

**AN ANALYSIS OF PERSUASIVE TECHNIQUES IN MALE
SKINCARE PRODUCT ADVERTISEMENTS ON INSTAGRAM
CAPTIONS**

THESIS

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

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THESIS

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2024**

STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**An Analysis of Persuasive Techniques in Male Skincare Product Advertisements on Instagram Captions**” is originally my own work. I do not include materials that have been written or published by others, except by citing them as a reference and including them in the references. Therefore, if there is any objection or claim, I am the only person responsible for it.

Malang, 07 November 2024

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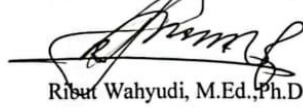
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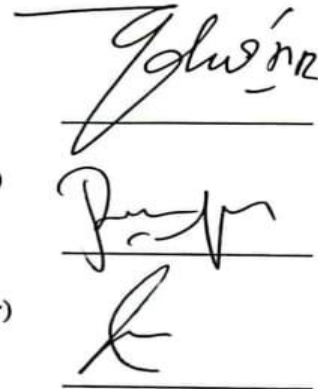
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v

v

MOTTO

خَيْرُ النَّاسِ أَنْفَعُهُمُ لِلنَّاسِ

The best people are those who are most beneficial to others.

(HR.Ahmad)

DEDICATION

I proudly dedicate this thesis to the most valuable people in my life, my parents, also to my best motivator, my teachers and friends who have sincerely given their best support. I also thank myself for never giving up and always trying my best to finish this thesis.

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I would like to extend my sincere and adoration to Allah SWT, the Almighty, the Most Gracious, and the Most Merciful, for giving me His favors and advantages, which enabled me to complete this graduate thesis. Furthermore, may Allah grant everlasting shalawat dan salam upon our esteemed Prophet Muhammad SAW, who distributes goodhearted beliefs and guides us along the straight path. So that the author can complete the thesis entitled “An Analysis of Persuasive Techniques in Male Skincare Product Advertisements on Instagram Captions” well and smoothly.

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Malang, 07 November 2024
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ABSTRACT

Darmawan, Rewin. (2024). *An Analysis of Persuasive Techniques in Male Skincare Product Advertisements on Instagram Captions*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Dr. Rohmani Nur Indah, M. Pd.

Keywords : Persuasive Techniques, Advertisements, Instagram Captions

This study discusses persuasive techniques used in male skincare product advertisements on Instagram. This study examines the types and functions of persuasive techniques used in advertising male skincare product on Instagram. The study analyzes persuasive techniques used in male skincare product advertisements on Instagram captions from beauty product accounts, specifically in the official L'Oréal Paris account. The source of this research data was taken from several Instagram caption from the official L'Oréal Paris account. The descriptive method was used to analyze the data using Lamb's theory (2019) and Keraf's theory (2004). The data was obtained from 24 male skincare product advertisements on Instagram captions in the L'Oréal Paris official Instagram account. Lamb's theory (2019) provides a framework for analyzing emotive and inclusive language, while Keraf's theory (2004) focuses on identification, suggestion, and compensation techniques. From the 24 data that has been collected from Lamb's theory (2019), it can be seen that the persuasive presentation techniques used in L'Oréal Paris male skincare product advertisements are: emotive language 8, everyday / colloquial language 7, inclusive language 1, evidence 3, rhetorical question 2, appeals 2, and hyperbole 1. In addition, from the 24 data that have been collected from Keraf's theory (2004), it can be seen that the persuasive presentation techniques used in advertising L'Oréal Paris male skincare product are: identification 8, suggestion 13, and compensation 3. Results indicate that emotive language and suggestion are the most frequently used persuasive techniques, highlighting the emotional and suggestive appeals in L'Oréal Paris male skincare product advertisements. Future research could explore additional persuasive theories or examine a broader range of product categories to capture a more comprehensive understanding of advertising strategies on social media.

مستخلص البحث

دارماوان ، ريوين. (2024). *التقنيات المقنعة لإعلانات منتجات العناية بالبشرة للذكور على تعليق على الانستغرام*. أطروحة البكالوريوس. قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة الإسلام نيغري مولانا مالك إبراهيم مالانج. المستشار: د. رحمان نور إنداه، دكتور في الطب.

كلمات مفتاحية: *تقنيات مقنعة، إعلانات، تعليق على الانستغرام*

تناقش هذه الدراسة تقنيات الإقناع المستخدمة في الإعلان عن منتجات العناية بالبشرة للرجال على وسائل التواصل الاجتماعي *الانستغرام*. تبحث هذه الدراسة في "التقنيات المقنعة لإعلانات منتجات العناية بالبشرة للذكور على تعليق على *الانستغرام*". الغرض من هذه الدراسة هو معرفة أنواع تقنيات ووظائف تقنيات الإقناع المستخدمة في إعلانات منتجات العناية بالبشرة للرجال على *الانستغرام*. التقنيات المستخدمة في الإعلان عن منتجات العناية بالبشرة للرجال من حسابات منتجات التجميل. تم أخذ مصدر بيانات البحث هذه من العديد من التعليقات التوضيحية على *الانستغرام* من حساب لوريال باريس الرسمي. تم استخدام الطريقة الوصفية لتحليل البيانات باستخدام نظرية لامب (2019) ونظرية كيراف (2004). تم الحصول على البيانات من 24 إعلاناً لمنتجات العناية بالبشرة للرجال على حساب لوريال باريس الرسمي على *الانستغرام*. من نتائج الدراسة ، استنتج أن تقنية اللغة العاطفية كانت تستخدم غالباً في نظرية لامب (2019) وكانت تقنية الاقتراح تستخدم غالباً في نظرية كيراف (2004). من البيانات الـ 24 التي تم جمعها من نظرية لامب (2019) ، يمكن ملاحظة أن تقنيات العرض المقنعة المستخدمة في إعلانات منتج العناية بالبشرة للذكور لوريال باريس هي: اللغة العاطفية 8 ، اللغة اليومية / العامية 7 ، اللغة الشاملة 1 ، الدليل 3 ، السؤال البلاغي 2 ، الطعون 2 ، والمبالغة 1. وأيضاً من البيانات الـ 24 التي تم جمعها من نظرية كيراف (2004) ، يمكن ملاحظة أن تقنيات العرض المقنعة المستخدمة في الإعلان عن منتج لوريال باريس للعناية بالبشرة للذكور هي: التعريف 8 ، والاقتراح 13 ، والتعويض 3. ينصح الباحثون المستقبليون الذين لديهم نفس الموضوع بتطبيق عدة نظريات أخرى لتقنيات الإقناع وليس التركيز فقط على نظرية واحدة لتحسين البحث

ABSTRAK

Darmawan, Rewin. (2024). *An Analysis of Persuasive Techniques in Male Skincare Product Advertisements on Instagram Captions*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Dr. Rohmani Nur Indah, M. Pd.

Kata Kunci : Teknik Persuasif, Iklan, Caption Instagram

Penelitian ini membahas tentang teknik persuasif yang digunakan dalam iklan produk perawatan kulit pria di Instagram. Penelitian ini mengkaji jenis dan fungsi teknik persuasif yang digunakan dalam iklan produk perawatan kulit pria di Instagram. Penelitian ini menganalisis teknik persuasif yang digunakan dalam iklan produk perawatan kulit pria pada caption Instagram dari akun produk kecantikan, khususnya pada akun resmi L'Oréal Paris. Sumber data penelitian ini diambil dari beberapa caption Instagram dari akun resmi L'Oréal Paris. Metode deskriptif digunakan untuk menganalisis data dengan menggunakan teori Lamb (2019) dan teori Keraf (2004). Data diperoleh dari 24 iklan produk perawatan kulit pria pada caption Instagram di akun Instagram resmi L'Oréal Paris. Teori Lamb (2019) memberikan kerangka kerja untuk menganalisis bahasa yang emotif dan inklusif, sedangkan teori Keraf (2004) berfokus pada teknik identifikasi, sugesti, dan kompensasi. Dari 24 data yang telah dikumpulkan dari teori Lamb (2019), dapat dilihat bahwa teknik penyajian persuasif yang digunakan dalam iklan produk perawatan kulit pria L'Oréal Paris adalah: bahasa emotif 8, bahasa sehari-hari/kolokial 7, bahasa inklusif 1, bukti 3, pertanyaan retorik 2, daya tarik 2, dan hiperbola 1. Selain itu, dari 24 data yang telah dikumpulkan dari teori Keraf (2004), dapat dilihat bahwa teknik penyajian persuasif yang digunakan dalam iklan produk perawatan kulit pria L'Oréal Paris adalah: identifikasi 8, sugesti 13, dan kompensasi 3. Hasil penelitian menunjukkan bahwa bahasa emotif dan sugesti merupakan teknik persuasif yang paling sering digunakan, yang menonjolkan daya tarik emosional dan sugestif dalam iklan produk perawatan kulit pria L'Oréal Paris. Penelitian selanjutnya dapat mengeksplorasi teori persuasif tambahan atau meneliti kategori produk yang lebih luas untuk mendapatkan pemahaman yang lebih komprehensif tentang strategi periklanan di media sosial.

TABLE OF CONTENT

THESIS COVER	ii
STATEMENT OF AUTHORSHIP	iii
APPROVAL SHEET	iv
LEGITIMATION SHEET.....	v
MOTTO.....	vi
DEDICATION.....	vii
ACKNOWLEDGEMENT.....	viii
ABSTRACT	x
مستخلص البحث.....	xi
ABSTRAK	xii
TABLE OF CONTENT	xiii
CHAPTER I INTRODUCTION.....	1
a. Background of the study.....	1
b. Research Question	10
c. Significance of study.....	11
d. Scope and Limitation.....	12
e. Definition of Key Terms	12
CHAPTER II REVIEW OF RELATED LITERATURE	14
A. Stylistics.....	14
B. The Nature of Persuasion	15
C. Persuasive Techniques Theory	16

D. The Function of Persuasive Techniques	24
CHAPTER III RESEARCH METHOD.....	32
A. Research Design	32
B. Research of Instruments	32
C. Data and Data Source.....	33
E. Data Analysis	34
CHAPTER IV FINDING AND DISCUSSION	35
A. Findings	35
B. Discussion	86
CHAPTER V CONCLUSION AND SUGGESTION.....	94
A. Conclusion	94
B. Suggestions.....	95
REFERENCES	97
CURRICULUM VITAE	100
APPENDIX	101

CHAPTER I

INTRODUCTION

This chapter discusses the introduction, which explains the research background, research questions, significance, scope and limitation, and definitions of key terms.

A. Background of the study

Persuasive advertising strategies for male skincare product were examined in this study. Given how frequently people use social media to advertise products, a study on persuasive strategies is intriguing. To get consumers' attention, male skincare product advertising needs to use effective persuasive strategies. Instagram was selected as a social media platform due to its unique style, which depends more on the persuasiveness of words to win over customers. Kotler (2005) defines advertising as any type of paid, impersonal presentation and promotion of concepts, products, or services by a specific sponsor.

The persuasive technique is a unique communication model that sets it apart from other types of written or spoken discourse communication. It is one of the stylistics. One method to describe stylistics' persuasive technique is to purposefully aim to produce specific effects (Daymon and Holloway, 2002). Subtly persuading someone to believe something we want them to believe is called persuasion. One strategy for success, particularly in the sales industry, is persuasion. Humans also require it in many areas of their lives so that they may readily persuade others to believe in them Yasir (2011).

Advertising is a whole discourse structure with cohesive and logical relationships between all of its components. Another goal of advertising discourse is to alter perceptions, attitudes, and ideas regarding the products or services being promoted (Rani, Arifin, and Martutik, 2006). Reading an advertising might reveal the situation's background, societal or cultural elements, and moral lessons. Furthermore, advertising is a communication process with great potential as a marketing strategy that facilitates the sale of products, services, and concepts via certain channels in the form of convincing data.

Advertisements on social media are now increasingly visible and visible to the eye. In general, successful advertising can bring material benefits to sellers and buyers by providing positive reviews of the advertised goods. The process of advertising activities starts with designing, creating, and promoting advertisements to the public (Kriyantono, 2013). An advertisement must sell and generate sustainable profits in the long term (Watono, 2008).

In this era, no one can be separated from social media. Social media is increasingly used because of the ease of accessing social media via the internet. There are even some of them who rely on these things as necessities of life. Buying and selling businesses can now easily carry out promotions through the many social media applications that are starting to emerge, such as Instagram. Instagram is a social media that people use to interact by uploading photos or videos (Puranga, 2017).

One of the most well-known and widely used social media sites is Instagram. It is used via smartphone applications, allowing marketers to interact with

customersexclusively (Vinaika & Manik, 2017). As stated by Abbott et al. (2013), Instagram reaches the younger generation and is generally more attractive to the public than other social networking platforms. Furthermore, depending on how they are used, a number of social media platforms are being used for online word-of-mouth advertising, product information sharing, and persuading friends and other consumers to purchase their items (Taha et al., 2021). Therefore, this research chose male skincare products from L'Oréal Paris in this research.

One of the top brands of cosmetics in the world, L'Oreal Paris makes sure that each of their products has a distinct look that makes it easy for people to purchase. L'Oréal Paris provides cosmetics for make-up, skin care products, and hair care products. L'Oréal Paris has been around for more than 110 years and is committed to the quality and effectiveness of its products. This product is not only aimed at women's beauty but also aimed at men (L'Orealgroup, n.d).

The purpose of this study is to determine the persuasive strategies used in L'Oréal Paris advertising using Lamb's theory (2019) and Keraf's theory (2004). The reason researchers chose to use Lamb's theory (2019) and Keraf's theory (2004) is because the second theory has a more detailed description in analyzing persuasive texts. Lamb's theory and Keraf's theory provide a more comprehensive description for analyzing persuasive texts. Therefore, Lamb's theory and Keraf's theory are applied to analyze persuasive strategies in L'Oréal Paris male skincare product advertisements.

Several previous studies have studied the same topic as this research area. The first research conducted by Sholikatin (2023) found persuasive techniques in the Instagram caption of the “Make Over” advertisement using Keraf’s (2004) theory. The results of the study showed that there were persuasive techniques used in advertising the “Make Over” product, namely rationalization 38%, identification 13%, suggestion 18%, conformity 13%, compensation 6%, displacement 6%, and projection 6%. The most frequently used techniques are rationalization and suggestion techniques because these techniques are easily accessible and attract the attention of consumers.

The second research conducted by Fauziah (2021) found that using persuasive strategies in Skincare Advertisements in Indonesia and using Keraf’s theory (2004). It can be concluded that there are 4 types of 7 types of persuasive strategies used, including the 4 strategies, namely rationalization, suggestion, identification, and conformity. The rationalization technique is the most frequently used technique.

The third study conducted by Ariadini (2022) found that there are persuasive techniques in beauty product advertisements on Twitter using Keraf’s theory (2004). It can be concluded from the results of the study that rationalization was found with 4 tweets (20%), projection with 3 tweets (15%), updates with 3 tweets (15%), identification with 2 tweets (10%), conformity with 2 tweets (10%) and moving with 1 tweet (5%). The technique most often used in this study is the suggestion technique because it is easily accessible to advertisers to attract consumer attention.

The fourth study conducted by Sephia (2023) found that there are persuasive strategies in advertising beauty products on YouTube that focus on five brands of beauty products, namely Lotus Professional, Cetaphil, Rimmel London, Makeover, Garnier, and using the theory of Kannan and Tyagi (2013). Then the results of the study found the most frequently used alliteration technique.

The fifth study conducted by Purba (2017) found that there is a persuasive strategy in women's cosmetic advertisements about skin whitening on television advertisements using Aristotle's theory (1854). The results of this study found that there were 32 utterances categorized as 14 as Ethos, 12 as Pathos, and 6 as Logos. There are two processes that occur in this persuasive strategy, the Elaboration Likelihood Model (Central & Peripheral Routes) and the Heuristic Systematic Model (Heuristic Processing & Systematic Processing). Central Route 31, Peripheral Route 19. Heuristic Processing 12 and Systematic Processing 38. The reason for using the Central Route in advertising must be relevant, any facts. Peripheral Route, irrelevant, and no facts. Heuristic processing, messages by experts or endorsements by artists, do not always provide facts. Systematic Processing, relevant, motivating customers, any facts. The most persuasive strategy category used is Ethos.

The sixth research conducted by Harisma (2022) found that there was the use of persuasive strategies in the advertising slogans of Safi women's cosmetic products on Instagram using Keraf's theory (2007) and Aristoteles theory (1954) . Based on the results of the study, there are five types of persuasive strategies used in this study, namely rationalization (9 data), identification (4 data), suggestion (5

data), conformity (11 data) and improvement (8 data). There are also ways to persuade consumers, namely ethos (11 data), pathos (2 data) and logos (9 data). It can be concluded that the most widely used technique is the rationalization technique and the most widely used way to persuade consumers is ethos.

The seventh research conducted by Losi (2023) found that there was the use of persuasive strategies in beauty product slogans on Instagram and used Aristotle's theory (1984). There were 50 data taken from Wardah product advertising slogans. And it can be concluded that the results of the research data are ethos (16 data), pathos (11 data) and logos (11 data). The findings of this research in the slogan of beauty products are ethos which is most widely used in the slogan of beauty product.

The eighth research conducted by Mustantifa's (2022) found that there was the use of persuasive strategies used in L'Oréal Paris revitalift online advertising and in this study using Keraf's theory. The results of this study found 2 persuasive techniques used, namely rationalization and suggestion. The rationalization technique in this study was used to show that several arguments were used to persuade consumers. While the suggestion technique is used as a key to persuading consumers. There is also Aristotle's theory applied in L'Oréal Paris Advertisements so that consumers know the speaker because if consumers know the speaker, this L'Oréal Paris advertisement will be successful in persuading consumers.

The ninth research conducted by Devi (2021) found that there was the use of persuasive strategies used in slogan women cosmetics "Wardah" advertisement

on Instagram. The results of the study showed the types of persuasive strategies, namely: rationalization (5 data), identification (7 data), suggestion (11 data), conformity (5 data) and compensation (3 data). And ways to persuade consumers, namely: ethos (7 data), pathos (2 data) and logos (5 data).

The last research conducted by Aulia (2022) found persuasive techniques used in Maybelline New York Instagram Captions using Lamb's theory (2019) and Bonacci theory (2022). In this study, 11 persuasive techniques were found from 33 Lamb theory techniques used by Maybelline New York. And among these persuasive techniques are Every Day/Colloquial Language, Emotive Language, Rhetorical Questions, Hyperbole, Connotation, Imagery, Metaphor, Simile, Repetition, Assonance, and Analogy. The most widely used persuasive techniques in this study were everyday language/everyday language (16.12%), rhetorical questions (7.74%), hyperbole, and connotation had the same percentage (7.09%). Regarding meaning, the use of everyday language/everyday language is to help convey the intent to the reader. Rhetorical questions are used to direct the reader in understanding the message. Hyperbole is used to arouse the reader's interest, and connotation is used to help convey something different.

From several previous studies described above, there are similarities with this research, such as the same topic, namely persuasion or persuasive techniques. The difference with previous research lies in the object used in this research, namely Instagram captions of male skincare product advertisements uploaded via the official L'Oréal Paris Instagram account. Some of the research that has been briefly described is similar to advertising. Advertising is closely related to the use of

persuasive language styles, which is why many researchers use advertising as their subject. Persuasive language is very important for advertising success (Esemah and Edegoh, 2013). Meanwhile, (Aliede, 2002) stated that most advertisements use persuasive tactics to attract customers to buy the goods, services, or concepts being advertised.

Instagram plays a key role in L'Oréal Paris marketing strategy for male skincare product because it is a visual-based platform that allows for the delivery of engaging content, such as treatment results, quick tips, and lifestyle. With an algorithm that supports audience segmentation, L'Oréal Paris can reach young men who care about their skin health through targeted advertising, hashtag campaigns (#MensSkincare, #L'OréalMenExpert), and collaborations with trusted influencers. Interactivity on Instagram, such as comments, polls, and stories, also helps understand consumer needs and build emotional connections.

Instagram is suitable for persuasion analysis because it supports the evaluation of visual and verbal elements, provides engagement data, allows for real-time experimentation, and reflects social trends, helping to create relevant, effective, and engaging messages for the target audience. Instagram plays a key role in L'Oréal Paris marketing strategy for male skincare product because it is a visual-based platform that allows for the delivery of engaging content, such as treatment results, quick tips, and lifestyle.

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hashtag campaigns (#MensSkincare, #LOréalMenExpert), and collaborations with trusted influencers. Interactivity on Instagram, such as comments, polls, and stories features, also help understand consumer needs and build emotional connections. Instagram is suitable for persuasion analysis because it supports the evaluation of visual and verbal elements, provides engagement data, allows for real-time experimentation, and reflects social trends, helping to create relevant, effective, and engaging messages for the target audience. Therefore, advertising of male skincare product is a relevant object for use in this research.

Research on persuasive techniques in male skincare product advertisements on Instagram captions assumes that the object of this research has a persuasive strategy that still needs to be explored further. Based on the main problems raised, this strategy is used to develop a new perspective in order to gain deeper insight into persuasive techniques. Persuasive techniques in male skincare product advertisements are very important to study, especially in the context of social media, because men are now increasingly concerned about self-care even though they still face the stigma of traditional masculinity.

Social media is the main platform for finding information and inspiration, so approaches such as storytelling, attractive visual content, and authentic testimonials can effectively influence purchasing decisions. Male consumers need a different approach, highlighting convenience, efficiency, and real results through short content such as reels or short videos. In addition, the fear of missing out (FOMO) can be utilized by displaying products as part of a global trend or modern lifestyle. Credibility can also be built through influencer marketing with relevant

male figures, giving an authentic impression and increasing trust in the product.

This strategy can break down cultural barriers, attract attention, and maximize the potential of social media as a primary promotional tool. Another assumption is that the persuasive techniques in L'Oréal Paris male skincare product have characteristics that may differ from the persuasive techniques in women's product advertisements. By using an analysis of persuasive techniques in Instagram captions, it is hoped that a clear picture can be obtained of how contemporary persuasive techniques are more suitable for consumers in this online era. The next assumption is that by using Lamb's theory (2019) and Keraf's theory (2004), it can produce an understanding of the types of persuasion and the functions of persuasive techniques used in L'Oréal Paris advertisements. Thus, this starting point is the reason for formulating research questions in this study.

B. Research Question

In light of the foregoing context, the following inquiries are the focus of this study:

1. What types of persuasive techniques are used in Instagram captions for L'Oréal Paris male skincare product advertisements?
2. What functions do these persuasive techniques serve in the Instagram captions for L'Oréal Paris male skincare product advertisements?

C. Significance of study

This study can be a reference material or reference for advertisers in understanding which persuasive techniques are most effective in attracting male skincare consumers on social media platforms such as Instagram. Theoretically, this study contributes to the field of linguistics. This study provides some facts to readers, especially for those who are interested in the representation of an advertisement that uses persuasive techniques in L'Oréal Paris male skincare product advertisements on Instagram captions.

It is hoped that this study can be useful for students majoring in English Literature as a reference for analyzing advertisements, especially regarding persuasive techniques in men's skincare product advertisements on Instagram captions. Practically, this study has many benefits in several fields. This study has practical benefits in determining the persuasive techniques in men's skincare product advertisements on Instagram captions and the results of this study can be used as reference material or references in studying persuasive techniques which are practical values for students. In addition, this study can be used as a reference or in producing persuasive sentences by advertisers to build good advertisements and persuade consumers to be interested in the goods or services offered. More deeply, this study can broaden our understanding of how persuasive techniques are applied specifically on platforms such as Instagram.

D. Scope and Limitation

This research is included in the scope of stylistic analysis. This research analyzes persuasive techniques in L'Oréal Paris male skincare product advertisements on Instagram captions. This research uses Lamb's theory (2019) and Keraf theory (2004). The limitations of this research lie in media advertising and male skincare product advertisements. This study focuses exclusively on the persuasive techniques found in Instagram captions for male skincare product on the official L'Oréal Paris Instagram account, excluding other forms of male skincare advertising and deixis-related analysis.

E. Definition of Key Terms

To clarify the definition of the use of key terms in this research as follows :

1. Persuasive Techniques

Persuasive techniques in this study refer to strategies employed within social media captions to influence consumer perceptions and drive engagement.

2. L'Oréal Paris

L'Oréal Paris is one of the leading cosmetic product brands in the world that provides make-up product, skincare product, and haircare product which is committed to the quality and effectiveness of its product for both women and men.

3. Caption

Caption is a short text that functions as a description that accompanies an image or video.

4. Male Skincare

Male skincare is facial and body skincare according to the characteristics of male skin which is useful for maintaining the good looks and health of the male skin.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter is an important part because there is a theory that is the basis for researchers to understand the questions in research.

A. Stylistics

The history of stylistics dates back hundreds of years. The English term stylistics is where the word stylistics etymologically originates. Style and istic are the roots of the word stylistic. The term "istic" denotes knowledge, whereas "style" alludes to the meaning of style. Thus, stylistic language—the science of style, or language style—can be used to interpret it. Understanding the structure and meaning of the language employed in a literary work is the foundation of stylistics, which is the study of literary texts from a linguistic perspective. Different impressions of a literary discourse can be formed by the language used in a literary composition. In addition to studying language style in literature, stylistics also looks at language style generally, particularly when it contains literary aspects. This is consistent with Giovanelli and Harrison (2022) stylistics is a branch of linguistics that studies how people use language differently and analyzed the pattern of linguistic choice and the interpretation.

In this study, stylistics is concerned with the way language is used in different contexts to achieve particular effects, which aligns with analyzing persuasive techniques in advertisements. In essence, stylistics refers to the comprehension and proficiency of a linguistic style. As the study looks at how linguistic choices

influence persuasion, audience reception, or the stylistic features of the captions, then it falls squarely within the realm of stylistics (Simpson, 2004). However, stylistics also assist writers in enhancing and expanding the aspects in their writing, which raises the caliber of their creative creations. To put it another way, stylistics is a surgical tool that literary experts employ to describe and summarize the meanings that are created by writers of advertisements.

B. The Nature of Persuasion

Persuasion is a communication technique used to persuade listeners to agree with the speaker's viewpoints without using force (Gumelar and Maulana, 2013). It entails using verbal and nonverbal language that communicates facts, emotions, and reasoning to influence other people's attitudes or behaviors toward a situation, concept, or item (Alwi, 2005). Advertising frequently employs persuasion to influence consumers by offering proof of viewpoint, nuanced reasoning, or compelling arguments.

To achieve success in persuasion, there are several important elements that play a role in the process. The source, message, channel, and recipient are the four primary components of the persuasion process (Larson, 2013). The information's sender or source comes first. In the context of advertising, the source is an element that determines whether the advertisement is credible or not (Larson, 2013). Trust in the source greatly influences the success of advertising in persuasion, and the factor of liking (such as sympathy or antipathy) towards the source is also an example put forward by Larson.

The message that a marketer wishes to communicate is crucial in advertising. Advertisers frequently explain a product's creation and presentation through words or pictures. This message is in the form of ideas, thoughts, or feelings, either verbally or non-verbally, that the advertiser wants to convey to the recipient or audience (Larson, 2013). Symbols, phrases, body language, touch, tone of voice, facial expressions, and more can all be used to communicate ideas. Symbols, phrases, body language, touch, tone of voice, facial expressions, and more can all be used to communicate ideas

The channel comes next. Messages are sent from the source or advertiser to the recipient via this route or tool. Social media, periodicals, radio, TV, newspapers, flyers, posters, and banners are some examples of these media. And lastly, the recipient. In advertising, the audience or target is referred to as the recipient. It is indisputable that giving the recipient a firm shove is a crucial step in the persuading process. The recipient is the one who is supposed to alter their behavior and comply with the persuader's wishes (Larson, 2013).

C. Persuasive Techniques Theory

Persuasion is one way to convince consumers. In this study, various strategies need to be applied to find effective persuasion methods. This study uses the persuasive technique theory proposed by Lamb (2019). This theory is used to analyze research data. Researchers chose Lamb's theory (2019) because this theory provides a comprehensive explanation and is in accordance with research data that focuses on analyzing Instagram caption descriptions using persuasive techniques.

Persuasive techniques are communication methods that aim to persuade someone. The aim of persuasion is to persuade people to adopt a specific strategy or method. Techniques for persuasion are employed to achieve a specific objective. A complicated collection of language strategies known as persuasive techniques is employed to sway attitudes and elicit reactions from listeners without directly forcing one's beliefs upon others. Persuasive techniques are used in the advertising industry not only to boost sales but also to promote positive connections and raise brand awareness (Romanova and Smirnova, 2019).

This study uses the persuasive technique theory proposed by Lamb's theory (2019). Based on Lamb's theory (2019), there are 25 features of persuasive techniques, including the following:

1. Alliteration

Alliteration is the technique of emphasizing and directing attention to a concept by using words that start with the same letter or sound. Alliteration is often employed in advertising to produce catchy and memorable phrases (Lamb, 2019). For example, a simple solution to address violence is to ban the use of firearms (Lamb, 2019).

2. Analogy

Analogy is a way of comparing two things to describe something (Lamb, 2019) For example, running a country can be likened to managing a household budget; the important thing is to make sure you don't add too much debt (Lamb, 2019).

3. Anecdote

Anecdotes are brief personal stories that are frequently used to clarify a point. It enables the writer to have a sincere relationship with the subject and can elicit strong feelings from the reader. (Lamb, 2019). For example, we recently went to the beach, and we were shocked by the amount of trash and plastic waste that was along the shore (Lamb, 2019).

4. Appeals

Appeal occurs when a writer uses various emotions to convince readers of a particular view (Lamb, 2019). For example, in the use of the word "compassion," the author often presents an argument that emphasizes the reader's sympathy. By using the word, the author makes the reader feel empathy for individuals who are experiencing difficulties (Lamb, 2019).

5. Assonance

The term assonance describes the pleasant sound produced when words with comparable vowel sounds are repeated. Additionally, assonance is used to highlight specific words or concepts (Lamb, 2019). For example, time and tide, as they say, wait for no one (Lamb, 2019).

6. Attacks

Attacks are a method of criticizing a group of people who have different opinions than those who hold legitimate views. In addition, these attacks often have a very sharp tone. (Lamb, 2019). For example, It is really disturbing that the government is not doing more to tackle climate change; their flagrant disdain and self-interest seem unbelievable (Lamb, 2019).

7. Cliche

A cliché is an expression or phrase that has been used so often that it has become redundant. While the use of clichés is discouraged, they can be an effective and simple method of conveying an idea to an audience (Lamb, 2019). For example, "Absence makes the heart grow fonder" (Lamb, 2019).

8. Connotation

Connotation refers to the idea or feeling associated with a word. In this regard, it is important to carefully consider the words and phrases to be chosen. It is important to note whether the connotation is positive, negative, or neutral, and how the words can be used to persuade or attract attention (Lamb, 2019). For example, "Thin" is associated with all examples of connotation. Consider the associated definitions of the following terms: anorexic, emaciated, slender, skinny, and emaciated. Though these terms have quite different meanings, they have comparable implications (Lamb, 2019).

9. Emotive Language

Emotional language refers to phrases used to describe words that trigger emotional effects in the listener (Lamb, 2019). For example, the new laws on cowardly beatings are a strict but necessary preventative measure to reduce the serious violence that occurs on our streets, which often results in very serious harm (Lamb, 2019).

10. Euphemism

When referring to something unpleasant or uncomfortable, euphemisms are softer words or phrases that are used instead of ones that can be too harsh or direct. In addition, euphemisms make bad things look good, negative things seem positive, abnormal things seem normal, and unpleasant things seem attractive or at least acceptable (Lamb, 2019). For example, Rather than just saying "died," some prefer to say "passed away" when discussing a deceased person. Governments often use the term "collateral damage" to refer to civilian deaths during war. Euphemisms can be employed to lessen the significance of a proposition or notion (Lamb, 2019).

11. Everyday / colloquial language

Everyday / colloquial language is language that writers use to look more down- to-earth, practical, and realistic by employing everyday idioms (Lamb, 2019). Australian writers often use colloquialism in their writing in this way. For example, A key component of our national identity is justice. I believe that as a nation, we have forgotten that everyone is entitled to be treated fairly (Lamb, 2019).

12. Evidence

Evidence in the form of statistics and other data is often used to convince or attract the attention of others (Lamb, 2019). Factual arguments become stronger when supported by concrete evidence. Evidence can strengthen a very logical and rational argument if the evidence is valid and factual. For example, since 1910, temperatures in Australia have risen by more than 1 degree Celsius (Lamb, 2019).

13. Exaggeration/Hyperbole

An exaggeration is called hyperbole. Hyperbole is typically used by people to exacerbate issues, make situations appear worse, and persuade readers to agree with their viewpoint (Lamb, 2019). For example, there are many reasons why Australia should be a republic (Lamb, 2019).

14. Expert Opinion

Expert opinion is when the author frequently quotes or refers to experts who agree with his/her views. Using expert opinion can make an argument more convincing and credible, because the opinion is supported by recognized authorities (Lamb, 2019). For example, leading scientists in Australia warn that urgent action is needed to address climate change, or temperatures could rise by up to 5 degrees Celsius by 2090 (Lamb, 2019).

15. Generalization

A generalization is a claim that is made in light of particular instances. Generalizations are typically used to make something appear reasonable and to simplify a difficulty (Lamb, 2019). For example, it is said that all teenagers are angry, uncooperative, and rude (Lamb, 2019).

16. Inclusive Language

Inclusive language is when the writer gives the impression that the writer and the reader can have the same views on an issue by using the words “we” or “our” (Lamb, 2019). For example, I have no doubt that when it comes time to cast our votes, we will all agree that one of the most important concerns facing our nation is job security (Lamb, 2019).

17. Imagery

Imagery is a description aspect of writing that may shape the reader's memories. Readers can understand the issue better if given a clear picture (Lamb, 2019). For example, the soft sounds of birds, the flow of a nearby stream, and the rich scent of eucalyptus illustrate the impact of government investment in urban green spaces (Lamb, 2019).

18. Jargon

Jargon is technical or complicated language that is often used to show that the writer has in-depth knowledge in a particular field (Lamb, 2019). For example, In the context of educational improvement, the evidence is clear: an emphasis on pedagogy, interdisciplinary learning, flipped classrooms, and metacognitive development (Lamb, 2019).

19. Logic / reason

Logic is a method of convincing readers through rational and reasonable arguments. It is typically spoken in a soothing voice to sound more sensible. (Lamb, 2019). For example, A person chooses to work overtime to earn extra money. (Lamb, 2019)

20. Metaphor

Metaphor is by making a comparison between two things, you can help persuade people when they say that one thing is another. (Lamb, 2019). For example, what should we do with a stubborn and unwilling industry to learn? What we usually do. Piracy. We'll resort to illicit methods to obtain what we want if a TV station won't supply it for a fair monthly charge (Lamb, 2019).

21. Pun

Puns are a type of joke that exploits the differences in meaning of words or words that sound similar. Puns can be used to mock a particular view or belittle an issue. It is a clever way for writers to criticize their ideas (Lamb, 2019). For example, if you have visited a dentist before, you will be familiar with the procedure (Lamb, 2019).

22. Repetition

Writers often repeat words and phrases to emphasize certain ideas. Throughout the writing, writers may also repeat ideas in the hope that this will convince the reader to agree with them (Lamb, 2019). For example, we need to get involved in electing people who reflect the belief that Australia is a vibrant and tolerant multicultural society. We should also write to local politicians to let them know that these issues are important to us. And we should call out the mainstream media for their dishonesty, let them know that we are outraged and will not tolerate it any longer (Lamb, 2019).

23. Rhetorical Question

Rhetorical questions are questions that do not require an answer because the explanation is already clear. Because of this nature, rhetorical questions are often used to direct the audience towards a conclusion, so that the conclusion feels natural and logical (Lamb, 2019). For example, Is there anything more important than protecting the environment? (Lamb, 2019).

24. Sarcasm

Sarcasm is the use of a dismissive tone to convey a sense of contempt (Lamb, 2019). For example, with his incredible intelligence, he should be able to have his own FM radio talk show (Lamb, 2019).

25. Simile

A simile is a comparison between two things that is usually described with the words “like” or “as.” Similes are used to give the audience a clearer understanding of something, or to describe something in either a positive or negative light (Lamb, 2019). For example, the problem is that both leaders have a completely lackluster charisma, like a wilted lettuce leaf (Lamb, 2019).

D. The Function of Persuasive Techniques

Persuasion is a way to persuade consumers. Persuasion requires using certain strategies to get persuasive results. The persuasive strategy theory from Keraf's theory (2004) functions to analyze the data of the persuasive strategy function in this study. The reason for choosing this theory to analyze the strategic persuasive function of this research data is that Keraf's theory (2004) is more detailed and includes persuasive strategies than other theories. In persuasive strategies, Keraf's theory in classifying persuasive strategies divides it into 7 ways: rationalization, identification, suggestion, conformity, compensation, projection, and displacement.

1. Rationalization

Rationalization is a process of using logical reasoning to provide a basic reference for the truth of attitudes, beliefs, decisions, and also a treatment or action

that can be taken (Keraf, 2004). The truth that occurs in persuasion is not the truth that is completely absolute, but the truth that is used to lay the foundations so that with actions that have been determined or can be taken so that they are easily justified logically. Therefore, for a writer or speaker to better understand what the listener needs, as well as with the attitudes and beliefs that exist in them.

In the field of advertising, the persuasive strategic technique of rationalization attempts to persuade readers and consumers by obtaining logical reasons such as the content, ingredients, benefits, and significant results after using the advertised product (Keraf, 2004). A consumer is more interested in a product that is balanced with what is needed, there is support from the content, benefits and results obtained are very satisfying.

For example, advertisers try to attract attention by stating that their Lip Lingerie XXL product provides a hot sensation in extreme conditions, such as the desert (Keraf, 2004). They introduce a bold new color, "fuego," which is claimed to last a long time without fading. Through this statement, advertisers direct consumers to buy the product, with the promise that the lipstick will look perfect all day long, even when used while eating or drinking. This is one advertising technique in which advertisers emphasize the durability and superiority of the product.

2. Identification

Identification is a process of someone identifying in order to produce a common basis of thought with similarities (Keraf, 2004). To obtain the results of this common thought, a writer must have the ability to recognize the situation. To

obtain a common basis that has similarities, in each article we must ask a question: who is this article intended for? Starting from trying to answer the question carefully, a writer finds it easier to identify himself through identification such as characteristics, level of knowledge, and abilities possessed by his readers.

In this advertising field, a condition that should be identified is the consumer who is the target of persuasion (Keraf, 2004). It would be good if an advertiser needs to recognize the level of target consumers, whether the consumers are children, teenagers or adults, men or women, the average purchase price, their profession, and others. After being able to identify the background of the consumer, an advertiser must be able to get the appropriateness of the words of the advertising text that appear in the product so that it can provide full needs to the targeted consumers, commensurate with beliefs, age, gender, and others.

For example, We bring the heat of the desert with Lip Lingerie XXL. Apply a bold new color, 'fuego', that will last all day and will not fade. In this advertisement, the identification technique is used to introduce the product to potential consumers (Keraf, 2004). In the statement "We bring the heat of the desert with Lip Lingerie XXL," the advertiser emphasizes that the product is worth buying. In addition, the advertiser also highlights the advantages of the product, namely the durability of the lipstick all day and does not fade even when used when eating or drinking.

3. Suggestion

Suggestion is an attempt to persuade or influence consumers or others to accept certain beliefs or convictions without obtaining a logical basis for the beliefs that are the target of persuasion (Keraf, 2004). In everyday life, suggestions are generally supported by the use of tone of voice, body language, and facial expressions.

Suggestions are generally presented together with some more interesting and easily convincing words and are generally marked by the use of personification and hyperbole to gain the reader's conviction (Keraf, 2024). Most of the possible suggestions that occur in a person have developed since childhood. Usually a person's suggestions have developed since the age of 4 and peak around the age of 7. A child of this age may assume that his parents are figures who have more knowledge and more power.

In addition, suggestions obtained from parents will easily influence children aged 4 to 7 years. However, as the child grows older, their interactions and knowledge will also increase. One day a child will meet a figure who is more than their own parents, such as a teacher. A teacher can be a figure who can answer questions as a whole. Furthermore, suggestions from parents over time will decrease with the increasing knowledge that occurs in their children. In this process, it will continue until a child has a personality that can obtain a way of thinking according to himself which becomes a basis for acting (Keraf, 2004).

For example, "Your face should be fresh, light and problem-free" aims to convince consumers to buy the product by promising that their face will look fresh,

bright and free of skin problems. This technique is designed to influence consumers to believe the message conveyed by the advertiser, so that they feel compelled to buy the Sublime Facial Water Mist product being sold.

The advertiser suggests that maintaining fresh skin is the key to increasing self-confidence, and the solution offered is to use the product. This type of suggestion technique is often used in advertising because it is effective in attracting consumer interest in a product (Keraf , 2004).

4. Conformity

Conformity is a mental mechanism that is appropriate or to match oneself that is comparable to what is desired (Keraf, 2004). Conformity provides encouragement and an action for someone to try to change themselves by having similarities with the reader. Therefore, the reader can understand where their position has similarities with what is believed. This technique has similarities with the identification technique.

In addition to having similarities, there are differences that lie in the part that concerns the author in the text. In the identification technique, a writer tries to have reasons that have similarities with the audience, so that the conformity technique is also a writer trying to convince the audience that an action, decision, and behavior that seems to be the audience (Keraf, 2004). In persuasion, someone who carries out persuasion by using this identification technique is usually used to adjust themselves with the person being persuaded (Keraf, 2004).

For example, like a political figure who tries to fulfill his life as a fisherman, ora farmer, or a laborer. When someone eats corn, it is undeniable that

the person also eats corn, and provides persuasion that this is not something new for him. For supporters of his propagandists who then make a statement that a political figure was born and raised in the community. Such a thing will make people easily believe that becoming a candidate for leader initially comes from the people, however, someone will be able to understand what someone wants and make people prosperous (Keraf, 2004).

5. Compensation

Compensation is an action or result that comes from an effort to find substitute for something that is less acceptable, but rather an attitude or condition that cannot be maintained (Keraf, 2004). In general, an advertiser in using this compensation technique to find out what can create value in its products experiences a decline.

For example, advertisements about food products that are less durable, may prioritize their products that are autonomous from chemical preservatives. Another example, when someone feels unable to provide the charm of a woman who is liked by her appearance, then a man will focus on his studies, on increasing his intelligence in order to get the attention of a woman. Where a man struggles desperately to be able to show his extraordinary talent, so that the man can get praise or awards in exchange for a less than good appearance. This can be analogous to using compensation techniques in persuasion (Keraf, 2004)

6. Projection

Projection is a technique that can make what was originally a subject change into an object (Keraf, 2004). The traits or characteristics that a person has,

which he does not want to recognize as his own, are instead transferred or considered to belong to someone else.

For example, "This is our first cleansing spray that is safe to use without causing side effects or damaging the skin. Oh, and did you know that this product is also: Alcohol-Free, Silicone-Free, and Fragrance-Free?" The advertising technique used is the projection technique, because it emphasizes the benefits of the product being offered. This is seen from the sentence "Our first cleansing spray without side effects or sacrificing the skin." Advertisers understand that consumers want a product like this because many other beauty products contain alcohol, silicone, and fragrances that can cause skin irritation if not suitable (Keraf, 2004).

7. Displacement

Displacement is a procedure of moving a target or something that is faced with an obstacle through various means (Keraf, 2004 p. 130). In short, displacement is an effort to make the brain free from feelings and diversion to a new object. Speakers or writers in persuasion must try to convince the audience or reader to divert from an object or a certain target to another target.

For example, "Did you know that our caffeine-infused HA Eye Serum bottle is recyclable and made from recycled glass? Because our planet is precious." This ad uses the displacement technique, where the advertiser tries to divert attention by mentioning that the serum bottle is recyclable. The main goal is to convey to consumers that it is important for us to take care of the earth, because the planet is precious. In addition, the advertiser also highlights that the product they are

offering, the HA eye serum, is not only beneficial for the skin but is also environmentally friendly. By purchasing this product, consumers are contributing to the effort to protect the planet (Keraf, 2004).

In short, Keraf theory (2004) classifies persuasive techniques into 7 ways, namely rationalization, introduction, suggestion, conformity, compensation, projection, and displacement. The rationalization strategy has characteristics by utilizing logical reasoning compared to the elimination strategy which prioritizes efforts to create common reasons that have similarities. The recommended strategy is to prioritize the persuasion approach or efforts to influence readers which begins by utilizing personification and hyperbole.

While the conformity strategy has similarities with the identification strategy, the conformity strategy places the writer in a position that is equal to the reader in order to provide confidence to the audience that an action, decision, and behavior become as the audience (Keraf, 2004). Then there is a strategy that still sometimes does not appear much in advertising, namely compensation, projection, and displacement.

The compensation strategy is an action or result that comes from an effort to find a replacement for something that is less acceptable, but an attitude or condition that cannot be maintained, while projection is a technique that can make the initial subject change to an object. The last displacement strategy is an effort to make the brain free from feelings and diversion to a new object (Keraf, 2004). In this case, the researcher's intention is to find the strategy from various advertisements that have been selected.

CHAPTER III

RESEARCH METHOD

Research methods include research design, research instruments, types of data obtained, data sources, data collection techniques, and the data analysis process carried out in carrying out this research.

A. Research Design

This study is in the realm of Stylistics and employs a qualitative descriptive approach, designed to understand, interpret, and build theories around advertising language through persuasive techniques. Using Creswell's (2013) qualitative methodology, this research explores the persuasive techniques used in Instagram captions for male skincare product.

This approach was selected for its focus on capturing nuanced meanings within text data. Creswell's method enables the structured analysis of varied data sources, like the captions of male skincare product ads on the official L'Oréal Paris Instagram, uncovering subtle persuasive strategies that other methods might overlook.

B. Research of Instruments

In this study, the researcher acts as the main instrument because the researcher in collecting and analyzing data is done directly on the L'Oréal Paris Instagram account. Furthermore, the researcher tries to answer the questions in this study. This is done independently by the researcher. In analyzing the persuasive techniques used in L'Oréal Paris advertisements, the researcher is responsible for

collecting and reducing caption data on the official L'Oréal Paris Instagram account.

C. Data and Data Source

For this research data, researchers took post captions from the official L'Oréal Paris Instagram account taken in March to June 2024. The data source in this research was obtained from the official L'Oréal Paris Instagram account, namely @lorealparis. This Instagram account, which has more than 10 million fans, displays interesting advertisements and captions in L'Oréal Paris advertisements. In this study, researchers focused on taking caption data of male skincare product advertisements for research data. The form of this research data is in the form of all the words, phrases and sentences in the male skincare product caption which will later contain persuasive techniques.

D. Data Collection

In collecting data for this research, the researcher took data from male skincare product L'Oréal Paris advertisements caption posts on March to June 2024 on the official L'Oréal Paris Instagram account and in accessing the Instagram application the researcher used a personal Instagram account. Data collection is a necessity because it is the basis for compiling research instruments.

In this study, the researcher collected data using 4 steps, namely the first was reading the post caption to understand the content of the Instagram caption of male skincare product advertisements on the official L'Oréal Paris Instagram account. Secondly, the researcher chose to highlight which caption of male skincare product advertisements that contained persuasive techniques. The third is to arrange them chronologically, which means that they are arranged according to the date

from the old male skincare product advertisements to the new male skincare product advertisements. The fourth is to reduce if there is data that has similarities so that the data is related, then the reduction is carried out.

E. Data Analysis

In the process of data analysis, the researcher first read carefully to find out the type of persuasive techniques. Secondly, each captions of L'Oréal Paris male skincare product advertisements so that later the researchers could find which objects needed to be researched. The third is discussing of L'Oréal Paris male skincare product advertisements on Instagram captions. In the final stage, the researcher made conclusions about data collection, then the data was analyzed using Lamb's theory (2019) and Keraf's theory (2004) theoretical approach to analyze it. After carrying out the analysis, the researcher would finally arrive at a conclusion to answer the main research problem.

In the data analysis process, the researcher first carefully examined the content to identify the types of persuasive techniques used. Next, each caption from the L'Oréal Paris male skincare product advertisements was categorized, allowing the researcher to determine which elements required further investigation. The third step involved discussing the persuasive elements in the Instagram captions for L'Oréal Paris male skincare products. Finally, conclusions were drawn based on the data collection, and the data were analyzed using Lamb's theory (2019) and Keraf's theory (2004) theoretical approach. This analysis ultimately led to a conclusion that addressed the main research question.

CHAPTER IV

FINDING AND DISCUSSION

This chapter discusses the analysis of persuasive strategies data research on L'Oréal Paris male skincare product advertisement on Instagram captions in the official L'Oréal Paris Instagram account based on persuasive techniques Lamb's theory (2019) and Keraf's theory (2004). In this chapter, the explanation of persuasive strategy research uses Lamb's theory (2019) to explain the types of persuasive strategies and Keraf's theory (2004) to explain the function of persuasive strategies. This chapter has two parts, namely research findings, and discussion.

A. Findings

There are many caption findings on Instagram, but not many use persuasive strategies. In this study, researchers selected several captions that include components with a persuasive approach. Researchers in collecting data for this study took Instagram captions uploaded by the official L'Oréal Paris Instagram account from March to June 2024, which included several aspects of persuasive strategies.

In this study, the researcher used a persuasive strategy based on the ideas of Lamb's theory (2019) and Keraf's theory (2004). The ideas of the two theories are to solve research questions. The first idea from Lamb's theory (2019) is to solve the first research question. The first, the research question is what types of persuasive techniques are used in Instagram captions for L'Oréal Paris male skincare product

advertisements. The second idea from Keraf's theory (2004) is to solve the second question. The second, the research question is what functions do these persuasive techniques serve in the Instagram captions for L'Oréal Paris male skincare product advertisements.

In this study, the captions were taken from the official L'Oréal Paris Instagram account uploads from March to June 2024. From March to June 2024, the researcher initially found 30 Instagram caption data after the researcher sorted and selected there were 24 Instagram caption containing persuasive techniques. Furthermore, the researcher will examine the findings of this research data based on Lamb's theory (2019) and Keraf's theory (2004). The researcher will analyze according to the time chronology, namely from March to June 2024 and after that the researcher will group the findings of the research data according to the type and function of persuasive strategies.

Datum 1 :

"Get ready to bring your skin back to life"

The Instagram captions in L'Oréal Paris male skincare advertisements, *"Get ready to bring your skin back to life,"* is notable for its impact on audience engagement. This is evidenced by comments reflecting interest and positive influence, such as one user stating, "I need this". Such responses indicate the effectiveness of the persuasive language employed in the advertisement, successfully enticing potential customers to consider the product.

The caption uses persuasive **everyday / colloquial language** techniques. Advertisers often use colloquial and easily understandable language to attract consumers, as it fosters a sense of closeness. For example, the caption "*Get ready to bring your skin back to life*" is a direct and persuasive invitation, encouraging consumers to care for their skin using L'Oréal Paris product. The phrase "*your skin back to life*" not only creates an informal and relatable tone but also conveys a message of rejuvenation, suggesting that the product can restore vitality to the skin. This approach highlights a key persuasive strategy: using everyday language to establish personal connections and make the product feel relevant to individual needs.

The function of the persuasive techniques using types of everyday / colloquial language is to show **suggestion**. This technique builds consumer belief in the product by suggesting its benefits indirectly. For example, the phrase "*Get ready to bring your skin back to life*" implies that the product can rejuvenate skin without explicitly claiming it.

Datum 2 :

"Calling all #MenExperts, your future is about to get brighter"

The Instagram captions in L'Oréal Paris male skincare product advertisements, "*Calling all #MenExperts, your future is about to get brighter*", demonstrates effective persuasive techniques, as evidenced by user engagement in the comments. For instance, a comment stating, "Looking great," reflects the influence of the advertisement, suggesting that the messaging has successfully resonated with the audience and reinforced the brand's appeal.

The caption uses persuasive **everyday / colloquial language** techniques. Advertisers often use everyday, colloquial language to engage consumers, as it is informal, easy to understand, and fosters a sense of closeness. The caption "*Calling all #MenExperts, your future is about to get brighter*" exemplifies this approach by serving as a direct and persuasive invitation.

It encourages consumers to care for their skin with L'Oréal Paris product, suggesting that their skincare routine can rejuvenate and improve their appearance. The phrase "*your future is about to get brighter*" creates an informal tone, making the message relatable and accessible. This technique effectively aligns the product with personal needs, highlighting how colloquial language enhances persuasive strategies by building a personal connection with the audience.

The function of the persuasive techniques using types of everyday / colloquial language is for showing **compensation**. This technique builds consumer belief in the product by compensation its benefits indirectly. For example, in Datum 2, The sentence, "*Calling all #MenExperts, your future is about to get brighter*", serves as a persuasive tool employed by the advertiser to encourage consumers to achieve brighter facial skin through the use of L'Oréal Paris product.

By leveraging this compensation technique, the advertiser aims to instill trust in the conveyed message, fostering consumer interest and motivating potential buyers to try the product. Through this strategy, the advertiser conveys the promise that L'Oréal Paris product can effectively enhance the brightness of one's facial skin, aligning with the aspirations of the target audience.

Datum 3:

“Powered by dermatologist-approved formulas”

The Instagram captions in L’Oréal Paris male skincare product advertisements, *“Powered by dermatologist-approved formulas”* is noteworthy because it has sparked comments indicating that users are influenced and intrigued by the product. One comment highlights the effectiveness of the persuasive technique, referencing the caption “All eyes on you,” which reflects the success of the marketing strategy in capturing audience attention and interest.

The caption uses persuasive **appeals** techniques. Advertisers leverage authority or expert endorsements to build credibility and trust in their products or services. By referencing trusted professionals such as doctors, scientists, or other experts, they strengthen consumer confidence. For example, the phrase *“Powered by dermatologist-approved formulas”* in an advertisement highlights that the product is dermatologist-approved, signaling safety, efficacy, and scientific validation. The term "approved" implies adherence to specific standards verified by experts, which resonates with consumers who may lack detailed knowledge about skincare product.

This technique, used effectively by brands like L’Oréal Paris, reinforces trust by presenting solutions supported by professional authority and scientific evidence. The function of the persuasive techniques using types of appeals is for showing **compensation**. In the statement *“Powered by dermatologist-approved formulas”*, advertisers aim to build trust in L’Oréal Paris product by emphasizing their proven and dermatologist-endorsed formulas.

This persuasive technique seeks to reassure consumers of the product safety and efficacy for facial skin care, encouraging them to purchase it. By addressing potential concerns about safety or effectiveness, advertisers position L'Oréal Paris product as reliable solutions to skincare problems. They further emphasize that these product are backed by expert approval, eliminating doubts and enhancing consumer confidence in their choice.

Datum 4 :

"Get ready to take your skincare to the next level"

The Instagram captions in L'Oreal Paris male skincare product advertisements, *"Get ready to take your skincare to the next level"*, is included in the data due to its effectiveness in influencing and generating interest in the product. This is evident in one of the comments, which states, "Wow, incredible image, the colors are just crazy." Such reactions demonstrate that the persuasive techniques employed in the caption have successfully captured the attention and engagement of potential customers.

The caption uses persuasive **everyday / colloquial language** techniques. Advertisers employ a strategic technique to engage consumers by using simple, relatable, and informal language. This approach fosters a sense of closeness and connection with the audience. For example, the caption *"Get ready to take your skincare to the next level"* serves as a direct invitation, encouraging consumers to enhance their skincare routine with L'Oréal Paris product. This persuasive statement subtly suggests that using these products will elevate their skincare experience, instilling a sense of promise and potential improvement.

The phrase "*your skincare to the next level*" exemplifies the use of everyday language, creating an approachable and easily digestible message for the audience. By framing the statement in this manner, advertisers not only make the product appear relevant but also personalize the appeal, making consumers feel as though their individual needs are understood and addressed. This informal tone is a hallmark of an effective persuasive strategy, as it builds rapport and strengthens the connection between the brand and its audience.

The function of the persuasive techniques using types of everyday / colloquial language is for showing **suggestion**. The sentence "*Get ready to take your skincare to the next level*" aims to persuade consumers to care for and rejuvenate their skin. By using this technique, the advertiser seeks to instill trust in their message, encouraging consumers to purchase the L'Oréal Paris product. The advertiser encourages us to elevate our skincare routine, ensuring we remain fresh and confident in navigating daily activities. By recommending L'Oréal Paris product as the ultimate solution, the ad effectively appeals to consumers, utilizing a persuasive strategy commonly employed to captivate interest and drive product engagement.

Datum 5:

"The ultimate skin-reviving formula #ComingSoon"

The Instagram captions in L'Oréal Paris male skincare product advertisements, "*The ultimate skin-reviving formula #ComingSoon,*" is noteworthy for its impact on audience engagement. The comments section reflects significant consumer interest, with one user expressing eagerness by stating, "I need it

nowwww!” This demonstrates the effectiveness of the persuasive technique employed in the caption, successfully influencing potential buyers and generating anticipation for the product.

The caption uses persuasive **everyday / colloquial language** techniques. Advertisers employ this technique to capture consumers' attention by using simple, relatable, and often informal language, fostering a sense of closeness with their audience. The caption “*The ultimate skin-reviving formula #ComingSoon*” serves as a direct invitation, encouraging consumers to prioritize skincare with L’Oréal Paris product. This phrase contains a strong persuasive element, subtly implying that L’Oréal Paris offers the best formula for effective skin care.

The use of everyday, conversational language is evident in the choice of words like “*The ultimate skin-reviving formula,*” which creates an approachable and easily understandable tone. This informal phrasing not only resonates with the audience but also makes the product seem personally relevant, catering to their specific needs. By employing this strategy, advertisers successfully establish a connection with consumers, highlighting the role of colloquial language as a key component of persuasive marketing.

The function of the persuasive techniques using types of everyday / colloquial language is for showing **suggestion**. The phrase “*The ultimate skin-reviving formula #ComingSoon*” employs strategic language to position L’Oréal Paris product as the best solution for enhancing skin health. The use of the word “*ultimate*” conveys a sense of unmatched superiority, subtly persuading consumers to perceive L’Oréal Paris as a leader in skincare without requiring detailed

explanations or evidence to support this claim. Additionally, the phrase “*skin-reviving formula*” implies that the product has the ability to rejuvenate and repair the skin, creating a positive and aspirational image of its benefits.

By avoiding specific details about the product's mechanism, this wording fosters a sense of intrigue and hope, encouraging consumers to envision tangible improvements. This suggestion-based technique is highly effective in attracting attention and building consumer expectations. By crafting a favorable impression of the product while maintaining an air of mystery, the advertisement motivates consumers to view the product as worth trying, ultimately driving them toward action.

Datum 6:

“Just like our Men Expert squad, conquer the day with our Hydra Energetic Vitamin C Shot Serum”

The Instagram captions in L’Oréal Paris male skincare product advertisements, which reads, “*Just like our Men Expert squad, conquer the day with our Hydra Energetic Vitamin C Shot Serum,*” has been included as data for analysis due to its evident impact on audience engagement. The comment section reveals user responses that reflect interest and influence, as demonstrated by one user simply remarking, “Wow.” This brief yet enthusiastic reaction signifies the success of the advertisement's persuasive techniques in captivating and appealing to its target audience.

The caption uses persuasive **emotive language** techniques. Advertisers often use emotive language to evoke strong feelings and shape consumer perceptions. In the caption “*Just like our Men Expert squad, conquer the day with*

our Hydra Energetic Vitamin C Shot Serum,” L’Oréal Paris employs this technique to inspire confidence and motivate consumers to care for their skin. The phrase “*conquer the day*” carries persuasive emotional connotations, encouraging immediate interest and action. This approach not only delivers information but also influences audience emotions and drives engagement with the product.

The function of the persuasive techniques using types of emotive language is for showing **suggestion**. The sentence “*Just like our Men Expert squad, conquer the day with our Hydra Energetic Vitamin C Shot Serum*” reflects a suggestion technique aimed at persuading consumers to use L’Oréal Paris product. This approach encourages belief in the advertised message, implying that using the product boosts confidence and enhances daily life. Such persuasive techniques are commonly employed in advertisements to captivate consumer interest and drive purchases.

Datum 7:

“Your ultimate weapon against tired-looking skin? Hydra Energetic Vitamin C Shot Serum, Vitamin C-packed for that radiant glow”

The Instagram captions in L’Oréal Paris male skincare product advertisements, “*Your ultimate weapon against tired-looking skin? Hydra Energetic Vitamin C Shot Serum, Vitamin C-packed for that radiant glow*”, is included in the data due to its evident impact on consumer engagement. The comment “love the sample” reflects the influence and interest sparked by the ad, demonstrating the effectiveness of the persuasive techniques used in the captions.

The caption uses persuasive **rhetorical question** techniques. Advertisers use rhetorical questions as an effective communication tool to enhance the impact of their message by tapping into natural human responses. Typically, rhetorical questions emphasize an idea, highlight a key point, or evoke an emotional reaction, rather than seeking new information. In the phrase *“Your ultimate weapon against tired-looking skin?”*, the rhetorical question underscores the solution being offered to consumers. By using this question, the advertiser directs consumers to conclude that Hydra Energetic is the key to achieving radiant skin, effectively guiding them to the main message of the captions.

The function of the persuasive techniques using types of rh is for rhetorical question showing **compensation**. In the sentence *“Hydra Energetic Vitamin C Shot Serum, Vitamin C-packed for that radiant glow,”* the advertiser directly addresses the concerns of men seeking a brighter complexion. This approach compensates for an undesirable issue by presenting a solution: using Hydra Energetic Vitamin C Shot Serum. The message reassures consumers that by using the product, they can achieve a brighter, more radiant appearance, eliminating the worry of dull skin.

Datum 8 :

“Let’s put our skincare to the test! Revive your skin’s energy with the Hydra Energetic Vitamin C Shot Serum in just a few drops. Say goodbye to dullness and hello to a brighter complexion”

The Instagram captions in L’Oréal Paris male skincare product advertisements, *“Let’s put our skincare to the test! Revive your skin’s energy with the Hydra Energetic Vitamin C Shot Serum in just a few drops. Say goodbye to dullness and hello to a brighter complexion,”* is included in the data due to the

positive response it garnered, including numerous likes and comments with love emoticons. These reactions suggest that the ad successfully influenced consumers and sparked interest in using L'Oréal Paris product, demonstrating the effectiveness of the persuasive techniques employed in the captions.

The caption uses persuasive **everyday / colloquial language** techniques. Advertisers use everyday, informal language to attract consumer attention, making the message more relatable and accessible. In the caption *“Revive your skin’s energy with the Hydra Energetic Vitamin C Shot Serum in just a few drops. Say goodbye to dullness and hello to a brighter complexion,”* the language invites consumers to take action by using the product, offering a direct and persuasive call to action. This colloquial style makes the message easy to understand, fostering a sense of closeness with the audience. By using simple, informal language, the advertiser effectively conveys the product’s relevance and ability to meet consumers' personal needs, reinforcing the persuasive impact of the message.

The function of the persuasive techniques using types of everyday / colloquial language is for showing **suggestion**. In the sentence *“Let’s put our skincare to the test! Revive your skin’s energy with the Hydra Energetic Vitamin C Shot Serum in just a few drops. Say goodbye to dullness and hello to a brighter complexion,”* advertisers aim to persuade consumers to refresh their skin with the Hydra Energetic Vitamin C Shot Serum, offering a solution to dull skin and promoting a brighter complexion.

Through this suggestion technique, the advertiser encourages consumers to trust the product, hoping to spark interest in using L'Oréal Paris skincare. By emphasizing the benefits of maintaining fresh, radiant skin, the ad suggests that using the serum boosts confidence and supports daily activities. This technique is commonly used in advertisements to attract consumer interest and drive product engagement.

Datum 9 :

“Tackle dull skin today with the Hydra Energetic Vitamin C Shot Serum. Lightweight, non-greasy, and packed with Vitamin C for revitalized skin”

The Instagram captions in L'Oréal Paris male skincare product advertisements, *“Tackle dull skin today with the Hydra Energetic Vitamin C Shot Serum. Lightweight, non-greasy, and packed with Vitamin C for revitalized skin,”* is included in the data due to the positive response it received, including comments expressing interest in the product. One comment stating “Love it” indicates that the persuasive techniques in the caption have effectively influenced the audience, sparking interest and engagement with the product.

The caption uses persuasive **appeals** techniques. Advertisers use appeals to strengthen a product's claims, evoke emotional responses, and address consumer needs. By employing the right appeals, they can persuade consumers that L'Oréal Paris products offer the best solution to their problems. The caption *“Tackle dull skin today with the Hydra Energetic Vitamin C Shot Serum. Lightweight, non-greasy, and packed with Vitamin C for revitalized skin”* enhances the product's appeal by highlighting key features such as *“Lightweight,” “non-greasy,”* and

“revitalized skin” These elements aim to stir emotions by offering an immediate solution for dull skin, creating a sense of urgency while promising brighter, healthier, and more energetic skin. This triggers a desire in consumers to improve their appearance.

The mention of Vitamin C, known for its brightening and revitalizing properties, adds a logical, scientific basis to the claim, encouraging trust in the product’s benefits. Furthermore, terms like *“Lightweight”* and *“non-greasy”* appeal to consumers seeking comfort and ease of use, offering a practical solution without the sticky or heavy residue. The use of *“Tackle”* implies that this product directly addresses the issue of dull skin, presenting it as the definitive solution. Through these targeted appeals, the advertisement effectively persuades consumers to purchase L’Oréal Paris product.

The function of the persuasive techniques using types of appeals is for showing **suggestion**. In the sentence *“Tackle dull skin today with the Hydra Energetic Vitamin C Shot Serum. Lightweight, non-greasy, and packed with Vitamin C for revitalized skin,”* advertisers aim to persuade consumers to address dull skin by using the Hydra Energetic Vitamin C Shot Serum.

Through this suggestion technique, the advertisements encourages consumers to trust the message, hoping to spark interest in the L’Oréal Paris product. The advertisement suggests that maintaining fresh, healthy skin boosts confidence and enhances daily life. This technique is commonly used in advertising as it effectively draws consumer attention and interest in the product.

Datum 10:

“Get the boost you need with Hydra Energetic Vitamin C Shot Serum. Say hello to smoother, brighter skin every day”

The Instagram caption in L’Oréal Paris male skincare product advertisements, *“Get the boost you need with Hydra Energetic Vitamin C Shot Serum. Say hello to smoother, brighter skin every day,”* is included in the data due to the positive responses it generated, including comments expressing interest in the product. One comment, “I need those products to be on sale here in Mexico already”, indicates that the persuasive techniques in the caption successfully influenced the audience, generating a strong desire for the product and demonstrating the effectiveness of the advertisements.

The caption uses persuasive **emotive language** techniques. Advertisers use emotive language to evoke strong emotional responses in consumers, influencing their feelings and perceptions. This technique relies on words with strong emotional connotations, either positive or negative, to impact the audience. In the caption *“Get the boost you need with Hydra Energetic Vitamin C Shot Serum. Say hello to smoother, brighter skin every day,”* the phrasing triggers a positive emotional response.

The phrases *“Get the boost you need”* and *“Say hello to smoother, brighter skin every day”* are designed to encourage consumers to take action by emphasizing the benefits of using L’Oréal Paris product. These words create a sense of empowerment and excitement, motivating consumers to buy and use the product.

This emotive language technique not only delivers information but also influences how consumers feel about the product, prompting them to act based on these emotions.

The function of the persuasive techniques using types of emotive language is for showing **suggestion**. In the sentence *“Get the boost you need with Hydra Energetic Vitamin C Shot Serum. Say hello to smoother, brighter skin every day,”* advertisers aim to persuade consumers to use the product to achieve brighter, healthier-looking skin.

Through this suggestion technique, the ad encourages consumers to trust the message, motivating them to believe that using the Hydra Energetic Vitamin C Shot Serum will enhance their skin. The advertisers imply that by incorporating this serum into their skincare routine, consumers can maintain fresh, radiant skin and boost their appearance in daily life. This technique, often used in advertisements, is effective in attracting consumer interest and driving product engagement.

Datum 11:

“Unleash the power of Vitamin C with our Hydra Energetic Vitamin C Shot Serum. Your ultimate weapon against tired-looking skin”

The Instagram captions in L'Oréal Paris male skincare product advertisements, *“Unleash the power of Vitamin C with our Hydra Energetic Vitamin C Shot Serum. Your ultimate weapon against tired-looking skin,”* is included in the data due to the positive feedback it received, with comments reflecting interest and influence. One comment, *“This news is so beautiful,”*

indicates that the persuasive techniques in the caption successfully resonated with the audience, sparking interest and enthusiasm for the product. This response demonstrates the effectiveness of the advertisement in engaging potential consumers.

The caption uses persuasive **emotive language** techniques. Advertisers use emotive language techniques to evoke specific emotions in consumers, aiming to influence their feelings and perceptions. This technique relies on words with strong emotional connotations—either positive or negative—to engage the audience. In the caption “*Unleash the power of Vitamin C with our Hydra Energetic Vitamin C Shot Serum. Your ultimate weapon against tired-looking skin,*” the language is crafted to trigger an emotional response.

The phrase “*Unleash the power*” suggests the product possesses great strength and potential, evoking feelings of control and empowerment. The term “*Hydra Energetic*” conveys vitality and energy, suggesting that the serum revitalizes and energizes the skin. The phrase “*Your ultimate weapon*” associates the product with strength and reliability, positioning it as a crucial solution for tackling tired skin.

Lastly, “*Tired-looking skin*” acknowledges a common problem many consumers face, appealing to their desire to address this issue and feel rejuvenated. Together, these elements create a persuasive message designed to evoke positive emotions—such as confidence, strength, and vitality—while encouraging consumers to take action to resolve their skin concerns.

The function of the persuasive techniques using types of emotive language is for showing **suggestion**. In the sentence “*Unleash the power of Vitamin C with our Hydra Energetic Vitamin C Shot Serum. Your ultimate weapon against tired-looking skin,*” advertisers aim to persuade consumers to revitalize and care for their skin.

Through this suggestion technique, the ad encourages consumers to trust in the message, hoping to spark interest in purchasing the L'Oréal Paris product. Advertisers propose that by re-treating their skin, consumers can maintain a fresh, confident appearance, enhancing their daily life. This approach is commonly used in advertisements to effectively capture consumer interest and motivate action.

Datum 12:

“Call the shots when it comes to skincare! Just like @thenoahjr, kickstart your day with the ultimate boost with Hydra Energetic Vitamin C Shot Serum. Our serum packs 10% pure Vitamin C, delivering a powerful antioxidant punch for healthier-looking skin.”

The Instagram caption in L'Oréal Paris male skincare product advertisements, “*Call the shots when it comes to skincare! Just like @thenoahjr, kickstart your day with the ultimate boost with Hydra Energetic Vitamin C Shot Serum. Our serum packs 10% pure Vitamin C, delivering a powerful antioxidant punch for healthier-looking skin,*” was included in the data due to the positive response it generated. One comment, “I need that serum,” indicates that the persuasive techniques used in the caption successfully influenced the audience, sparking interest and motivating them to consider purchasing the product. This

demonstrates the effectiveness of the advertisement in engaging potential consumers.

The caption uses persuasive **emotive language** techniques. Advertisers use emotive language techniques to evoke specific emotions in consumers, leveraging words with strong emotional connotations to influence their feelings and perceptions. In the caption, *“Call the shots when it comes to skincare! Just like @thendoahjr, kickstart your day with the ultimate boost with Hydra Energetic Vitamin C Shot Serum. Our serum packs 10% pure Vitamin C, delivering a powerful antioxidant punch for healthier-looking skin,”* the language triggers an emotional response that motivates consumers to care for their skin using L’Oréal Paris product. This emotive language technique can be identified in several key phrases. First, *“Call the shots when it comes to skincare”* gives consumers a sense of control, empowering them to take charge of their skincare decisions.

Second, *“Kickstart your day with the ultimate boost”* inspires enthusiasm and encourages consumers to start their day with energy and positivity. Lastly, *“Powerful antioxidant punch”* uses strong, impactful language that emphasizes the product's effectiveness, creating a sense of confidence in its ability to meet their skincare needs. Together, these phrases are carefully designed to evoke positive emotions such as empowerment, motivation, and confidence, illustrating the use of emotive language to persuade consumers.

The function of the persuasive techniques using types of emotive language is for showing **suggestion**. In the sentence, *“Call the shots when it comes to*

skincare! Just like @thenoahjr, kickstart your day with the ultimate boost with Hydra Energetic Vitamin C Shot Serum,” the advertisers aim to persuade consumers to refresh and rejuvenate their skin.

This suggestion technique encourages consumers to trust the advertiser’s message in hopes of sparking interest in purchasing L’Oréal Paris product. By highlighting the benefits of re-treating skin, the advertiser implies that using the Hydra Energetic Vitamin C Shot Serum will help consumers maintain fresh, revitalized skin, boosting confidence for daily activities. This approach is commonly used in advertisements to attract consumer interest and encourage action toward purchasing the product.

Datum 13:

“Brighten, smooth, refresh—all in one the shot. Hydra Energetic Vitamin C Shot Serum the secret to vibrant, energized skin”

The Instagram captions in L’Oréal Paris male skincare product advertisements, *“Brighten, smooth, refresh—all in one shot. Hydra Energetic Vitamin C Shot Serum, the secret to vibrant, energized skin,”* the use of persuasive techniques successfully sparked interest and influence among consumers. One comment, simply stating “woooooooooow,” indicates a positive emotional response and a strong attraction to the product. This demonstrates that the messaging effectively persuaded potential customers to consider the product, showcasing the success of the advertising strategy.

The caption uses persuasive **everyday / colloquial language** techniques. The sentence *“Brighten, smooth, refresh—all in one shot. Hydra Energetic Vitamin*

C Shot Serum, the secret to vibrant, energized skin" serves as a persuasive invitation for consumers to care for their skin using L'Oréal Paris Hydra Energetic Vitamin C Shot Serum. This persuasive technique employs everyday / colloquial language that is familiar, easy to understand, and relatable to a broad audience. The tone is casual and conversational, creating a sense of connection with consumers, as if a friend is recommending the product rather than using a formal or technical approach.

In this caption, the phrase "*Brighten, smooth, refresh—all in one shot. Hydra Energetic Vitamin C Shot Serum, the secret to vibrant, energized skin*" directly invites consumers to incorporate the product into their skincare routine. The language is simple yet effective, making it accessible to a wide range of people. Words like "*all in one shot,*" "*the secret to vibrant,*" and "*energized skin*" evoke an image of instant and effective results, which appeal to consumers' desire for quick solutions. This approach fosters a sense of ease and familiarity, helping to attract attention and motivate action by offering a promise of immediate, positive results.

The function of the persuasive techniques using types of everyday / colloquial language is for showing **identification**. In this advertisement, the advertiser strategically highlights the benefits of L'Oréal Paris product, positioning them to align with the desires of consumers. By using the phrase "*Brighten, smooth, refresh—all in one shot,*" the advertiser underscores the product's value, urging consumers to purchase the L'Oréal Paris offering. Through this messaging, the advertiser emphasizes the ability of the Hydra Energetic Vitamin C Shot Serum to deliver radiant, energized skin, helping consumers feel confident and refreshed in their daily activities.

This identification technique is a common strategy in advertising, reinforcing the message that the product will meet the consumer's needs and encouraging them to take action. The sentence *"Brighten, smooth, refresh—all in one shot. Hydra Energetic Vitamin C Shot Serum, the secret to vibrant, energized skin"* serves as a direct, persuasive invitation, urging consumers to incorporate this product into their skincare routine.

The use of everyday, colloquial language makes the message approachable and easily understood by a wide audience. The informal, conversational tone establishes a personal connection, positioning the product not as a distant recommendation, but as a friendly suggestion that appeals to consumers' desires for simplicity and effective results.

Datum 14:

"Serum that works as hard as you do. Our Vitamin C Shot Serum is uniquely designed for those with beards! Join @cordell_mclean and the 91% of men who agree—that our serum delivers a revitalizing boost for tired skin"

The Instagram captions in L'Oréal Paris male skincare product advertisements, *"Serum that works as hard as you do. Our Vitamin C Shot Serum is uniquely designed for those with beards! Join @cordell_mclean and the 91% of men who agree—that our serum delivers a revitalizing boost for tired skin,"* is included in the data because it has elicited reactions from consumers, indicating that the message has successfully captured their attention and interest.

One comment, which simply states "Nice," reflects the influence of the advertisement, suggesting that the persuasive techniques used in the caption have been effective. By highlighting the product's tailored design for men with beards and emphasizing the positive feedback from a significant percentage of users, the advertisement creates a sense of credibility and appeal, motivating potential customers to consider the product.

The caption uses persuasive **emotive language** techniques. Advertisers use emotive language to influence consumers' emotions and perceptions. In the sentence, "*Serum that works as hard as you do. Our Vitamin C Shot Serum is uniquely designed for those with beards! Join @cordell_mclean and the 91% of men who agree—that our serum delivers a revitalizing boost for tired skin,*" several emotive techniques are used.

The phrase "*Serum that works as hard as you do*" connects the product with the consumer's efforts, fostering pride. "*Uniquely designed for those with beards!*" highlights the product's exclusivity, appealing to a specific audience. *The statistic "91% of men agree"* provides social proof, encouraging trust. Lastly, "*revitalizing boost for tired skin*" evokes feelings of rejuvenation and self-care. These elements work together to create an emotional bond with the product, prompting consumer action.

The function of the persuasive techniques using types of emotive language is for showing **suggestion**. In the sentence, "*Serum that works as hard as you do. Our Vitamin C Shot Serum is uniquely designed for those with beards! Join*

@cordell_mclean and the 91% of men who agree—that our serum delivers a revitalizing boost for tired skin," the advertiser seeks to persuade consumers to incorporate the Vitamin C Shot Serum into their skincare routine.

By using a suggestion technique, the advertiser encourages consumers to trust in the product's claims, hoping to spark interest in purchasing and using L'Oréal Paris Vitamin C Shot Serum. The ad emphasizes that this serum can help prevent tired-looking skin, offering a solution for refreshed, revitalized skin. This technique is commonly used in advertisements to effectively capture the attention and interest of consumers.

Datum 15 :

"A game-changer for men's skincare: our Vitamin C Shot Serum is lightweight with a uniquely smoothing formula designed to hydrate, comfort, and suit all skin types!"

The Instagram captions in L'Oréal Paris male skincare product advertisements, which reads, *"A game-changer for men's skincare: our Vitamin C Shot Serum is lightweight with a uniquely smoothing formula designed to hydrate, comfort, and suit all skin types!"* is included in the data due to the positive responses it generated, indicating its effectiveness in influencing potential consumers. A notable comment, "excellent girl," suggests that the persuasive techniques used in the caption successfully captured attention and sparked interest in the product, highlighting the effectiveness of the marketing strategy.

The caption uses persuasive **inclusive language** techniques. In the sentence, *"A game-changer for men's skincare: our Vitamin C Shot Serum is lightweight with a uniquely smoothing formula designed to hydrate, comfort, and*

suit all skin types!", L'Oréal Paris uses the pronoun "our" to create a sense of connection and shared experience with consumers.

This technique suggests that the brand understands and aligns with the consumer's concerns, particularly the uncertainty about whether the Vitamin C Shot Serum is suitable for different skin types. By addressing this issue and assuring consumers that the product is designed for all skin types, the advertisers aim to build trust and persuade consumers to purchase L'Oréal Paris product.

The function of the persuasive techniques using types of inclusive language is for showing **identification**. In this advertisement, the advertiser seeks to highlight the key benefits of the L'Oréal Paris product by aligning with consumer needs and desires. For instance, the statement, "*our Vitamin C Shot Serum is lightweight with a uniquely soothing formula designed to hydrate, comfort, and suit all skin types,*" emphasizes the product's ability to meet diverse skin care needs. By focusing on the serum's hydrating and soothing properties, the advertiser aims to convince consumers that this product is essential for their skincare routine. This identification technique is commonly used in advertising to build confidence in the product and encourage consumers to make a purchase.

Datum 16 :

"Why Pure Vitamin C? Dermatologist @drnomzzy recommends our Vitamin C Shot Serum to fight against visible dullness, fine lines, and lack of skin firmness. Our serum packs 10% pure vitamin C, Vitamin E, and Salicylic Acid for optimal performance."

The Instagram captions in L'Oréal Paris male skincare product advertisements, which reads, "*Why Pure Vitamin C? Dermatologist @drnomzzy*

recommends our Vitamin C Shot Serum to combat visible dullness, fine lines, and a lack of skin firmness. Our serum contains 10% pure Vitamin C, Vitamin E, and Salicylic Acid for optimal results," is included in the data due to the presence of user comments that reflect positive influence and interest in trying L'Oréal Paris product. For instance, one user simply commented, "nice," which, albeit brief, suggests that the persuasive elements of the advertisement successfully captured attention and generated engagement.

The caption uses persuasive **rhetorical question** techniques. The caption promotes the Vitamin C Shot Serum through compelling and persuasive language. A key example is the statement: "*Why Pure Vitamin C? Dermatologist @drnomzzy recommends our Vitamin C Shot Serum to combat visible dullness, fine lines, and a lack of skin firmness.*" The rhetorical question serves as an intentional strategy to lead consumers toward the conclusion that the Vitamin C Shot Serum is an effective solution for addressing common skin concerns. By using this technique, the advertiser highlights the product's benefits while subtly engaging the audience and focusing their attention on the core problem and its proposed solution.

The function of the persuasive techniques using types of rhetorical question is for showing **suggestion**. The statement, "*Dermatologist @drnomzzy recommends our Vitamin C Shot Serum to fight visible dullness, fine lines, and a lack of skin firmness. Our serum packs 10% pure vitamin C, Vitamin E, and Salicylic Acid for optimal performance,*" demonstrates the advertiser's effort to persuade consumers to prioritize their skin health by using the Vitamin C Shot Serum.

Through this suggestion technique, the advertiser aims to build consumer trust in the product's benefits, encouraging them to view it as the ideal solution for common skin concerns. By positioning the product as the answer to issues like dull skin, fine lines, and reduced firmness, the advertisement subtly motivates consumers to purchase L'Oreal Paris product. This persuasive strategy, commonly employed in marketing, is designed to capture consumer interest and drive sales by emphasizing the product's effectiveness and reliability.

Datum 17 :

"It's all smooth sailing ahead with our Vitamin C Shot Serum. Join the 88% of men who attest to smoother skin with our lightweight formula, making it perfect for every skin type."

The Instagram captions in L'Oreal Paris male skincare product advertisements, *"It's all smooth sailing ahead with our Vitamin C Shot Serum. Join the 88% of men who attest to smoother skin with our lightweight formula, making it perfect for every skin type,"* demonstrates the effectiveness of persuasive techniques. The inclusion of this sentence in the data is supported by consumer comments expressing interest and influence, such as one remark stating, "need that." This indicates that the advertisement successfully resonated with its audience, using persuasive language to generate interest in the product.

The caption uses persuasive **evidence** techniques. The use of statistical evidence is a key persuasive technique in L'Oréal Paris male skincare product advertisements, as seen in the statement, *"Join the 88% of men who attest to smoother skin with our lightweight formula, making it perfect for every skin type."* By highlighting the figure of 88%, the advertisement seeks to build credibility and

reassure potential buyers of the product's effectiveness.

This approach convinces consumers by presenting proof that a significant majority of users have experienced smoother skin with the Vitamin C Shot Serum, emphasizing its suitability for all skin types. Such evidence-based techniques are particularly effective in persuading consumers, as they lend authenticity to the claims and encourage confidence in purchasing L'Oréal Paris product.

The function of the persuasive techniques using types of evidence is for showing **suggestion**. The sentence, *"It's all smooth sailing ahead with our Vitamin C Shot Serum. Join the 88% of men who attest to smoother skin with our lightweight formula, making it perfect for every skin type,"* demonstrates a persuasive strategy aimed at encouraging consumers to prioritize their skincare by using the Vitamin C Shot Serum. Through this suggestion technique, advertisers aim to build trust by presenting claims that 88% of men have experienced smoother skin with the product, thereby appealing to social proof.

By implying that consumers can achieve similar results, the advertisement fosters a sense of assurance and motivation to purchase the product. The emphasis on the lightweight formula suitable for all skin types further strengthens its appeal to a broad audience. This approach, commonly used in advertising, effectively captures consumer interest by combining persuasive language with evidence-based claims, encouraging them to invest in L'Oréal Paris product.

Datum 18 :

“Stay cool and shine-free all day long with the Men Expert Hydra Energy cooling moisturizing gel. This lightweight formula keeps your skin hydrated for 24 hours while controlling oil and combating irritation. Say goodbye to greasy skin and hello to a fresh, nourished feeling!”

The Instagram captions in L’Oréal Paris male skincare product advertisements, *“Stay cool and shine-free all day long with the Men Expert Hydra Energy cooling moisturizing gel. This lightweight formula keeps your skin hydrated for 24 hours while controlling oil and combating irritation. Say goodbye to greasy skin and hello to a fresh, nourished feeling!”* exemplifies an effective use of persuasive language to engage potential consumers.

This advertisement has successfully influenced interest in the product, as reflected in user comments like *“We the Brazilians want it!”* The caption highlights key benefits—24-hour hydration, oil control, and relief from irritation—paired with an appealing promise of a *“fresh, nourished feeling.”* These elements not only resonate with the audience’s skincare needs but also evoke a desire to experience the advertised benefits personally. The inclusion of such user comments demonstrates the advertisement's ability to captivate and persuade, reinforcing the effectiveness of its promotional strategy.

The caption uses persuasive **evidence** techniques. Evidence, such as statistics and data, is a powerful tool in marketing to capture consumer attention and build trust. Factual arguments become more compelling when supported by valid and concrete evidence, as it lends credibility and rationality to the claims being made. In the realm of advertising, evidence serves to reassure consumers that a product performs as promised by the brand.

This approach is exemplified in L'Oréal Paris advertisement for the Men Expert Hydra Energy cooling moisturizing gel: *“Stay cool and shine-free all day long with the Men Expert Hydra Energy cooling moisturizing gel. This lightweight formula keeps your skin hydrated for 24 hours while controlling oil and combating irritation. Say goodbye to greasy skin and hello to a fresh, nourished feeling!”* The claim of “24 hours” of hydration acts as a specific, measurable indicator of the product’s efficacy. By emphasizing the duration of effectiveness, the advertisement conveys a sense of reliability and thorough testing, appealing to consumers' desire for dependable solutions. This use of evidence-based persuasion reinforces consumer confidence, making them more likely to trust the product's performance and consider purchasing it.

The function of the persuasive techniques using types of evidence is for showing **suggestion**. In the statement *“Stay cool and shine-free all day long with the Men Expert Hydra Energy cooling moisturizing gel. This lightweight formula keeps your skin hydrated for 24 hours while controlling oil and combating irritation. Say goodbye to greasy skin and hello to a fresh, nourished feeling!”*, the advertiser strategically addresses the common concern of men seeking a fresh and polished appearance.

By emphasizing the product’s ability to tackle oily skin and irritation, the ad frames these issues as solvable with the Men Expert Hydra Energy cooling moisturizing gel. This persuasive approach highlights a problem—unwanted greasy skin—and immediately offers a practical, reassuring solution. The lightweight formula is presented as an effective option, ensuring 24-hour hydration while controlling oil and reducing irritation. This method not only alleviates consumer

concerns but also instills confidence in the product as a reliable companion for daily skincare needs.

Datum 19 :

“Experience the ultimate freshness with L’Oréal Paris Men Expert Hydra Energy cooling moisturising gel anti-shine. The air gel technology ensures instant cooling and long-lasting hydration, perfect for combating shaving burns and controlling shine.”

The Instagram captions in L’Oréal Paris male skincare product advertisements, promoting Men Expert Hydra Energy Cooling Moisturizing Gel Anti-Shine—*“Experience the ultimate freshness with L’Oréal Paris Men Expert Hydra Energy cooling moisturizing gel anti-shine. The air gel technology ensures instant cooling and long-lasting hydration, perfect for combating shaving burns and controlling shine”*—the advertiser effectively employs persuasive techniques to engage potential consumers.

This caption highlights the product’s unique features, such as *air gel technology* and its dual benefits of providing *instant cooling* and *long-lasting hydration*. It appeals directly to men’s common skincare concerns, including *shaving burns* and *excess shine*, presenting the gel as a practical solution. The effectiveness of this approach is evident in the comments, such as “I’m looking forward to trying,” demonstrating genuine interest and a willingness to purchase. This response reflects the success of the persuasive language, which connects with the audience’s needs and builds trust in the product.

The caption uses persuasive **hyperbole** techniques. The use of hyperbole in the phrase "The air gel technology" is evident, as it presents an exaggerated

concept that is unrealistic and cannot occur in reality. This hyperbolic expression serves as a strategic tool in advertising, aiming to capture the attention of consumers and entice them to purchase Men Expert Hydra Energy products from L'Oréal Paris. By employing this technique, the advertiser subtly implies a promise to consumers, enhancing the product appeal and creating an aspirational image.

The function of the persuasive techniques using types of hyperbole is for showing **identification**. In this advertisement, the advertiser seeks to highlight the unique qualities of the L'Oréal Paris product being offered, strategically positioning it to align with consumer needs and desires. For instance, the statement *"The air gel technology ensures instant cooling and long-lasting hydration, perfect for combating shaving burns and controlling shine"* emphasizes the product's benefits, encouraging consumers to consider purchasing it.

The advertiser aims to distinguish the Men Expert Hydra Energy cooling moisturizing gel anti-shine as a solution that provides long-lasting hydration, alleviates shaving burns, and controls shine. This technique of identification is commonly employed in advertising to reinforce the product value and persuade consumers to make a purchase with confidence.

Datum 20 :

"Wave goodbye to tired skin with Men Expert Vitamin C Short Serum! Packed with pure Vitamin C, it zaps dullness and smooths out your skin. Just ask @marcosllorente- this is his secret weapon for bouncing back between matches!"

The Instagram captions in L'Oreal Paris male skincare product advertisements, *"Wave goodbye to tired skin with Men Expert Vitamin C Short*

Serum! Packed with pure Vitamin C, it zaps dullness and smooths out your skin. Just ask @marcosllorente—this is his secret weapon for bouncing back between matches!" is included in the data due to the positive comments it has generated, indicating consumer interest in the product. One such comment, stating "I like it very much," reflects the success of the persuasive technique used in the caption. This demonstrates that the ad's message effectively resonated with the audience, sparking interest and engagement.

The caption uses persuasive **emotive language** techniques. Advertisers utilize emotive language to evoke specific emotions in consumers, aiming to influence their perceptions and feelings toward a product. This technique relies on words with strong emotional connotations—both positive and negative—to shape the audience's response. In the L'Oréal Paris male skincare product advertisements, emotive language is evident in several key phrases. For instance, "*Wave goodbye to tired skin*" employs figurative and emotive language, where "*wave goodbye*" symbolizes a hopeful farewell to tired skin, evoking optimism and the promise of rejuvenation.

The phrase "*Packed with pure Vitamin C*" uses the word "*packed*" to convey the product richness in benefits, enhancing its value and fostering trust in the product quality. Similarly, the phrase "*Zaps dullness*" uses the verb "*zaps*" to suggest the product works swiftly and effectively, invoking a sense of power and efficiency. The phrase "*Smooths out your skin*" directly appeals to the consumer's desire for smoother, healthier skin, evoking a wish for improvement.

Additionally, the mention of athlete @marcosllorente, describing the product as his *"secret weapon for bouncing back between matches,"* enhances credibility by linking the product to an active, healthy lifestyle. The term *"secret weapon"* creates an aura of exclusivity, piquing curiosity and motivating consumers to try the product. Overall, these emotive language techniques work together to build confidence, excitement, and desire, effectively persuading consumers to engage with and purchase the product.

The function of the persuasive techniques using types of emotive language is for showing **identification**. In the caption, *"Wave goodbye to tired skin with Men Expert Vitamin C Short Serum! Packed with pure Vitamin C, it zaps dullness and smooths out your skin. Just ask @marcosllorente—this is his secret weapon for bouncing back between matches!"* the advertiser aims to highlight the superior qualities of L'Oréal Paris product by aligning the message with consumer interests.

For instance, the phrase *"Packed with pure Vitamin C, it zaps dullness and smooths out your skin"* not only emphasizes the product benefits but also encourages consumers to engage with and purchase the product. The advertisement strategically appeals to consumer needs and desires, positioning the product as a must-have solution.

Datum 21 :

"A must-have for dry, hot summers: Men Expert Vitamin C Shot Serum! This ultra- efficient serum brightens, smooths, and refreshes dull, tired skin. Its non greasy, non sticky formula is lighter than a cream and absorbs effortlessly into your skin and beard. Perfect for guys on the go!"

The Instagram captions in L'Oréal Paris male skincare product advertisements, *"A must-have for dry, hot summers: Men Expert Vitamin C Shot*

Serum! This ultra-efficient serum brightens, smoothes, and refreshes dull, tired skin. Its non-greasy, non-sticky formula is lighter than a cream and absorbs effortlessly into your skin and beard. Perfect for guys on the go!" is included in the data due to the positive engagement it has generated, with numerous likes and comments indicating consumer interest in the product. One comment, in particular, mentioning the word "Get," suggests that the persuasive techniques used in the advertisement have been effective in encouraging potential customers to take action and consider purchasing the product.

The caption uses persuasive **everyday / colloquial language** techniques. The Instagram caption for the L'Oréal Paris Men Expert Vitamin C Shot Serum exemplifies the persuasive use of everyday or colloquial language techniques. The phrase, *"A must-have for dry, hot summers: Men Expert Vitamin C Shot Serum! This ultra-efficient serum brightens, smoothes, and refreshes dull, tired skin. Its non-greasy, non-sticky formula is lighter than a cream and absorbs effortlessly into your skin and beard. Perfect for guys on the go!"* is designed to invite consumers to care for their skin with L'Oréal Paris product in a casual, relatable way.

The language used is familiar and accessible, crafted to sound like a recommendation from a friend rather than a formal advertisement. This technique, using relaxed and simple language, helps create a sense of connection with the audience, making the message more personal and engaging. Words like *"must-have"* suggest that the product is essential for modern, active lifestyles, while phrases like *"non-greasy, non-sticky"* offer reassurance about the product quality in a straightforward, easy-to-understand manner.

The term “*guys on the go*” reinforces the idea that the product fits seamlessly into busy, contemporary life. Additionally, the use of “*ultra-efficient*” serves as a strong, simple claim to build enthusiasm and grab attention, suggesting that the product provides quick and effective results. Through this informal and direct invitation, the advertiser aligns the product with consumer needs, positioning it as a solution that’s easy to incorporate into daily routines. Overall, the persuasive technique relies on everyday language to attract attention, evoke a sense of urgency, and make the product feel indispensable to the audience.

The function of the persuasive techniques using types of everyday / colloquial language is for showing **identification**. In the caption, “*A must-have for dry, hot summers: Men Expert Vitamin C Shot Serum! This ultra-efficient serum brightens, smooths, and refreshes dull, tired skin. Its non-greasy, non-sticky formula is lighter than a cream and absorbs effortlessly into your skin and beard. Perfect for guys on the go!*”, the advertiser effectively highlights the benefits of L'Oréal Paris product by aligning the message with consumer needs and interests.

Understanding that consumers often seek more than just the basic ingredients of a product, the advertiser emphasizes how the product caters to specific skin concerns, offering a tailored solution. By focusing on the advantages of the product—its lightweight, non-greasy formula, and its ability to refresh and smooth skin—the advertiser positions L'Oréal Paris as a brand that meets the practical and personal desires of its consumers.

Datum 22 :

"The ideal skin routine is hassle-free! The Men Expert Hydra Energetic three-step routine with Pure Vitamin C Short Serum, Anti-Fatigue Eye Roll-On, and Anti-Fatigue Moisturizer is a game-changer. Instantly refresh dull, tired skin with ease."

The Instagram captions in L'Oréal Paris male skincare product advertisements, *"The ideal skin routine is hassle-free! The Men Expert Hydra Energetic three-step routine with Pure Vitamin C Shot Serum, Anti-Fatigue Eye Roll-On, and Anti-Fatigue Moisturizer is a game-changer. Instantly refresh dull, tired skin with ease,"* is included in the data due to the positive feedback it has garnered from consumers. The comments reflect genuine interest in L'Oréal Paris product, with one user commenting, "I love your makeup!" This response demonstrates that the persuasive techniques employed in the caption have been effective in engaging the audience, sparking interest, and prompting a favorable reaction to the product.

The caption uses persuasive **emotive language** techniques. Advertisers employ emotive language techniques to evoke specific emotions in consumers, influencing their feelings and perceptions of a product. This technique uses words with strong emotional connotations, both positive and negative, to shape the audience's response. In the case of the Men Expert Hydra Energetic product from L'Oréal Paris, the caption, *"The ideal skin routine is hassle-free!"* and the phrase *"a game-changer"* are persuasive expressions that elicit positive emotions, aiming to generate enthusiasm and interest in the product.

The phrase *"Instantly refresh dull, tired skin with ease"* triggers feelings of comfort and immediate hope for visible results, enhancing the emotional impact of

the message. By using emotive language, the advertiser aims to create a connection with consumers, making them feel confident that the product can deliver the benefits they desire. Overall, the use of emotive language in this caption is designed to inspire curiosity and prompt action, engaging the audience emotionally and encouraging them to try the product.

The function of the persuasive techniques using types of emotive language is for showing **identification**. In the caption of the advertisement, the advertiser highlights the advantages of L'Oréal Paris product by aligning the message with consumer needs and interests. For example, the phrase *“Anti-Fatigue Eye Roll-On and Anti-Fatigue Moisturizer is a game-changer. Instantly refresh dull, tired skin with ease”* emphasizes the effectiveness and convenience of the product, urging consumers to recognize its value. Through this message, the advertiser not only showcases the product's superior qualities but also encourages consumers to be intrigued and motivated to purchase the L'Oréal Paris product being promoted.

Datum 23:

“@baptiste.giabiconi shares his ultimate 3-step anti-fatigue routine with Men Expert Hydra Energetic Range. This powerful lineup brightens, smooths, and refreshes dull, tired skin. Recharge your skin with L’Oreal Men Expert and leave if feeling relaxed anrevitalized!”

The Instagram captions in L'Oréal Paris male skincare product advertisements, *“@baptiste.giabiconi shares his ultimate 3-step anti-fatigue routine with Men Expert Hydra Energetic Range. This powerful lineup brightens, smooths, and refreshes dull, tired skin. Recharge your skin with L’Oréal Men Expert and leave it feeling relaxed and revitalized!”* is included in the data due to the positive engagement it has generated, with several comments reflecting consumer

interest in the product. One comment, in particular, stating “Wow and Perfect,” indicates that the persuasive techniques employed in the caption have been effective, successfully capturing the audience’s attention and prompting a favorable response toward the product.

The caption uses persuasive **emotive language** techniques. Advertisers utilize emotive language techniques to evoke specific emotions in consumers, aiming to influence their feelings and perceptions. This technique involves the use of words with strong emotional connotations, both positive and negative, to shape the audience's response. In the caption promoting L'Oréal Paris Vitamin C Shot Serum, the phrase, "*Recharge your skin with L'Oréal Men Expert and leave it feeling relaxed and revitalized!*" serves as a persuasive statement, encouraging consumers to try the product.

The words “*feeling relaxed*” and “*revitalized*” are key emotional triggers, as they evoke a sense of comfort and renewal, prompting consumers to envision the positive effects the product could have on their skin. Through the use of emotive language, the advertiser aims to create an emotional connection, making the product more appealing and encouraging immediate action.

The function of the persuasive techniques using types of emotive language is for showing **identification**. In the caption sentence “*This powerful lineup brightens, smoothes, and refreshes dull, tired skin!*”, the advertiser tries to promote the superiority of L’Oreal Paris product by positioning the advertiser to understand consumer interests. An example is in the caption sentence “*This powerful lineup*

brightens, smoothes, and refreshes dull, tired skin!”, the advertiser also emphasizes to consumers that they should be interested and buy the L'Oréal Paris product that the advertiser has offered.

Datum 24 :

“Dermatologists rave about Pure Vitamin C for its superpower against dullness, finelines, and saggy skin. Our serum packs a punch with 10% pure Vitamin C—perfect for brightening and banishing dark spots. Boosted with Vitamin E and Salicylic Acid, it’s an antioxidant and exfoliating dream team.”

The Instagram captions in L'Oréal Paris male skincare product advertisements, *“Dermatologists rave about Pure Vitamin C for its superpower against dullness, fine lines, and saggy skin. Our serum packs a punch with 10% pure Vitamin C—perfect for brightening and banishing dark spots. Boosted with Vitamin E and Salicylic Acid, it’s an antioxidant and exfoliating dream team,”* demonstrates effective use of persuasive language.

This caption highlights the product's scientifically backed benefits and positions it as a powerful solution to common skin concerns. Positive consumer engagement further validates the success of this technique, as reflected in comments like, “Love this! And the best part... IT ACTUALLY WORKS!” Such responses indicate that the caption’s emotive and benefit-focused language successfully resonated with the audience, sparking interest and reinforcing trust in the product’s efficacy.

The caption uses persuasive **evidence** techniques. Evidence in the form of statistics and other data is often used to convince or attract the attention of others. Factual arguments become stronger when supported by concrete evidence.

Evidence can strengthen a very logical and rational argument if the evidence is valid and factual. Evidence in marketing acts as a tool to convince consumers that the product works as claimed by the brand.

The use of evidence can be seen from the numbers used in L'Oréal Paris product advertisements, for example the use of numbers in the advertisement *“Dermatologists rave about Pure Vitamin C for its superpower against dullness, fine lines, and saggy skin. Our serum packs a punch with 10% pure Vitamin C—perfect for brightening and banishing dark spots. Boosted with Vitamin E and Salicylic Acid, it’s an antioxidant and exfoliating dream team”* which is a 10%.

This type of persuasive techniques evidence is more convincing to consumers because advertisers try to convince consumers by stating that advertisers provide an exposure of the pure Vitamin C, which is 10%, giving the impression that the product has been tested for a certain duration. With this technique, consumers are usually more convinced to buy L'Oréal Paris product.

The caption employs persuasive techniques by incorporating evidence to strengthen its claims. Evidence, such as statistics and data, is a powerful tool in marketing, as it lends credibility and rationality to an argument. When factual and valid, evidence enhances the logical appeal of a message, effectively convincing consumers of the product’s reliability and effectiveness. In the L'Oréal Paris advertisements, the use of specific data, such as *“Our serum packs a punch with 10% pure Vitamin C—perfect for brightening and banishing dark spots,”* illustrates this technique.

The mention of “*10% pure Vitamin C*” serves as concrete evidence, implying that the product's formulation has been carefully tested and scientifically validated. By highlighting this percentage, the advertiser conveys a sense of transparency and trustworthiness, appealing to consumers rational side. This evidence-based approach is particularly compelling, as it assures potential buyers that the product delivers measurable benefits. By emphasizing the precise concentration of Vitamin C, combined with other ingredients like Vitamin E and Salicylic Acid, the advertiser strengthens the product's appeal, making consumers more confident in their decision to purchase L'Oréal Paris product.

The function of the persuasive techniques using types of evidence is for showing **identification**. In this advertisement, the advertiser highlights the superiority of L'Oréal Paris product by aligning the message with consumer needs and interests. For instance, the caption “*Our serum packs a punch with 10% pure Vitamin C—perfect for brightening and banishing dark spots. Boosted with Vitamin E and Salicylic Acid, it’s an antioxidant and exfoliating dream team*” effectively emphasizes the product benefits.

By showcasing its scientifically proven ingredients and multifunctional properties, the advertiser seeks to captivate consumer interest and encourage them to purchase L'Oréal Paris product. This approach not only highlights the product quality but also resonates with consumer aspirations for effective skincare solutions.

Table 1. Summary of data analysis on persuasive techniques and functions of male skincare product advertisements on instagram captions

Datum	Caption	Persuasive Techniques	Function	Short Explanation
1	"Get ready to bring your skin back to life"	Everyday / Colloquial Language	Suggestion	Using informal language to invite consumers to be interested in using L'Oréal Paris product.
2	"Calling all# Men Experts, your future is about to get brigther"	Everyday / Colloquial Language	Compensation	Using informal language to invite consumers to be interested in using L'Oréal Paris product.
3	"Powered by derm-approved formulas"	Appeals	Compensation	Showing that the product has a formula that has been tested by dermatologists, reassures consumers that this is an additional ingredient in their skincare routine that can make a more noticeable difference by using L'Oréal Paris product.
4	"Get ready to take your skincare to the next level"	Everyday / Colloquial Language	Suggestion	Using informal language to invite consumers to be interested in using L'Oréal Paris product.

5	“The ultimate skin reviving formula #ComingSoon”	Everyday / Colloquial Language	Suggestion	Using informal language to invite consumers to be interested in using L’Oréal Paris product.
6	“Just like our Men Expert squad, the day with our Hydra Energetic Vitamin C Shot Serum”	Emotive Language	Suggestion	Emphasizing that the Hydra Energetic Vitamin C Shot Serum product is suitable for supporting daily activities, just like the toughness and spirit of the men's team that is part of the Men Expert squad. The vitamin C content in this serum helps keep the skin fresh, energetic, and well-groomed, so that men can go through the day with confidence and energy.
7	“Your ultimate weapon against tired-looking skin? Hydra Energetic Vitamin C Shot Serum, Vitamin C-packed for that radiant glow”	Rhetorical Question	Compensation	Showing that this product can solve the problem of dull skin, increases consumer confidence.
8	“Let’s put our skincare to the test! Revive your skin’s energy with the Hydra Energetic Vitamin C Shot Serum in just a few drops. Say goodbye to dullness and hello to a brighter complexion”	Everyday / Colloquial Language	Suggestion	Inviting consumers to try skincare products by testing their effectiveness. The product introduced is Hydra Energetic Vitamin C Shot Serum,

				which is claimed to be able to restore skin energy with just a few drops. This serum is designed to overcome dull skin and provide a brighter skin appearance.
9	“Tackle dull skin today with the Hydra Energetic Vitamin C Shot Serum. Lightweight, non-greasy, and packed with Vitamin C for revitalized skin”	Appeals	Suggestion	Showing that Serum Hydra Energetic Vitamin C Shot is designed to overcome dull skin with a light and non-greasy formula. Its Vitamin C content helps revitalize the skin, giving it a fresher and brighter appearance so that consumers are confident and interested in using L'Oréal Paris Product.
10	“Get the boost you need with Hydra Energetic Vitamin C Shot Shot Serum. Say hello to smoother, brigther skin everyday”	Emotive Language	Suggestion	Showing the benefits of the product "Hydra Energetic Vitamin C Shot Shot Serum." This product claims to provide an energy boost to the skin through its vitamin C content, which helps make the skin look smoother and

				brighter every day.
11	“Unleash the power of Vitamin C with our Hydra Energetic Vitamin C Shot Serum. Your ultimate weapon against tired-looking skin”	Emotive Language	Suggestion	Showing the main benefits of the Vitamin C serum product called Hydra Energetic Vitamin C Shot Serum functions as the main ingredient to help overcome the appearance of tired skin, making the skin look fresher and brighter and convincing consumers to be interested in using L'Oréal Paris product.
12	“Call the shots when it comes to skincare! Just like @thenoahjr, kickstart your day with the ultimate boost with Hydra Energetic Vitamin C Shot Serum. Our serum packs 10% pure Vitamin C, delivering a powerful antioxidant punch for healthier-looking skin”	Emotive Language	Suggestion	Emphasizing to consumers to start their day with the Hydra Energetic Vitamin C Shot serum, which contains 10% pure Vitamin C, providing an energy boost to the skin with powerful antioxidant benefits, which helps the skin look healthier and more radiant. Featuring @thenoahjr as an example of someone using this product so that consumers are interested in using L'Oréal Paris

				product.
13	“Brighten, smooth, refresh-all in one the shot. Hydra Energetic Vitamin C Shot Serum the secret to vibrant, energized skin”	Everyday / Colloquial Language	Identification	Identify product advantages, attract the attention of consumers looking for quick and effective solutions.
14	“Serum that works as hard as you do. Our Vitamin C Shot Serum is uniquely designed for those with beards! Join @cordel_mclean and the 91% of men who agree- that our serum delivers a revitalizing boost for tired skin”	Emotive Language	Suggestion	Emphasizing to consumers by using Vitamin C Shot Serum that 91% of men agree with the effectiveness of this serum increases confidence in the quality of the product, with this effort to attract consumer attention.
15	“A game-changer for men’s skincare: our Vitamin C Shot Serum is lightweight with a uniquely smoothing formula designed to hydrate, comfort, and suit all skin types!”	Inclusive Language	Identification	Identifying product excellence, attracting the attention of consumers looking for a quick and effective solution. This Vitamin C serum is a breakthrough in men's skin care. With a light and gentle formula, this serum is designed to moisturize, soothe, and is suitable for all skin types.

16	<p>“Why Pure Vitamin C? Dermatologist @drnomzy recommends our Vitamin C Shot Serum to fight against visible dullness, fine lines, and lack of skin firmness. Our Serum packs 10% pure Vitamin C, Vitamin E, and Salicylic Acid for optimal performance”</p>	Rhetorical Question	Suggestion	<p>Inviting consumers to believe that this L’Oréal Paris Vitamin C serum is recommended by dermatologist @drnomzy to overcome skin problems such as dullness, fine lines, and lack of firmness. With this serum, consumers are convinced by showing the content of 10% pure Vitamin C, Vitamin E, and Salicylic Acid to provide the best results for the skin.</p>
17	<p>“It’s all smooth sailing a head with our Vitamin C Shot Serum. Join the 88% of men who attest to smoother skin with our lightweight formula, making it perfect for every skin type”</p>	Evidence	Suggestion	<p>Convincing consumers to use Vitamin C Shot Serum because it helps improve skin softness, proven by 88% of men who feel their skin becomes smoother after using it. With a lightweight formula, this serum is suitable for all skin types, making it ideal for anyone who wants to treat their skin without feeling heavy or sticky.</p>

18	<p>“Stay cool and shine-free all day long with the Men Expert Hydra Energy cooling moisturizing gel. This lightweight formula keeps your skin hydrated for 24 hours while controlling oil and combating irritation. Say goodbye to greasy skin and hello to a fresh, nourished feeling!”</p>	Evidence	Suggestion	<p>Convincing consumers this gel moisturizer keeps skin fresh and shine-free all day long. With a light formula, Men Expert Hydra Energy provides 24-hour hydration, controls oil, and treats irritation. The skin becomes oil-free, feels fresh, and nourished!, attracting consumers to be interested in using L’Oréal Paris Men Expert Hydra Energy product.</p>
19	<p>“Experience the ultimate freshness with L’Oréal Paris Men Expert Hydra Energy cooling moisturizing gel anti-shine. The air gel technology ensures instant cooling and long-lasting hydration, perfect for combating shaving burns and controlling shine”</p>	Hyperbole	Identification	<p>Identifying the L’Oréal Paris Men Expert Hydra Energy Cooling Moisturizing Gel Anti-Shine product. This product is designed to provide instant freshness with “water gel” technology that helps moisturize the skin and reduce shine. This gel is also suitable for soothing irritation after shaving and provides long-term protection to the skin, keeping the skin fresh and non-greasy, with the</p>

				advantages of this product offering the best solution for consumers.
20	<p>“Wave goodbye to tired skin with Men Expert Vitamin C Shot Serum! Packed with pure Vitamin C, it zaps dullness and smooths out your skin. Just ask @marcoslloriente-this is his secret weapon ofr bouncing back between matches!”</p>	Emotive Language	Identification	Emphasizing to consumers by identifying the advantages of Men Expert Vitamin C Shot Serum as a solution for dull and tired skin. With pure Vitamin C content, this serum is claimed to be able to eliminate dull appearance and make skin smoother, with this a quick solution for consumers to overcome dull skin.
21	<p>“A must have for dry, hot summers: Men Experts Vitamin C Shot Serum! This ultra-efficient serum brightens, smooths, and refreshes dull, tired skin. Its non greasy, non stickey formula is lighter than a cream and absorbs effortlessly into your skin and beard. Perfect for guys on the go!</p>	Everyday / Colloquial Language	Identification	Using informal language and identifying the advantages of Men Experts Vitamin C Shot Serum products that are suitable for use in hot and dry summers. This serum is claimed to be very effective in brightening, softening, and refreshing dull and tired skin, attracting consumers to be interested in using Men Experts

				Vitamin C Shot Serum product.
22	<p>“The idealskin routine is hassle-free! The Men Expert Hydra Energetic three-step routine with Pure Vitamin C Shot Serum, Anti Fatigue Eye Roll -On, and Anti-Fatigue Moisturizer is a game-changer. Instantly refresh dull, tired skin with ease”</p>	Emotive Language	Identification	<p>Emphasizing to consumers the Men Expert Hydra Energetic skincare routine consisting of three easy steps. This routine uses Pure Vitamin C Shot Serum, Anti Fatigue Eye Roll-On, and Anti-Fatigue Moisturizer to help instantly refresh dull and tired looking skin, delivering immediate results without the hassle.</p>
23	<p>“@baptiste.giabiconi shares his ultimate 3 step anti-fatique routine with Men Expert Hydra Energetic Range. This powerful lineup brightens, smooths, and refreshes dull, tired skin. Recharge your skin with L’Oréal Men Expert and leave if feeling relaxed an revitalized!”</p>	Emotive Language	Identification	<p>Emphasizing the 3-step skincare routine using products from the L’Oréal Men Expert Hydra Energetic Range with the advantages of this product can brighten, smooth, and refresh dull and tired looking skin. By using this series, the skin will feel fresher, relaxed, and revitalized. Attracting consumers to be interested in using the L’Oréal Men Expert Hydra</p>

				Energetic Range.
24	“Dermatologists rave about Pure Vitamin C for its superpower against dullness, fine lines, and saggy skin. Our serum packs a punch with 10% pure Vitamin C-perfect for brightening and banishing dark spots. Boosted with Vitamin E and Salicylic Acid, it’s an antioxidant and exfoliating dream team”	Evidence	Identification	Convincing consumers to be interested in using L’Oréal Paris products that contain pure Vitamin C which is effective in brightening skin, reducing fine lines, and treating sagging skin.

B. Discussion

This study makes a substantial contribution to the growing field of research on persuasive techniques in advertising, offering a focused examination of how L’Oréal Paris markets its male skincare products through Instagram. Unlike many prior studies, which largely centered on female-targeted skincare advertisements, this research addresses a critical gap by analyzing how advertisers adapt their strategies to appeal to male consumers, a group that has historically been underserved in the beauty and skincare market.

Using Lamb's (2019) and Keraf's (2004) frameworks, this study provides an in-depth analysis of the types and functions of persuasive techniques, revealing a deliberate use of emotive language, everyday/colloquial expressions, evidence-based claims, rhetorical questions, and hyperbole. These techniques are complemented by functional elements such as identification, suggestion, and compensation, which collectively create compelling messages that resonate with

male audiences.

A comparison with earlier studies highlights significant contrasts in persuasive approaches. Sholikatin (2023) and Fauziah (2021) identified rationalization and suggestion as dominant techniques in female-oriented skincare advertisements. However, this study finds that male-targeted advertisements for L'Oréal Paris emphasize emotionally engaging techniques, such as emotive and inclusive language, which are more effective for building trust and relatability among male consumers.

This shift reflects advertisers' recognition of the distinct psychological and cultural factors that influence male purchasing behavior. Emotional resonance and rhetorical engagement are critical in overcoming the skepticism that many male consumers feel toward skincare products, a point not emphasized in previous research.

The differences in stylistic approaches across advertising platforms also highlight the adaptability of persuasive techniques. While Ariadini (2022) showed that Twitter advertisements relied heavily on concise rational appeals due to platform constraints, this study demonstrates how Instagram captions use compound and complex sentences to provide a richer narrative.

Instagram allows for visually engaging content and more elaborate messaging, enabling advertisers to capture attention while thoroughly explaining product benefits. This platform-specific adaptation illustrates the importance of tailoring persuasive strategies not only to the target audience but also to the medium of communication.

Previous studies such as Harisma (2022) and Devi (2021) emphasized ethos as a dominant appeal in beauty product slogans. This study, however, shows that inclusive language and emotive expressions are more effective for engaging male audiences in skincare marketing. These findings align with Cheong and Kaur's (2019) observations about gender-specific messaging, which stresses the importance of reframing beauty-oriented language to align with values like strength, health, and vitality. For example, L'Oréal Paris avoids using terms like "whitening," replacing them with "brightening" and "cleanliness," which resonate more strongly with male consumers and reflect a broader cultural shift toward inclusivity in beauty marketing.

The integration of scientific language and evidence-based claims adds another dimension to this study's findings. Earlier research by Díez Arroyo (2013) and Hermans (2021) highlighted the effectiveness of scientific terminology in building trust and credibility. This study corroborates those findings by demonstrating how L'Oréal Paris uses phrases like "*91% of men agree*" or "10% pure Vitamin C" to validate product efficacy and appeal to rational decision-making processes. Such claims are particularly impactful in male-targeted advertising, where consumers often seek logical justification for purchasing skincare products. The strategic use of scientific language bridges the gap between emotional appeal and rational persuasion, creating a balanced and effective marketing strategy.

Emotional and normative appeals, as noted by Marroquín-Ciendúa et al. (2023), play a significant role in L'Oréal Paris advertisements. Phrases like

“unleash the power” and “wave goodbye to tired skin” evoke aspiration and confidence, aligning with societal expectations of masculinity and self-care. These appeals are reinforced through problem-solution rhetoric, where advertisements highlight common male skincare issues, such as dullness or irritation, and present L’Oréal Paris products as essential solutions. This approach not only addresses consumer pain points but also positions the products as indispensable for maintaining a polished and healthy appearance. The combination of these strategies creates a narrative that resonates deeply with male consumers, enhancing their willingness to engage with the brand.

Influencer endorsements and social media marketing, highlighted in earlier studies by Singh et al. (2018) and Candra et al. (2024), also emerge as critical strategies in L’Oréal Paris campaigns. Collaborations with influencers who embody the brand’s values extend its reach and build authenticity, particularly among male audiences who may view skincare with initial skepticism. Social media platforms like Instagram provide an interactive space for these endorsements, enabling consumers to engage directly with the content and fostering a sense of connection with the brand. This strategy exemplifies how modern advertising leverages digital platforms to enhance consumer loyalty and trust.

Cultural sensitivity in language use further distinguishes this study. Cheong and Kaur (2019) emphasized the importance of redefining gender-specific messaging to resonate with male consumers. L’Oréal Paris aligns with this trend, replacing traditional beauty-oriented terms with language that emphasizes strength and vitality.

This strategic choice reflects an understanding of male consumers' preferences and helps normalize skincare routines for men, challenging stereotypes while promoting inclusivity. The study also highlights how inclusive language and identification techniques create a sense of community among male audiences, fostering deeper emotional connections and reducing resistance to adopting skincare product.

This research offers a comprehensive view of how advertising strategies for male-targeted skincare products have evolved to meet the demands of modern consumers. The integration of Lamb's and Keraf's frameworks enables a dual-layered analysis, providing insights into both the linguistic choices and the functional purposes behind persuasive techniques. These findings underscore the importance of adapting advertising strategies to reflect cultural and demographic shifts, ensuring relevance and effectiveness in a competitive market.

The combination of rational and emotional appeals, scientific credibility, and inclusive messaging positions L'Oréal Paris as a leader in the male skincare industry, offering practical guidance for marketers seeking to expand their reach. This study not only advances academic discourse but also provides actionable strategies for optimizing advertising campaigns to engage diverse consumer groups.

As show in this study, advertisers rely more on the power of words to make consumers feel interested in L'Oréal Paris product. Apart from the differences from previous studies in terms of research objects, the analysis of this study employed two theories, namely Lamb's theory (2019) and Keraf's theory (2004) to identify

the intertwin between persuasive technique types and function.

In addition to the persuasive techniques in this study, it was found that most advertising language consists of compound and complex sentences. Simple sentences are also used in male skincare ads, but they are often used to start the ad, which is then followed by complex or compound statements. This is due to the advertiser's desire to attract consumers attention by presenting a fairly long explanation.

The benefit of this research is that the reader should be able to understand the science of persuasive approaches, which may be useful in the field of advertising in particular. In this study, utilizing the power of phrases for consumer confidence in the products offered, this requires the use of appropriate persuasive techniques. Not only that, but readers can learn about persuasive techniques used by advertisers to sell their products. It can also be used to convince a person of what the reader believes. Thus, strategies are important when talking to others because they allow others to understand the intentions expressed.

After knowing the benefits of this research, there are several shortcomings that need to be researched further because the researcher uses few types of persuasive techniques. First, this study focuses on advertising male skincare products, so the data collected is limited to that. Second, many advertisers repeat similar and language. To find more accurate data, follow up research is still needed to look for persuasive with a wide range.

This study is different from previous studies, namely there is masculinity in male skincare products. Among them are sentences such as "Men Experts, weapon

against, power, call the shots, brighten, energized skin, superpower, and perfect" reflecting a marketing strategy that combines symbolic and emotional elements to attract the attention of modern men. This approach is based on various theories that explain how masculinity and audience needs are positioned as the core of marketing messages.

These phrases emphasize the image of a strong, empowered, and confident man, while at the same time adjusting to modern gender norms that emphasize the importance of self-care. The concept of hegemonic masculinity (Connell, 1995) is seen in phrases such as "weapon against" and "call the shots," which describe male strength and control as the main masculine standard.

This approach combines with gender performativity (Butler, 1990), where male gender identity is formed through performance, such as maintaining the appearance and health of the skin without losing its masculine image. Through the perspective of social identity theory (Tajfel & Turner, 1979), phrases such as "#Men Experts" create a sense of togetherness in an exclusive community of confident and competent men, strengthening the audience's social identity.

The marketing narrative also utilizes narrative paradigm theory (Fisher, 1984), where the story of a stronger, fresher, and more confident man's transformation becomes the core of the message. In addition, this strategy utilizes the peripheral path of the elaboration likelihood model (Petty & Cacioppo, 1986), using emotional words such as "superpower" and "perfect" to attract attention without requiring in-depth analysis. Universal archetypes such as The Warrior and The Hero (Jung) are also integrated through the symbolism of struggle and victory,

which adds emotional and inspiring appeal to the audience.

Overall, this study emphasizes that the marketing strategy of male skincare product is not only limited to product functions, but also contributes to the formation of a more complex masculine identity that is relevant to modern social needs. This approach reflects the integration of marketing theory and social psychology to create messages that are able to attract attention, build loyalty, and strengthen the image of dynamic and progressive masculinity.

In conclusion, this study shows that the marketing strategy of male skincare product explicitly integrates elements of masculinity through the choice of words and phrases that emphasize the image of strength, control, and performance. Unlike previous studies that may have focused more on female skincare products, this study highlights how masculine narratives are constructed to appeal to modern men.

Phrases such as "weapon against" and "call the shots" depict men as tough and empowered, while words such as "brighten" and "energized skin" reflect the need for a balance between traditional strength and self-care awareness. This approach reflects a deep understanding of the needs of the male audience, where masculinity is presented as a dynamic and relevant identity. This strategy not only offers products as a grooming tool, but also as a symbol of transformation and success, strengthening emotional appeal and building loyalty through aspirational masculine images. Thus, this study makes an important contribution to understanding the relationship between masculinity and marketing in the context of male skincare product.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter gives the conclusion and suggestions based on the findings analyzed. This part concludes the findings mentioned in the previous chapter and offers suggestions to the reader.

A. Conclusion

The study identified various persuasive techniques used in L'Oréal Paris male skincare product advertisements on Instagram captions, revealing their effectiveness and potential drawbacks. Based on Lamb's theory (2019), the analysis highlighted emotive language as the most frequently employed technique, used to evoke emotional connections and build trust with male consumers, though its overuse risks skepticism.

Everyday or colloquial language effectively makes the brand appear relatable and approachable, but excessive familiarity can undermine credibility. Evidence-based claims, including statistics, boost consumer confidence by lending credibility but can lead to ambiguity if overused. Inclusive language fosters a sense of belonging and accessibility, though excessive use may feel inauthentic.

Techniques such as rhetorical questions, appeals, and hyperbole serve to engage and persuade, yet their excessive application may reduce product credibility or create consumer resistance. These findings underscore the nuanced application of persuasive techniques in crafting effective advertisements tailored to male audiences while balancing emotional appeal and product trustworthiness.

The finding also revealed the functional applications of persuasive techniques in L'Oréal Paris male skincare product advertisements on Instagram, using Keraf's (2004) theory to identify identification, suggestion, and compensation strategies. Identification techniques effectively created a sense of shared identity and relevance, encouraging male consumers to engage with the products, although overuse led to negative reactions.

Suggestion techniques subtly influenced trust and interest, reducing skepticism toward skincare, but excessive application risked credibility loss. Compensation strategies addressed perceived shortcomings in male skincare interest by providing reassurance and satisfaction, though overuse risked consumer mistrust due to perceived manipulation.

The study highlights how advertisers effectively use compound and complex sentences to deliver engaging and explanatory content, blending persuasive language with concise introductions. These findings underscore the importance of tailored and balanced persuasive strategies in building trust and interest while maintaining credibility and authenticity in advertising.

B. Suggestions

This study is limited to analyzing male skincare product and captions on Instagram. Future researchers are encouraged to expand this scope by incorporating additional theories and exploring persuasive techniques across different product categories, brands, and platforms. This would allow for a deeper examination of the impact of persuasive techniques on diverse consumer demographics. While this study utilized Lamb's and Keraf's theories, future

studies could adopt alternative hypotheses or the latest persuasive technique theories to ensure originality and improve the analytical approach.

Persuasion is a vital component of both verbal and non-verbal communication, making it relevant in everyday life and academic studies. This study suggests that students, particularly those majoring in English, should focus on understanding persuasion as part of discourse studies. Persuasion's significance in communication emphasizes its application in social media advertising, offering valuable insights for mastering effective communication skills. In the digital era, where social media plays a significant role in marketing, these insights are crucial for fostering expertise in persuasive communication.

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CURRICULUM VITAE

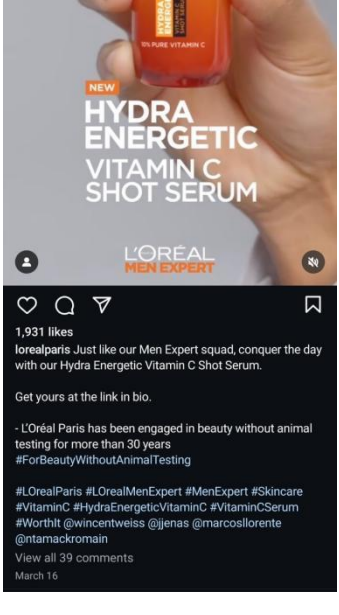
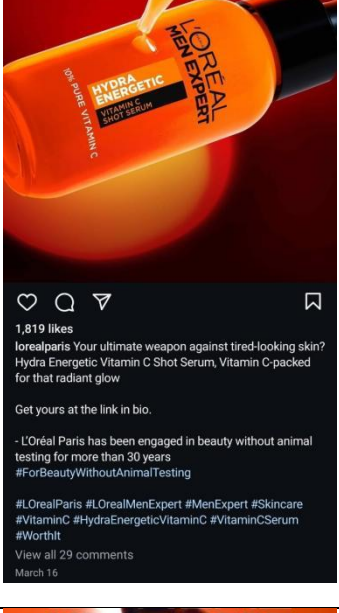
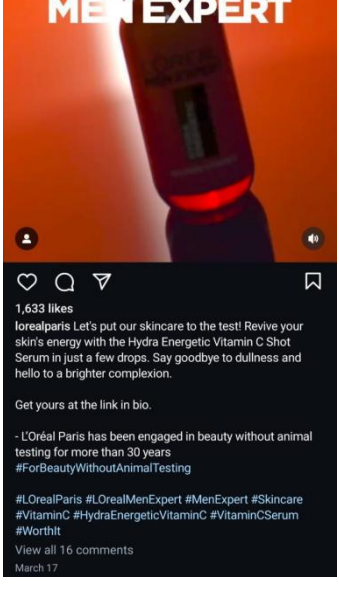





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APPENDIX




No	Figure	Caption	Date	Type of Persuasive Techniques	Function of Persuasive Techniques
1.		<p><i>“Get ready to bring your skin back to life”</i></p>	<p>March 2, 2024</p>	<p>Everday / Colloquial Language</p>	<p>Suggestion</p>
2.		<p><i>“Calling all #MenExperts, your future is about to get brighter”</i></p>	<p>March 2, 2024</p>	<p>Everday / Colloquial Language</p>	<p>Compensation</p>




<p>3.</p>		<p><i>“Powered by dermatologist-approved formulas”</i></p>	<p>March 2, 2024</p>	<p>Appeals</p>	<p>Compensation</p>
<p>4.</p>		<p><i>“Get ready to take your skincare to the next level”</i></p>	<p>March 3, 2024</p>	<p>Everyday / Colloquial Language</p>	<p>Suggestion</p>
<p>5.</p>		<p><i>“The ultimate skin-reviving formula”</i></p>	<p>March 3, 2024</p>	<p>Everyday / Colloquial Language</p>	<p>Suggestion</p>




<p>6.</p>		<p><i>“Just like our MenExpert squad, conquer the day with our Hydra Energetic VitaminC Shot Serum”</i></p>	<p>March 16, 2024</p>	<p>Emotive Language</p>	<p>Suggestion</p>
<p>7.</p>		<p><i>“Your ultimate weapon against tired-looking skin? Hydra Energetic Vitamin C Shot Serum, Vitamin C- packed for that radiant glow”</i></p>	<p>March 16, 2024</p>	<p>Rhetorical Question</p>	<p>Compensation</p>
<p>8.</p>		<p><i>“Let’s put our skincare to the test! Revive your skin’s energy with the Hydra Energetic Vitamin C Shot Serum in just a few drops. Say goodbye to dullness and hello to a brighter complexion”</i></p>	<p>March 17, 2024</p>	<p>Everyday / Colloquial Language</p>	<p>Suggestion</p>


<p>9.</p>	 <p>1,810 likes lorealparis Tackle dull skin today with the Hydra Energetic Vitamin C Shot Serum. Lightweight, non-greasy, and packed with Vitamin C for revitalized skin. Get yours at the link in bio. - L'Oréal Paris has been engaged in beauty without animal testing for more than 30 years #ForBeautyWithoutAnimalTesting #L'OréalParis #L'OréalMenExpert #MenExpert #Skincare #VitaminC #HydraEnergeticVitaminC #VitaminCSerum #Worthit View all 25 comments March 17</p>	<p><i>“Tackle dull skin today with the Hydra Energetic Vitamin C Shot Serum. Lightweight, non-greasy, and packed with Vitamin C for revitalized skin”</i></p>	<p>March 17, 2024</p>	<p>Appeals</p>	<p>Suggestion</p>
<p>10.</p>	 <p>1,727 likes lorealparis Get the boost you need with Hydra Energetic Vitamin C Shot Serum. Say hello to smoother, brighter skin every day. Get yours at the link in bio. - L'Oréal Paris has been engaged in beauty without animal testing for more than 30 years #ForBeautyWithoutAnimalTesting #L'OréalParis #L'OréalMenExpert #MenExpert #Skincare #VitaminC #HydraEnergeticVitaminC #VitaminCSerum #Worthit View all 32 comments March 17</p>	<p><i>“Get the boost you need with Hydra Energetic Vitamin C Shot Serum. Say hello to smoother, brighter skin ever day”</i></p>	<p>March 17, 2024</p>	<p>Emotive Language</p>	<p>Suggestion</p>
<p>11.</p>	 <p>1,476 likes lorealparis Unleash the power of Vitamin C with our Hydra Energetic Vitamin C Shot Serum. Your ultimate weapon against tired-looking skin. Get yours at the link in bio. - L'Oréal Paris has been engaged in beauty without animal testing for more than 30 years #ForBeautyWithoutAnimalTesting #L'OréalParis #L'OréalMenExpert #MenExpert #Skincare #VitaminC #HydraEnergeticVitaminC #VitaminCSerum #Worthit View all 34 comments March 18</p>	<p><i>“Unleash the power of Vitamin C with our Hydra Energetic Vitamin C Shot Serum. Your ultimate weapon against tired-looking skin”</i></p>	<p>March 18, 2024</p>	<p>Emotive Language</p>	<p>Suggestion</p>

<p>12.</p>		<p><i>“Call the shots when it comes to skincare! Just like @thenoahjr, kickstart your day with the ultimate boost with Hydra Energetic Vitamin C Shot Serum. Our serum packs 10 % pure Vitamin C, delivering a powerful antioxidant punch for healthier- looking skin”</i></p>	<p>April 12, 2024</p>	<p>Emotive Language</p>	<p>Suggestion</p>
<p>13.</p>		<p><i>“Brighten, smooth, refresh — all in one shot. Hydra Energetic Vitamin C Shot Serum: the secret to vibrant, energized skin”</i></p>	<p>April 12, 2024</p>	<p>Everyday / Colloquial Language</p>	<p>Identification</p>
<p>14.</p>		<p><i>“Serum that works as hard as you do. Our Vitamin C Shot Serum is uniquely designed for those with beards! Join @cordell_mclean and the 91% of men who agree — that our serum delivers a revitalizing boost for tired skin”</i></p>	<p>April 12, 2024</p>	<p>Emotive Language</p>	<p>Suggestion</p>

15.	 <p>1,890 likes lorealparis A game-changer for men's skincare: our Vitamin C Shot Serum is lightweight with a uniquely smoothing formula designed to hydrate, comfort, and suit all skin types! Get yours at the link in bio. - L'Oréal Paris has been engaged in beauty without animal testing for more than 30 years #ForBeautyWithoutAnimalTesting #L'OréalParis #L'OréalMenExpert #MenExpert #Skincare #VitaminC #HydraEnergeticVitaminC #VitaminCSerum #Worthit View all 29 comments April 13</p>	<p><i>“A game-changer for men’s skincare: our Vitamin C Shot Serum is lightweight with a uniquely smoothing formula designed to hydrate, comfort, and suit all skin types!”</i></p>	April 13, 2024	Inclusive Language	Identification
16.	 <p>1,352 likes lorealparis Why Pure Vitamin C? Dermatologist @drnomzzy recommends our Vitamin C Shot Serum to fight against visible dullness, fine lines, and lack of skin firmness. Our serum packs 10% pure Vitamin C, Vitamin E, and Salicylic Acid for optimal performance. Get yours at the link in bio. - L'Oréal Paris has been engaged in beauty without animal testing for more than 30 years #ForBeautyWithoutAnimalTesting #L'OréalParis #L'OréalMenExpert #MenExpert #Skincare #VitaminC #HydraEnergeticVitaminC #VitaminCSerum #Worthit View all 14 comments April 13</p>	<p><i>“Why Pure Vitamin C? Dermatologist @drnomzzy recommends our Vitamin C Shot Serum to fight against visible dullness, fine lines, and lack of skin firmness. Our serum packs 10% pure Vitamin C, Vitamin E, and Salicylic Acid for optimal performance”</i></p>	April 13, 2024	Rhetorical Question	Suggestion
17.	 <p>1,394 likes lorealparis It's all smooth sailing ahead with our Vitamin C Shot Serum. Join the 88% of men who attest to smoother skin with our lightweight formula, making it perfect for every skin type. Get yours at the link in bio. - L'Oréal Paris has been engaged in beauty without animal testing for more than 30 years #ForBeautyWithoutAnimalTesting #L'OréalParis #L'OréalMenExpert #MenExpert #Skincare #VitaminC #HydraEnergeticVitaminC #VitaminCSerum #Worthit View all 38 comments April 13</p>	<p><i>“It’s all smooth sailing ahead with our Vitamin C Shot Serum. Join 88% of men who attest to smoother skin with our lightweight formula, making it perfect for every skin type”</i></p>	April 13, 2024	Evidence	Suggestion

18.	 <p>1,361 likes lorealparis Stay cool and shine-free all day long with the Men Expert Hydra Energy cooling moisturising gel. This lightweight formula keeps your skin hydrated for 24 hours while controlling oil and combating irritation. Say goodbye to greasy skin and hello to a fresh, nourished feeling! Get yours at the link in bio. - L'Oréal Paris has been engaged in beauty without animal testing for more than 30 years #ForBeautyWithoutAnimalTesting #L'OréalParis #L'OréalMenExpert #MenExpert #Skincare #HydraEnergetic #HydraEnergeticMoisturisingGel #MenSkincare #Worthit View all 11 comments May 8</p>	<p><i>“Stay cool and shine-free all day long with the Men Expert Hydra Energy cooling moisturising gel. This lightweight formula keeps your skin hydrated for 24hours while controlling oil and combating irritation. Say goodbye to greasy skin and hello to a fresh, nourished feeling!”</i></p>	May 8, 2024	Evidence	Compensation
19.	 <p>1,381 likes lorealparis Experience the ultimate freshness with L'Oréal Paris Men Expert Hydra Energy cooling moisturising gel anti-shine. The air gel technology ensures instant cooling and long-lasting hydration, perfect for combating shaving burns and controlling shine. Get yours at the link in bio. - L'Oréal Paris has been engaged in beauty without animal testing for more than 30 years #ForBeautyWithoutAnimalTesting #L'OréalParis #L'OréalMenExpert #MenExpert #Skincare #HydraEnergetic #HydraEnergeticMoisturisingGel #MenSkincare #Worthit View all 18 comments May 8</p>	<p><i>“Experience the ultimate freshness with L'Oréal Paris Men Expert Hydra Energy cooling moisturizing gel anti-shine. The airtel technology ensures instant cooling and long-lasting hydration, perfect for combating shaving burns and controlling shine”</i></p>	May 8, 2024	Hyperbole	Identification
20.	 <p>1,335 likes lorealparis Wave goodbye to tired skin with Men Expert Vitamin C Shot Serum! Packed with pure Vitamin C, it zaps dullness and smooths out your skin. Just ask @marcoslloriente—this is his secret weapon for bouncing back between matches! Get energized at the link in bio. - L'Oréal Paris has been engaged in beauty without animal testing for more than 30 years #ForBeautyWithoutAnimalTesting #L'OréalParis #L'OréalMenExpert #MenExpert #Skincare #VitaminC #HydraEnergetic #Worthit View all 14 comments June 18</p>	<p><i>“Wave goodbye to tired skin with Men Expert Vitamin C Shot Serum! Packedwith pure Vitamin C, it zaps dullness and smooths out your skin. Jusy ask @marcoslloriente- this is his secret weapon for bouncing back between matches!”</i></p>	June 18, 2024	Emotive Language	Identification

<p>21.</p>	 <p>1,083 likes lorealparis A must-have for dry, hot summers: Men Expert Vitamin C Shot Serum! This ultra-efficient serum brightens, smooths, and refreshes dull, tired skin. Its non-greasy, non-sticky formula is lighter than a cream and absorbs effortlessly into your skin and beard. Perfect for guys on the go! Get energized at the link in bio. - L'Oréal Paris has been engaged in beauty without animal testing for more than 30 years #ForBeautyWithoutAnimalTesting #L'OréalParis #L'OréalMenExpert #MenExpert #Skincare #VitaminC #HydraEnergetic #Worthit View all 19 comments June 18</p>	<p><i>“A must-have for dry, hot summers: Men Expert Vitamin C Shot Serum! This ultra-efficient serum brightens, smooths, and refreshes dull, tired skin. Its non greasy, non-sticky formula is lighter than a cream and absorbs effortlessly into your skin and beard. Perfect for guys on the go!”</i></p>	<p>June 18, 2024</p>	<p>Everyday / Colloquial Language</p>	<p>Identification</p>
<p>22.</p>	 <p>1,282 likes lorealparis The ideal skin routine is hassle-free! The Men Expert Hydra Energetic three-step routine with Pure Vitamin C Shot Serum, Anti-Fatigue Eye Roll-On, and Anti-Fatigue Moisturizer is a game-changer. Instantly refresh dull, tired skin with ease! Get energized at the link in bio. - L'Oréal Paris has been engaged in beauty without animal testing for more than 30 years #ForBeautyWithoutAnimalTesting #L'OréalParis #L'OréalMenExpert #MenExpert #Skincare #HydraEnergetic #Worthit View all 20 comments June 19</p>	<p><i>“The ideal skin routine is hassle-free! The Men Expert Hydra Energetic three-step routine with Pure Vitamin C Shot Serum, Anti-Fatigue Eye Roll-On, and Anti-Fatigue Moisturizer is a game-changer. Instantly refresh dull, tired skin with ease!”</i></p>	<p>June 19, 2024</p>	<p>Emotive Language</p>	<p>Identification</p>
<p>23.</p>	 <p>2,197 likes lorealparis @baptiste.giabiconi shares his ultimate 3-step anti-fatigue routine with Men Expert Hydra Energetic Range. This powerful lineup brightens, smooths, and refreshes dull, tired skin. Recharge your skin with L'Oréal Men Expert and leave it feeling relaxed and revitalized! Get energized at the link in bio. - L'Oréal Paris has been engaged in beauty without animal testing for more than 30 years #ForBeautyWithoutAnimalTesting #L'OréalParis #L'OréalMenExpert #MenExpert #Skincare #HydraEnergetic #Worthit View all 26 comments June 19</p>	<p><i>“@baptiste.giabiconi shares his ultimate 3-step anti-fatigue routine with Men Expert Hydra Energetic Range. This powerfull lineup brightens, smooths, and refreshes dull, tired skin. Recharge your skin with L'Oréal Men Expert and leave it feeling relaxed and revitalized!”</i></p>	<p>June 19, 2024</p>	<p>Emotive Language</p>	<p>Identification</p>

24.		<p><i>“Dermatologists rave about Pure Vitamin C for its superpowers against dullness, fine lines, and saggy skin. Our serum packs a punch with 10% pure Vitamin C- perfect for brightening and banishing dark spots. Boosted with Vitamin E and Salicylic Acid, it’s antioxidant and exfoliating dream team”</i></p>	June 19, 2024	Evidence	Identification
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