

**PERSUASIVE STRATEGY OF BEAUTY VLOGGER IN
CONVINCING CONSUMENT THROUGH YOUTUBE
ADVERTISEMENT**

THESIS

By:

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG
2024**

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CONSUMENT THROUGH YOUTUBE ADVERTISEMENT**

THESIS

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2024

STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**Persuasive Strategy of Beauty Vlogger in Convincing Consument Through YouTube Advertisement**” is my original work. I do not include my materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection claim, I am the only person who is responsible for that.

Malang, 13 December 2024

The researcher



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APPROVAL SHEET

This to certify that Hanna's thesis entitled "Persuasive Strategy of Beauty Vlogger in Convincing Consument Trough YouTube Advertisement" has been approved for thesis examination at the faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S).

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MOTTO

Say "Are those who know equal to those who do not know?" (Az-Zumar:9)

If a matter is handed over to someone who is not an expert, then just wait for it to be destroyed (H.R Bukhari)

DEDICATION

I dedicate this thesis to my beloved parents, Imam Syafi'I Sunarto and Anis Nurul Hidayati who have always provided me with mental, spiritual and financial support. Both of them made everything possible until I was able to reach the stage where this thesis was finally finished. Thank you for all your sacrifices, advice and prayers which never stop accompanying every step I take. I also dedicate this thesis to myself who has fought passionately and tirelessly despite facing various unexpected obstacles. My beloved siblings Ainun Azka Rohmatillah and Amira Azmiya Hamida who always encouraged me with various words of motivation to keep me enthusiastic about working on this thesis.

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This thesis has been finished possible by the insightful comments, suggestions, and criticism of several individuals with a wealth of experience and inspiration, without whom I would not have been able to finish it. On this occasion, I would like to convey my deepest gratefulness and appreciation to the following individuals for their guidance and insight.

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Suggestion and helpful criticism are greatly welcomed in this thesis. That the researcher hopes that this thesis will be useful and informative for readers as a researcher.

Malang, 13 December 2024

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ABSTRACT

Wardani, Hanna Mustafidah Kusuma (2024) Persuasive Strategy of Beauty Vlogger in Convincing Consument Through YouTube Advertisement. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Dr. Yayuk Widyastuti Herawati, M.Pd.

Key word: persuasive strategy, beauty vlogger, YouTube, advertisement

This research highlights various persuasive strategies used by beauty vloggers in make-up review videos on YouTube. Vloggers apply strategies such as rationalization, identification, suggestion, conformity, compensation, displacement, and projection to influence the audience. This research aims to analyze and describe how beauty vlogger use persuasive strategy in their make-up review video. This research uses qualitative descriptive methodology to get deep understanding of how beauty vlogger uses persuasive strategy. The researcher uses Keraf's theory of persuasive strategy and Aristotle's rhetorical theory which contains three strategies to persuade viewers ethos, pathos and logos, to examine the data. The result of the research was found six types of persuasive strategy. The types that most used by beauty vlogger is suggestion. The method most often used by beauty vloggers to implement a persuasive strategy is ethos and psychodynamic strategy. This research support Harisma (2022) and Mukarromah (2016) but there is some additional in my research. Especially not only focus on the product tagline but also to its audience's social and psychological identity. There is a limitation that is projection not found. Therefore, for further researcher it is suggest to take the same theory with different area to find all the seven types and new finding. For future research, researchers recommended to explore persuasive strategies across different types of content and social media platforms. More in-depth qualitative approaches, such as interviews or group discussions, can be used to gain deeper insights.

ABSTRAK

Wardani, Hanna Mustafidah Kusuma (2024) Strategi Persuasif Beauty Vlogger Dalam Meyakinkan Konsumen Melalui Iklan YouTube. Tesis Sarjana. Jurusan Sastra Inggris Fakultas Ilmu Budaya Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Dr. Yayuk Widyastuti Herawati, M.Pd

Kata Kunci: strategi persuasif, beauty vlogger, YouTube, iklan

Penelitian ini menyoroti berbagai strategi persuasif yang digunakan oleh beauty vlogger dalam video review make-up di YouTube. Vlogger menerapkan strategi seperti rasionalisasi, identifikasi, sugesti, kesesuaian, kompensasi, perpindahan, dan proyeksi untuk mempengaruhi penonton. Penelitian ini bertujuan untuk menganalisis dan mendeskripsikan bagaimana beauty vlogger menggunakan strategi persuasif dalam video review make-upnya. Penelitian ini menggunakan metode deskriptif kualitatif untuk mendapatkan pemahaman mendalam tentang bagaimana beauty vlogger menggunakan strategi persuasif. Peneliti menggunakan teori strategi persuasif Keraf dan teori retorika Aristoteles yang berisi tiga strategi untuk membujuk penonton dengan etos, pathos dan logos untuk mengkaji data. Hasil penelitian ditemukan enam jenis strategi persuasif. Jenis yang paling banyak digunakan oleh beauty vlogger adalah sugesti. Metode yang paling sering digunakan oleh para beauty vlogger untuk menerapkan strategi persuasif adalah strategi etos dan psikodinamik. Penelitian ini mendukung penelitian Harisma (2022) dan Mukarromah (2016), namun ada beberapa tambahan dalam penelitian saya. Terutama tidak hanya fokus pada produk tetapi juga pada identitas sosial dan psikologis audiensnya. Oleh karena itu, bagi peneliti selanjutnya disarankan untuk mengambil teori yang sama dengan wilayah yang berbeda untuk menemukan ketujuh jenis strategi persuasi dan temuan baru. Untuk penelitian masa depan, peneliti merekomendasikan untuk mengeksplorasi strategi persuasif di berbagai jenis konten dan platform media sosial. Menggunakan pendekatan kualitatif yang lebih mendalam, seperti wawancara atau diskusi kelompok, untuk memperoleh wawasan yang lebih mendalam.

خلاصة

عناقبا في ليمجتلا لاجم في وديفلا ونودملا تعنقما تيجيتار تسلا (2024) اموسوكي فطصم اند، ينادرو، آيناسنلا مولعلا تيك، زيلجنلا بدلا مسة سويرولاكبلا محورطا. بويتويلا قانقرع كلهتسما، يتاواريه توتسايديو كواير وتكدلا راشتسما. ج. نلام ميهاريا كلام اتلاوم يرجيد ملاسلا تعماد
M.Pd.

الكلمة المفتاحية: إستراتيجية الإقناع، مدون الفيديو الخاص بالجمال، اليوتيوب

ويديف عطاقم في ل امجلا نوصتخما ويديفلا ونودم اهمدختسي تئا تعنقما تايجيتار تسلا ن مديعلا لاء عوضلا تحبلا اذه طلبي ضيوعتلاو تقباطملاو حارتقلاو ديدحتلاو ديشرتلا لثم تايجيتار تسلا ويديفلا ونودم قبطي. YouTube لاء جايكلا تعجارم تيجيتار تسلا ل امجلا ويديفلا ي نودم مادختسا تيفيك فصوصو ليحت ل تحبلا اذه فدهي. روهمجا لاء ريثا تلاقسلاو تحازلاو تيفيك قيمع مهف لاء لوصحلا تيعون بهش تيجهنمو تيعضولا دعيم اجنومذ تحبلا اذه مدختسي. جايكلا تعجارم ويديف في تعنقم وطسرا تيرظنو، عنقلا تيجيتار تسلا في فاركي تيرظن تحابلا مدختسي. تعنقم تيجيتار تسلا ل امجلا صاخلا ويديفلا نودم مادختسا لاصتلا تيجيتار تسلا تيرظنو، تاراعشلاو اثرا لاون يدهاشملا حوردين يدهاشملا عنقلا تايجيتار تسلا ثلاث لاء يوتحتي تئا تيرغابلا امادختسا رتقلا عاونلا. تعنقما تيجيتار تسلا ن م عاونلا تيس ل تحبلا تعجبت تلصوتو. تانايبلا صحف شتيكورو رولف يدي تيجيتار تسلا ذيفنتل امجلا نوصتخما ويديفلا ي نودم لبق ن م امادختسا رتقلا تيرظلا. تاحارتقلا ي هل امجلا ويديف ي نودم تطساويد كانهن كلو (2016) Mukarromah و (2022) Harisma تحبلا اذه مدي. تيسفنا تيكيمانيدلاو تيجورلا تيجيتار تسلا ي ه تعنقم. دروهمجا تيسفناو تيرعامتجلا تيوهلا لاء اضيا ل، بسحفة جتنملا لاء صاخلا كتشيزيكرتلا رصتقي لاء. ي تحب في فت افاضلا ضعب تيسنلاب. ديدجلا جئاتنلاو تعيسلا عاونلا عيمج لاء روطلا تفلتخم تلاجم عم تيرظنلا سفند ذخا حرتقي، تحبلا ن م ديزم، كاذل ي عامتجلا لصاوتلا تاصنمو يوتحملا ن م تفلتخم عاونلا ريع تعنقم تايجيتار تسلا فاشكتساب نوتحابلا لاء صوا، ي ليقستما تحبلا قمعاً يور لاء لوصحلا، تيرعامجلا تاشقانملا و تالاقملا لثم، اقمعت رتقا تيعون بيلاسا مادختسا نكميو.

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CHAPTER I

INTRODUCTION

A. Background of the Study

In the current digital era, social media, especially online video-sharing platforms, have changed the communication landscape and influenced individuals throughout the world. This is due to increasing public interest and interest in media such as Facebook, Twitter, Instagram, YouTube, and others (Dwivedi et al., 2018; Knoll, 2016; Shiau et al., 2017). In an increasingly connected world, YouTube, Instagram, and Twitter enable individuals to share their stories, express their views, and engage in global dialogue. They are places where creativity flourishes, and innovative ideas grow. Amid ongoing global challenges, these platforms play an important role in shaping opinions, conveying important messages, and creating strong communities (Choi& Kim, 2021)

One platform that plays an important role in this case is YouTube, this is proven by the selection of YouTube as the social media with the highest percentage of users, namely around 88% of the 150 million active social media users in Indonesia (Editorial Team, 2019). This is also proven by the percentage of users who have downloaded the YouTube application via Playstore with more than 10 billion users, while other video-sharing applications are only downloaded less than 10 billion users like Instagram with 5 billion users, X with 1 billion users and facebook with 5 billion users (Play Store, 2024).

<i>Social Media</i>	<i>User Download</i>
<i>Youtube</i>	10 B+
<i>Instagram</i>	5 B+
<i>X</i>	1 B+
<i>TikTok</i>	500 M+
<i>Facebook</i>	5 B+
<i>Snapchat</i>	1 B+

Table 1.1 Data of user of each social media platform taken from Google Play Store

YouTube, which is the social media with the highest percentage of active users, has become a home for various types of content, including beauty content. Beauty content is one of the most frequently accessed content on YouTube. Beauty content is usually presented in a beauty vlog format, namely a video blog containing makeup tutorials, makeup product reviews, and skincare routines delivered by beauty vloggers (Mirza, 2022). Beauty content on YouTube not only offers an easy way to achieve the perfect look but also creates a space where individuals can understand and express their own uniqueness. It's important to remember that YouTube and the platform's beauty content not only addresses skin concerns but also highlights self-confidence and personal expression. Beauty vloggers inspire their audiences to recognize beauty in all forms, and this is a positive step towards greater self-acceptance in a society increasingly focused on physical appearance (Weiser, 2017). With beauty content continuing to grow on YouTube, the platform has become an integral part of popular culture that recognizes diversity and self-revelation, allowing individuals to express themselves in unique ways. Makeup reviews on YouTube are one of the most popular content and receive great attention from various groups.

Among vloggers, makeup review video by beauty vloggers gains lots of interest from viewers as they want to perform with their self-confidence. Here, the researcher is interested in studying deeply on the beauty vlogger which is famous among teenagers. The words they say have a huge influence on teenagers' views about a make-up product and their decision to buy it (Chen & Dermawwan, 2020). Usually, the better the reviews they have, the product sales will increase and if their reviews are bad, they will avoid buying the product (Reich & Maglio, 2020). They use words that captivate the audience's interest and make them feel the same way so that they are interested in the makeup product. To attract viewers, beauty vloggers use persuasion strategies.

The rise of influencer marketing has increased the impact of beauty vloggers in the beauty industry. According to Teixeira et al (2023), the global influencer marketing industry is worth \$16.4 billion, with beauty being one of its largest sectors. In addition, research from Rakuten Marketing (2020) shows that 61% of consumers trust recommendations from influencers more than traditional advertising. In the beauty industry, this is even more evident, with 45% of social media users purchasing makeup products based on influencer recommendations (Statista, 2023).

Beauty vloggers often use persuasive strategies such as storytelling and emotional appeals to attract and engage their audiences. These strategies create a perceived need for the product, aligning the influencer's narrative with the audience's desires and aspirations. For example, many influencers highlight the

transformational effects of a product, such as increasing self-confidence or achieving a certain look, further motivating the audience to purchase.

The significant influence of beauty vloggers on consumer behavior is evident in market outcomes. For example, the “Charlotte Tilbury Pillow Talk Lipstick” product became one of the best-selling products after being widely promoted by beauty influencers. Conversely, products that received negative reviews from influencers often experienced a significant decline in sales, as explained by Reich and Maglio (2020). The increasingly important role of beauty vloggers in shaping consumer perceptions and driving purchasing decisions demonstrates the importance of the intersection between influencer marketing and persuasive communication in the beauty industry.

A persuasive strategy is a method a person uses to persuade another person to be successful and more effective in convincing other people. According to Macagno and Walton (2008) persuasive strategy is a way for people to see something according to the speaker's goals. This strategy is used to influence opinions without appearing pushy. Persuasive strategies are needed not only by people who work in the marketing field and business world but also by everyone in various aspects of their lives so that they can easily make other people trust and believe in them (Yasir, 2011). This research will use a pragmatic approach to analyze the persuasive strategies used in makeup reviews on YouTube. Pragmatics studies the use of language in human communication as determined by social conditions. This is important for exploring how vloggers create emotional and cognitive relevance with their audiences (Habermas, 2001). Pragmatics will help in

understanding how language is used in situational contexts, especially to influence other people (Huriyah, 2017).

Many people use persuasive strategies in their daily lives. People usually use persuasive strategies to influence others to share their feeling and opinions on a subject. Persuasive strategies can be found in newspaper, public speeches, magazines, political campaigns, products, and even advertisements (Baldi,2020). It is fascinating when people are drawn in by language presented in advertisements or in various other place and media, language can influence what people think or feel, even influencing their decision to buy something.

Advertising primarily aims to strengthen the brand image of current customers, find new customers, and have a positive impact on customer attitudes. Advertising aims to attract customer attention, create and persuade consumers to buy products. In other words, advertising is a way to attract consumer interest in the form of writing, images, sounds, and is intended to persuade consumers (Ogah & Abutu, 2021). In making advertisements, advertisers want techniques to influence and persuade consumers.

Persuasive language is the most important thing in the success of an advertising campaign. Advertisements use social images and appeal to people's psychological and physical needs, Atmaja (2022).To market a product, the use of language must be truly understood by the person you are talking to because through language, the intention in the mind can be conveyed well and its meaning can be easily accepted by the person you are talking to.

To understand the persuasive strategy delivered by beauty vlogger it can be researched using a pragmatic approach. Pragmatics focuses on investigating the meaning conveyed by a speaker and how it is understood by a listener or recipient (Yunika, 2018). Pragmatics is a branch of linguistics that focuses on studying the language used to communicate in certain situations (Nadar, 2009). This is reinforced by Yule's (1996) statement which states that pragmatics is the study of the meaning, pragmatics helps us learn how to convey more than what is said. It explores the deeper meanings of language, aiming to explain the mechanisms behind the seemingly unconventional way we use language in everyday interactions. In this case, pragmatics helps to analyze the language used by Beauty vlogger and can deeply understand the utterances made by beauty vlogger that contain persuasive strategies.

Research on persuasive strategies uses English language (Tripathi, 2022; Filieri, 2023; da Silva, 2021; Denton, 2019; Peng, 2023; Jayawardana, 2023) and Indonesian (Novitasari, 2019; Puspitasari, 2020; Ichwan, 2021; Tania, 2022). Research on persuasive strategies relates to their use on social media, for example, the persuasive strategies of Malaysian influencers (Ithnin, 2020), persuasive speech in beauty video blogs (Novitasari, 2019), persuasive messages on Instagram (Tania, 2022), persuasive messages on Tasya Farasya's YouTube (Ichwan, 2021). Research on persuasive strategy in food advertising (da Silva, 2021).

Several previous studies have been collected as references for this research. Research on persuasive strategies has been conducted in several previous studies. For example, research on persuasive strategies relates to their use on social media,

for example, the persuasive strategies of Malaysian influencers (Ithnin, 2020). The study conducted a thorough qualitative analysis to identify the strategies implied within the embedded media content of Asma Nasarudin's Instagram and YouTube video postings from October 2018 to December 2018. The research aimed to understand the persuasive strategies and devices employed by the influencer. The article also highlights the rising trend of social media influencers and their ability to attract followers through humor, common characteristics, and individual perspectives. Additionally, it mentions the influencer's approach to embedding motivational messages within her postings and her portrayal as a Muslim influencer.

Another previous study discussed the different use of persuasive strategies in food advertising on television and social media (da Silva, 2021). This article investigates the use of persuasive advertising strategies by 18 food brands on TV and three social media platforms: namely, Facebook, Instagram, and YouTube in Brazil, April 2018. The study analysed the advertising strategies employed by these brands and aimed to understand the differences in the use of persuasive strategies between TV and social media platforms. The persuasive advertising strategies in the article are gathered into 3 categories. First, the Power of advertising strategies. Second, utilize of the prize offering. Third, use of brand benefit claims. The difference with this article is the object of the study and the media platform that was used. In this article journal using three different platforms and, in my study, only use YouTube.

Research conducted on the use of communication strategies persuasive Grab Yogyakarta online transportation in recruiting partners (Putrikarisa, 2018). The internal problem of research is the need for action communication to invite and persuade candidate partners to be willing to join Grab. The conclusion in this research is the Partner Acquisition Team uses the three strategies of Melvin L. DeFleur and Sandra J. Ball-Rokeach, and the most often used is a Psychodynamic strategy. The difference is a different object of study and the theory that used.

Other research is “Persuasive Strategies Used in Slogan of Cigarette’s Advertisement” by Fauzan (2013). The researcher used descriptive qualitative research design and analyzed the speech, sentence, phrases and expression from the slogan. The researcher analyzed the data by utilizing the theory proposed by Aristotle. The research findings discover that persuasive strategy used on slogans of cigarette’s advertisement could be divided into three categories, namely Ethos, Pathos, and Logos. Through those strategies, slogans of cigarette’s advertisement persuade the viewers. The contrast of this research with Fauzan’s research was the use of theory and data. Fauzans’s only use Aristotle’s theory and cigarette’s slogans, while this research used Keraf and Aristotle’s theory and different object.

The main difference between this research and previous studies is the focus of the study that will be studied, namely the persuasive strategies used in the context of beauty and makeup reviews on YouTube. This research will try to identify key elements in language, visuals, and speaking styles used by beauty vlogger to influence viewers in terms of physical appearance and cosmetic products. The novelty offered by this research is a deeper understanding about persuasive strategy

in makeup review video and the way visual communication and language are used in contexts that are highly relevant to today's popular culture. This research will attempt to identify new trends and persuasive strategies that may emerge in makeup reviews on YouTube.

The researcher chose the makeup review as the subject because makeup is very relevant to today's popular culture, where make-up and beauty are the main focus. Makeup reviews play a role in helping consumers find makeup products that suit them. Makeup itself plays an important role in making someone more confident because they feel insecure about their original face. After all, they feel there are flaws in their face (Kumalasari, 2019). Moreover, the significance of makeup extends beyond its utilitarian function, as it plays a pivotal role in boosting individuals' confidence. This assertion is supported by Kumalasari (2019), who emphasizes that makeup serves as a transformative tool for those who may harbor insecurities about their natural appearance. The act of applying makeup is seen as a means of addressing perceived flaws, allowing individuals to craft a version of themselves that aligns with societal beauty standards and their personal aspirations.

The linguistic uniqueness of the object that the researcher studied is the emphasis on the use of persuasive strategies used by beauty vlogger. The choice of persuasive words they use really tempts and persuades the video viewers. If we look at a large number of viewers of the video, there were many responses given by people who watched the makeup review video, among them the comments showed high interest, thus showing that the use of persuasive strategies was successful. The success of these persuasive strategies can be measured through the active and

positive engagement reflected in the comments section, indicating that the YouTubers have effectively connected with their audience. This connection is pivotal in creating a sense of trust and credibility, fostering a community of engaged viewers who not only value the content but are also likely to act on the recommendations provided in the makeup reviews.

The underlying assumption of this research is that the use of language and visual elements in makeup reviews on YouTube has a significant impact on viewers' perceptions and behavior regarding cosmetic products and physical appearance. The researcher also assumes that YouTube as a platform has a big influence in shaping beauty trends and perceptions of beauty in society. It is posited that the dynamic interplay of content creators, viewers, and the platform itself contributes significantly to the ongoing dialogue that shapes societal ideals of beauty. YouTube, with its wide reach and diverse audience, is considered as more than just a medium for content consumption; it is envisioned as a transformative force that actively contributes to the collective construction of beauty standards within contemporary society.

The main aim of this research is to analyze and describe the persuasive strategies used in makeup reviews on YouTube. This research will investigate the types of persuasives strategy used by beauty vloggers and how beauty vloggers use language, visuals, and speaking styles to influence viewers' perceptions of beauty and cosmetic products.

B. Research Questions

This research aims to analyze how YouTubers use persuasion strategies in Makeup review content. More specifically, this research will answer 2 questions

1. What are the types of persuasive strategies used by beauty vlogger in makeup review video on YouTube?
2. How do beauty vlogger use persuasive communication strategies in convincing consumers through YouTube advertisement?

C. Research Significance

Theoretically, the contribution of this research is to increase knowledge and insight into pragmatic theory if it focuses on the topic of persuasion strategies, especially used by YouTubers in Make reviews. For example, this research could explain in more detail the leinguistic strategies used by YouTubers and beauty vloggers, such as the use of emotional language, positive word choices, or certain narrative techniques in makeup product reviews. By analyzing how these strategies influence audiences, we cans better understand how popular culture and the beauty industry continue to interact and adapt to technology and social media.

Practically, the results of this research can provide valuable insight to and beauty vloggers. The results of this study indicate that the most widely used persuasive strategy by beauty vloggers is suggestion, with the ethos approach as the main method. In practice, vloggers can suggest beauty products subtly without appearing pushy, while building credibility through personal experience and knowledge. This can increase audience trust in the products being promoted. For

marketers, this understanding helps them work with reputable vloggers, create more effective campaigns, and influence consumer purchasing decisions. This study emphasizes the importance of a combination of a non-patronizing approach and credibility in digital strategies to influence consumer behavior. They can apply these findings to design content that is more persuasive and effective in promoting beauty products. Additionally, this research can also provide guidance to consumers on how to critically evaluate product reviews and look beyond persuasion strategies. More broadly, this research also helps understand digital persuasive techniques that are important in influencing consumer behavior in the digital era, not only in the beauty industry, but also in other sectors. More broadly, this research also helps understand digital persuasive techniques that are important in influencing consumer behavior in the digital era, not only in the beauty industry, but also in other sectors.

D. Scope and Limitations

The scope of this research is pragmatics, specifically studying about persuasive strategies. This research examines how persuasive strategies are used through spoken language by beauty vloggers in makeup review videos containing advertisements. The limitation of this research is persuasive strategy in the form of utterance that spoken by beauty vlogger in make-up review video that contain advertisement. The research aim to identify and analyze the types of persuasive strategies used by beauty vloggers in promoting makeup products, explaining how language choices are tailored to influence audience perceptions and purchasing decisions.

E. Definition of Key Terms

To prevent misunderstanding, the terms used within the research are defined as follows.

1. **Persuasive Strategy:** techniques or plans used to influence people to accept an idea or action.
2. **Makeup Review:** review or analysis of cosmetic products such as lipstick, eyeshadow, or foundation. Reviewers typically provide views on the quality, durability, appearance, and experience of using these products.
3. **YouTube:** a popular social media platform that allows its users to upload, watch, and share videos.
4. **Advertisement:** a paid communication that promotes a product, service, brand, or event to a target audience. The purpose of an advertisement is to attract interest, engagement, and sales.

CHAPTER II

THEORETICAL FRAMEWORK

This chapter will review some related literature to study. First, the persuasion strategy is discussed. The meaning of persuasion, persuasive communication and the types of persuasion strategies according to Keraf (2007), will be reviewed. This will help the researcher to answer research question number one. Secondly, the theory about the way to persuade viewers or customers according to Aristotle (1954) will be reviewed. This will help the researcher to answer research question number two.

A. Persuasion

Persuasion is verbal exchange used to influence and convince another. Through persuasion, each person tries to affect beliefs and diverse people's desires. Persuasion in principle is an attempt to deliver information and have interaction among people in conditions where both events apprehend and agree to do something important to each party (Losi et al, 2023). Generally, persuasion defined as human conversation designed to influence others using modifying their beliefs, values, or attitudes.

A complex collection of linguistic techniques that known as persuasive strategies is used to influence opinions and elicit responses without obviously pushing one's own beliefs on the audience. In advertising, persuasive strategies are used less to boost sales and more to build up affinity and increase brand acknowledgement (Romanova & Smirnova, 2019). Persuasion is designed to

involve a range of methods to take consumer attention and diversion to build credibility and trust, to inspire a desire for products, and to encourage consumers to act positively.

B. Persuasive Communication

The word “persuasion” comes from the Latin *persuasio* which means to persuade, invite or seduce. Persuasion can be done rationally and emotionally. In a rational way, they influence the cognitive component of the individual in the form of ideas or concepts. Emotional persuasion, namely touching on the affection aspect, things related to a person's emotional life, for example through emotional means, aspects of sympathy and empathy, a person can be aroused (Marlena, 2013).

Joseph A. Ilardo (1981) defines persuasion as a communicative process to change the beliefs, attitudes, intentions, or behavior of another by the conscious or unconscious use of words and nonverbal messages. Persuasive communication can be understood as a message that influences the attitudes, opinions, and behavior of other people verbally and non-verbally. This process is a phenomenon that shows a continuous change in attitude or treatment (Roudhonah, 2013).

According to Hovland (1960), persuasive communication is the concept of a communication process that focuses on learning and motivation. Persuasive communication that aims to influence someone's opinions, opinions, attitudes or behavior must pay attention to, understand, study, receive, and retain the persuasive message.

From there, before making an attitude change, persuade through a persuasive message learning communication process. In this process, persuasion goes through five stages, namely attention, comprehension, learning, acceptance, and retention. (Sakhinah, 2018).

1. Elements of Persuasive Communication

There are 6 elements in persuasive communication, namely:

1. Messenger or Persuader

Persuader is a person who conveys a message to influence the attitudes, opinions, and behavior of other people both verbally and non-verbally (Sabri et al, 2021). In persuasive communication, the persuader must have a high ethos. Ethos is a person's self-value which is a combination and aspects of cognition, effect, and conation. A persuader who has a high ethos is characterized by readiness, sincerity, trust, calm, friendliness, and simplicity. If communication is persuasive to be successful, persuaders must have a receptive, selective, digestive, assimilative, and transitive attitude.

2. Message recipient or Persuade

Persuade is the person to whom the message is conveyed. Before making changes, Persuade carries out a fundamental activity that is internal, within oneself, namely learning. Learning is usually not just a momentary process. Each persuader receives a stimulus, interprets it, gives a response, observes the consequences of the response, reinterprets it, gives a new response, interprets so on. This is done

continuously so that the persuader gets into the habit of responding in a certain way to a certain stimulus.

There are five factors that influence the development of habit strength, namely: 1) frequent repetition of responses that are rewarded. 2) Isolate stimulus-response relationships. 3) Amount of reward. 4) time between response and reward. 5) The effort required to carry out the response (Gunardi et al, 2023)

3. Message

The content of the persuasive message also needs to be considered because the content of the persuasive message must try to condition, strengthen, or change the target's response. Wilbur Schramm presents what is called "the conditions of success in communication, namely conditions that must be met if we want a message to evoke the response we desire. These conditions can be formulated as follows: 1) the message must be designed and delivered in such a way that it can attract the attention of the persuader. 2) The message must use symbols aimed at the same experience of the persuader and persuader so that they both understand. 3) The message must arouse personal needs and suggest several ways to obtain these needs. 4) The message must suggest a way to obtain the need that is appropriate for the group situation in which the persuader is located when he is moved to provide the desired response (Effendy, 2007).

4. Channel

Channels are intermediaries between people who communicate, the form of the channel depends on the type of communication carried out. Communication

channels are media used to carry messages. This means that channels are a way or tool for messages to travel between persuaders and persuaders. Channels have seven dimensions that make it possible to evaluate the effectiveness of different channels. These dimensions are channel credibility, channel feedback, channel engagement, channel availability, channel durability, multipurpose strength, and channel complementarity. Face-to-face communication facing takes place when the persuader and persuader face each other face to face, and they can see each other. Face-to-face communication is also called direct communication (Maulana & Gumelar, 2020).

Channels or media are the means used by communicators to convey their messages. For example, print media, namely: newspapers, tabloids, magazines, books. Electronic media, namely: film, radio, television, video, computers, internet. Small format media, namely: leaflets, brochures, leaflets, stickers, and bulletins. Outdoor media, namely: billboards, banners, billboards, electronic boards, flags, pins, logos, hats, vests, and T-shirts. Group communication channels, for example, professional organizations, alumni associations, social religious organizations, youth organizations, and study groups. Public communication channels, namely: exhibitions, village halls, halls, squares, markets, and supermarkets. Social communication channels for example wedding parties, circumcision events, social gatherings, puppet shows, and wedding parties (Cangara, 2009).

5. Feedback or reply

Feedback or reply to the behavior performed can be external and internal. Internal feedback is the persuader's reaction to the message conveyed, while external feedback is the persuader's reaction to the message conveyed (Maulana & Gumelar, 2020).

6. Effects of Persuasive Communication

The effect of persuasive communication is the change that occurs in the persuader as a result of receiving messages through the communication process. The effects that occur can take the form of changes in attitudes, opinions, and behavior.

C. Types of Persuasive Strategy by Keraf (2007)

There are 7 types of persuasive strategies according to (Keraf, 2007), namely: rationalization, identification, suggestion, conformity, compensation, projection and displacement.

1. Rationalization

Rationalisation is justifying an action or belief with logical reasons, even if they are not appropriate. The process of providing logical reasons to support a truth. This technique is used to make the viewer or customer feel confident about the product through several statements. Rationalization as a persuasive method is confined as the procedure of the use of motive to justify a problem, where the groundwork or motive is now not the direct motive of the problem. Rationalization

aims to familiarize the fact about the advantages of a product to attract buyers so they will choose the product. This method is used to persuade customers about their product via several statements. Beauty vlogger need to know what viewer's needs, want, desire are and what their attitude and are. By knowing these things, beauty vlogger can justify the quality of the product Beauty vlogger want to recognize patron beliefs, attitudes, and what the viewer need, for example: "While this foundation may seem a bit pricey, consider the long-lasting coverage it provides. The high-quality ingredients and advanced formula are the reasons behind its cost, ensuring your skin looks flawless throughout the day."

2. Identification

Identification is creating a connection with the audience by highlighting shared values, beliefs, or experiences. Identification is always attempting to stop conditions of conflict and questionable attitude, then the speaker should analyze their presence and the total situation, then the speaker will be extra easily aware of their persuasion with the audience. Analysing consumer situation is the key to success for beauty vlogger. Beauty vlogger must be relevant to the target market, whether women, men, teenagers, adults, or children. This strategy is very important because beauty vlogger must know the right concept for the product Identification often uses the credibility or personal experience of a speaker or other person to support a claim for example: "Just like you, as a makeup enthusiast, I understand the struggle of finding the perfect eyeshadow palette. This one resonates with our shared passion for vibrant colors and easy application, making it a must-have in your collection."

3. Suggestion

Suggestion is an undertake to affect or persuade humans to receive a certain belief or institution. Suggestion targets to persuade viewers to admit the excellence of a product via humans that have dignity to follow. Suggestion is implying or subtly hints at something rather than stating it directly. Suggestion involves subtle encouragement aimed at influencing emotions. Suggestion can be a form of direction that involves trying to get consumer to accept a product without thinking about idea, beliefs or actions. The conformity between color, background, picture of product, interesting word and the use of famous celebrity of the commercial will make the customer influence, for example: "Imagine turning heads as you walk into the room with this stunning lipstick shade. Celebrities and beauty influencers alike have been raving about its bold color and staying power. Trust me, you'll want to add this to your makeup routine for that extra touch of glamour."

4. Conformity

Conformity is a desire to make them similar to something else. Conformity is encouraging alignment with group norms or the majority. It is the act of making similar to something else, or that is a way of thinking about adjusting beauty vlogger condition to the viewer. In persuasion, people who do persuasion use this method to adjust to desire belief in the persuasion. The speaker's conformity show that they were capable to do and act as an audience as well. The ambitions of conformity approach is to provide on overview of how a product has a real potential as predicted with the aid of possible consumers, for example: "Join the trend and

embrace the flawless finish that everyone is talking about. This setting spray is the secret behind the looks of your favorite beauty gurus. By incorporating it into your routine, you're aligning yourself with the latest beauty standards and achieving that picture-perfect makeup.

5. Compensation

Compensation is an action or and result of an effort to searching for a substitute for something that is no longer acceptable. Compensation is offering something of value in return for compliance. This is about the action or result of trying to find a substitute for a tenable condition. The beauty vlogger tries to influence viewer that they will find another better situation by using the product. That count number done if a scenario has experienced a frustration, for example: "If you've struggled with smudged eyeliner ruining your look, worry no more. This waterproof eyeliner is the perfect compensation for those frustrating moments, ensuring your makeup stays intact even on the hottest days."

6. Displacement

Displacement outline as a technique that seeks to replace a cause that experiences obstacles with every other reason that synchronously replaces the emotion, for example: "Swap your usual mascara for this one, and you'll see a significant improvement in volume and length. Say goodbye to clumpy lashes and hello to the perfect fluttery effect – a displacement that will transform your entire eye makeup game."

7. Projection

Projection is a approach to make something that was situation turn into object. A personality that a individual has is no longer authorized as a nature, but is cast the nature and character of another. In this projection, the advertisers will reveal weakness about some products that are considered competitive, for example: "While some brands may claim to offer the best coverage, let's not ignore the hidden flaws. Unlike those competitors, our foundation openly addresses imperfections, projecting transparency and honesty. Give your skin the care it deserves with this makeup essential."

D. The Way to Persuade Viewer or Consumers

Aristotle (1954), defines there are three strategies to persuade viewers or consumer attention namely ethos, pathos and logos:

1. Ethos

Ethos is an appeal to credibility or character. The persuasive technique of ethos relates to ethics. For the ethical appeal, writers or speakers want to convince the audience that they are a credible source. Audiences listen to and believe people whom they believe are ethical. Some authors are experts in their topic, so they have credibility all ready. For the rest of us, we must convince the audience. It is how well the presenter convinces the audience that he or she is qualified to present (speak) on the particular subject.

Example ethos from expertise-based credibility, dermatologists promoting skincare brands, such as Dr. Richard Lee endorsing his line of skincare products.

His medical credentials as a dermatologist make her a credible source. "Over the years, I have helped thousands of patients overcome their skin problems, and with this product, I want to share a solution that I believe can truly make a positive difference in your skin."

2. Pathos

Pathos is an appeal to the audience's emotions. The persuasive technique of pathos relates to the emotional, or sympathetic appeal. Speakers and writers use pathos to garner sympathy from an audience. In addition, successful writers engender the target emotions from the audience. Pathos can be particularly powerful if used well, but most speeches do not solely rely on pathos. Pathos is most effective when the author or speaker demonstrates agreement with an underlying value of the reader or listener. In addition, the speaker may use pathos to appeal to fear, in order to sway the audience. Pathos may also include appeals to audience imagination and hopes; done when the speaker paints a scenario of positive future results of following the course of action proposed.

Pathos can be found in the Jackie Aina content. Jackie Aina, is a beauty influencer known for advocating for people of color, frequently speaks out about the challenges she faces as a Black woman in the beauty industry. In her content, she emphasizes the importance of representation and inclusivity, sharing her personal experiences of being overlooked by brands. Her emotional appeal to her followers highlights the importance of diversity, making her audience feel heard and seen while encouraging them to be proud of their identities and support

inclusive beauty brands. "It's not just about makeup—it's about showing the world that we deserve to be celebrated in every shade. If you've ever felt like you didn't belong, trust me, I get it. And now, it's our time to shine."

3. Logos

Logos is a message argument. The persuasive technique of logos relates to logic and reasoning. This appeal means citing facts and statistics, citing authorities on the subject, and making logical analogies. It is normally used to describe facts and figures that support the speaker's topic. Having a logos appeal also see above because information makes the speaker look knowledgeable and prepared to his or her audience. However, the data can be confusing and thus confuse the audience. Logos can also be misleading or inaccurate.

In the beauty industry, logos are often used by influencers to convey logical arguments supported by evidence and facts. For example, influencers often share before-and-after images or time-lapse videos to demonstrate the effectiveness of a product. A modern example of this is CeraVe's Skin Renewal Retinol Serum, which is marketed with claims that it improves skin texture, reduces fine lines, and evens out skin tone with consistent use over 3-4 weeks. Influencers often document their experiences by showing how their skin looked at different stages of use, backing up the brand's claims with visible improvements. "I used this product for 30 days, and as you can see, my acne scars have faded by 40%. This is supported by the brand's claims of 3-4 weeks of consistent use showing visible improvement." For example, after 30 days of use, influencers might report seeing a 40% reduction in acne scars

or a noticeable improvement in overall skin tone. This use of before-and-after footage serves as logical evidence supporting the product's effectiveness, making the argument more convincing and relevant to their audience.

CHAPTER III

RESEARCH METHOD

A. Research Design

This research used the qualitative descriptive method. Creswell (2014) believes that qualitative research is an approach to examining and interpreting the definition attached to individuals or groups in social or human situations on which it is based. According to Rahardjo (2018), researchers use a qualitative approach to understand behavior and events objectively. The qualitative descriptive method was chosen because it is well-suited to understanding and describing the perspectives and experiences of beauty vloggers and consumers in the context of YouTube advertisement. This method allows for an in-depth exploration of the persuasive strategies employed by beauty vloggers, focusing on the meanings and interpretations attached to their language. In addition, the data and results are not supported by statistical data. Instead, they are indicated by groups of descriptive words. Qualitative research is an approach to testing and understanding the meaning inherent in individuals or groups in social or humanitarian situations, which is the basis (Creswell, 2014). Therefore, this research uses this method to answer the formulation of the problem developed. So, from this explanation, a deep understanding of how beauty vlogger use persuasion strategies in make-up review videos is obtained.

B. Data & Data Source

This research uses data in the form of utterances that contain element of persuasion. The data is obtained from the transkrip of utterances spoken by beauty vloggers in their makeup review videos that contain persuasive strategy. This

research use Youtube as main source data. The data source comes from YouTube videos uploaded by three popular beauty vloggers who focus on beauty product reviews. The videos that analyzed consist of sponsored content categories (paid partnership) and non-sponsored product reviews, uploaded in 2023-2024. Video selection is based on high engagement levels, such as the number of views, likes, and comments, to ensure the relevance and diversity of the data. Comments from the audience on the videos are also part of the data to understand the interaction between vloggers and viewers. The data used in this research is limited to makeup review videos which have exceeded 34 thousand viewers on YouTube. The videos analyzed in the research were videos entitled "The BEST Makeup from June 2023 (Favorites)" <https://youtu.be/NA15RhuIy94?si=bhw0BdxMbQ5x2uoB>, "Best Makeup Of 2024...Sofar! LisaEldridge| Chanel | Armani Beauty" <https://youtu.be/wN2FpWOeDI?si=OivNiUH2zHcin1j>, "The BEST Makeup & Skincare from June 2024!!" <https://youtu.be/-tw7buoC4ig?si=zFfsiKw2KdhaXApl> and "My current FAVOURITE MAKEUP PRODUCTS! July 2024 (Lots of drugstore makeup!)" <https://youtu.be/-SImFx5UB5Q?si=Ggye8-mr4sxjm1R>.

The criteria to determine the data source are makeup review videos uploaded on YouTube, upload date and viewership, and the video that contain utterance of persuasive strategy. The sample size was determined by considering several factors. First, there had to be a sufficient number of videos with persuasive strategies that met the criteria of upload date and viewership. The sample size was adjusted to ensure a diverse range of videos featuring different persuasive tactics across different makeup products and vlogger styles. Second, the selection aimed for content balance, featuring different types of makeup

products and vlogger demographics, such as number of followers, to provide a comprehensive analysis. Finally, the sample size was adjusted based on data saturation, which is the point at which additional videos no longer provide new insights. This criterion ensured that the study covered current trends and provided rich data to analyze persuasive communication in beauty vlogging.

The criteria select beauty vloggers and videos for this study, several key criteria were applied. First, only YouTube makeup review videos were considered, with a focus on makeup product reviews that highlight benefits, features, and personal experiences. These types of videos are more likely to include persuasive strategies aimed at influencing consumer behavior. Second, upload date was important; only videos uploaded within a specific time frame (last year and the first 6 months of this year) were selected to ensure the study reflected current marketing strategies and audience engagement, as well as capturing the latest trends in beauty vlogging. Third, viewership played a significant role in the selection process. Only videos with significant viewership, such as high views, likes, comments, and engagement, were included, as this indicates broader influence and effectiveness in persuading consumers. Finally, the presence of persuasive strategies was critical. Videos were reviewed to ensure that they contained identifiable persuasive tactics, such as testimonials, authority appeals, social proof, and scarcity, which help in understanding how vloggers effectively influence their audiences.

C. Research Instrument

In this research, the researcher acts as the main instrument (Creswell,2013). The researcher collected the data from Youtube and also evaluated the data that is in line with the topic of this research. The presence of researchers is the key to success or understanding in this research. This is because data collection must be carried out in real situations without being manipulated, made up, or exaggerated.

Researchers act as planners, implementers, data collectors, analyzers, and data interpreters and ultimately become pioneers of research results.

D. Data Collection

In collecting data for this research, the researcher used several steps. First, the researcher opened the YouTube application and looked for videos related to makeup reviews. Second, researchers watched the video several times to understand and find the utterances that use persuasion strategies in the video. Third, the researcher transcript the data from the video into written text automatically because each video has been provided with subtitles automatically. Fourth, the research finds and highlights utterances that contain a persuasion strategy. Finally, the researcher checked the video again and rechecked whether the data had been obtained and stopped collecting data if the data obtained was deemed sufficient.

E. Data Analysis

To analyze the data the researcher uses several steps. First, classified the data. This classification may involve identifying key elements relevant to the purpose of the analysis, such as the type of makeup product reviewed, brands discussed, application techniques, and other factors that may influence the persuasiveness of the review. By classifying the data, the researcher can understand the variability and main focus of the video, which is the basis for subsequent analysis. Second, analyze the video based on the theory of Keraf (2007 to answer question number one and use theory Aristotle (1954) to answer question number two. This theory can be applied to understand the persuasive impact of makeup

review videos. This theory focuses on two main factors, namely attitude change and belief. In the context of makeup review videos, analysis can focus on how the video influences viewers' attitudes toward the product reviewed, the brand discussed, or makeup application techniques. Apart from that, the audience's trust in the YouTuber and the information conveyed can also be the focus of analysis. Third, the researcher concluded the analysis. This conclusion includes a summary of the key findings from the analysis, including the patterns that emerged, the persuasive influence observed, and the potential impact on the audience. In the context of a makeup review, conclusions may include the extent to which the video was successful or unsuccessful in influencing the viewer's perceptions and decisions regarding the product or technique reviewed. The last is data triangulation. Data triangulation involves using more than one method or data source to confirm findings. In the context of makeup review videos, this may include the use of quantitative data (for example, the number of likes, dislikes, or comments) along with qualitative analysis. By using more than one type of data, the researchers can validate and strengthen analysis findings, increasing the reliability of the results.

F. Triangulation

This research used the triangulation method to verify the collected data's credibility. Triangulation is the most popular method for ensuring data validity because it is commonly regarded as the most dependable (Putra, 2013). This is because triangulation allows for several perspectives and the testing of conclusions using multiple data sources and methods (Rahardjo, 2007). According to Denkin in Rahardjo (2010), triangulations include four things: 1) Method triangulation, which

involves employing various methods to examine a phenomenon comprehensively; 2) An inter-researcher triangulation (if the research is done in groups), pertinent particularly in group research endeavors, ensuring the cross-verification of findings by different researchers; 3) Data source triangulation, which entails gathering data from multiple sources to enhance reliability; and 4) Theory triangulation, wherein different theoretical frameworks are employed to interpret and analyze data, thereby reinforcing the robustness of conclusions drawn.

In this research, researcher used data source triangulation. Data source triangulation involves using more than one data source to confirm findings. In the context of makeup review videos, this may include the use of quantitative data (for example, the number of likes, dislikes) and comments along with qualitative analysis. By using more than one type of data, the researchers can validate and strengthen analysis findings, increasing the reliability of the results.

CHAPTER IV

FINDING AND DISCUSSION

The researcher presented the data analysis finding in this part, based on the utterances of persuasive strategy in several makeup review video on the YouTube. This part will explain the various type of persuasion strategy, the way persuades viewer and the persuasive communication strategy that the beauty vlogger used in their makeup review video.

A. Findings

1. Type of persuasion strategy

From the 52 data of utterance from the beauty vlogger here are the list of the distribution what type of the strategy that beauty vlogger used.

Table 4.1 types of persuasion strategy

No	The types of persuasion strategy	Datum found
1	Rationalization	9
2	Identification	6
3	Suggestion	11
4	Conformity	7
5	Compensation	11
6	Displacement	8
7	Projection	-
Total		52

1. Rationalization

Rationalisation is justifying an action or belief with logical reasons, even if they are not appropriate. The process of providing logical reasons to support a truth (Keraf,2007). This technique is used to make the viewer or customer feel confident

about the product through several statements. Beauty vlogger need to know what viewer's needs, want, desire are and what their attitude and are. By knowing these things, beauty vlogger can justify the quality of the product.

Datum 1 (00:01:02)

“I love that I can create everyday looks and really really intense gorgeous mesmerizing looks as well I actually did a video earlier this month with this palette”

From Datum 1 the beauty vlogger justifies an action or belief with logical reason. An action is show by word **“I can create everyday look”**. Belief is shown in word **“really really intense gorgeous mesmerizing look”**. Logical reason is shown in the word **“I actually did a video earlier this month with this palette”**. The Datum above could be classified as rationalization (Keraf,2007) because this utterance explains the action or belief with logical reason of the product. The phrase "I can create everyday looks" suggests a relevant and practical action, while the phrase "really really intense gorgeous mesmerizing looks" reflects the belief that the palette can be used for a more dramatic and interesting look. The beauty vlogger explained that this eyeshadow palette is versatile, making every day looks mesmerizing. This shows that the product provides more value because it can be used in various situations. The phrase "I actually made a video earlier this month with this palette" indicates that the beauty vlogger actually uses the palette. This provides proof that the product has been tested or used and provided satisfactory results. In this way, the vlogger effectively provides justification that the product is useful and of high quality. This is a form of justification that the product is effective and useful.

Datum 2 (00:02:20)

“Lisa Eldridge seamless skin enhancing tint this is the foundation that **I have on I use the shade T4** and **I love, love, love this tint** I loved it from the very first moment I put it on my mind has not changed **I love the finish of it I love the application of it I love the coverage**”

From Datum 2 the beauty vlogger justifies an action or belief with logical reason. An action is shown by word **I have on I use the shade T4**. The belief is shown in word **I love, love, love this tint**. Logical reason is shown in the word **I love the finish of it I love the application of it I love the coverage**. This utterance use a persuasive strategy type rationalization (Keraf,2024). **I have on I use the shade T4**, this statement provides the basis that the product being discussed has been used directly by the vlogger, thus giving credibility to the review that will be submitted. The beauty vlogger explained that she already use shade T4 and she prove that can coverage the flaw that she have. The words "I love, love, love this tint" are repeated three times to emphasize strong positive feelings towards the product. This shows a strong belief in the quality of the product, and this repetition is used to strengthen the emotional impact on the audience.

Datum 3 (00:08:43)

“I really love how my lashes look when I wear this” (L'Oreal Panorama mascara)

From Datum 3 the beauty vlogger justifies an action or belief with logical reason. An action is shown by word **I wear this**. The belief is shown in word **I really love**. Logical reason is shown in the word **how my lashes look**. This datum

classify as rationalization (Keraf,2007). The beauty vlogger explained that she really love this mascara beause like how her lashes look after wearing it, the lask look more long and thick that her nature lash.

Datum 4 (00:03:34)

“**It really does block out all redness on the skin but it doesn’t feel heavy** or look heavy which **I really appreciate** “

From Datum 4 the beauty vlogger justifies a belief with logical reason. The belief is shown by word **I really appreciate**. The logical reason is shown by word **It really does block out all redness on the skin but it doesn’t feel heavy**. This utterance in datum use a persuasive strategy type rationalization (Keraf,2007). The words It really does block out all redness on the skin but it doesn’t feel heavy the logical reason why she like this product, this his product is very effective in covering the imperfections of her reddish face and the advantage of this product is that it feels very heavy when used so that she feels as comfortable as when she not using make-up.

Datum 5 (00:02:01)

“The L’Oreal Infallible 32-hour Fresh Wear Foundation...**I wore different foundations on each day** to like **test the longevity of them...This one held up the best.**”

From Datum 5 the beauty vlogger justifies an action with logical reason. An action is shown by word **I wore different foundations on each day**. The logical reason is shown by word **test the longevity of them...This one held up the best**. This utterance in datum use a persuasive strategy type rationalization (Keraf,2007).

The beauty vlogger explained that she already use different foundation with various product each day to test the longevity of the product. This is the action she try to strengthen her opinion. As the result this product is the best choice if the viewer wants a product that can last a long time if used.

2. Identification

Identification is creating a connection with the audience by highlighting shared values, beliefs, or experiences (Keraf,2007). Analysing consumer situation is the key to success for beauty vlogger. Beauty vlogger must be relevant to the target market, whether women, men, teenagers, adults, or children. This strategy is very important because beauty vlogger must know the right concept for the product. Identification often uses the credibility or personal experience of a speaker or other person to support a claim.

Datum 6 (00:02:47)

“There's a lot of nude eyeliners that you can find this one is pretty pricey I bought it because of Nikki makeup on Instagram I love her she's one of my biggest Inspirations when it comes to my aesthetic”

From Datum 7 beauty vlogger use the belief. The belief shown by word **I love her she's one of my biggest Inspirations when it comes to my aesthetic and I bought it because of Nikki makeup on Instagram.** The beauty vlogber said she had the same belief as Nikki her role model the that like something that aesthetic. The beauty vlogger articulated that her aesthetic style was inspired by Nikki Makeup, which could make audiences who follow or admire Nikki feel

connected, thereby increasing the appeal and persuasiveness of her recommendations.

Datum 7 (00:00:41)

“We're gonna start off with the eyes because **I just feel like that's what's catching my eyes** so the first thing is this palette from Anastasia, **I have been using this like crazy you guys it's the cosmos eyeshadow palette it is so beautiful**”

From Datum 6 beauty vlogger use the belief and personal experience. The belief shown by word **I just feel like that's what's catching my eyes**. The personal experience shown by word **I have been using this like crazy you guys it's the cosmos eyeshadow palette it is so beautiful**”. The Datum could be classified as identification (keraf,2007) strategy because Beauty vloggers use their personal experience with products (“I have used this like crazy...”). This builds a relationship with your audience by showing them that they too can have the same positive experience. She said that the appearance of this eye shadow was so attractive and eye catching that everyone who saw it would feel like it at first sight and want to use the product like a crazy.

Datum 8 (00:05:11)

I am not somebody who wears lashes but these are lashes that **I've been obsessed with**.

From Datum 8 beauty vlogger use the belief and personal experience. The belief shown by word **I've been obsessed with**. The personal experience shown by word **I am not somebody who wears lashes**. The Datum above could be classified

as rationalization (Keraf,2007). Beauty vloggers use statements like "I've been obsessed with" to express positive feelings and enthusiasm for a product. This expression shows the vlogger's personal belief that the product is very interesting and valuable, which aims to convince the audience of the product's quality. She also mentioned, "I'm not a person who wears eyelashes," referring to her personal experience. Admitting that she doesn't usually wear fake eyelashes, showed honesty and said that this product was so special that it was able to change her habits. This adds credibility and makes the audience more confident that the product is worth trying. When a beauty vlogger relates her honest opinion and relatable personal experiences the audience might feel more connected because of these same things and be interested in trying the product

Datum 9 (00:02:59)

"I get a lot of recommendations from her because a lot of the tones she chooses work really well for me."

From Datum 9 beauty vlogger use the belief and personal experience. The belief shown by word **I get a lot of recommendations from her**. The personal experience shown by word **a lot of the tones she chooses work really well for me."** This datum use an identification strategy by equate speaker believe with other. The words "I get a lot of recommendations from her" show the beauty vlogger's trust in someone (influencer or role model) as a reliable source for beauty product recommendations. This shows that he respects and trusts other people's opinions when making decisions regarding makeup choices.

Datum 10 (00:00:24)

I love sharing my favorite products with you guys each month because **I feel like it's a great way for me to understand what has stuck into my routine.**

From Datum 10 beauty vlogger use the belief, value and personal experience. The value shown by word **I love sharing my favorite products with you guys each month.** The belief and personal experience shown by word **I feel like it's a great way for me to understand what has stuck into my routine.** The sentence "I love sharing my favorite products with you guys every month" shows that beauty vloggers really appreciate the routine of sharing recommendations of her favorite products regularly every month. This reflects that sharing products and interacting with viewer or audiences is valuable and important to her. The sentence "I feel like it's a great way for me to understand what has stuck into my routine" shows the vlogger's belief that sharing favorite products is a good way to understand which products are truly part of her routine. This highlights his belief that discussing products aids personal reflection.

Datum 11 (00:04:39)

I feel like my old self again...with this hair and with like the bronzy makeup."

From Datum 11 beauty vlogger use the belief and personal experience. The belief shown by word **I feel like my old self again.** The personal experience shown by word **with this hair and with like the bronzy makeup.** The phrase "with this hair and with like bronzymakeup" highlights the vlogger's personal experience with bronze-colored hair and makeup. This experience provides real and relevant context for the audience, because the vlogger speaks from the perspective of his own experience of how she looked in the past. The sentence "I feel like my old self

again” shows the vlogger's belief that changes in appearance, such as hair style and makeup, make her feel like her old self. This shows the belief that appearance can influence a person's sense of self and identity, causing a feeling of nostalgia.

3. Suggestion

Suggestion is implying or subtly hints at something rather than stating it directly. Suggestion involves subtle encouragement or suggestions aimed at influencing emotions (Keraf, 2007). Suggestion can be a form of direction that involves trying to get consumer to accept a product without thinking about idea, beliefs or actions.

Datum 12 (00:01:18)

“This video is not sponsored by anybody after trying the palette for that video I have been using it literally every time”

The Datum could be classified as suggestion strategy because beauty vloggers indirectly suggest to the audience that the opinions given are genuine and not influenced by pure sponsors, their own opinions, thereby building trust. By saying, "This video is not sponsored by anyone," the vlogger emphasizes that product reviews, in this case makeup palettes, come from her personal experience and preferences, not out of obligation to a sponsor. The statement “after trying the palette for that video I have used it literally every time” further indicates that the product has become a frequently used favorite, reinforcing the authenticity of her opinion. This encourages the audience to trust that the recommendations are sincere

and reliable, thereby building credibility and authentic trust between the vlogger and the audience.

Datum 13 (00:00:30)

"I can't wait to show them with you and make sure you stay tuned to the end because I have a really random product actually that I feel like I was not expecting to put in my favorites video"

Suggestion involves subtle encouragement or suggestions aimed at influencing emotions. For example, "I can't wait to show them with you..." utilizes emotional anticipation to capture the audience's attention. The phrase "I can't wait to show them with you..." creates feelings of enthusiasm and interest that aim to influence the audience's emotions. By showing personal enthusiasm, vloggers indirectly arouse the audience's curiosity and anticipation. The statement "make sure you stay tuned to the end because I have a really random product actually that I feel like I wasn't expecting to put in my favorites video" provides encouragement for viewers to continue watching. By mentioning an unexpected product, the vlogger makes the audience feel compelled to continue following the video to find out what product is in question.

Datum 14 (00:05:00)

"So, thanks, Johnny Ross, for making me want to try this. I can't stop staring mascara and it's really fabulous I love it."

Datum 14 By saying, "So, thanks, Johnny Ross, for making me want to try this," the vlogger credits Johnny Ross as a source of inspiration to try the product. Kalimat **"I**

can't stop staring at this mascara" mengekspresikan ketertarikan dan kekaguman vlogger terhadap produk. Ungkapan ini secara tidak langsung menyiratkan bahwa produk tersebut layak dicoba, karena vlogger sendiri merasakan dampak positif dari penggunaannya. This datum show that Johnny Ross makes the beauty vlogger suggested to try the product because the beauty vlogger can't stop staring the mascara.

Datum 15 (00:01:17)

You will get more coverage if you apply it with your fingers so just a tip there.

From the datum 15 Beauty vloggers don't give instructions that must be followed, but give solutions if you want more perfec results. The sentence "You will get more coverage if you apply it with your finger so only a tip that" conveys useful information about how to use the product. By saying "just a tip," vlogger Bauty indicates that this is an additional suggestion, not a mandatory order. This gives the audience the freedom to choose whether they want to follow the advice or not. This provides a solution for viewers who may be looking for a way to achieve more perfect results. This shows that beauty vloggers care about the user experience and want to help them find techniques that may be more effective.

Datum 16 (00:05:22)

"I actually use this powder brush to apply today"

From the datum 16 beauty vloggers do not directly give advice or direction directly but tell what they do so that the audience is interested in imitating them. By saying, "I actually used this powder brush to apply today," the beauty vlogger is not giving forceful advice or instructions, but simply stating what she did. This creates

the impression that he is sharing information based on personal experience, rather than forcing a certain way on the audience. This statement can trigger the audience's curiosity about the product used and the application method. By sharing how to use it, vloggers indirectly encourage their audience to try the same method, and make them feel involved in the conversation without feeling bossed around.

Datum 17 (00:08:07)

"I love this color... it just makes you look refreshed" (RMS Beauty blush)

From the datum 17 beauty vlogger does not directly tell the audience but tells her that she likes it and the benefits of using it. Beauty vlogger, "I like this color...", the vlogger expressed his interest and love for the blush color used. This shows that the vlogger has an interest in the product so that it can attract the audience's attention. The sentence "...just makes you look fresh" provides information to the audience about the benefits of the product. By stating that blush can make you look fresher, the vlogger made a subtle suggestion to viewers to consider the product without directly telling them to buy it.

Datum 18 (00:11:32)

I would recommend checking this one out" (Anastasia Brow Freeze Gel).

On this datum there is word "recommend", which means this is a personal opinion, not a command, so that the audience does not feel forced to start a market competition. This word contains subtle instructions, so that the audience feels free to consider the recommendation without feeling forced. Thus, vloggers create a more relaxed and friendly atmosphere.

Datum 19 (00:07:29)

It just kind of blurs into the skin beautifully but it also has such a gorgeous reflect that looks like your skin is glowing.

In this datum, the beauty vlogger uses the words **blurs into the skin** and **gorgeous** reflect which describe the positive experience of using the product without telling the audience to use it. The phrases "blurs into the skin beautifully" and "gorgeous reflect that looks like your skin is glowing" describe the positive experience gained from using the product. By using evocative words, the vlogger creates a compelling picture of the product's effects on the skin. This increases the audience's curiosity to try the product. Because it uses subtle suggestions, this approach feels more natural. This is because the audience will feel connected to the real experience, rather than feeling forced to buy something. This helps build trust and engagement with the audience.

Datum 20 (00:17:17)

Let me know down below what your current favorites are.

Although these sentences do not directly offer a product or suggest the use of a particular product, they can create an atmosphere that supports interaction and sharing of product recommendations among the audience, which can ultimately influence consumer behavior indirectly. This sentence makes the audience involved in community discussions. When audiences share their recommendations, they tend to feel more connected to the product and brand. This creates an interactive atmosphere that encourages everyone's involvement. This gives audiences the

opportunity to share their own experiences and feel that their voices are valued in community discussions.

Datum 21 (00:04:29)

“This mascara was recommended by Mr. Johnny Ross, who has amazing product recommendations that always work for me.”

Beauty vlogger mentions Mr. Johnny Ross as the person who recommended the mascara, to provide validation from an external perspective. This shows that opinions about the product do not only come from the vlogger's personal experience, but are also supported by someone who is considered to have expertise or credibility in providing product recommendations. The statement that "who has amazing product recommendations that always work for me" creates a sense of trust. Beauty vloggers link experiences with recommendations from famous figures to strengthen the validity of their opinions. This makes the audience feel more confident in the recommended product, because they see that others have experienced the same benefits. The Datum could be classified as suggestion strategy because the speaker directs his positive experience of this product to other people's recommendations, as if this is validation from an external point of view, which then makes the audience feel that the opinion is not just the speakers, but is supported by others.

4. Conformity

Conformity is encouraging alignment with group norms or the majority (Keraf,2007). It is the act of making similar to something else. Or that is a way of thinking about adjusting beauty vlogger condition to the viewer.

Datum 22 (00:05:33)

“I found out about them from Danielle makeup or Danielle Estrada over on Tik Tok and Instagram”

The Datum could be classified as conformity strategy because mention recommendations from other influencers who are known and trusted, the product that use by someone popular is will become a tendency to be followed or become a social norm. The beauty vlogger mentioned Danielle Estrada as a source of information about the product, this shows that she paid attention to and followed the recommendations of a well-known and trusted influencer. This indicates that she recognizes Danielle's authority and credibility in the world of makeup. The mention of famous, well-known applications such as TikTok and Instagram is also influential because these applications are used by millions of people, so trends can be created that influence society if a popular video is uploaded.

Datum 23 (00:01:03)

I know a lot of you like to use your fingers and your hands to apply it.

In this datum the words “I know a lot of you” indicate beauty vloggers adapt their recommendations or techniques to suit the general practices or preferences of the audience. This gives the impression that the vlogger is not just speaking from a

personal point of view, but is also trying to relate to the experiences and habits of a wider audience. These adjustments help build a connection with the audience and validate existing methods or choices.

Datum 24 (00:02:42)

"The Polite Society **more than** a pretty face Foundation **started popping off on TikTok**"

In this Datum the words "The Polite Society more than a pretty face Foundation started popping off on TikTok" started to go viral on TikTok, showing that beauty products become trends thanks to reviews or recommendations on social media. The virality of a product on a platform like Tiktok is often related to how the product gets attention or recommendations from users who feel connected to the product. The phrase "started popping off" indicates that the foundation became popular quickly on the TikTok platform. This reflects how products can attract huge attention thanks to interactions and recommendations from users on social media. When users share their positive experiences about a product on popular video platforms like TikTok, it can spark other people's interest and desire to try the product, thereby creating a trend and influencing a community.

5. Compensation

Compensation is offering something of value in return for compliance. This is about the action or result of trying to find a substitute for a tenable condition. The beauty vlogger tries to influence viewer that they will find another better situation by using the product.

Datum 25 (00:01:47)

“They actually mailed me a bunch of their glitters and they actually mailed me a couple of other products that I haven't tried yet but I'm excited to.”

This suggests a form of compensation where the speaker is rewarded with products, implying a reciprocal relationship with the brand. This implies a form of compensation, where the speaker receives free products from the brand. Even though there is no explicit mention of payment or sponsorship, the receipt of free products can be viewed as a form of reward for the speaker's influence or potential promotion of the brand. This show that brands appreciate the influence of vloggers and see value in promoting their product through vlogger-owned platform. The phrase “but I'm excited to” shows the vlogger's positive attitude and enthusiasm for an untried product. This can create a sense of interest among the audience, encouraging them to follow and look forward to the reviews or experiences the vlogger will share about the product.

6. Displacement

Displacement is shifting blame or responsibility from oneself to another. This is the process of convincing the viewer by diverting one object or goal to another.

Datum 26 (00:12:19)

“This palette looks a little bit more boring than the original one, I just think that personally all of these Shadows are a little bit more usable for me”

The Datum could be classified as displacement strategy because the speaker shifts the focus away from potential problems with the product being discussed by pointing out more desirable features. The beginning of the sentence stating that this palette "looks a little bit more boring than the original one," the beauty vlogger admitted that there were shortcomings with the product. However, instead of focusing on the negative aspects, she quickly diverts attention by emphasizing that all the shadows in the palette are "a little bit more usable for me." This shows an effort to shift focus from weaknesses to product strengths. Even though the appearance of the product looks boring, the color choices in it are quite good and useful.

2.The way to persuade viewer

From the 52 data of utterance from the beauty vlogger here are the list of the distribution what type of the how the way to persuade viewer that beauty vlogger used.

Table 4.2 The way to persuade viewer

No	The way to persuade	found
1	Ethos	14
2	Pathos	18
3	Logos	20
	Total	52

For each data, the researcher provides 3 examples of data to provide an explanation.

a. Ethos

Ethos refers to authority and credibility. It highlights the credibility and trustworthiness of the of the makeup video tutorial that can help the viewer to buy the product. From table 4.2, 14 data of pathos strategy used by beauty vloggers have been found from a total of 52 data found. Below are 3 examples given to understand how the ethos strategy actually works.

Datum 27 (00:05:11)

“I am not somebody who wears lashes but these are lashes that I've been obsessed with”

This Datum qualifies as Ethos because the speaker establishes credibility and authenticity by admitting that they don't usually wear eyelashes. This builds audience trust, as the speaker presents himself as a sincere and impartial reviewer. By conveying that they don't usually wear eyelashes but still find them impressive, the speaker is implicitly stating that the product is extraordinary enough to win over even those who wouldn't normally be interested, which can be a powerful persuasive tool.

Datum 28 (00:01:18)

“This video is not sponsored by anybody after trying the palette for that video I have been using it literally every time”

This data is considered ethos because the speaker demonstrates their credibility and sincerity by explicitly stating that the video is not sponsored. Phrases such as “This video is not sponsored” emphasize honesty and transparency, key

elements of trustworthiness, and “I have used it literally every time” highlights authenticity and reliability, as the speaker shares genuine experiences and consistent use of the product, key indicators of credibility and trustworthiness, as it highlights the speaker’s transparency, authenticity, and reliability. This approach effectively utilizes Ethos as a persuasive strategy to influence the audience’s perception of the product. These statements assure the audience that the opinions expressed are unbiased and not influenced by external factors, thereby emphasizing honesty and transparency. Additionally, the beauty vlogger reinforces their authenticity by emphasizing that they continue to use the product consistently after trying it for the video. This continued use of the product demonstrates reliability and genuine appreciation for the product, further strengthening the speaker’s position as an unbiased reviewer.

Datum 29 (00:01:22)

“This eye cream though was what she said **the best eye cream ever** on TikTok recommendation”

This data qualifies as Ethos because the speaker is appealing to credibility by referencing TikTok as the source of the recommendation, which is a popular platform often associated with trends and trusted opinions. By mentioning that the product is described as “the best eye cream ever” on TikTok, the speaker is leveraging the platform’s authority and the collective trust it holds among its users. This builds a sense of reliability and relevance, as viewers may take a product’s high rating within a community as an indication of its quality. Additionally, the phrase “the best eye cream ever” implies a strong endorsement, increasing the

credibility of the product and appealing to the audience's belief in social proof. This use of Ethos effectively persuades the audience by leveraging the credibility of a widely known source to validate the product's value.

b. Pathos

Pathos refers to emotions and feelings. It allows video blogger to appeal to people's emotions and belief.

Datum 30 (00:01:03)

“I know a lot of you like to use your fingers and your hands to apply it.”

This Datum qualifies as **Pathos** because it appeals to the audience's emotions by acknowledging their preferences and habits. The speaker is connecting with the audience on a personal level by recognizing their common practices, which can evoke feelings of being understood and validated. This helps to create a sense of community and rapport with the viewers, making them feel more engaged and included in the conversation.

Datum 31 (00:07:29)

“It just kind of blurs into the skin beautifully but it also has such a gorgeous reflect that looks like your skin is glowing.”

This datum classify Pathos criteria because it uses words that evoke positive emotions associated with beauty and confidence. Phrases such as “blends beautifully into the skin” describe a smooth, flawless finish, which can evoke feelings of satisfaction and happiness towards the product. Additionally, the use of

the phrase “beautiful reflection” gives the impression of a beautiful glow, which emotionally encourages the audience to feel more confident, as if the product will make them look more attractive. Finally, the phrase “your skin is radiant” emphasizes the radiant effect on the skin that is often associated with health and beauty, triggering feelings of pride and confidence. Through this description, the beauty vlogger connects the audience’s feelings to their aspirations for healthy, radiant skin. This creates an emotional appeal that can encourage the audience to purchase the product because they feel that their needs and wants have been understood.

Datum 32 (00:00:30)

“**I can't wait** to show them with you and make sure you **stay tuned** to the end because I have a **really random product** actually”

This datum qualifies as Pathos because it creates anticipation and excitement, which appeals to the audience’s curiosity and emotions. Words that refer to emotions or feelings are, “I can’t wait” this phrase conveys excitement and anticipation, reflecting a desire and emotional investment in sharing something with the audience, “stay tuned” this phrase builds curiosity, implying that something interesting or exciting is coming, which engages the audience’s emotions of anticipation and interest and “really random” while not directly emotional, the word “random” can evoke surprise or intrigue, which can evoke emotions such as curiosity or amusement. The phrase “I can’t wait to show you” conveys desire, creating a sense of enthusiasm and personal connection with the audience. It gives the impression that the speaker is sharing something interesting, building a

relationship with the audience. Additionally, the mention of a “totally random product” sparks curiosity, making the audience want to know what it is, which emotionally engages them and encourages them to continue watching. This emotional appeal increases the sense of engagement and anticipation, making viewers feel more connected and invested in the content.

c. Logos

Logos is an appeal to logic. Viewers can be convinced if beauty vlogger can present factual arguments based on reason.

Datum 33 (00:03:55)

“I mix very fair sea and very fair neutral to get my perfect shade”

This Datum qualifies as Logos because it appeals to logic and reason. The speaker gives a clear and rational explanation of how they achieved the desired foundation shade by mixing two different colors. This use of logic helps the audience understand the process and the reasoning behind it, making the approach seem practical and reasonable.

Datum 34 (00:03:34)

“It really does **block out all redness on the skin** but it doesn’t feel heavy or look heavy which I really appreciate”

This datum mirrors the Logos example, as the vlogger provides a clear and reasoned explanation based on their experience with the product. The claim that the product “blocks all redness on my skin” is a factual argument supported by the

vlogger's observations of the product's effects. The additional note that the product "doesn't feel or look heavy" adds another layer of logical reasoning, as it highlights the product's performance in a way that emphasizes its practicality and convenience. The logical appeal here is based on effectiveness (blocking redness) combined with convenience (not feeling or looking heavy). These two qualities—function and convenience—are tangible factors that viewers can understand when considering the product, making the vlogger's claim rational and reasonable. By focusing on these characteristics, the vlogger appeals to the audience's desire for efficacy and ease of use, which helps strengthen the persuasive power of the message.

B. Discussion

In the data obtained, the analysis of persuasive strategies in beauty product review videos on YouTube reveals a variety of techniques employed to engage and influence viewers. The findings are grouped into three key areas: the types of persuasive strategies and methods of persuasion (ethos, pathos, logos). The data sheds light on how beauty vloggers adapt their communication styles to effectively persuade their audience, reflecting broader trends in marketing and advertising.

From the data in Table 4.1, it is clear that Suggestion and Compensation were the most frequently used by the beauty vlogger, each appearing 11 times in the review video. This strategy focuses on indirect influence, social validation, and emotional or aspirational appeal, aligning with the nature of beauty reviews, which often aim to create a sense of discovery or group belonging among viewers. The

use of Rationalization was appearing 9 times, this indicates that beauty vloggers like to use logical reasons to support their argument. The use of Displacement appears 8 times. The use of Conformity appears 7 times. The use of Identification was found to be lower 6 data, highlighting that while some beauty vloggers may rely on logical appeals, most focus on creating emotional or social connections. In the end researcher not found the use of projection by beauty vlogger, highlighting that this type is less desirable.

Rationalization, which involves providing logical explanations or practical reasons, is used quite frequently as evidenced by its occurrence 9 times. This shows that the nature of beauty products, which are subjective in relation to individual experience, is quite suitable for pure logic-based persuasion (Lamichhane,2017). This is because the audience tends to easily believe in a product if it has been used by a famous person.

Identification, a strategy that encourages viewers to understand the vlogger's personal experiences. By sharing personal stories or aligning their experiences with their viewers, beauty vloggers build trust and connection (Lockie,2019). This is especially important in beauty reviews because trust in a reviewer's authenticity can directly influence purchasing decisions. Unfortunately, this type is somewhat less popular, as proven by its appearance only 6 times.

Suggestions are the most commonly used strategy, as it allow the beauty vlogger to imply benefits or guide viewers' decisions without overtly leading them on. This is proven by the appearance of this type 11 times. This subtle method

encourages viewers to feel like they are making an independent choice, which may be more persuasive than a direct recommendation (Siegel et al.,2023). This also caters to the experiential and exploratory nature of beauty product use, where viewer and consumer often enjoy discovering benefits through their own trials.

Conformity encourages viewers to follow trends or align with popular choices, capitalizing on social validation and the desire to conform to beauty trends (Laham,2020). People tend to want to imitate or follow what famous celebrities do. making this type of strategy used quite frequently, as evidenced by its appearance 7 times in the data.

Compensation is one of the most used types of persuasion as a suggestion. This is proven by its appearance 11 times. Moving shifts the focus away from potential weaknesses by emphasizing positive features or personal preferences, ensuring the product remains attractive despite any shortcomings (Koskie et al.,2023)

The projection does not appear at all in the data, this shows that this type is less popular with beauty vloggers. projection allows beauty vloggers to reference external sources or influencers as validation of their claims. This reduces personal accountability but still leverages authority, which can be persuasive.

The persuasion strategies used by beauty vloggers strongly align with techniques employed in advertisements, particularly in their emphasis on emotional appeals, social validation, and aspirational messaging. For instance, beauty vloggers often highlight the transformative potential of a product by showcasing

“before-and-after” scenarios or sharing personal success stories, similar to advertisements that promise life-changing benefits to consumers (Kotler & Keller, 2016). These strategies foster a sense of community and belonging, as seen in the popularity of hashtag challenges or trends on platforms like TikTok, where users feel compelled to try products endorsed by influencers. Additionally, logical appeals, such as emphasizing a product’s ingredients or certifications (e.g., cruelty-free or dermatologist-approved), mirror advertising tactics that validate claims through expert endorsements or scientific evidence (Belch, 2021). The absence of overt projection in these reviews underscores the importance of maintaining trust, as today’s audiences value authenticity and are quick to detect insincerity (Hennig-Thurau et al., 2010). This blend of relatable storytelling, logical reasoning, and aspirational imagery makes beauty vlogs an extension of modern advertising, demonstrating how marketing strategies evolve in the age of influencer culture.

Table 4.2 categorize the methods used to persuade viewers through ethos (credibility), pathos (emotional appeal), and logos (logical appeal). The distribution is relatively uneven, with ethos appearing 14 times, pathos 18 times and logos 21 times. The logos that appear the most 21 times are most frequently used. This reflects those rational arguments based on evidence are very important. Pathos, which appears 18 times, also proves that the emotional appeal that connects beautiful vloggers and viewers is very important too. Lastly, ethos, which only appeared 14 times, was used less frequently, this proves that although credibility is very important, connecting it with logical reasons and emotional relationships is also important.

This research has several different contexts in the advertising field with previous studies. This study on persuasive strategies in YouTube beauty vlogger advertisements differs from the studies conducted by da Silva et al. (2021) and Jayawardena et al. (2023) in terms of platform, product type, and target audience. This study focuses on YouTube and beauty products, where beauty vloggers use persuasive language strategies to influence consumers. In contrast, da Silva et al. analyzed food product advertisements on various media platforms, such as YouTube, Facebook, and television, with more emphasis on emotional appeals and testimonials. Meanwhile, Jayawardena et al. focused on VR and AR advertisements, which involve advanced technology to create a more immersive and interactive advertising experience.

Another difference is his research targets consumers who are interested in beauty products, especially YouTube viewers who follow beauty vloggers. The persuasive strategies used aim to build trust and relationships with the audience, usually through informal, interesting, and educational content. Meanwhile, da Silva et al.'s study targets social media users who are interested in food products, especially those who follow food-related content on YouTube, Facebook, and television. The persuasion in this study aims to arouse hunger, health awareness, or the desire to pamper oneself. Jayawardena et al.'s study targets a more technologically savvy audience, who are interested in immersive and sophisticated advertising experiences, perhaps targeting the gaming, entertainment, and technology sectors.

For advertisers, these findings underscore the importance of including factual information in ad campaigns. For example, CeraVe's recent campaign with Michael Cera in their 2024 Super Bowl commercial successfully highlighted logos through scientific claims, such as the formulation being developed by dermatologists. This evidence-based approach is especially relevant in an increasingly discerning and selective consumer who wants more in-depth information about what they are buying. Using logos in ads like this helps advertisers build trust among consumers, as they feel that their purchasing decisions are based on credible and accountable information (Helm & Stern, 2024). This suggests that today's consumers place a high value on transparency in the ads they see and want tangible evidence of the claims made by brands. This approach, presented in a light-hearted and humorous manner, appealed to consumers who value scientific evidence when choosing skincare products (Helm & Stern, 2024).

However, pathos also plays an important role. Emotions are a key link between beauty products and consumers, especially in building emotional bonds that can influence purchasing behavior. For example, L'Oréal Paris' 2024 "Never Your Fault" campaign delivered a deeply emotional message by addressing the issue of women's empowerment and sexual harassment, which struck a chord with many. The campaign showed how brands can build an emotional connection with their audiences, not just by promoting products, but also by associating the brand with important social values. In this way, brands not only sell products, but also offer experiences and identities that their audiences can relate to and relate to emotionally. L'Oréal clearly identified that a strong emotional connection can

increase brand loyalty, especially when audiences feel they are supporting a brand that shares their vision and values (Smith et al., 2021). This proves that while fact-based information is essential, emotional connection through relevant messaging is also very effective in beauty advertising. The campaign not only supported women's empowerment but also strengthened the brand's emotional connection with consumers, building a brand image that cares about social issues (Smith et al., 2021).

While ethos is less commonly used, credibility is still crucial. This can be seen in Nivea's SPF365 campaign, where influencers such as Amy Nathalie shared their firsthand experiences of visiting Nivea's labs. This approach builds trust through transparency and shows that the product is backed by scientific research, as consumers are more likely to trust recommendations from individuals they perceive as having authority or expertise in the field. In the beauty industry, ethos can also be strengthened by highlighting ethical practices, such as sustainability, eco-friendly ingredients, or cruelty-free certifications, which are increasingly sought after by consumers concerned about ethics and corporate social responsibility (Mainolfi & Vergura, 2022). This emphasizes that credibility is a critical factor in building long-term relationships with consumers, especially amidst growing awareness of ethical and sustainability issues.

The finding of this study are in contrast to the study conducted by Losi et al., (2023) which found 16 data of pathos, 11 data of ethos and 11 data of logos. While this study found 14 data of ethos, 18 data of pathos and 21 data of logos. This proves that the differences in the data sources analyzed, namely slogans and this

research analyzed utterances spoken by beauty vlogger, produce different results. Persuasive analysis on slogans focuses on sentences written on the product only and on social media posts that market the beauty product, so the data analyzed are only short words. This is because the slogan itself, if it is too long, will not be easy to remember. While in this study, the analysis of persuasive strategies focuses on the statements of beauty vloggers. This makes the analysis of this research data vary from short words to long sentences as long as the context of the beauty vlogger's statement contains a persuasive strategy. In addition, the use of data triangulation with viewer feedback analysis also affects the results because the research of Losi et al., (2023) did not use it.

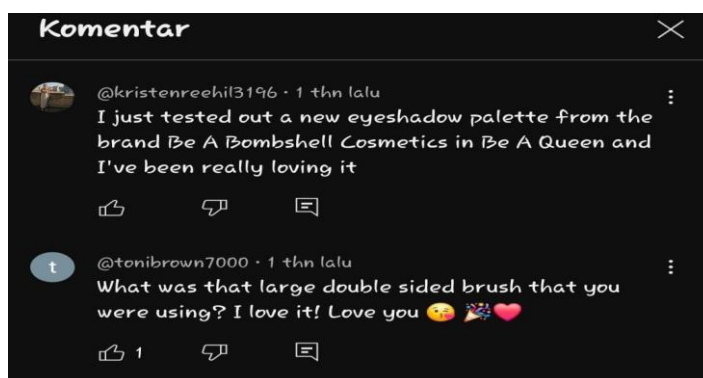
By combining logos, pathos, and ethos, ads can create a balanced and powerful message. For example, a skincare campaign might combine scientific facts (logos), an emotional transformation narrative (pathos), and testimonials from trusted experts (ethos). This strategy, as seen in recent campaigns, mirrors the way beauty vlogs and ads build strong relationships with their audiences and effectively influence consumers.

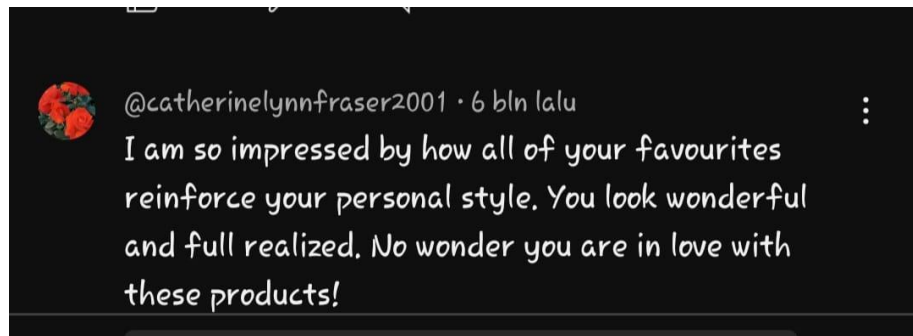
Ethos is achieved when beauty vloggers establish themselves as credible sources, often by sharing personal experiences or expertise. This method is quite successful because viewers tend to trust recommendations from influencers they perceive as authentic or knowledgeable. Building credibility also often involves mentioning brand partnerships or product testing, which reassures the audience that the information provided is reliable (Mainolfi & Vergura,2022)

Pathos, or emotional appeal, is the dominant strategy. Beauty products are often associated with personal identity and self-expression, making emotional engagement is an important element in persuading viewers (Smith et al.,2021). Beauty vloggers tap into their viewers' desires for beauty, confidence, and self-care, cultivating deep emotional connections that foster trust and encourage purchasing behaviour.

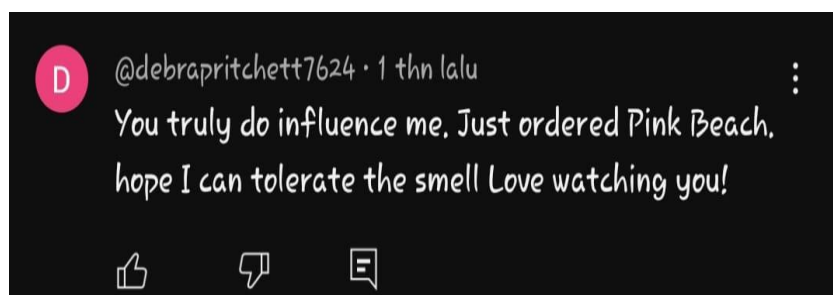
Logos involve logical arguments or factual information about a product, such as ingredients, functions, or scientific results. In the data it was found that logos was used most often compared to ethos and pathos. Logos remain an important part of beauty reviews, especially when it comes to product efficacy claims (Ferreira et al, 2022). Some beauty vloggers emphasize the rational benefits of a product, especially when reviewing skin care, where ingredients and results play a more important role than makeup.

Viewer engagement resonance with the successful persuasion strategy. Based on the analysis of comments and audience reactions to beauty vlogger videos, it appears that the pathos strategy (emotional appeal) is the most effective persuasive strategy in attracting audience attention.

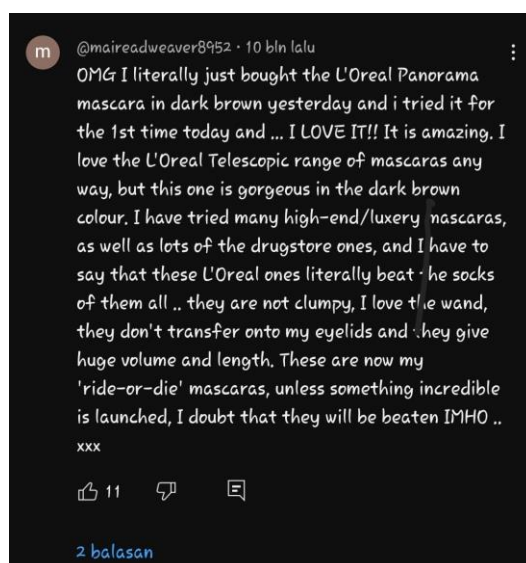




Many comments show expressions of joy and enthusiasm for the products discussed. For example, one viewer wrote. The comment **"I just tested out a new eyeshadow palette from the brand Be A Bombshell Cosmetics in Be A Queen and I've been really loving it."** would fall under **Pathos**, as it conveys excitement and enthusiasm about discovering a new product. The comment expresses an emotional reaction to trying something new and enjoying the experience, which appeals to the feelings of the audience. This phenomenon is related to research showing that influencers with an emotional approach can create stronger relationships with audiences, which ultimately increases interest in the promoted product (Jin, 2023). The success of the pathos strategy is also reflected in comments such as, "I bought 3 of the latest Chanel single eye shadows and I love them all," which shows that emotional involvement can directly drive purchasing decisions.



In addition, ethos (expertise and credibility) is also a very influential persuasive strategy. In many comments, viewers expressed their trust in the vlogger's recommendations. For example, one comment read, “You really influenced me. Just ordered Pink Beach,” indicating that the vlogger has a strong influence because the audience trusts their expertise and credibility. This suggests that vloggers who consistently provide helpful and proven product recommendations are able to build long-term relationships with their audiences. As seen in the comment, “I remember when you used Embryolisse all the time; your eyes looked amazing,” viewers remember and rely on the advice of vloggers who have proven credibility. This trust stems not only from product knowledge but also from the authenticity perceived by the audience, which in turn supports the sustainability of the relationship between the vlogger and the audience (Freberg, 2022).



Meanwhile, logos (logical inference) although not dominant, still appears especially in comments asking for further explanation about a particular product or tool. For example, comments such as, “OMG I literally just bought the L’Oreal Panorama mascara in dark brown yesterday and i tried it for the 1st time today and ... I LOVE IT!! It is amazing. I love the L’Oreal Telescopic range of mascaras any way, but this one is gorgeous in the dark brown colour. I have tried many high-end/luxury nascaras, as well as lots of the drugstore ones, and I have to say that these L’Oreal ones literally beat he socks of them all.. they are not clumpy, I love the wand, they don't transfer onto my eyelids and hey give huge volume and length. These are now my 'ride-or-die' mascaras, unless something incredible is launched, I doubt that they will be beaten IMHO”. The comments can be categorized as Logos because they are based on logical observations about the performance of L’Oréal Panorama mascara. The speaker states that it does not clump, does not transfer onto the eyelid, and provides great volume and length to the lashes. They also compare this mascara to other products from both high-end and drugstore brands, and conclude that L’Oréal's products outperform the others in terms of quality. By providing concrete reasons and personal experiences, the speaker supports their claims with rational evidence. This suggests that while emotions and trust play a major role, audiences also need detailed and rational information to make more informed decisions. This phenomenon shows how logos can complement other persuasive strategies, by providing details that help audiences feel more confident in choosing a product (Griffiths, 2023).

This phenomenon is related to a broader trend in influencer marketing, where emotional connection and trust are key drivers of consumer behavior. A study by Jin (2023) showed that audiences are more likely to purchase products recommended by influencers who are able to build a strong emotional connection. The emotional appeal and credibility of influencers create a strong foundation for the success of their marketing content. Furthermore, this approach reflects how pathos and ethos strategies are increasingly being used in beauty marketing to create greater influence over audiences.

Overall, pathos strategies are dominant in generating excitement and encouraging immediate purchase actions, while ethos supports the formation of long-term trust with audiences. These two strategies work synergistically to influence audiences' purchasing decisions. These findings also reflect an ongoing phenomenon in the beauty industry, where emotional appeal and credibility are at the heart of successful influencer marketing.

The findings from the data illustrate a clear pattern of persuasive strategies in beauty review videos on YouTube, with an emphasis on suggestion. The dominance of logos and pathos highlights the importance of logical reason and emotional appeal in influencing beauty product purchasing decisions.

This analysis also reflects the broader marketing trends in beauty advertising, where emotional and social engagement are prioritized to create strong, lasting impressions on consumers. These insights are valuable for understanding

how beauty influencers shape consumer perceptions and purchasing decisions through persuasive communication techniques.

The differences in persuasive strategies in sponsored and non-sponsored content. Sponsored content tends to emphasize the *logos* aspect, namely the logic and real evidence related to the product, such as superior features, innovations, and claims of product success. For example, beauty vloggers like NikkieTutorials in sponsored videos often explain the details of the product formula or show before and after results (Smith, 2023). This strategy is designed to encourage the audience to make a purchase through an interesting demonstration. In contrast, in non-sponsored content, vloggers rely more on *ethos* to build trust. They often share personal experiences, such as Alifah Ratu who said, "This is an honest review, I bought it myself" (Ratu, 2023). This approach creates an authentic impression that strengthens audience loyalty.

The importance of the "This Video is Not Sponsored" disclaimer. Statements such as "This video is not sponsored" are an important element in building credibility. In today's digital media era, audiences are increasingly critical of promotional content. By stating that the review is not sponsored, vloggers like Hiram or Tasya Farasya show that their opinions are free from the influence of a particular brand (Evans et al., 2017). Viewers feel more trust in product recommendations that are perceived as coming from genuine experiences. A study by Evans et al. (2017) found that non-commercial content has a higher engagement rate because it is perceived as more authentic by the audience.

The findings from the data illustrate a clear pattern of persuasive strategies in beauty review videos on YouTube, with an emphasis on suggestion. The dominance of logos and pathos highlights the importance of logical reason and emotional appeal in influencing beauty product purchasing decisions.

This analysis also reflects the broader marketing trends in beauty advertising, where emotional and social engagement are prioritized to create strong, lasting impressions on consumers. These insights are valuable for understanding how beauty influencers shape consumer perceptions and purchasing decisions through persuasive communication techniques.

The researcher divides previous studies into several groups to compare them with the researcher's research to prevent similarities from occurring. First, a study of persuasion strategies on different video platforms (Hapsari & Sukardani, 2018; Ithnin et al., 2020; Losi et al., 2023; Novitasari et al., 2019; Syafitri, 2023; and Harisma et al., 2022). These studies use different video platforms ranging from TikTok, Instagram to Facebook, while this research focuses on the YouTube video platform. In the study conducted by Syafitri (2023) found 7 type of persuasive strategy namely rationlization, identification, suggestion, conformity, compensation, projection and displament. Meanwhile this research only 6 type of persuasive strategy namely rationlization, identification, suggestion, conformity, compensation, and displament

The second one group that focus on slogan of the product (Fauzan, 2013; Harisma et al, 2020; and Losi et al., 2023) while these research not focus on the slogan of the product but the utterance spoken by beauty vlogger. In the study conducted by Losi et al., (2023) found pathos 16 data, ethos 11 data and logos 11 data. Meanwhile this research ethos 14 data, pathos 18 data and logos 21 data.

The last group is persuasive strategy in advertisement (da Silva et al., 2021) and Jayawardena et al. (2023). Study by (da silva et al., 2021) focuses on analyzing advertising for food products on media platforms on YouTube, Facebook and television. While this research focus on the utterance in the make-up review at Youtube Platform. Meanwhile study by Jayawardena et al. (2023) focus on advertising virtual reality (VR) and augmented reality (AR) video advertisements.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusions

Based on the findings above, it can be concluded that, there is a diversity of Persuasive Strategies. Beauty Vloggers use a variety of persuasive strategies type in their makeup review videos. These strategies include rationalization, identification, suggestion, conformity, compensation, and displacement. This shows that the vlogger is trying to reach the audience with a diverse approach to convince them about the product being reviewed. There were found six type of persuasive strategy, there are rationalization 9 data, identification 6 data, suggestion 11 data, conformity 7 data, compensation 11 data, and displacement 8 data.

The main way used to influence the audience in makeup review videos is through the approach of ethos 14 data, pathos 18 data, and logos 21 data. This shows that vloggers try to create an effective combination of beliefs, emotions and logic to influence viewers' decisions.

Between the 3 persuasive communication strategy beauty vloggers are more likely to use the psychodynamic strategies in their videos. This proven by the founded 26 data of the psychodynamic strategy, 15 data the sociocultural strategy and 11 data of meaning construction strategy. This shows that beauty do not only focus on aspects of the product, but also how the product relates to the psychological identity of the audience.

B. Suggestions

Based on the conclusions obtained, beauty vloggers can increase the effectiveness of their content by continuing to use and develop various persuasive strategies, such as rationalization, suggestions and compensation. They also need to strengthen credibility (ethos) and optimize the use of emotion (pathos) in their videos to better connect with the audience. Additionally, including more factual information (logos) can increase viewers' trust in a particular review. Vloggers are also advised to focus more on socio-cultural and psychological aspects in conveying their messages, taking into account the cultural context and emotional needs of the audience.

For future researchers, it is recommended to explore persuasive strategies in various types of content and social media platforms, as well as analyze audience reactions to understand the effectiveness of each strategy. Further research could focus on comparisons between platforms, investigate psychological and cultural aspects of audiences, and use deeper qualitative methods, such as interviews or group discussions, to gain deeper insights.

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CURRICULUM VITAE



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APPENDIXES

No	Data	Persuasion strategy	Ethos/Pathos/Logos
1.	We're gonna start off with the eyes because I just feel like that's what's catching my eyes is my eyes so the first thing is this palette from Anastasia I have been using this like crazy you guys it's the cosmos eyeshadow palette it is so beautiful	Identification	Ethos
2.	I love that I can create everyday looks and really really intense gorgeous mesmerizing looks as well I actually did a video earlier this month with this palette	Rationalization	Logos
3.	This video is not sponsored by anybody after trying the palette for that video I have been using it literally every time	Suggestion	Ethos
4.	There's a lot of nude eyeliners that you can find this one is pretty pricey I bought it because of Nikki makeup on Instagram I love her she's one of my biggest Inspirations when it comes to my aesthetic	Identification	Ethos
5.	I can't wait to show them with you and make sure you stay tuned to the end because I have a really random product actually	Suggestion	Pathos

	that I feel like I was not expecting to put in my favorites video		
6.	So, thanks, Johnny Ross, for making me want to try this. I can't stop staring mascara and it's really fabulous I love it	Suggestion	Ethos
7.	I get a lot of recommendations from her because a lot of the tones she chooses work really well for me	Conformity	Ethos
8.	I am not somebody who wears lashes but these are lashes that I've been obsessed with	Identification	Ethos
9.	I found out about them from Danielle makeup or Danielle Estrada over on Tick Tock Instagram	conformity	Ethos
10.	They actually mailed me a bunch of their glitters and they actually mailed me a couple of other products that I haven't tried yet but I'm excited to.	Compensation	Pathos
11.	This mascara was recommended by Mr. Johnny Ross, who has amazing product recommendations that always work for me.	suggestion	Ethos
12.	Lisa Eldridge seamless skin enhancing tint this is the foundation that I have on I use the shade T4 and I love, love, love this tint. I loved it from the very first moment I put it on	Rationalization	Logos

	my mind has not changed I love the finish of it I love the application of it I love the coverage		
13.	You will get more coverage if you apply it with your fingers so just a tip there	Suggestion	Logos
14.	I actually use this powder brush to apply today	Suggestion	logos
15.	I know a lot of you like to use your fingers and your hands to apply it.	Conformity	Pathos
16.	I use this to kind of mask the shadows a little bit	Compensation	Logos
17.	This is definitely one of the best new releases of 2024.	Compensation	Logos
18.	So the concept of this like 12 pan cream product from Makeup Forever is not new this year however they came out with these new shades that incorporated cream blushes	Compensation	Logos
19.	And as much as I loved that shade in there, I never used it	Rationalization	Logos
20.	This palette looks a little bit more boring than the original one, I just think that personally all of these Shadows are a little bit more usable for me	Displacement	Pathos
21.	My mind has not changed I love the finish of it.	Displacement	Pathos
22.	I really love how my lashes look when I wear this" (L'Oreal Panorama mascara)	Rationalization	Logos

23.	"I get a lot of recommendations from her because a lot of the tones she chooses work really well for me."	Identification	Ethos
24.	I love this color... it just makes you look refreshed" (RMS Beauty blush)	Suggestion	Pathos
25.	I would recommend checking this one out" (Anastasia Brow Freeze Gel).	Suggestion	Pathos
26.	This eye cream though was what she said the best eye cream ever on TikTok recommendation	conformity	ethos
27.	The Polite Society more than a pretty face Foundation started popping off on TikTok	conformity	ethos
28.	I mix very fair sea and very fair neutral to get my perfect shade" (Polite Society Foundation)	Compensation	Logos
29.	I feel like my hands look so good plus I love the smell" (Evolv Together hand cream)	Compensation	Logos
30.	The consistency is pretty thick... started using it and started to learn the texture a little bit" (House Labs concealer)	Displacement	Pathos
31.	I realized I haven't put this in a favorites video yet which is like a crime " (RMS Beauty blush)	Displacement	Pathos
32.	I do get oily in the T-Zone I do touch up with powder	Compensation	Logos

	throughout the day when I wear this" (C Tintin Protect Skin Tint).		
33.	I'm very, very picky with my brow gels" (Anastasia Brow Freeze Gel)	Rationalization	Logos
34.	It really does block out all redness on the skin but it doesn't feel heavy or look heavy which I really appreciate.	Rationalization	Logos
35.	I love sharing my favorite products with you guys each month because I feel like it's a great way for me to understand what has stuck into my routine	Identification	Ethos
36.	It just kind of blurs into the skin beautifully but it also has such a gorgeous reflect that looks like your skin is glowing.	Suggestion	Pathos
37.	I've been using it every single day since trying it and I'm obsessed	Suggestion	Pathos
38.	This was honestly such a hyped product and so when I finally tried it out this month, I was a little sceptical	Conformity	Ethos
39.	The only downside for me honestly is I do have to mix two shades to create this one."	Compensation	Logos
40.	It was definitely more of a heavy-duty feeling concealer upon application but I started to learn the texture a little bit.	Compensation	Logos

41.	The fact that it's from the drugstore makes it that much better.	Compensation	Logos
42.	The consistency is pretty thick... but I started using it and I started to learn the texture a little bit	Displacement	Pathos
43.	I feel like when I use this, I don't have to go in with hardly any concealer at all if any	Displacement	Pathos
44.	It just kind of blurs into the skin beautifully but it also has such a gorgeous reflect.	Displacement	Pathos
45.	I feel like my eye area feels more plump and more hydrated.	Rationalization	Logos
46.	The L'Oreal Infallible 32-hour Fresh Wear Foundation...I wore different foundations on each day to like test the longevity of them...This one held up the best.	Rationalization	Logos
47.	I feel like my old self again...with this hair and with like the bronzy makeup."	Identification	Pathos
48.	Let me know down below what your current favorites are.	Suggestion	Ethos
49.	I've been using different foundations to test which ones last the best...I really like this one."	Conformity	Pathos
50.	My skin is peeling like a snake...I feel like it's doing amazing things for my skin	Compensation	Logos

51.	My makeup's sitting a bit funny today...but it's a really nice color.	Displacement	pathos
52.	When I had my weekend of three concerts...I wore different foundations to test their longevity.	Rationalization	Logos
