان تجاري معجون الأسنان حسب نمط ثلاثة أوجه من تحليل الخطاب الناقد من جهة نظرية نورمان فايركلوغ Norman Fairclough. يهدف هذا البحث (١) معرفة النظرية المكونة في إعلان تجاري معجون الأسنان (٢) معرفة كيفية نظرية الجمالة المكونة في إعلان تجاري معجون الأسنان. يستخدم البحث طريقة البحث الكيفي بمدخل تحليل المحتوى أو النص لتحليل نظرية الجمالة في إعلان تجاري معجون الأسنان. هناك خطوتان في جمع البيانات هما الوثائق والملاحظة. في تحليل البيانات، تستخدم الباحثة عمليتين. تحلل الباحثة النص والصورة البصرية في إعلان تجاري حسب المضمون ثم تحللها حسب السياق وصفيًا. نتيجة البحث تشير أن إعلاننا تجاريًا معجون الأسنان تشكل نظرية الفلسفة عن المرأة ببعض الاستراتيجية اللغوية المعينة. التحليل من جميع الإعلان التجاري معجون الأسنان يقدم كيفية اختيار المعنى المعجمي، واستخدام الكلمة الوصفية والكلمة البيانية الإيجابية، وتنوع الأسماء، وعبارات بسيطة، وقول ضروري، وتكرار الكلمة، والأضداد، وتصوير البصيرة، والتوضيح الذي يشكل تمثيل إيجابي. حتى يكون التمثيل الإيجابي من إعلان تجاري معجون الأسنان يجعل مشتري الإعلان التجاري يصدقون نظرية الجمالة أن المرأة الجميلة لديها بيضاء أسنان وتناسب والفتاة.

كلمات أساسية: تحليل الخطاب الناقد، إعلان تجاري معجون الأسنان، نظرية الجمالة

ABSTRAK

Khoiriyah, Luluk. 2016. **Konsep Kecantikan pada Iklan Pasta Gigi: Sebuah Analisis Wacana Kritis**. Skripsi. Fakultas Humaniora. Jurusan Bahasa dan Sastra Inggris. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Abdul Aziz, M.Ed., Ph.D

Penelitian ini menganalisa mengenai Konsep Kecantikan pada iklan pasta gigi berdasarkan model tiga dimensi Analisis Wacana Kritis menurut kerangka Norman Fairclough. Penelitian ini bertujuan untuk (1) mengetahui konsep yang dibentuk dalam iklan pasta gigi (2) mengetahui bagaimana konsep kecantikan terbentuk dalam iklan pasta gigi.

Penelitian ini menggunakan metode kualitatif dengan menerapkan pendekatan analisis konten atau dokumen untuk menganalisa konsep kecantikan dalam iklan pasta gigi. Terdapat dua tahap dalam mengumpulkan data, yaitu dokumentasi dan observasi. Dalam menganalisa data, peneliti menerapkan dua proses. Peneliti menganalisa teks dan gambar visual iklan sesuai dengan konten kemudian menganalisanya sesuai konteks secara deskriptif.

Hasil penelitian ini menunjukkan bahwa iklan pasta gigi membentuk konsep ideologi tentang wanita dengan beberapa strategi linguistik tertentu. Analisa dari semua iklan pasta gigi mengekspos bagaimana pemilihan leksikal, penggunaan kata sifat dan kata keterangan positif, variasi kata benda dan nominalisasi, frasa sederhana, pernyataan imperatif, pengulangan kata, antonim, penggambaran visual, dan ilustrasi membentuk representasi positif. Sehingga representasi positif dari iklan pasta gigi tersebut membuat konsumen iklan percaya sebuah konsep kecantikan bahwa wanita cantik seharusnya memiliki gigi putih, bugar atau *fresh*, muda.

Kata kunci : Analisis wacana kritis, Iklan pasta gigi, Konsep kecantikan

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CHAPTER I

INTRODUCTION

This chapter discusses the research background, research question, research objective, research significance, scope and limitation, definition of key terms and research method.

1.1 Background of the Study

In nowadays reality, people might have different standard on women beauty. People may agree an idea that sexy body is a criterion for beauty in women. People may consider that white skin color is in beautiful women. In the other hand, everyone may consider that wearing veil is a standard for women beauty. Everyone would whether agree or not if being pregnant makes women beautiful. Everyone might believe if big body is an add value on women beauty. Until today, media is still believed to bring impact on how people see the world (Rehman, 2011). Using media, people have the ability to witness any ‘important’ events on the world. This media power raises the problem about media ability in deciding which one is important and which one is not. This kind of practice inevitably will influence which fact that media choose to deliver to their audiences.

Hence, how media choose to portray women beauty, somehow have an impact on the way women view themselves. Women beauty is presented in all forms of mainstream media, bombarding women with standards that define what is considered to be the “beautiful women”. Such standards of beauty are impossible to achieve by every woman; a majority models displayed on popular

media have the same standards of beauty such as the same body image and the same physical appearance. Mass media's use of such same standards sends hidden message, that in order for women to be considered beautiful, she must look like what media portray of women. Advertisement as one of mass media's forms are potentially giving influence in constructing those standards of beauty which is so-called as beauty concept (Abdelaal, 2014).

Nowadays, advertisements communicate a message through language and signs. Besides, words that are used in advertisement texts reflect product language, meaning on audiences and social system (Cook, 2001). Advertisements within its transmission of meaning and message and its social significance have led people to consider it as a discourse type. Fairclough (1995) believes, as a different type of action, discourse represents point of view of people to the world and each other. Accordingly, advertisement can be considered as a kind of discourse that in its center power and ideology interact each other and it can be used to express and impose one's ideology. It deals with values, ideology, attitudes and ideas shaping culture (Sinclair: 1987, cited from Abdelaal, 2014), which provides a restricted view of the world. Since every person has their own concept; in other words, every person is affected by her/his own concept as well as concepts of the dominant power relations in society.

In today's phenomenon, the dominant power also comes from the toothpaste advertisements which can impose certain concept on other people. Toothpaste advertisements are now massively becoming more dynamic and persuasive in constructing a certain concept. In this case, this research will look deeply into the language employed in the discourse of advertisement regarding the

way of what and how a certain concept carried in toothpaste advertisements. It is necessary to note that toothpaste advertisement language is different from other advertisements. They have their own favoured linguistic expressions with their target audience. Along with the development of consumerism in modern societies, including developing ones, toothpaste advertisements are much more multi-colored in producing advertisement. To express information, toothpaste advertisements tend to use simple, direct, or implicit language with slogan, tagline, symbol, color which are becoming important technical aspect for an advertisement and that is what linguistically attracted to analyze most in this study.

Henceforth, this study would use analytical paradigm of CDA described by Fairclough (1995) covering the three-dimensional model which later on will investigate the text, discourse practice, and social culture and in order to analyze beauty concept constructed in toothpaste advertisements. Advertisement has been a subject for many studies because the analyzing of advertisement is growing importance. However, only a few of researchers have conducted a research on toothpaste advertisements which expose beauty concepts using Fairclough's theory. Therefore, this research is considered having a significant role to analyze regarding that the result of this research may potentially support the following research to explore more various subjects with specific implications. Correspondingly, this research can be followed up as well.

1.2 Statement of the Problem

1. What is the concept constructed in toothpaste advertisements?

2. How is beauty concept constructed in toothpaste advertisements?

1.3 Objectives of Study

1. To find the concept constructed in toothpaste advertisements
2. To know the way of beauty concept constructed in toothpaste advertisements.

1.4 Scope and Limitation

The discussion in this research will specifically describe what and how a certain concept in toothpaste advertisements constructed based on Fairclough's three-dimensional (3-D) theory; text, discourse practice and social practice. There are many types of advertisements of toothpaste products, but as time was constant it was difficult to collect all types of toothpaste. Based on the limitation of time and source, the researcher collects the data from advertisements of toothpaste products posted only in Internet. Therefore, the finding of this research may not cover any potential finding obtained from other sources.

1.5 Significance of the Study

This research is analyzing beauty concept constructed in toothpaste advertisements. This study hopefully can give contribution to some extents. Theoretically, the researcher hopes this study is able to develop and give an enlightenment to the approach of three-dimensional model by Norman Fairclough and its application in advertisement text. Practically, the result of this study can give a contribution to all language users especially to the advertisers and all the toothpaste advertisements' consumers to be much aware in the language use in

toothpaste advertisements. For the following researchers, this research could be potentially a reference and guidance for those who want to analyze the same topic with more various subjects such as food ads, service ads, or any other research subjects with more specific implications. Correspondingly, this research can be followed up as well.

1.6 Research Method

1. Research Design and Instrument

The main target of this research is to identify what and how language takes place in toothpaste advertisements to construct certain concept using critical discourse analysis approach. The topic that the researcher works on is in line with CDA (Critical Discourse Analysis) frame because analyzing the language use concerns with Fairclough's three-dimensional model focusing on discourse, thus, is to understand how texts are built, distributed, published and consumed. Norman Fairclough defines the 3 dimensions as: (1) spoken or written text; (2) discursive practice which includes production and interpretation of the text; and (3) social practice. In addition, researcher also analyzes using semiotic to expose the image of ads in which it is one of technical aspect of advertisement considered as a text. This research uses a qualitative method and the data is analyzed descriptively. Hancock states that the qualitative method concerns with developing explanation of a social phenomenon. This research describes the social phenomenon of relevant utterance. It is analyzed because the researcher describes the phenomena which appear in society about beauty concept conducted in toothpaste ads. In

this study, the researcher uses primary data. The data are collected from ads posted in Internet. There are 4 different toothpaste products and 1 teeth-whitening kit that have been selected for analysis; Active Smile Whitening Kit, Colgate, New Close-Up Fire-Freeze, CloseUp White Now, and Truly Radiant. Those five ads are selected for CDA analysis having the maximum number of viewers and played maximum times on Internet, TV, and other social media sites. The aim of this study is to explore the ideology, visuals, and specific linguistic features behind the particular image.

2. Data Collection and Analysis

Commonly, the technique of collecting data in qualitative method uses some ways such interview, observation, documentation, and focus group discussion (Rahardjo, 2011). Here, the researcher uses the technique of documentation and observation. Documentation method is used because the researcher gains the data source from Internet by recording it. Using purposeful selection as the sampling technique, many toothpaste ads are collected from Internet source. The data is made in written form by quoting any potential slogan of toothpaste ads product and documenting the ads' picture. It is taken using documentation technique which later on will be analyzed descriptively. Also, the researcher tries to observe and examine the data source based on its phenomena. The phenomena existed in this research is about the language use in toothpaste ads which persuade and manipulate people. By observing systematically, the researcher can reveal the three-dimensional model of Fairclough's theory in this research and the finding result will be compatible and significant using this method.

1.7 Definition of Key Terms

In order to avoid misunderstanding, the researcher will define the salient concepts or themes which emerged during the analysis used in this study.

1. Beauty concept, is a property associated with human beings; this could be considered even as a characteristic. Beauty prevails in various forms: nature's beauty (scenic beauty), physical beauty (facial appearance). Beauty is used to express a nice looking woman as opposed to hand-some for man (Kumar, 2002). According to Karan (2008), beauty is an emotional element which has double meaning, inclusive and exclusive. In exclusive sense, beauty refers to-how things appear, their manifestation, for example human bodies, artifacts, and so on.
2. Advertisements, is a small tool such as machine that has particular function, but is often thought of novelty, by an identified sponsor/producer with a view to disseminate information concerning the product. It is the means by which goods or services are promoted to the public (Petley, 2002). He also says that the advertisers' goal is to increase sales of goods or services by drawing people's attention to them and showing them in a favorable light.
3. CDA stands for Critical Discourse Analysis. According to Fairclough (2001: 229-230), Critical Discourse Analysis (CDA) studies and analyses any type of discourse (written text, speech, gesture, symbols, signs posters, electronic and printed advertisement and any type of

communication) that systematically communicate with us. Fairclough (2001) further says that, CDA helps by analyzing certain discourse about the hidden issues of problems of a society (Haque, 2008). Van Dijk (1998) says, “CDA is a type of discourse analytical research that primarily studies the way power abuse, dominance and inequality are enacted, reproduced, and resisted by text and talk in social and political context”.



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter considers literature relevant to the objective of research and describes how Critical Discourse Analysis is used as a tool to expose and reveal language use in toothpaste ads product. To understand the principles and methodology in CDA, this chapter explains the concepts introduced by Norman Fairclough (1995). This part will also review the previous studies related to CDA and ads' discourse.

2.1 Critical Discourse Analysis

Critical Discourse Analysis (CDA) is a branch of discourse analysis that takes critical viewpoints in discourse analysis. According to Van Dijk (as Cited in Bloor & Bloor, 2007: 2), "CDA is a new cross discipline that compromises the analysis of text and talk in all disciplines of humanities and social science virtually." Moreover, CDA is interested in ways language and discourse is used to achieve social goals and partially this use plays a key role in social maintenance and change (Bloor & Bloor, 2007).

2.1.1 Concept of CDA

According to Haque (2007: 2) critical discourse analysis (CDA) is a process, system or method for analyzing instances of discourse in order to expose hidden issues or agendas which are embedded in society. CDA studies any types of discourses (written, spoken and semiotic) which can systematically communicate with us. The starting point of CDA is social

problem (Fairclough, 2001: 229-30). CDA makes people aware of the hidden structures which have been parts of the social set up (ibid.). CDA tends to establish a relationship between language (semiotic signs, paralanguage, advertisements etc), ideology and power (Haque, 2007: 2-3). Gee (2004), sees CDA as an approach to language analysis that considers texts as parts of specific social practices that have political implications about issues of status, solidarity, and of distribution of social goods and power. CDA examines how texts represent and construct reality within a specific ideological system through implicit messages based on what is said and left unsaid.

2.1.2 Basic idea of CDA

According to Van Dijk (2001: 352), critical discourse analysis (CDA) is a type of discourse analytical research that studies the social power abuse, dominance produced and resisted by text and talk in the social and political context. He also says that CDA is a critical way of focusing on social problems and the role of discourse in the production and reproduction of power abuse and domination. According to Fairclough (2001: 229), CDA deals with real issues and real problems in society, like “globalization, social exclusion, shifts in governance and so forth”. The scope of CDA is vast (Haque, 2007: 4). Critical discourse analysis (CDA) is not restricted to the educational institutions. Discourse Analysis (DA) studies discourse from linguistic perspectives but CDA looks at discourse not only from linguistics perspective but also goes beyond the boundary (ibid.). CDA helps people by analyzing certain discourses which are embedded in society or those discourses which are employed by powerful groups or societies. It helps to

understand how a discourse is used to manipulate people. According to Haque (2004), the aim of CDA is to inform the people about the hidden problems of society so that they can ask questions about the hidden issues.

2.1.3 Principles of CDA

The basic principles of CDA can be found in the approaches of former analysts of this field. They are Norman Fairclough, Teun van Dijk, Ruth Wodak, Gunther Kress, and Theo van Leeuwen who deal with language, power and ideology and analyses the social order as well as the social make-up of society to reveal the unseen structures and issues embedded in the particular society (Haque, 2007: 4). The Principles of CDA, outlined by the CDA practitioners can be summarized as follows:

- Language is a social practice through which the world is represented.
- Discourse/language used as a form of social practice in itself not only represents and signifies other social practices but also constitutes other social practices such as the exercise of power, domination, prejudice, resistance and so forth.
- Texts acquire their meanings by the dialectical relationship between texts and the social subjects: writers and the readers, who always operate with various degrees of choice and access to texts and means of interpretation.
- Linguistic features and structures are not arbitrary. They are purposeful whether or not the choices are conscious or unconscious.

- Power relations are produced, exercised, and reproduced through discourse.
- All speakers and writers operate from specific discursive practices originating in special interests and aims which involve inclusions and exclusions.
- Discourse is historical in the sense that texts acquire their meanings by being situated in specific social, cultural and ideological contexts, and time and space.

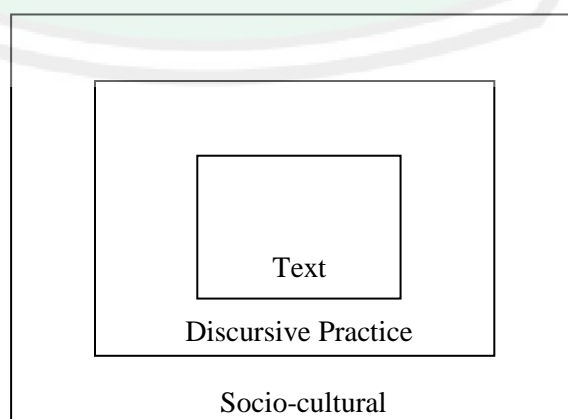
2.1.4 Objectives of CDA

CDA is generally viewed as the study of 'the relationship between discourse and power, a study that addresses social problems (Van Dijk, 2001: 363). The objective of CDA seems quite significant. According to Haque (2008: 113) one of the objectives of CDA is to focus on social issues and problems embedded in society, and take up the causes of the oppressed and downtrodden people of the society. He further says that, the aim of CDA is to show non-obvious ways in which language is involved in social relations of power and domination, and ideology. Haque (2008: 113) further elaborates that CDA's aim is to empower people by making them conscious of hidden structures that exist in society. Fairclough (2001: 229) also says that CDA tries to make a balance of the power between the controller of discourse and the target people.

2.1.5 Norman Fairclough's three-dimensional model

Fairclough (1995) considers that discourse is used to refer to written or spoken language use in which his aim is to investigate it as a form of social practice. He further adds that language use is simultaneously constitutive within social identity, social relations and system of knowledge and belief. Since Fairclough (1995) views language use as social practice is dialectical with its context, the study of its relationship is vital. Fairclough's analysis is based on three components—description, interpretation and explanation. Linguistic properties of texts are described (text analysis), the relationship between the productive and interpretative processes of discursive practice and the texts is interpreted, and the relationship between discursive practice and social practice is explained (Fairclough, 1995). In doing this, Fairclough attempts to establish a systematic method for exploring the relationship between text and its social context.

Furthermore, to analyze discourse, Fairclough developed a model for CDA which constitutes three three-dimensional boxes, nesting one inside the other. The inner box presents the text, the box in the middle presents the discourse practice, and the outer box presents the socio-cultural practice.



a. Text

According to Fairclough (1995), analysis of text involves linguistic analysis in terms of vocabulary, grammar, semantics, the sound system and cohesion-organization above the sentence level. In short, analysis of text is concerned with both their meanings and their forms. Fairclough also views text from a multifunctional perspective which includes representations, relations and identities. Analysis of texts also includes linguistic analysis, and semiotic analysis of for instance visual images (contemporary texts are characteristically, and increasing, ‘multimodal’ with respect semiotic systems, Kress & van Leeuwen 2001).

b. Discursive Practice

Fairclough (1995) highlights that his second layer, discourse practice, in the framework mediates between text and the sociocultural practice. According to Fairclough, a discursive event is simultaneously text, discursive practice (including the production and interpretation of texts) and social practice. For the operationalization of this theoretical considerations, Fairclough develops an analytical framework (Fairclough, 1995), drawing on the concepts of ‘interdiscursivity’ (that is the combination of genres and discourses in a text) ‘intertextual chains’ (that is the relationship between texts ‘before’ and ‘after’), and ‘manifest intertextuality’ (the discourse representation) (Fairclough, 1995).

- 1) Interdiscursivity is an analysis of how genres, tenor, mode, and dimension of text in discourse are articulated together.

Interdiscursive analysis is a central and distinctive feature of this version of CDA. It allows one to incorporate elements of 'context' into the analysis of texts, to show the relationship between concrete occasional events and more durable social practices, to show innovation and change in texts, and it has a mediating role in allowing one to connect detailed linguistic and semiotic features of texts with processes of social change on a broader scale.

- 2) Intertextual chains involves producing media texts or the transformation which texts undergo in production and consumption.
- 3) Manifest intertextuality analysis focuses on the borderline between text and discourse practices in the framework. Compared to linguistic analysis which is descriptive, manifest intertextuality analysis is more interpretive in nature. This is due to the many layers of meanings being added to or taken away from the text. In order to interpret the discourse process of a particular text, one needs to unpack the different layers or text within the text itself. It involves discourse representation, presupposition (inference of text), and irony (opposite of text).

c. Sociocultural practice

Fairclough (1995) also explains that analysis of sociocultural practice of a communicative event consist of three parts which is

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

2.2 Advertisement

Advertisements (sometimes referred to as adverts in this study) are understood as ‘the everyday texts’ that persuade people to buy certain products or inform their target audience about some aspect of reality, such as a general meeting, or political elections. Kress and van Leeuwen (2001:4) states that advertising means ‘drawing attention to something’, or notifying or informing somebody of something. In order to understand the purpose of advertisements, one has to treat advertisements as a discourse type.) Kress defines discourses as socially constructed knowledges of some aspect of reality, developing in specific social contexts and in ways that are appropriate to the interests of social actors. Advertisement involves three major stakeholders. These are the manufacturers, consumers and advertisement agencies. Cook (2001) classifies the manufacturers as senders, the consumers as addressees and the advertisers as senders. The mass media are the channel through which advertisements reach the consumer. The mass media consists of commercial television, radio, newspapers, and magazines among other things. The medium has to be suitable to the advertising agency in terms of presenting the advertisements to the desired audience. Sukrisno (2010)

assert that advertisers examine the coverage each medium has in various markets and select those media that cover the target areas most effectively. Advertisement is widely researched in the economic and management sciences, marketing communications, visual communications, and language and literacy education. Modern day advertisements influence the social lives of people in many developed societies. Advertisements pervade every social space, from the billboard, the streets, the shopping malls, to our homes, through television, magazines and newspapers; we are bombarded by images of advertisements. Advertisements encourage people to buy certain products or goods (Petley, 2002)

2.2.1 Semiotics in Advertisement

Photographs, used in print advertisements, work as a system of signs that gives form and meaning to consciousness and reality. There are always two modes of communication in a printed advertisement; a verbal mode and a visual one, and which interact together. These two modes can be expressed through the different signs utilized like colors, typed words, and photographs. Semiotics refers to the science of sign in society (Saussure, 1974). Semiotics offers a premise of systematic, comprehensive and coherent study of communication phenomena as a whole (Hodge & Kress, 1988). Put simply, "Semiotic is the study of sign and signifying practice. The semiotic approach has different branches. Color is one of the sub-disciplines of semiotic approach. Color and image are similar to language and they can fulfill and realize three broad meta-functional communications as well as language does. Semiotics plays key roles in account of meaning of colors. Semiotically, 'what' people do with colors varies enormously. But, if one stays with the

notion that ‘what people do’ determines the tools and bears in mind that very different things done by different group, that making a sense of colors useful for meaning making (Kress & Van Leeuwen, 2006). Social groups which share common purposes around the use of colors are relatively small and specialized.

2.2.2 Discourse of Advertisement

Discourse of advertisement includes the image and the verbal text because of the various elements found in the design of advertisement, advertisements are referred to as multimodal texts, as has been mentioned above (Kress & Van Leeuwen, 2001). The use of images with the verbal text affords complex relationships between the words and the pictures for multimodal research to explore. Often the verbal text anchors the image. Of concern here is that images without a verbal text are open to numerous interpretations, but if they occur with the verbal text, as they often do in advertisement, the divergence in interpretation is minimized. However, Messaries (1997: 221) suggests that an advertisement’s visual message can remain partly or wholly implicit even when there is extensive verbal commentary ostensibly telling us how to interpret the images. Various techniques of appeal are found in advertisements. Firstly, as Messaries (1997) claims, by linking a product with a certain image, the advertisement makes it possible for users of the product to draw on that link as a means of making a public statement about how they themselves wish to be viewed. For example, for a person aspiring toward upward mobility, ordering a brand of vodka whose advertisement includes original works of art may be a way of

signalling good taste and refinement. Secondly, as Goldman (1992) asserts, advertisements tend to invite us to step into the ‘space’ of the advertisement to try on the social self we might become if we wore the product image. ‘People become a kind of tabula rasa, a slate filled with desired attributes by the objects they consume’. This echoes what was argued by Berger (1972) in his now classic study of advertisement called ‘Ways of Seeing’. (Berger (1972:131, cited from Baltzis 2007) states that advertisements propose to each of us that we transform ourselves, or our lives, by buying something more. He observes that the would-be buyer is meant to envy him or herself as he or she will become if he or she buys the product. This shows that buyers may imagine certain futures (identities) that are promised in the product purchase.

2.3 Previous Study

Fairclough (1995) links these three dimensions in his interpretation, linking text with social practice and vice versa. Discourse and practice are ‘interdependent networks’ which he calls ‘orders of discourse’. In other words, a society or a social domain is basically structured and within it are various types of practice. His concepts and framework are regarded by many as a detailed approach to conducting CDA and are often used and referred to many CDA researchers, including those who have conducted past studies on ads’ discourse. In his work on a critical discourse analysis, Vahid (2012) explores the concept of discourse as social practice in six different advertisements (product/non-product ads) to investigate the intentions and techniques of consumer product companies to reach more consumers and sell more products. He uses the methods of Critical

Discourse Analysis (CDA) not only for analyzing texts and images adequately, but also for putting them in analyzable relations to socio-cultural processes and changes using Norman Fairclough's three-dimensional model to analyze the data. His finding shows that the private producer intends to persuade the viewer to buy a special product, s/he gives the power to the viewer. While the producer of the ad is the government, it tries to show its power. However, it could be understood from the results that the producers, generally tend to use their power and ideology to change people's behavior and thought.

Tahseem & Hameed (2015) examined beauty product advertisements by applying Fairclough's three-dimensional model and Kress & Leeuwen's Grammar of Visual Design approach. It aimed to explore the language and linguistic feature strategies employed by advertisers to maneuver women and explain power relations between product-producer and product-consumers. The research fundamentally presented ideological concepts from feministic perspective by portraying celebrities as an effective tool for advertisement. The result of their study can be concluded that advertisers use various types of strategies and linguistic patterns such as persuasion techniques, technical vocabulary and slogans to catch attention of women and some adverts have ideologically contested vocabulary which portrays what an ideal woman is.

Iqbal (2014) examined beauty advertisement of a product from the perspective of Critical Discourse Analysis based on Fairclough's three-dimensional model. Her study is basically focus on the use of language in toothpaste cream Fair & lovely and the strategies used by product advertisers to influence and exploit the women. The study also explored how social actors use

specific structures and situations in construction of reality and highlighting of stereotypes, to control the mind and maintain power over the audience. The findings indicates that advertisers use various linguistic devices such as direct address, positive vocabulary, headlines, and catchy slogans to attract women. In addition, the most obvious theme in the beauty advertisements is the ideal appearance or look for women, so women will look more beautiful with wrinkle free eyes, with no marks. And for all these purposes only Fair&lovely is perfect and desirable product.

Abdelaal (2014) studied a comparative discourse between two beauty advertisement products and investigaed how advertisers use discourse and semiotics to make people and customers buy into their ideas, beliefs, or simply their products. His study was based on Fairclough's framework compared to non-specific theoritical framework. The result of his study indicated that the positioning of the actors of the advertisement gives a certain message, sometimes it is related to power or dominancy. The colors used also reflect another message; besides the language used which also reflects a brief and strong message.

Kaur et al, (2013) studied beauty products advertisement from the view point of critical discourse analysis. The analysis was based on Fairclough's three dimensional frameworks. The study showed how the ideology of beauty was produced and reproduced through advertisements in popular local magazine. The results of their study showed that advertisers use various strategies to manipulate women.

It can be underlined that the previous researchers focus on beauty product advertisements analysis in either specific or comparative way by applying various types of Critical Discourse Analysis. The previous studies show that the beauty product advertisements use several linguistic features and patterns with different implications; to catch woman's attention, persuade the readers, manipulate woman, and so on. The results of the previous researchers examined that beauty product advertisements are significantly control audiences' mind and maintain power over the audience behind a beauty concept.



CHAPTER III

FINDING AND DISCUSSION

Toothpaste ads are now massively becoming more dynamic and persuasive in constructing a text to persuade and manipulate people beyond beauty concept exposition. In this regard, Critical Discourse Analysis by Fairclough (1995) helps to show how the impacts of toothpaste product advertisements are used in the construction and exercise of power in terms of discourse and ideology. In addition, this study also uses semiotic to expose the image of ads in which it is one of technical aspect of advertisement considered as a text. This study addressed two central research questions; 1) how do toothpaste ads persuade and manipulate viewers?, 2) how is beauty concept constructed to be an ideology in toothpaste ads?.

3.1 Data Analysis

The 4 toothpaste and 1 tooth-whitening kit advertisements is analyzed covering CDA approach; text analysis which involves analysis at vocabulary and rhetorical devices used in advertisements, discourse practice which deals with production and interpretation, while socio-cultural practice which relates ideological conventions and explains the current situations, trends and background information.

3.1.1 Advertisement 1 “Active Smile Whitening Kit”

The thesis of the advertisement is: Max strength whitening power up to 8 shades in only 2 weeks, USA Advanced teeth whitening kit. It is

represented by a woman with white and beautiful teeth. The advertisement also displays a picture of lip which splits into two parts; one part is darker and the other one is whiter. The background of the advertisement is blue. Not many words used in the advertisement. The words are written in dark blue and white and the slogan is written in a simple phrase.

a. Text Analysis

This advertisement uses simple words with simple structure so as to make it easy to read and grasp the intended message. Phrases instead of complete sentences are used to convey the message because long sentences do not attract viewer and make them feel bored soon. The use of the adjective ‘brighter’ and ‘whiter’ in the comparative form conveys the great prospected result from using this product. Also, the use of positive adjective ‘strength’ and adjectival phrase is a useful way to create a captivating environment for the viewers. “Max strength whitening power” is placed in the first of the slogan. Another strategy used in this advertisement is the disjunctive syntax that is the sentences without verb or subject and consists of one or two grammatical items. The phrase “Max strength whitening power” is categorized as disjunctive syntax.

The use of numeric figures or numbers is another strategy employed in advertisement in order to strengthen the quality or to double the benefit of the product. Seen in the Appendix A, number 2 and 8 are written intentionally in bold style. The phrase; “up to 8 shades” indicates

that product has more shades than the preceding product and the following phrase “in only 2 weeks” emphasizes that product takes fewer time than the preceding product to realize the shades. The woman of the advertisement is centered in the picture to get the attention. She is smiling with a shiny teeth telling that you (the consumer) can have teeth just like mine and can be young and beautiful as I am; just hurry and buy this advertisement. The blue color as the background of this advertisement implies a freshness. So the advertisement says that using this cream will make you attractive and sexy. The product is indeed not shown since the girl’s image is representative, transactional, and attributive.

b. Discourse practice

This level of discourse analysis has three processes which are text production, distribution and consumption. (Fairclough, 1992, p. 79). Discourse practice consists of interdiscursivity (genre, tenor, mode, and dimension of text) intertextual chains, and manifest intertextuality (discourse representation, presupposition, metadiscourse, and irony) as indicated in the table below.

Interdiscursivity	Genre	All genre of texts are advertisement
	Tenor	Advertiser to readers, neutral formality
	Mode	Written, monologic, prepared
	Dimension of text	Max strength whitening power up to 8 shades in only 2 weeks

		<p>Topic: preeminence</p> <p>Areas of knowledge: preeminence constructed from product's point of view</p>
Intertextual Chains	<p>Texts are produced by advertising agency hired by Active Smile agency-America industry, transformed to into text, distributed to TV and Internet and consumed by viewers.</p>	
Manifest Intertextuality	Discourse representation	Text is vocalized by persuasive sales promoter of active smile.
	Presupposition	<p>Max strength whitening power up to 8 shades in only 2 weeks</p> <p>It needs time get shades</p>
	Irony	-

c. Socio-cultural practice

Active Smile advertisement does not directly states the problem however by iconic image of the product and actress, and production and consumption previously discussed, it states the solution of the problem and constructs the meaning. In this way whatever producer says in the advertisement to promote it is just a tip of iceberg and what the advertisement left unsaid, an explanation of the problem, seems to give an extra layer to ideological position of the advertisement especially concept of beauty. Thus, it imposes a strength over the reader that

beautiful woman are supposed to be like what is portrayed in the advertisement.

3.1.2 Advertisement 2 “Colagate Visible Withening”

The thesis of the product is: 1 shade whiter teeth in 1 week. This ad shows a beautiful actress bringing white-teeth gauge as ad’s representation. The background of the ad is red which is similar with the color of the product. The words used are simple and written in contrast with background that is white.

a. Text Analysis

As the previous ad, this ad also uses a simple phrase instead of sentence so it is easily read and memorable. The central text of the ad uses the word ‘shade’ as a noun, ‘whiter teeth’ as adjective phrase and ‘week’ as noun. Positive comparative adjective ‘whiter teeth’ shows that this ad has a good image and great prospected result from using this product. The use of numeric figures or numbers is also seen in this ad in order to strengthen the quality or to double the benefit of the product. It is emphasized by the number ‘1’ exposed bigger than other words. Cohesion is developed through sound parallelism or vocabulary chain where the word ‘1’ is repeated. There is no use of pronoun in this advertisement.

The iconic picture in this advertisement is a Bollywood actress bringing a white-teeth gauge which is close to her teeth. Red color of both background and the celebrity’s costume give a powerful look

showing warmth, luxurious, and prominent. The full-of-red-color is used in this advertisement to invoke viewers as it is the only color that can really portray any vigorous reaction. It gives a message to viewers that if they used this toothpaste, they would not only have white teeth but they would also be more vigorous, energetic, active, attractive, and sexy.

b. Discourse practice

Interdiscursivity	Genre	All genre of texts are advertisement
	Tenor	Advertiser to readers, neutral formality
	Mode	Written, monologic prepared
	Dimension of text	1 shade whiter teeth in 1 week Topic: preeminence Areas of knowledge: intensity constructed from product's point of view
Intertextual Chains	Texts are produced by advertising agency hired by Colgate company-American industry in 2010, transformed to into text, distributed to TV, Cinema and Internet and consumed by viewers over other countries.	
Manifest Intertextuality	Discourse representation	Text is vocalized persuasively by an actresses as promoter of colgate
	Presupposition	1 shade whiter teeth in 1 week It needs time get shade whiter teeth
	Irony	-

c. Socio-cultural practice

According to Fairclough, this level deals with ideological conventions. It explains the current situations, trends and background information. The socio-cultural role being played by Deepika Padukone, a well known celebrity Deepika Padukone played socio cultural role as an actress or trendsetter to build up an ideology that how women are more apt to buy the product when a well renowned celebrity gives them an approval of the product.

3.1.3 Advertisement 3 “New Close-Up Fire-Freeze”

The thesis of the product is: For Ultimate Long-Lasting Freshness. This advertisement features an illustration of a standing woman looked enticed in front of a man with charming smile. Everything looks like fire and frozen ice corresponding to the name of the product that is “Fire-Freeze”. For instance, the background in this advertisement is mixed blue and red designed as fire and frozen ice. The text is in line with the background. It is set using white contrasting with the background color.

a. Text Analysis

The topmost iconic words are ‘fire’ and ‘freeze’ as they become the ad’s brand. The word “fire” is making contrast with ‘freeze’ and both of them are categorized as noun. It clearly shows in Appendix C, how antonym words play a vital role in giving shape to ideological opinion. The ad uses the imperative and indicative mood and persuasive technique by the expression seen in the next line of the product, “For Ultimate

Long-Lasting Freshness”. The preposition “for” is explicitly stated to strengthen the preeminence of the product existed. “Ultimate” functions as adjective. Adjective is frequently used in ad to give an identification mark of certain product. “Long-Lasting Freshness” is a noun phrase representing something which highly stands out. This ad uses simple phrase since it functions as a tagline. It does not have a single word out of technical and scientific vocabulary. All lexical choices are ideologically contested and there is no use of pronouns in this advertisement.

A smiling boy in this illustration exposes himself as blue color, portrayal of ‘freeze’, exhibits an inner security and confidence. He feels confident enough to fascinate the girl since he used this product. The red dress worn by the woman represents the fire which symbolizes high energy reflected from the fascinating boy.

b. Discourse practice

Interdiscursivity	Genre	All genre of texts are advertisement
	Tenor	Advertiser to readers, neutral formality
	Mode	Written, monologic, prepared
	Dimension of text	For Ultimate Long-Lasting Freshness Topic: preeminence Areas of knowledge: intensity constructed from product’s point of view

Intertextual Chains	Texts are produced by advertising agency hired by Unilever Company-English industry in 2007, transformed to into text, distributed to TV, Cinema and Internet and consumed by viewers reaching 38 countries around the world.	
Manifest Intertextuality	Discourse representation	Text is vocalized with various scene of firms
	Presupposition	For Ultimate Long-Lasting Freshness The toothpaste aims to refresh
	Irony	-

c. Socio-cultural practice

The socio-cultural role is being played by Sophia Latjuba. Socio-cultural practice has been already discussed for every product involves societal bodies working behind the product. It also includes all the factors that affect the product whether in positive way or negative way like illustration, quality of product. Thus, producer relative effectiveness of celebrity matters more than everything because a single actress is the presenter of whole network of industry.

3.1.4 Advertisement 4 “Close-Up White Now”

The thesis of this ad is: Show how close-up white now gives young woman an instant white smile that gets them the spotlight, an imperative sentence. This ad features a young woman who is posing confidently with two other women surrounded by several make-up stuffs. Everything looks

clear and pure since this ad uses white as the background and blue to make similar with the product's color.

a. Text Analysis

Among the all advertisement, this is the only one which uses imperative sentence as the tagline. The use of imperative itself is a unique strategy because it lays down a different way to persuade readers than just a phrase. This ad tries to challenge the readers to use this product and prove what this ad says is true. Besides, this tagline comprises the preeminence of this product. The target of this ad is clearly understood since 'young woman' becomes the object. Every advertisement has some positive and negative adjectives. Positive adjectives illustrate the qualities of the product while negative adjectives shows problems existed prior to using the product. The word "instant" is positive adjective that constructs a strong belief for the product. It is in line with the name of the product itself, "closeup white now", which means immediately white.

The ad uses word "spotlight" as a noun represented by the highlighted and confident woman. It implies that a young woman could attract people by using this product. As seen in both right and left side, there are two women surrounded by some make-up stuffs look stunned to see the woman with white smile. In order to give fascinating effect to the viewers, the combination between white and blue are used. Blue

symbolizes enthusiasm and confident look, while white symbolizes perfection.

b. Discourse Practice

Interdiscursivity	Genre	All genre of texts are advertisement
	Tenor	Advertiser to readers, neutral formality
	Mode	Written, monologic, prepared
	Dimension of text	Show how ‘close-up white now’ gives young woman an instant white smile that gets them the spotlight Topic: product’s authentication Areas of knowledge: social relationship constructed from product’s point of view
Intertextual Chains	Texts are produced by advertising agency hired by Unilever Company-Indonesian Agency in 2009, transformed into text, distributed to TV, Cinema and Internet, and consumed by viewers.	
Manifest Intertextuality	Discourse representation	Text is vocalized with various images of glamorous occasions
	Presupposition	Show how ‘close-up white now’ gives young woman an instant white smile that gets them the spotlight Good performance enhances confidence

	Irony	The old women will not get into spotlight
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c. Social Practice

Advertisers not only promote their products by advertisement but also outline the social practices and feminine concepts of beauty by their particular products. Every above analyzed advertisement presents the ideology that is disseminated by means of beauty product adverts.

3.1.5 Advertisement 5 “Arm and Hammer whitening”

This ad splits into two parts, a side for the brand image while another side is headline and some taglines. This ad shows a smiling woman as the brand image. The image is made more highlighted than the product itself. This ad uses simple phrases and background. Although the headline and the taglines are made in slight, but clear enough to read. This ad gives a gentle look visualized through the product color.

a. Text Analysis

Among the other ads, this is the most complete one. It has almost the components of ad; headline, illustration, standing detail and signature line. The topmost headline, “truly radiant rinse” is a noun phrase. The word “truly” is an adverb to give an emphasis effect. In the very next line “bring out the strength and beauty of your smile” uses the pronoun ‘your’ to show an imposed question to make a friendly relation with viewer and

to make viewer confident of personal engagement. Most common pronouns used in the advertisements are ‘you’ ‘your’ ‘I’ and ‘we’. Consumers tend to accept the advice from a friend more easily so advertisement that seems to talk with friends make them more apt to act. Pronouns have vary effects on readers as the personal pronoun ‘we’ used to show the authoritative position while the pronoun ‘you’ regarded as personal engagement of the reader and seems to address the reader directly.

Beside, positive nouns such as ‘strength’, ‘beauty’, and ‘smile’ are used in this ad to give an indicative mood. An adjective word ‘only’ in the next line, “Introducing the only peroxide-free and alcohol-free rinse that helps.....” shows that there is a single one or very few of such kind of this product, or that there are no others. Another significant strategy to get attractive look of the products’ preeminence is by providing some strengthened vocabularies in a list; ‘whiten’, ‘strengthen’, ‘restore’, ‘prevent stains’ functioned as noun, noun, verb, and verb phrase respectively and all lexical choices are ideologically contested. At the very bottom, the ad adds a signature line as imperative sentence “Switch to arm and hammer: Love it or you money back” does not leave the viewer with a single blow of the advertisement in fact gives them more options to buy as a guarantee. The overall phrases are simple present tense and active voice. The background blue used to exhibit an inner security and confidence.

b. Discursive Analysis

Interdiscursivity	Genre	All genre of texts are advertisement
	Tenor	Advertiser to readers, neutral formality
	Mode	Written, monologic, prepared
	Dimension of text	Bring out the strength and beauty of your smile Topic: product's authentication Areas of knowledge: social relationship constructed from product's point of view
Intertextual Chains	Texts are produced by advertising agency hired by Arm and Hammer Company-English Industry in 2010, transformed into text, distributed to TV, Cinema and Internet, and consumed by viewers over countries.	
Manifest Intertextuality	Discourse representation	Text is vocalized with various images of glamorous occasions
	Presupposition	Bring out the strength and beauty of your smile Everyone can smile
	Irony	-

c. Social Practice

A famous *Hollywood* actress Alison Sweeney is shown as brand logo in Arm and Hammer commercial of England. Image of an attractive model and a complete procedure standing in glamorous makes women excited about producing and arousing the feeling of being an ideal like her too. Another good feature is the use of challenges as we are confident, and big money as award is the best way to maintain their power and confidence among them.

3.2 Finding and Discussion

3.2.1 Toothpaste advertisements construct beauty concept

“Critical Discourse Analysis seeks to discern connection between language and other elements in social life which are often opaque” (Fairclough: 1995). To analyze the opaque power relations, discourse of advertisement always remained an apt choice. As advertisements are “one-sided” and distant forms of communication where participants do not interact face-to-face, they are well structured in conveying their implicit and explicit message. Advertisements use an ideal content and draw an ideal relationship with the targeted viewer to create ideology and to control discourse as powerfully as possible. Advertisements in which power is exercised by the use of rhetoric and linguistic expressions are categorized as power in discourse.

The critical analysis of chosen toothpaste advertisements from a CDA perspective reveals that it is not only information of products and services that are conveyed to viewers but also the concept of beauty are highlighted

through advertisements. In other words, toothpaste advertisements construct and represent ideology or set of ideological opinions which are desirable one with the women. In fact, toothpaste is used to clean and maintain the aesthetics and health of teeth. Based on its function, therefore, toothpaste advertisements should have constructed a beauty and health concept. Instead, according to this study all of them construct beauty concept. The ideology represented in these advertisements comprises a concept that beautiful women have white teeth, are fresh and young. These features are the ones which every woman desires in order to look pretty and beautiful. Women with no mentioned features will be lack of confidence. Thus, these particular products give them solution of their problems.

3.2.2 A beauty concept is constructed through persuasive linguistic features and semiotic features.

This research looks at 4 toothpaste advertisements and 1 whitening kit which found that the advertisements use various strategies to persuade and manipulate the viewers. Toothpaste advertisements use various linguistic features such as vocabulary, direct pronouns, numeric figures, and appropriate grammar structures to attract consumers in the analysis taken from the advertisements. Positive vocabulary such as strength (Appendix A&D), ultimate (Appendix C), instant (Appendix D) is made to persuade the consumers to buy the products.

In Appendix A, the use of direct pronoun becomes an interesting part in advertisement. Since consumers tend to accept the advice from a friend

more easily so advertisement seems to talk with friends and make them more apt to act. The pronoun used is “your” which has a significant effect on readers. It is regarded as personal engagement of the reader and it seems to address the reader directly. In the same way, the use of numeric figures or numbers (see Appendix A&B) is another strategy employed in advertisement in order to strengthen the quality or to double the benefit of the product. The lexical choices are ideologically contested. The ads use not only the linguistic elements but also the semiotic elements such as color and illustration to attract the consumers.

The findings suggest that the combination of visual image and linguistic texts influence the consumers. The name of the product also contains some influencing words which motivate the customers towards the products’ names. Most of the advertisers use adverb in their products’ names for example CloseUp White Now (see Appendix D) and Truly Radiant (see Appendix E). After analyzing the advertisements, the result suggests that the visual images greatly influence the consumers through the attractive models as well as through the background images. The advertisement like “Truly Radiant” (Appendix E) shows a big visual/image of a pretty woman with attractive smile. The blue background indirectly indicates that after using their products, people will have a strong smile since blue implies strength. Most of the advertisements use visual images of beautiful women. Here, men and women are used as sex object and beauty object.

Advertisement like ‘New CloseUp Fire-Freeze’ expresses its beauty concept by the text ‘for ultimate long-lasting freshness’ (see Appendix-C).

‘CloseUp White Now’ claims that it gives young women instant white smile that get them into spotlight (see Appendix-D). Another advertisement ‘Active smile’ claims that the product gives whitening power in only 2 weeks (see Appendix-A); through such words advertisers spread their ideology to make consumers buy their products. The advertisements in this study show their power through their ideological text as well as visual images in the form of attractive models for advertisement. For instance, Colgate ad presents a famous *Bollywood* actress (see Appendix-B). Truly Radiant advertisement exposes their power through the images of a beautiful actress, Alison Sweeney (see Appendix-E). The socio-cultural role played by an actress or trendsetter significantly functions to build up an ideology that “to be an idyllic woman, one must have good looks”. Since a well renowned celebrity gives them a portrayal, the concept of beauty is strongly supported. Thus, advertisements maker has the access to discourse and that is how they can control the mind of the viewers.

All above analyzed advertisements create ideological concepts about women by certain linguistic strategies. Linguistic analysis of all toothpaste advertisements reveals that how the lexical selection, use of positive adjectives and adverbs, nouns and nominalization, simple phrase, imperative statements, repetition and antonym in the analyzed advertisements form so-called positive self-representation in which the advertisements make viewers believe the standard of what beauty look like and how beauty look like which constructs beauty concept.

CHAPTER IV

CONCLUSION

4.1 Conclusion

On the basis of five analyzed product; four toothpaste advertisements and one whitening kit advertisement, it can be concluded that advertisers use various types of strategies and linguistic patterns such as persuasion techniques, technical vocabulary, and some visual images to catch attention. These advertisements have ideologically contested linguistic feature and semiotic elements which portrays a concept that beautiful women should have white teeth, are fresh and young and that what and how beauty looks like. Thus, positive self-representation of beauty products advertisements makes viewers believe the standard and beauty concept made by the advertisers which constructs an ideology. It's an undeniable fact that physical appearance plays important role in social life. Language is a powerful tool to communicate by which advertisers facilitate people to believe in way of beauty as Fairclough states that it's the complexity of media discourse through which different ideologies are disseminated.

Toothpaste advertisements use discourse to control the mind of the consumers. They exercise their power by their persuasive discourse which maintains their power by using beauty concept. An ideology may be approached as a set of ideas, beliefs and values held by an individual, a group, a society or a culture. It is such sociocognitive and discursal elements that particular individuals acting as a group with a given set of vested interests are able to exert

dominance on society at large. In short, advertisement can never be eradicated from society since it constructed an ideology.

4.2 Suggestions

The study has shown the power of language, and explains how language can be used to influence and manipulate the consumers and how language can construct beauty concept. Toothpaste advertisements which are ought to construct a beauty and health concept corresponding to its function, this study shows that the toothpaste advertisements only construct beauty concept instead. It implies that beauty product, health product, or any other types of product in advertisements does not always construct the same concept as the product is categorized. Therefore, further analysis on the same case is required. The following researchers could analyze the same topic with more various subjects such as food ads, service ads, or any other research subjects with specific implications.

This analysis merely focuses on five toothpaste advertisements collected from Internet which might not cover much more viewers of the advertisements. Thus, it is highly necessary to investigate the similar topic on more various toothpaste advertisements from any other sources like billboard, TV, or printed media in order to enlarge and enrich the range of data. In addition, it is better to provide more data to enrich the proof to strengthen the argument in the analysis and to give the clearer view in advertisement discourse. Furthermore, it is important to conduct the further deep analysis using the theory of Critical Discourse Analysis with various approaches such as Systematic Functional

Linguistic (SFL) and Multi Discourse Analysis (MDA) to have more complex analysis.



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APPENDIX



Appendix A

(<http://m.elevenia.co.id/prd-active-smile-teeth-whitening-pen-bleaching-pen-pemutih-gigi-63632685>)



Appendix B

(<http://www.marketing91.com/marketing-mix-of-colgate/>)



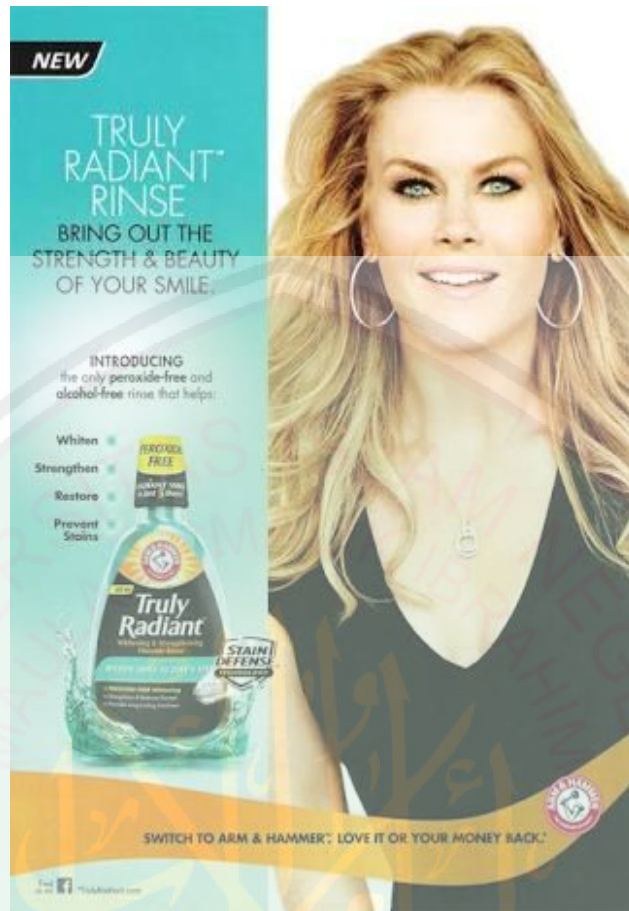
Appendix C

(<http://www.tasteofgoodness.info/2011/08/find-warm-and-cool-feeling-in-closeup.html?m=1>)



Appendix D

(<http://lombafilm.blogspot.co.id/2013/01/lomba-film-closeup-white-now-dl-12.html/>)



Appendix E

(<http://celebrityendorsementads.com/celebrity-endorsements/celebrities/alison-sweeney/>)