WOMEN REPRESENTATION IN SKINCARE ADVERTISEMENTS: A FEMINIST STYLISTICS ANALYSIS

THESIS

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THESIS

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2025

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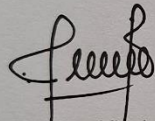
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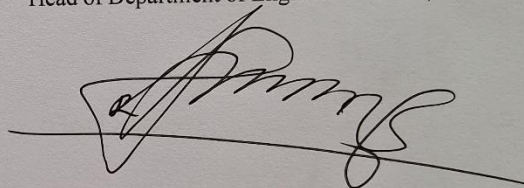
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MOTTO

"Sisihkan gelombang kerisauan dengan kekuatan, kesabaran, dan keyakinan."

Ali bin Abi Thalib

"Maka sesungguhnya kesulitan ada kemudahan.

Sesungguhnya Bersama kesulitan ada kemudahan."

(Q.S. Al-Insyirah: 5-6)

"Barang siapa menempuh jalan untuk mencari ilmu, Allah akan mudahkan baginya jalan menuju surga."

(HR. Bukhari dan Muslim)

DEDICATION

I proudly dedicate this thesis to my parents, Ayah Hoirul Anam and Ibu Nur Hayati, Mbah Sutiami and Suraen, my bro and sis, M. Sahirul Alim and Fitri Nur Fajrina. Also, to my uncle and ounty, Ubait and Siti Rodiyah, and Sulastri and Yanto. I also present this thesis to my thesis advisor, Ma'am Dr. Lina Hanifiyah M.Pd and my academic advisor, Ma'am Rina Sari, M.Pd. Their endless love and support mean everything to me.

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I realize that this undergraduate thesis is not perfect. However, the researcher hope that this thesis may useful for the readers and contribute in giving new insights linguistics fields specifically in feminist stylistics topics. For this reason, constructive suggestions and criticism are welcomed.

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Malang, 18 June 2025

Edy Hariyanto

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ABSTRACT

Hariyanto, Edy (2025) **Women Representation in Skincare Advertisements: A Feminist Stylistics Analysis.** Undergraduate Thesis, Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Dr. Lina Hanifiyah, M.Pd.

Keywords: Women Representation, Skincare Advertisements, Feminist Stylistics

This study examines the representation of women in skincare advertisements, motivated by the significant influence of advertising in shaping cultural perceptions of beauty and femininity. The research aims to reveal how language in skincare advertisements constructs women's identities, using Mills' (1998) feminist stylistics theory. The study employs a qualitative descriptive approach, analyzing nine advertisements each from three skincare products-serum, moisturizer, and sunscreen-as data sources. At the word level, the findings show frequent use of adjectives such as "bright," "glowing," and "flawless," which emphasize idealized physical attributes. At the phrase/sentence level, imperative constructions like "get your perfect skin" and "make your skin brighter" dominate, positioning women as passive recipients of beauty standards. At the discourse level, most advertisements construct transformation narratives, depicting women as needing improvement and linking their value to appearance. Of the nine advertisements analyzed, seven primarily highlight women's physical attributes, while only two focus on non-physical qualities. The study concludes that skincare advertisements tend to reinforce narrow and idealized representations of women. It recommends that advertisers adopt more diverse and empowering portrayals to challenge prevailing stereotypes and support broader definitions of female identity in media.

مستخلص البحث

هارينطا، ايدي (2025) تمثيل المرأة في إعلانات العناية بالبشرة: تحليل الأسلوب النسوي. البحث الجامعي، قسم الأدب الإنجليزي، كلية العلوم الإنسانية ، جامعة مولا مالك إبراهيم الإسلامية الحكومية مالانج. مشرف: الدكتورة لينا حنيفية، الماجستير.

الكلمات الأساسية: تمثيل المرأة, إعلانات العناية بالبشرة, الأساليب النسوية.

فحصت الدراسة تمثيل المرأة في إعلانات العناية بالبشرة ، بدافع من التأثير الكبير للإعلان في تشكيل التصورات الثقافية للجمال والأنوثة. تهدف هذه الدراسة إلى الكشف عن كيفية بناء اللغة في إعلانات العناية بالبشرة للهوية الأنثوية ، باستخدام النظرية الأسلوبية النسوية لميلز (1998). استخدمت الدراسة نهجا وصفيا نوعيا ، حيث حللت تسعة إعلانات لكل من ثلاثة منتجات للعناية بالبشرة – الأمصال والمرطبات وواقيات الشمس – كمصادر للبيانات. على مستوى الكلمات ، تشير هذه النتائج إلى الاستخدام المتكرر لصفات مثل "مشرق" و "مضيء" و "مثالي" ، والتي تؤكد على السمات الجسدية المثالية. على مستوى العبارة / الجملة ، تهيمن التركيبات الحتمية مثل "احصل على بشرتك المثالية" و "اجعل بشرتك أكثر إشراقا" ، مما يضع النساء على أنهن متلقين سلبيات لمعايير الجمال. على مستوى الخطاب ، تبني معظم الإعلانات سردا للتحول ، وتصور النساء المحتاجات إلى التحسين وربط قيمهن بالمظهر. من بين الإعلانات التسعة التي تم تحليلها ، سلطت سبعة إعلانات الضوء بشكل أساسي على السمات الجسدية للمرأة ، بينما ركز اثنان فقط على الصفات غير الجسدية. وخلصت الدراسة إلى أن إعلانات العناية بالبشرة تميل إلى تعزيز التمثيل الضيق والمثالي للمرأة. وتوصي بأن يتبنى المعلنون صورا أكثر تنوعا وتمكينا لتحدي الصور النمطية السائدة ودعم تعريفات أوسع للهوية الأنثوية في وسائل الإعلام.

ABSTRAK

Hariyanto, Edy (2025) **Women Representation in Skincare Advertisements: A Feminist Stylistics Analysis.** Skripsi, Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Dr. Lina Hanifiyah, M.Pd.

Keywords: Representasi Wanita, Iklan Skincare, Gaya Feminis

Studi ini meneliti representasi perempuan dalam iklan perawatan kulit, yang dimotivasi oleh pengaruh signifikan periklanan dalam membentuk persepsi budaya tentang kecantikan dan feminitas. Penelitian ini bertujuan untuk mengungkapkan bagaimana bahasa dalam iklan perawatan kulit membangun identitas wanita, menggunakan teori stilistik feminis Mills (1998). Studi ini menggunakan pendekatan deskriptif kualitatif, menganalisis sembilan iklan masing-masing dari tiga produk perawatan kulit - serum, pelembab, dan tabir surya - sebagai sumber data. Pada tingkat kata, temuan ini menunjukkan seringnya penggunaan kata sifat seperti "cerah", "bercahaya", dan "sempurna", yang menekankan atribut fisik yang ideal. Pada tingkat frasa/kalimat, konstruksi imperatif seperti "dapatkan kulit sempurna Anda" dan "membuat kulit Anda lebih cerah" mendominasi, memposisikan wanita sebagai penerima pasif standar kecantikan. Pada tingkat wacana, sebagian besar iklan membangun narasi transformasi, menggambarkan perempuan membutuhkan perbaikan dan menghubungkan nilai mereka dengan penampilan. Dari sembilan iklan yang dianalisis, tujuh terutama menyoroti atribut fisik wanita, sementara hanya dua yang berfokus pada kualitas non-fisik. Studi ini menyimpulkan bahwa iklan perawatan kulit cenderung memperkuat representasi wanita yang sempit dan ideal. Ini merekomendasikan agar pengiklan mengadopsi penggambaran yang lebih beragam dan memberdayakan untuk menantang stereotip yang berlaku dan mendukung definisi identitas perempuan yang lebih luas di media.

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CHAPTER I

INTRODUCTION

A. Background of the Study

Women representation in skincare advertisements has a key influence in molding cultural notions of beauty and femininity. Women have been included in advertisements for various products and services, but their representation stays consistent (Soni, 2020). Advertisements typically represent women in ways that conform with cultural values, providing a restricted definition of beauty that emphasizes attributes such as youthfulness, slimness, and flawless complexion (Raslie & Zaidi, 2022). This representation can portrayal to contribute to a narrative where women's value is closely tied to their appearance and their relationships with men, perpetuating stereotypes that limit women's roles in society and diminish their agency (Sharma & Bumb, 2021). Studies have found that the image of women in these advertising frequently matches societal expectations and demands, influencing how women perceive themselves and their worth (Yulin et al., 2022). Furthermore, the impact of such representations goes beyond individual self-esteem, influencing larger cultural narratives about femininity and beauty standards (Novitri, 2014).

This research examines the representation of women in skincare advertising with a focus on linguistic analysis (utterances) at the level of words, phrases, and discourses. Advertisements often use dictions such as "perfect skin", "transformation", and "youthfulness" to emphasize narrow beauty standards, which can reinforce gender stereotypes (Raslie & Zaidi,

2022). Through the feminist stylistics approach developed by Mills, this research explores how the use of imperative verbs and adjectives in advertising creates a narrative that places women as passive consumers (Fatima et al., 2023). Data shows that 72% of skincare advertisements use physical attributes to portray women, while only 28% highlight non-physical qualities (Hidayat et al., 2023). These findings highlight how language in advertising not only reflects but also reinforces the gender representation that exists in society.

The effects of women's representation go beyond individual self-esteem to cultural levels, depicting certain beliefs about gender roles and expectations. Feminist scholars contend that such imagery promotes gendered identities, portraying women as passive consumers rather than active protagonists (Patterson et al., 2009). This image limits women's roles in society and distorts perceptions of their potential. Researchers have regularly looked at how women are shown in commercials as well as the language used to promote sexist beliefs (Pan, 2021). Research suggests that women are typically portrayed poorly or decoratively in commercial campaigns across different groups (Bayazıt, 2020; Shah & Saher, 2019; Stanković et al., 2018). Thus, understanding how women are portrayed in commercials is vital for tackling social pressures and cultural frameworks that define them (Alam et al., 2023).

An advertisement is a marketing tactic introducing a product, brand, or service to a targeted audience (Raditya et al., 2020). Advertisements have a significant impact on the formation of social reality (Furaida, 2022). Advertisements, which contain images, words, and/or graphics, convey compelling messages to targeted markets to grab their interest, prompt interaction, and ultimately generate sales (Dunn et al., 2011; Popova, 2018; Pounders, 2018). In the skincare industry, these advertisements are especially effective since they promote items and shape consumer notions of beauty and self-care. Skincare advertising frequently use appealing graphics and storytelling to entice potential clients, emphasizing their products' transforming benefits on skin health and beauty. This strategy not only informs consumers about product benefits but also aligns the brand with professional authority, which can significantly influence purchasing decisions (Atmaja, 2022).

Moreover, skincare advertising frequently uses specific narratives to convey that human value is inextricably related to looks. By depicting transitions from "ordinary" to "beautiful," these advertisements reinforce the notion that using their items is necessary for societal acceptance and success. This narrative may instill emotions of inadequacy in consumers who do not see themselves mirrored in these idealized images (Popova, 2018). The research on skincare advertising illustrates how deeply rooted societal ideals regarding beauty are reinforced by marketing methods, influencing not only individual self-esteem but also broader cultural notions of femininity and attractiveness (Rajendrah et al., 2017).

Feminist stylistic analysis can expose how advertising's words and imagery contribute to the marginalization of women in society (Radzi & Musa, 2017). This research is vital to understand the dynamics of power in the media and how they affect public opinion of women (Khan & Mehmood, 2023). According to Mills (1998), feminist stylistics provides a critical framework for researching women's depiction in marketing, particularly skincare commercials. This approach investigates how language and stylistic choices influence the formation of gendered identities, uncovering the underlying ideas that determine society's notions of femininity. This analysis is critical for understanding how advertising not only reflects but also supports societal narratives about beauty and femininity, eventually impacting how women perceive themselves and their roles within society (Fatima et al., 2023).

This study employs Mills' (1998) feminist stylistics theory as its primary analytical framework due to its significant relevance in understanding how women's representation is formed and constructed through language. Mills' theory provides an advanced analytical tool at the word, phrase, and discourse levels, allowing researchers to expound on how skincare promotion employs language to influence women's images. This approach is especially essential since it enables the detection and deconstruction of hidden ideologies in ad language, which would otherwise go undiscovered if a more generic representation approach was utilized.

The purpose of this research is to examine how women are represented in skincare advertisements using Mills' theory. This research will concentrate on three levels of feminist stylistics theory: word, phrase, and discourse analysis (Maknun et al., 2023). Specifically, the research will analyze skincare products such as serums, moisturizers, and sunscreens. Using Mills' approach, the research hopes to explore the underlying messages and ramifications of these representations in advertising, emphasizing how they may reinforce or challenge conventional beauty standards for women (Mills, 1998). Finally, this analysis aims to add to the discourse on gender representation in advertising by emphasizing the need for diversity and inclusivity in skincare marketing techniques (Hutasuhut & Rangkuti, 2022).

Gheni (2021), Kumar & Sreedharan (2023), Soni (2020) and all investigate gender portrayal, but in distinct settings and techniques. Soni employs a quantitative technique to examine the impact of advertising on women's self-esteem, revealing how unrealistic body images pressure women to comply to beauty standards. Kumar and Sreedharan (2023) use Fairclough's Three-Dimensional Model to analyze advertising from various industries, identifying continuous objectification and sexualization of women. Meanwhile, Gheni uses feminist stylistics to research literary texts, revealing that male characters are frequently active agents while female characters are passively depicted, perpetuating patriarchal norms. Despite their contributions, no research provides a comprehensive framework for analyzing gender at many levels.

Fatima et al. (2023) Hutasuhut & Rangkuti (2022), Maknun et al. (2023), Sher & Saleem (2023), and Siregar et al. (2020) use feminist stylistics to investigate gender portrayal in different texts. Siregar et al. (2020) explore Rupi Kaur's work, indicating how linguistic choices promote patriarchal ideals, whereas Sher and Saleem (2023) investigate marriage commercials, highlighting sexist language that stresses physical beauty for women and financial stability for men. Similarly, Maknun et al. (2023) detect five types of prejudice in Eka Kurniawan's novel, while Hutasuhut & Rangkuti (2022) discover gender-specific depictions in Jessica Knoll's novel. Fatima et al. use Woolf's artistic tactics to question traditional gender conventions. Although these studies offer useful insights, they frequently focus on specific texts or circumstances. According to Mills (1998), using her three levels of analysis word, phrase/sentence, and discourse can help us understand how language sustains or challenges gender norms across different mediums.

Raslie & Zaidi (2022) investigated the language used in 150 skincare and cosmetics items and found that the language often favored stereotypes and sexualization of women, reflecting patriarchal norms. The terms skincare and cosmetics have different meanings. Skincare terminology emphasizes the long-term health benefits of skin, such as "improving skin texture" and "tackling acne". In contrast, in the context of makeup, the emphasis is on quick results and temporary effects, with terms such as "hiding imperfections" and "giving shine" (Tompunuh & Wibowo, 2023).

This difference reflects the diverse functions of the two product categories. Raslie & Zaidi (2022) and Hidayat et al. (2023) apply Verdonk's theory to examine word and phrase levels. At the level of discourse, the emphasis is solely on fragmentation and schemes. However, this study will only focus on skin care products, specifically serums, moisturizers, and sunscreens using Mills' theory (1998), which includes analysis of words, phrases and discourses level.

B. Research Question

Based on the background of the research above, the researcher in this research focuses on the following problem:

1. How are women represented in skincare advertisements at the word level?

2. How are women represented in skincare advertisements at the phrase/sentence level?

3. How are women represented in skincare advertisements at the discourse level?

C. Significance of the Study

The researcher is expected to obtain significant benefits, both theoretically and practically. Theoretically, the researcher expects the findings of this research can enrich more explanation and information especially how women are represented trough language in the advertising area.

Practically, the researcher expects that the findings would assist readers understand feminist stylistics in advertising. The findings are expected to be beneficial additional information for English lecturers teaching Discourse Analysis, as well as to help the academic aspirations of English students and scholars interested in feminist stylistic analysis. It is hoped that these findings may spark further research into the representation of women in skincare advertising, as well as expand our understanding of how language and imagery impact notions of femininity. Finally, both readers and advertising makers can use the feminist stylistic techniques presented in this research to create more inclusive and powerful narratives for their advertising campaigns.

D. Scope and Limitation

The scope of this research is to focus on discourse analysis, especially feminist stylistic by Mills (1998) which uses three levels of analysis, word, phrase/sentence and discourse. Utilizing this theory, the inquiry aims to uncover how language and imagery in these advertisements construct and convey notions of femininity.

This study has a limited data scope of 9 samples, which is fewer than the previous study by Raslie & Zaidi (2022) that used 150 data points. This limitation is due to difficulties in obtaining the latest data for the 2023 to 2025 period, as well as the study's highly specific focus, which is limited to skincare products such as serums, moisturizers, and sunscreens. Additionally, this study only analyzes the representation of women in advertisements for these skincare products, so the results provide a

contemporary perspective on current advertising practices but within a narrower scope. By concentrating on these specific skincare products, the research will demonstrate how feminist stylistics shape the portrayal of women, ultimately shedding light on the broader implications of gender representation in the skincare industry.

E. Definition of the Key Terms

To prevent misunderstandings about the terminologies used in this research, some definitions are provided below:

1. Women representation: refers to the portrayal and depiction of women in various media, including advertisements. In this research, it specifically examines how women are represented in skincare advertisements, focusing on the utterances that shape societal perceptions of femininity and beauty.

2. Skincare advertisements: these are promotional materials designed to market skincare products such as serums, moisturizers, and sunscreens. The research analyzes how these advertisements communicate messages about beauty, self-care, and gender roles to their target audience.

3. Feminist stylistics: a theoretical framework developed by Sara Mills (1998) that combines feminist theory with stylistic analysis. It focuses on how language and stylistic choices in texts reflect and construct gender identities and power dynamics. This research employs feminist stylistics to critically analyze the language and imagery used in skincare advertisements.

CHAPTER II

REVIEW OF RELATED LITERATURE

This section describes the relevant literature for the analysis conducted in this research. The literature review provides valuable knowledge for these disciplines of research, covering a wide range of topics.

A. Stylistics

Stylistics is the study and analysis of literary texts, sometimes known as "literary linguistics" (Burke, 2023). Maruashvili (2023) explore the connection between linguistics and literary interpretation by analyzing language patterns in texts. Stylistics examines language in context, taking into account time, place, cultural, and cognitive influences on speech creation, whether literary or non-literary (Simpson, 2004). Language is more than simply sounds and symbols; it functions on multiple levels that impact every utterance and text. Language levels include phonology (word pronunciation), morphology (word organization), syntax (sentence formulation), pragmatics (contextual meaning), and discourse analysis (language use in everyday contexts). Stylistics analyzes the structure and interpretation of texts in literature using linguistic theory.

The study of stylistics has greatly expanded its scope, including feminist stylistics, which Sara Mills pioneered. This method uses critical discourse analysis to investigate conversational texts in films and other media (Simpson, 2004). Stylistics sheds light on the relationship between language and literary interpretation by combining several theoretical frameworks. This expansion enables a better understanding of how

language acts in many circumstances, exposing how it shapes meaning and reflects social processes. Feminist stylistics, in particular, addresses issues of sexism and representation by contesting dominant narratives and identifying biases in texts. Finally, this multidisciplinary approach broadens our understanding of language's role in literature and ordinary discourse.

B. Feminist Stylistics

Feminist stylistics emerged from the broader feminist movement, which seeks to challenge and reject the various forms of oppression women face due to patriarchal dominance. Initially, the feminist movement concentrated on advocating for the rights of female workers, responding to the inherent inequalities and exploitation present in workplaces. Feminism encompasses not only individual actions but also institutional frameworks and ideologies (McBride & Mazur, 2008). It addresses issues beyond gender inequality, critiquing the objectification of women's bodies often reinforced by patriarchal norms. Thus, feminist stylistics analyzes how language reflects and perpetuates these societal dynamics, aiming to uncover both overt and subtle forms of sexism in texts.

Patriarchal culture has a substantial impact on the development of beauty standards for women, imposing ideals that compel them to conform, resulting in the marginalization of individuals who do not match these expectations. Mills (1998) introduced feminist stylistics, which emphasizes the relevance of cultural variables that distinguish persons based on gender, particularly in Western contexts. Feminist stylistics uses linguistic analysis to go beyond detecting overt discriminatory statements about sex

inequalities in texts. Instead, it seeks to elicit hidden meanings and investigate how readers interact with the information. This method allows for a better understanding of how language reflects and reinforces societal conventions about beauty and gender roles.

By adopting a feminist perspective, feminist stylistics goes beyond mere textual critique to investigate bigger theoretical concerns that originate from external influences while maintaining connections to the text's fundamental components. This method uses three levels of analysis: word, phrase/sentence, and discourse (Mills, 1998). Researchers use feminist stylistic analysis to reveal how language maintains gender stereotypes and inequities, influencing women's depiction in a variety of situations, including literary works, cinema, and other kinds of speech.

1. The Word Level

In feminist stylistics, word-level analysis focuses on addressing gender bias in language. Gender serves as an analytical tool for understanding the underlying causes of disparity between men and women in various domains of life. Mills' theory seeks to investigate the use of sexist language and its various forms, classifying them as overt and indirect sexism. Overt sexism is easily identified by unambiguous linguistic cues, whereas indirect sexism takes contextual comprehension (Mills, 1998). Mills critiques gendered language for creating unnecessary distinctions between men and women and suggests solutions to combat the usage of sexist terminology, arguing for more inclusive language practices that challenge preconceptions and promote equal rights.

At this level of research, the purpose is to identify and confront language that supports stereotypes and uneven gender relations. Sexist rhetoric frequently contributes to the marginalization of women by reinforcing traditional gender norms and expectations. Feminist stylistics seeks to expose gender-biased or exclusionary language by attentively researching the words used and their underlying implications. This approach examines not just blatantly sexist phrases, but also more subtle kinds of sexism ingrained in ordinary language. By drawing attention to these linguistic patterns, feminist stylistics hopes to raise awareness and encourage more equitable language practices, ultimately contributing to society's larger objective of gender equality.

Mills' approach to feminist stylistics emphasizes the importance of language in forming perceptions and sustaining cultural norms. Feminist stylistics aims to promote more inclusive and equitable language usage by critically examining and raising awareness of sexist language, confronting the deeply rooted gender prejudices that pervade everyday communication. By rejecting sexist language and pushing for linguistic equality, feminist stylistics contribute significantly to the larger feminist movement and the continued goal of gender equality in society. This analytical paradigm, based on critical discourse analysis, examines how language depicts gender-related issues, looking for both overt and subtle forms of sexism (Mills, 1998).

a. Sexism in Language

Mills (1998) underlines two crucial points about this topic. First, she challenges whether language simply reflects the world or is affected by efforts to alter our ideas of reality. Sapir and Whorf's linguistic determinism hypothesis supports the notion that differing language patterns can signify variations in societal perspectives (Mills, 1998). Essentially, language not only reflects but also actively influences our perception of the world, altering how we see gender roles and interpersonal relationships. This emphasizes the significance of attentively scrutinizing language to promote equality.

However, feminists contend that language reform alone may be ineffective in a society where sexism is firmly embedded, as sexist interpretations can remain despite linguistic changes. Some feminists, such as Miller and Swift, admit that much sexism is unintentional and suggest that reform is feasible (Miller and Swift, 1979, cited in Mills, 1998). They see sexist language as a symptom of larger societal problems and argue for deliberate language reform to remedy them. Recognizing the limitations of surface-level adjustments, they underline the need for more profound cultural shifts to effectively confront and destroy established gender biases in communication and representation.

Mills emphasizes how generic pronouns, generic nouns, and the marked form of women help to perpetuate gender biases. Generic pronouns and nouns are frequently employed to represent both men and women, but they tend to utilize masculine terminology, strengthening the notion of male supremacy while obscuring women's existence (Mills, 1998). This linguistic habit not only marginalizes women but also portrays them as exceptions rather than the norm, reinforcing gender stereotypes. For example, the word "mankind" implies that males are the standard reference for humankind. As a result, the usage of such language reinforces societal norms that devalue women's responsibilities and contributions, emphasizing the need for deliberate language reform to promote gender equality.

Feminist stylistics seeks to question and oppose sexist linguistic practices through increased awareness, gender-inclusive terminology, and more fair representations of men and women in communication. By addressing sexism in language, feminist stylistics hopes to contribute to larger efforts to eradicate gender discrimination and achieve more gender equality in society. This approach emphasizes the role of language as a vehicle for social change, arguing for linguistic patterns that reflect and promote equality. By raising awareness of how language impact view and promotes stereotypes, feminist stylistics pushes individuals and institutions to use inclusive language practices that empower all genders and challenge old standards.

Generic Pronouns

In feminist stylistics, the usage of generic phrases is an important feature of gender-specific sexist language. According to Mills (1998), one of the most obvious examples is the use of the pronoun "he." Several researchers, including Kidd (1971), Eberhardt (1976), Martyna (1978, 1980), and Brannon (1978), have investigated this topic. Their findings consistently show that "he," as a male pronoun, is frequently related with professions or occupations. As a result, many professions get implicitly associated with the pronoun "he," perpetuating gender stereotypes. This linguistic pattern not only marginalizes women, but it also reinforces the idea that male experiences are the norm, leading to society's persistent gender imbalance.

This is a prevalent assumption in language regarding gender roles. When one person says, "I'm going to complain to the director," and his companion adds, "Do you think he'll be able to do anything?" it demonstrates how the generic pronoun 'he' is used to refer to persons in higher positions of authority, as if directors are always male. This linguistic pattern, which uses male pronouns by default, obscures the existence of women in similar roles. According to Mills (1998), this is part of a larger critique of how language impacts society attitudes, which necessitates knowledge and language reform in order to achieve gender equality.

Generic Nouns

In feminist stylistics, sexist language is also reflected in the use of generic nouns, where male-oriented experiences are presented as the norm or the default. One common example of this is the use of the noun 'man' as a prefix or an affix in various words. For instance, terms like 'man-power' or 'man-hours' use 'man' as a prefix, while professions such as 'craftsman', 'seaman', 'policeman', 'fireman', 'postman', and 'fisherman' use 'man' as an affix (Mills, 1998). Such language choices imply that these professions are inherently associated with men, reinforcing the notion that men are the norm and women are the exception.

To address gender bias in language, attempts have been made to improve the use of generic nouns. Alternative designations have been developed to be more inclusive of all genders, frequently incorporating the use of the '-er' suffix. For example, 'salesman' has been changed to 'salesperson,' 'policeman' to 'police officer,' and 'craftsman' to 'craftworker,' among others. While these adjustments reflect improvement, Mills contends that they may still cause difficulty in determining the gender of the word being referred to. This ambiguity can reinforce prejudices by associating certain professions with a specific gender, restricting ideas of who can fill these roles and hampering efforts to achieve gender equality in a variety of industries.

Woman as the Marked Form

In feminist stylistics, one crucial aspect of sexist language is the use of affixes that refer to women but often carry derogatory or trivializing connotations. This linguistic phenomenon portrays women as "marked" terms, while men are perceived as "unmarked" terms. Mills emphasizes that various affixes are employed to designate women, such as 'lady', '-ess', '-ette', '-enne', and '-trix'. For instance, terms like 'poetette' or 'female doctor' often imply an amateurish or less serious connotation compared to their male counterparts (Mills, 1998). This linguistic distortion fosters the public view of women as being less accomplished or significant in specific industries, maintaining gender stereotypes.

Sexist language has far-reaching consequences for interpersonal relationships and people's perceptions of their surroundings. Speakers intentionally use gender-free or anti-sexist language to convey that they do not see the world through the lens of masculine supremacy (Mills, 1998). Individuals who promote gender-neutral language can help to break down prejudices and challenge societal practices that perpetuate gender inequity. Such language choices can promote more equitable and courteous communication while also contributing to the growth of gender equality in society.

b. Sexism and Meaning

Feminist stylistics investigates the structure of language, with a particular emphasis on gender-related phrases that elicit unique implications. Mills discusses many techniques that feminists have recommended for confronting and challenging the sexist connotations buried in our language. These tactics seek to shed light on the roots of patriarchal-influenced phrases and attitudes, which ultimately determine how women are regarded and treated in society. By critically exploring these linguistic structures, feminist stylistics aims to improve awareness of language's inherent biases and promote more egalitarian communication practices. This approach not only addresses the impact of sexist language, but also calls for a rethinking of the terms we use to develop a more inclusive understanding of gender.

Mills examines the topic of naming, which involves using specific words and concepts to identify or categorize people based on their gender. This process has the potential to perpetuate old gender roles and prejudices, hence exacerbating gender inequality. For example, terminology denoting a woman's marital status, such as "Mrs." or "Miss," can imply that a woman's identity is linked to her connection with a man, whereas males are frequently referred to just by their professional titles, without such qualifiers. Furthermore, semantic derogation of women entails employing words or expressions with negative meanings to characterize women, which perpetuates detrimental attitudes and reinforces societal biases.

Mills also examines gender-specific conventions, which are linguistic norms that assign certain gender roles and qualities to individuals. These norms can limit women's chances and make them appear inferior to males. For example, labeling women with gendered labels, such as "woman writer," while referring to men simply as "writers," perpetuates the idea that male is the default. Endearments and diminutives, such as "sweetie," "honey," or "girl," can also be harmful since they infantilize or trivialize women, diminishing their authority and contributions. This linguistic pattern reinforces preconceptions and leadvertisements to women's persistent marginalization in a variety of contexts, including professional ones.

Naming and Androcentrism

The practice of naming in patriarchal cultures frequently reflects androcentrism, which prioritizes male identity and ancestry. One notable example is the practice of women changing their surnames after marriage. This ritual fosters the notion that women are subject to men and implies that their identity is linked to their husband's family name. Men, on the other hand, are rarely subjected to the same societal pressure to alter their surnames, sustaining the myth that masculine identity is untouched by marriage. This disparity in treatment highlights the structural disparities contained in naming practices, in which women's identities are prone to change under patriarchal norms while men's remain constant.

The loss of a surname for women after marriage illustrates a larger issue with women's visibility and recognition in society. It implies that a woman's identity and accomplishments are valued less than her function as a wife and part of her husband's family. This practice exemplifies patriarchal standards that favor male lineage and family over women's autonomy and uniqueness. By mandating women to take on their husband's surnames, society perpetuates the idea that a woman's identity is secondary to her husband's, limiting her agency. This highlights the importance of critically examining naming traditions and their ramifications, as well as advocating for behaviors that recognize women's identities as autonomous and equal to those of males.

Furthermore, using titles like Mrs. instead of Ms. emphasizes the gender gap. A married lady is frequently addressed by her husband's name, which erases her identity and emphasizes her role in connection to her husband. This naming pattern supports traditional gender norms and fosters the notion that a woman's primary identity is her marital status. In contrast, using "Ms." as a title conceals a woman's marital status and provides for a more neutral and gender-inclusive manner of address. However, the use of 'Ms.' is not frequently acceptable or used in many patriarchal communities.

Overall, the issue of naming in patriarchal cultures reflects a larger struggle for gender equity. It emphasizes how language and societal norms may reinforce and prolong gender inequities, illustrating how important naming conventions are in creating views of identity.

Feminist stylistics seeks to challenge and modify existing linguistic patterns to create gender-inclusive and respectful language. Feminist stylistics aims to increase awareness about the power of language in shaping societal attitudes by examining naming practices and their consequences for women's identities. This critical research promotes the use of more egalitarian and inclusive naming practices, eventually contributing to a cultural shift that appreciates women's autonomy and respects their contributions as people, regardless of their relationships with males.

The Semantic Derogation of Woman

The semantic derogation of women in language is a consequence of deeply ingrained gender biases and stereotypes that endure in society. This tendency is manifested in the employment of certain words or terminology with negative or pejorative connotations when referring to women, but identical terms for men frequently lack these negative associations. For example, labels like "slut" or "bitch" are used to disparage women, although analogous phrases for men may not carry the same level of stigma. This disparity emphasizes the unequal treatment and perception of women in linguistic and cultural contexts, perpetuating damaging stereotypes and contributing to the marginalization of women's perspectives.

Contrasting phrases in English that denote gender specificity frequently show underlying biases that favor males over women. Words like "hussy," derived from "housewife," and "spinster" are used to disparage or degrade women based on their marital or domestic status. These expressions promote traditional gender norms and expectations, emphasizing women's household chores while implying a lack of worth or value outside of these roles. Such language not only perpetuates stereotypes, but it also limits women's identities to their relationships and home tasks, reinforcing cultural norms that favor male achievements and autonomy. By critically scrutinizing these terminologies, feminist stylistics emphasizes the importance of language reform that confronts these biases and encourages more fair representation of all genders.

Furthermore, the employment of terms such as "ladies" and "lords" demonstrates the unequal status of women and men in language. While "lords" is frequently used neutrally to refer to men, "ladies" can carry a pejorative connotation, especially when used in a sexual setting. This distinction emphasizes the objectification and sexualization of women that can be maintained by language. The term "lady" may imply a certain level of decorum or morality, but when used in a sexualized environment, it can weaken a woman's autonomy and reduce her to an object of desire. These linguistic inequalities reinforce gender stereotypes and contribute to a larger societal narrative that rewards women largely based on their sexuality or domestic obligations.

The phenomena of semantic derogation of women are not exclusive to English, but can be found in a variety of languages. This shows that these biases are profoundly embedded in culture and history, influencing the evolution and use of language over time. Feminist stylistics aims to confront and expose such discriminatory language by shedding light on the linguistic structures that reinforce gender inequalities. Feminist stylistics seeks to promote inclusive, respectful, and gender-neutral language by researching and criticizing these concepts. This critical analysis of language contributes to raising awareness about the power of words and the need for linguistic change in order to create a more equal and just society.

Endearments and Diminutives

According to Mills (1998), there are words in English that express affection but can also convey humiliation. For example, when older ladies refer to younger girls as my little doll', it may appear to be a loving expression, but it also perpetuates traditional gender stereotypes that equate women with passivity and vulnerability. Similarly, Mills argues that when males use names like 'baby', 'doll', 'ducky', 'hen', 'pet', and others to refer to their female partners, they might objectify women by reducing them to simple objects of affection rather than acknowledging them as equal and autonomous individuals.

The preponderance of endearing phrases aimed at women compared to men suggests a gendered tendency in language usage, as Mills (1998) points out. This pattern implies that society perceives women to require more affection and care, perpetuating the notion that women are fundamentally more emotional or dependent than men. Such language not only reflects societal norms, but it also reinforces preconceptions that depict women as less capable or autonomous. By exploring these linguistic tendencies, feminist stylistics seeks to challenge and modify language to promote gender equality, advocating the use of terminology that equally respect and empower both genders. This critical examination is vital for building a more equal discourse that recognizes women's full humanity and agency.

Mills (1998) defines feminist stylistics as a concentration on linguistic practices that aim to oppose the objectification and diminishment of women through language. Feminist stylistics seeks to encourage language that respects and empowers women by examining the use and connotations of endearments and diminutives, recognizing them as equal players in relationships and interactions. This approach criticizes how some phrases might promote old gender roles by implying that women require more affection or care, maintaining notions of emotional dependency. Using this research, feminist stylistics advocates for a shift in language use that promotes equality and challenges cultural conventions that undermine women's identities.

Mills (1998) analysis of endearments and diminutives demonstrates how seemingly loving language can perpetuate damaging gender norms and objectify women. By increasing awareness of these linguistic practices and pushing for gender-neutral and respectful language, feminist stylistics hopes to contribute to a more inclusive and equitable society that honors and supports people of all genders. This method not only confronts existing biases, but also develops stronger relationships based on mutual respect and equality, eventually leading to a cultural shift toward recognizing all individuals' full humanity and agency.

Female Experience: Euphemism and Taboo

Euphemisms serve an important function in language because they lessen the impact of words or sentiments that can be considered harsh or uncomfortable. According to Mills (1998), euphemisms are frequently used to describe female experiences to avoid direct references to taboo or socially sensitive topics, such as menstruation. This behavior reflects social inclinations to obfuscate discussions about women's bodies, supporting the belief that such matters should be treated with caution. While euphemisms can serve to maintain politeness, they can also contribute to the stigmatization of normal female experiences. Understanding these interactions is critical for encouraging more open discussions about women's issues, which will ultimately lead to more gender equality in communication.

The use of euphemisms for menstruation reflects cultural discomfort and apprehension about openly discussing this normal biological occurrence. Instead of using the term "menstruation," people frequently use terms like "getting my period," "red flag is up," or "a friend has come." These euphemisms acknowledge the reality of menstruation but avoid direct talks about it. This inclination to employ euphemistic language reflects a larger societal stigma around menstruation, as many people are uncomfortable discussing it openly. By using such terminology, society inadvertently perpetuates the idea that menstruation is a taboo subject, exacerbating feelings of shame and embarrassment over this natural element of female nature.

Mills (1998) contends that the use of euphemisms to describe female experiences might prolong the taboo connected with these themes, perpetuating the idea that some elements of women's bodies and experiences should be concealed or unacknowledged. This avoidance of forthright language contributes to a culture of silence and discomfort around female reproductive health, resulting in misunderstandings, misinformation, and stigma. Euphemistic phrases for menstruation, such as "that time of the month" or "a friend has come," may acknowledge its existence while disguising its natural significance. By using such euphemisms, society may unintentionally diminish women's experiences and prevent frank talks about their health and well-being.

2. The Phrases/Sentences Level

Feminist stylistics explores language at the phrase and sentence levels to investigate women's representation in discourse. Mills (1998) emphasizes the importance of context in language use, observing that a single word or phrase can have multiple meanings depending on its situational context. This analytical method allows for a more in-depth knowledge of how language both reflects and develops society's conceptions of women. By focusing on language nuances, feminist stylistics shows the underlying power dynamics and preconceptions that influence how women are portrayed, ultimately contributing to a greater conversation on gender equality and representation in society.

Feminist stylistics examines ready-made phrases and common expressions entrenched in ordinary language which frequently contain underlying gender prejudices or promote preconceptions about women. These words can perpetuate uneven representations and reinforce societal norms that devalue women. Feminist stylistics examines linguistic patterns to find and challenge the subtle ways in which language reflects and perpetuates gender inequities. This analysis is critical for raising awareness of how seemingly innocuous statements can influence perceptions and attitudes toward women, ultimately pushing for more equitable language use that promotes positive representations and challenges established stereotypes.

Presuppositions and inferences play an important role in language analysis, especially in shaping perceptions of women in conversation. These linguistic aspects are implicit assumptions or suggestions that can support traditional gender norms or assign specific attributes to women simply based on their gender. For example, a sentence may assume that women are nurturing or imply that they are less capable in professional situations. Feminist stylistics gives a more sophisticated understanding of the language used to represent women by unraveling these assumptions and inferences, exposing hidden prejudices embedded in ordinary communication. This analysis is critical for challenging misconceptions and developing discussion about gender.

Metaphors, jokes, and comedy are powerful instruments for molding discourse, and influencing how women are represented. Feminist stylistics critically examines these aspects to uncover underlying meanings and possibly gendered implications. Metaphors, for example, can either reinforce existing preconceptions (such as painting women as nurturing or submissive) or challenge them by portraying women in empowered or unusual roles. Humor, depending on the situation and delivery, can either reinforce or defy negative preconceptions. Feminist stylistics investigates the use of metaphors and comedy to highlight the complexity of language in creating cultural attitudes toward women, ultimately arguing for more conscious and equal representations in speech.

a. Ready-Made Phrase

Ready-made phrases frequently contain subtle, and occasionally explicitly sexist, implications that reinforce stereotypes and weaken women's standing. While these statements may appear innocuous at first glance, a closer look reveals hidden biases and assumptions about gender roles. For example, the phrase "Women's work takes a very long time" implies that occupations traditionally associated with women are not just time-consuming but also of lower importance. Such rhetoric perpetuates the assumption that particular jobs or obligations are fundamentally inferior because of gender, which contributes to women's marginalization in society. Feminist stylistics analyzes ready-made sentences to discover and fight sexist language trends. This inquiry enhances awareness of how language can influence perceptions and attitudes toward women, pushing us to think critically about our linguistic choices.

b. Presupposition and Inferences

Mills (1998) emphasizes that comprehending a speaker's or writer's intention necessitates more than a literal reading of words. This procedure consists of three major steps. First, one must determine the objective of the conversation, which might change greatly depending on context. Second, this goal should be linked to general knowledge or background information that is relevant to the present scenario. Finally, the interpreter must draw the required inferences from the conversation.

This comprehensive approach highlights the complexities of communication and the significance of context in effectively interpreting meaning within language.

The investigation of presuppositions and inferences demonstrates how particular background information is frequently assumed when writing for a female audience or discussing gender-related themes (Mills, 1998). This notion focuses on the implicit assumptions and underlying meanings that dominate language usage, particularly in terms of women's portrayal. For example, presuppositions might perpetuate stereotypes by assuming established gender norms, influencing how women are regarded in various discourses. By investigating these linguistic aspects, feminist stylistics reveals the importance of presuppositions and assumptions in shaping gender views, ultimately calling for a more critical understanding of language's impact on society attitudes toward women. This analysis suggests that language practices be reevaluated in order to promote inclusive representations.

c. **Metaphor**

Metaphor, as defined by (Lakoff & Johnson, 1980), is an important tool that modifies our cognitive processes throughout language learning, allowing us to arrange our thoughts and use language beyond its literal meanings. According to their conceptual metaphor theory, metaphors are more than just decorative; they are essential to our

understanding of complicated ideas, allowing us to grasp abstract notions through more tangible experiences. However, Roger Tourangeau warns that metaphors might perpetuate conservative assumptions, potentially reinforcing societal norms and biases. This dichotomy emphasizes the importance of critical analysis of metaphors in conversation, as they can both expand our understanding and mistakenly reinforce obsolete gender norms or prejudices. Understanding this complexity is critical for promoting more equal language representations.

When metaphors for men and women are compared, a clear difference appears. Metaphors aimed at males usually include parallels to animals that emphasize undesirable features or habits that society considers acceptable or typical for men. For example, words like "bullheaded" or "dogged" can emphasize stubbornness or persistence, supporting particular masculine stereotypes. Women-oriented analogies, on the other hand, tend to center on comparisons of appearance or physical features. Phrases such as "dove-like beauty" or "catty behavior" frequently reduce women to their appearance or highlight perceived flaws, reflecting traditional ideals of femininity. This gap in metaphorical language highlights the various ways in which gender is depicted and reinforces old preconceptions, emphasizing the importance of critical awareness in language use.

This difference in metaphorical usage highlights the unequal gender representations in language, supporting old gender roles and expectations. Metaphors intended at men frequently stress negative aspects of masculinity, whilst those aimed at women focus on attractiveness and physical characteristics. Because metaphors strongly influence our views and knowledge of gender, it is necessary to critically investigate and confront these linguistic structures. By doing so, we can promote more egalitarian and unbiased depictions of men and women in conversation (Mills 1998). This research not only enhances awareness about the consequences of metaphorical language, but it also encourages a more inclusive discussion that takes into account different identities and experiences.

d. Jokes and Humor

Mills observes that sexist comments are typically hidden behind jokes, with women frequently being the focus of such comedy. In this setting, women are frequently shown as the targets of jokes, reinforcing stereotypes and perpetuating forms of mocking. These jokes usually portray women in a degrading and disparaging light, stressing characteristics like ignorance or vulgarity. This not only trivializes women's experiences, but it also adds to a larger misogynistic culture by normalizing unfavorable images. By examining the role of humor in propagating these damaging stereotypes, feminist stylistics emphasizes the importance of greater awareness and sensitivity in language use, arguing for humor that uplifts rather than demeans.

Humor can be an effective weapon for social commentary, but when it is used to promote sexist ideas and perpetuate bad stereotypes, it becomes problematic. Jokes that humiliate and belittle women contribute to a culture that devalues their worth and maintains unequal power dynamics between genders. Such humor trivializes women's experiences while also normalizing discriminatory beliefs, making them more socially acceptable. Recognizing and addressing the negative impact of this form of humor is critical to promoting a more respectful and inclusive society. By challenging these negative depictions, we can foster an environment where all individuals are valued and treated with dignity (Mills, 1998).

e. Transitivity Choices

Transitivity choices influence the ideological messages expressed in a text. It entails investigating how actions are syntactically represented, who does them, and how they are carried out. The research on transitivity provides a more in-depth understanding of the text's power dynamics and gender representations. According to Wales (1989), as cited by Mills (1998), the transitivity system in English includes six processes: material, mental, verbal, relational, behavioral, and existential. Each of these categories streamlines the portrayal of human experiences into manageable process types, influencing how persons are represented in the literature.

The use of transitivity in language can influence the portrayal of female figures, either as empowered heroes or passive victims. The way acts are attributed to women in the text can shape the reader's or audience's perception of their positions and agency. Analyzing the transitivity options reveals how gender roles are established and maintained through language in the narrative setting. By investigating the transitivity patterns used in women's skincare advertisements, this research hopes to offer insight into how women are represented linguistically, both in terms of their acts and agency, as well as their position within the larger societal environment.

3. The Discourse Level

At the discourse level, the analysis goes beyond specific words and phrases to investigate women's representation within a larger ideological context. This method starts with character analysis, which focuses on the roles and portrayals of women in the text. It entails a thorough examination of how women are portrayed as characters, the characteristics attributed to them, and their agency within the story. By examining these qualities, academics can identify underlying themes and societal attitudes expressed in the text. This comprehensive approach provides for a more in-depth knowledge of how language and narrative structures influence the creation of gender identities, highlighting the intricacies of women's depiction in literature and media.

The analysis then focuses on the fragmentation of the discourse, specifically how women's experiences and opinions may be excluded or underrepresented in the text. This includes determining if women's voices are given equal weight to male characters and whether their stories are properly explored or neglected. By identifying situations in which women's tales are fragmented or disregarded, researchers can emphasize representation gaps and the implications of such depictions. This critical investigation demonstrates how language and narrative choices can contribute to a larger culture of inequality, emphasizing the importance of more inclusive and comprehensive depictions of women in literature and media.

a. Character/Rules

At the discourse level, evaluating character roles in women's skincare commercials is critical to understanding how women are portrayed in society. The language employed in these advertising shapes the characters, and the words used convey ideological ideas that have a considerable impact on the portrayal of gender roles and beauty standards. For example, how women are described as strong individuals or objects of desire can have an impact on social notions of femininity and self-esteem. By analyzing these characterizations, researchers can identify underlying assumptions about beauty and gender, indicating how commercials reflect and develop cultural norms about women's identities and roles in society. This research finally emphasizes the

importance of language in creating and preserving specific notions of womanhood.

Women are frequently depicted as objects of want in skincare commercials, with an emphasis on their physical appearance and sexual desirability to males. This representation maintains traditional gender norms, emphasizing women's beauty and charm. Male characters, on the other hand, are generally shown as having strength and the ability to protect others, which aligns with cultural ideals of masculinity as providers and guardians. Such images help to maintain unequal gender dynamics in media, sustaining limiting roles for both men and women. According to research, these objectifying images can have a negative impact on social perceptions of gender, contributing to sexism and reinforcing harmful stereotypes. Finally, this mismatch in representation highlights the need for more varied and equitable depictions of both genders in advertising and media.

Furthermore, the language employed in these advertising typically links women's identities to their responsibilities as caregivers or partners, using phrases like "the perfect mom" or "the supportive wife," implying that a woman's worth is dependent on her relationships with others. Male figures in these advertisements, on the other hand, are often depicted as strong and accomplished, with their accomplishments or professions frequently mentioned. Such images help to maintain unequal gender dynamics in media, sustaining limiting roles for both men and women. According to research, these objectifying images can

have a negative impact on social perceptions of gender, contributing to sexism and reinforcing harmful stereotypes. Finally, this representational disparity highlights the need for more varied and equitable portrayals of both genders in skincare advertising.

b. Fragmentation

Fragmentation, as evaluated at the discourse level, refers to the representation of the female body in a fragmented and objectified manner. This method is used in a variety of media, including advertisements and films. Women are frequently depersonalized in these images, reduced to simple objects designed to capture the male gaze. Specific bodily parts, such as legs, breasts, or lips, are highlighted, but their uniqueness and personhood are neglected. This objectification not only undermines women's identities, but it also perpetuates detrimental assumptions about femininity and beauty. By emphasizing fragmented depictions, the media reinforces a culture that appreciates women exclusively for their physical beauty rather than their whole humanity.

In contrast, male bodies are rarely subjected to the same level of fragmentation and objectification. Men are typically portrayed as whole and complete individuals, with their physical appearance receiving less focus compared to their actions and roles within the narrative. This discrepancy in the depiction of male and female bodies perpetuates a culture of objectification, reinforcing the idea that women's bodies exist

primarily for the pleasure and consumption of others. While women's bodies are often fragmented and sexualized, men's bodies are presented in a way that emphasizes their agency and competence. This unequal representation not only devalues women's identities but also contributes to societal norms that prioritize male perspectives and experiences over female ones.

The fragmentation of the female form in women's skincare commercials is important because it reflects broader societal perceptions toward women's bodies. This representation not only reinforces problematic gender stereotypes, but it also leadvertisements to the objectification and sexualization of women in real life. This research intends to draw attention to the objectification of women and how it affects society notions of gender and sexuality by investigating discourse fragmentation (Mills, 1998). Understanding this facet of representation is critical to fighting for more respectful and equitable portrayals of women in the media and society as a whole.

c. Focalization

Focalization, refers to the act of selecting and constraining narrative information based on the narrator's perspective and knowledge. Analyzing focalization in advertising entails investigating how women's experiences and views are conveyed, frequently through a lens that stresses beauty ideals and consumerism. Advertisements typically use a feminine focalization to connect viewers with the

portrayed women, urging them to sympathize with the characters and strive for their attractiveness. This method not only perpetuates social standards of attractiveness, but it also portrays skincare products as necessary instruments for obtaining these ideals, ultimately driving customer behavior and reinforcing gender norms.

The choice of focalization can have a considerable impact on how female characters are portrayed. Adopting a specific focalization can either depict women as realized, multifaceted beings with agency, or reduce them to mere objects or supporting characters in the story. In contrast, using a female gaze focalization allows the audience to connect with female characters, understand their hardships, and celebrate their accomplishments. Recognizing and understanding the significance of focalization in women's representation can help to create inclusive and accurate portrayals of women in media and literature (Mills, 1998).

The conceptual framework of this research begins with style as an overarching discipline, focusing on the analysis of language and style in texts. From this foundation, she narrowed down to the feminist style, a subfield introduced by Mills (1998), which examines how language reflects and constructs gender representation. This approach critically investigates linguistic choices in skincare advertising to reveal how they shape perceptions of women. Here is a chart of the theoretical framework that illustrates the relationship between stylistics and feminists.
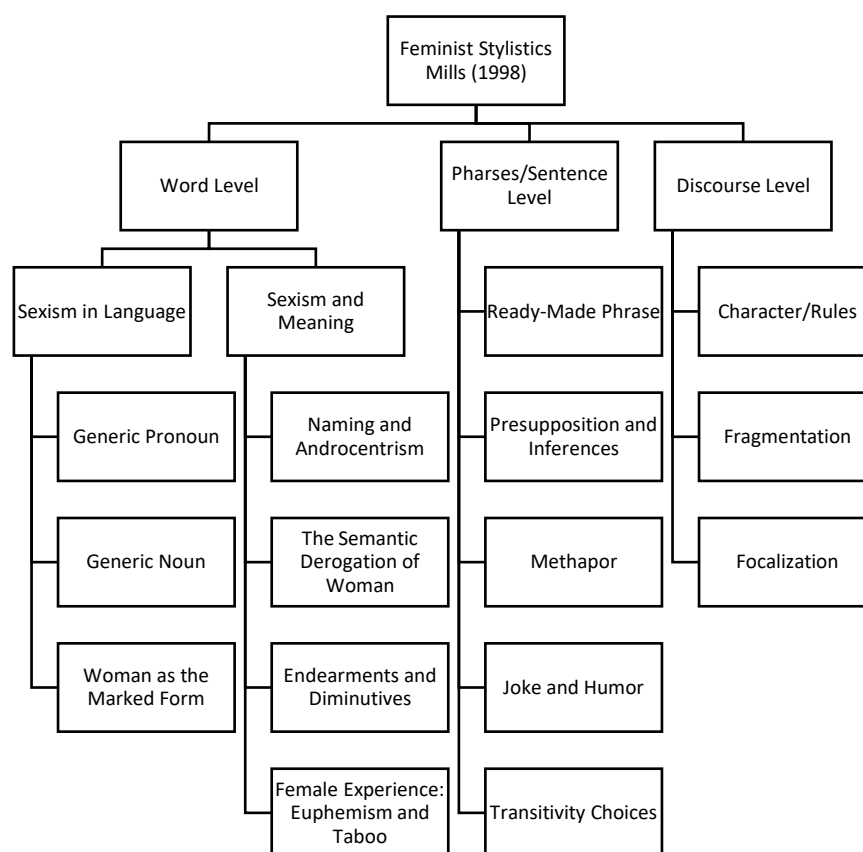

Figure 2.1. Conceptual Framework

CHAPTER III

RESEARCH METHOD

A. Research Design

This research employed a descriptive qualitative approach to analyze the discourse in selected women's skincare advertisements. By utilizing qualitative methods, the research aimed to uncover deeper meanings and analyzed how women were portrayed in skincare advertisements through their utterances. This research applied Mills' Feminist Stylistics to identify and describe the linguistic features and patterns in skincare advertisements, emphasizing how language reflected and constructed women's representation in this context.

B. Research Instrument

The key instrument of this research is the researcher himself. The researcher position in qualitative research is responsible for research design, data collection, data analysis using Mills' theory.

C. Data and Data Source

The data used in this research consists of utterances from skincare advertisements, focusing on the language employed by beauty products to promote their offerings in video formats. The data sources for this research are video advertisements from YouTube channels featuring nine skincare products from 2023 to 2025. These include products such as serums (e.g., Bright Serum by L'Oréal Paris [https://www.youtube.com/watch?v=lxcWaGRDQyM], Olay Super Serum Night Repair [https://www.youtube.com/watch?v=s4f2nK8sLjw], Avon Anew Clinical Pro Line Eraser Serum [https://www.youtube.com/watch?v=g1ikSb4QoUE]), moisturizers (e.g., Olay

Hydration Cream [https://www.youtube.com/watch?v=ReGhXzPJQWs], Neutrogena Hydro Boost Water Gel [https://www.youtube.com/watch?v=r-XubnpEvAw], Aveeno Daily Moisturizing Cream [https://www.youtube.com/watch?v=zkMPkRM5cfg]), and sunscreens (e.g., Lakme Sunexpert [https://www.youtube.com/watch?v=86-URr-S1rg], Sunplay Ultra Shield 130 Sunscreen [https://www.youtube.com/watch?v=ibmp_28QWEg], La Roche-Posay Sunscreen [https://www.youtube.com/watch?v=UPoiGrb9sHI]).

All selected advertisements are in English. These brands were chosen as the objects of study to provide insights into the representation of women in skincare advertising. The selection of these brands as research objects aims to provide insight into the representation of women in skincare advertising. The criteria for selecting advertisements were based on duration (between 15 and 60 seconds) and good audio-visual quality (minimum 360p resolution to ensure accurate transcription of speech). Advertisements must also have an audience of at least 500 views to ensure relevant popularity and impact. These criteria were designed to ensure the transparency of the research.

D. Data Collection

To collect the data, the researcher followed several steps. First, the researcher searched for video advertisements for skincare products, specifically serums, moisturizers, and sunscreens, that contained utterances in English. Second, the researcher selected the video advertisements based on a sufficient duration. Third, the researcher transcribed these utterances by using the kome.ai website. After the transcription process was complete, the researcher then edited or reviewed the transcription results to correct inappropriate parts, such as incomplete sentences, inaccurate writing, or missing information. Finally, the researcher identified the utterances using Mills' (1998) theory of feminist stylistics. For example, "luxury creams" reflected the stereotype that women were often associated with luxury and the consumption of beauty products.

E. Data Analysis

In data analysis, the researcher applied Mills' theory (1998). First, the researcher examined the utterances in women's skincare advertisements at the word level, focusing on words with sexist connotations. Second, at the phrase/sentence level, the researcher analyzed linguistic features that may imply sexism and how these contribute to the representation of women in skincare advertisements. Third, at the discourse level, the researcher explored the broader context and meaning of the utterances, including how narrative structures and language patterns shaped women's representation.

In the perspective of feminist stylistics, the use of the word "luxury" can be seen as an effort to construct women as ideal consumers who are expected to prioritize their appearance. At the level of sentences, such as in "Some luxury creams, just sit on top of skin, but Olay goes 10 surface layers deep," there is a comparison that highlights the advantages of Olay products. However, implicitly, this sentence also reinforces the narrative that women's skin requires deep care to meet certain beauty standards. This analysis shows how language in advertising not only promotes products but also reinforces patriarchal beauty norms that place women as subjects who must constantly improve themselves through consumption.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter consists of findings and discussion of this research. The women representation in skincare advertisements of data in the findings and discussion are elaborated based on the analysis of three level theories by Mills (1998), which consists of words, phrases/sentences, and discourse.

A. Findings

This research aims to analyze the utterances of skincare advertisements using a three-step feminist stylistics by Mills (1998) theory. The first step is to analyze the level of words, including the analysis of generic pronoun, generic noun, euphemism, and others. The second step is analyzing phrase/sentences containing ready-made phrase, metaphors, jokes, humor, etc. The last step is analyzing the level of discourse. The analysis will be broader than the two analyses before analyzing the characters, fragmentation, focalization, etc.

1. Word Level Analysis

Data	Generic Pronoun	Generic Noun	Women as the Marked Form	Euphemism	Taboo	Naming and Androcentrism
1	✓	X	X	✓	X	✓
2	✓	X	X	✓	✓	✓
3	✓	✓	✓	✓	✓	✓
4	✓	X	X	✓	✓	✓
5	X	X	X	✓	✓	X

6	X	X	X	✓	✓	✓
7	X	X	X	✓	✓	✓
8	X	X	X	✓	✓	✓
9	✓	X	X	✓	✓	✓
Total	**5**	**1**	**1**	**9**	**8**	**8**

Analyzing discourse at a word level using Mill's theory focusses on sexism in language and sexism and meaning. The two focuses contain generic nouns and pronouns, euphemism and taboo, naming and androcentrism, semantic and derogation of women, and endearments and diminutives.

Data 1 (Bright Serum By L'Oréal Paris)

a. Generic Pronoun

"You"

The use of the generic pronoun "you" directly addresses the audience, creating a sense of personal connection. However, within the context of skincare, it subtly targets individuals—often women—who are typically the primary consumers of beauty products. This creates an immediate relationship between the advertisements and the consumer, positioning the consumer as someone who is concerned about the safety of skincare ingredients, tapping into existing anxieties and self-scrutiny about appearance.

The pronoun "you" assumes a shared concern about the impact of glycolic acid on skin health, thereby subtly reinforcing societal pressures related to skincare and appearance. While seemingly inclusive, this linguistic approach implicitly directs the narrative towards individuals who are already invested in beauty routines. By beginning with a question about safety, the advertisement strategically taps into pre-existing anxieties about skin health, potentially influencing viewers to perceive a need for the product.

b. Euphemism

"Sensitize"

The term *"sensitize"* functions as a euphemism, softening the potential negative effects of glycolic acid. Instead of directly stating that the product might harm the skin, the advertisement suggests a more subtle reaction, avoiding alarm while acknowledging the need for caution. This strategic choice minimizes the risk of deterring potential customers while still maintaining an element of transparency.

By employing the term "sensitize" rather than harsher alternatives, the advertisement attempts to navigate the delicate balance between informing consumers and alleviating their fears. This euphemistic approach aligns with marketing strategies that seek to address potential concerns without triggering significant apprehension. The use of "sensitize" also allows the brand to position the product as being gentle while still effective,

appealing to consumers who desire results without compromising skin health.

c. Naming and Androcentrism

"Dr. Ayanda Mutau"

The explicit naming of a female doctor, "Dr. Ayanda Mutau," serves as a deliberate strategy to counter potential androcentrism (male-centeredness). By presenting a female expert, the advertisement leverages her credibility to enhance the trustworthiness of the product claims.

Including a female expert in the advertisement disrupts traditional power dynamics and gender biases that have historically favored male authority figures. The association with "Dr. Ayanda Mutau" not only bolsters the perceived scientific validity of the product but also resonates positively with female consumers. This strategic move aligns with a broader trend in marketing toward showcasing diverse voices and challenging established norms within the beauty industry.

Data 2 (Olay Super Serum Night Repair)

a. Generic Pronoun

"You" "Your"

The pronouns "You" and "Your," while seemingly neutral, function to target the advertisement towards a specific demographic, primarily women. This aligns with the research title by indicating how women's representation is central to the advertising strategy. The use of these

pronouns creates a sense of personal connection while subtly reinforcing women are the primary audience for skincare products. The ad's language assumes a shared understanding of skincare practices and concerns, further implying that women are primarily responsible for maintaining their skin's appearance. This strategy taps into pre-existing societal assumptions about gender roles and responsibilities related to appearance.

b. Euphemism and Taboo

"Receptive"

This term euphemistically implies that the skin needs repair at night, suggesting a vulnerability that aligns with advertising's targeting of women and their anxieties. Rather than explicitly stating the skin is damaged or vulnerable, the ad emphasizes its ability to absorb the product. This strategy allows for a more positive framing that avoids triggering negative emotions about aging or imperfections.

"Visible"

This word promises a noticeable improvement in skin appearance without directly mentioning imperfections such as wrinkles, fine lines, or uneven skin tone. The term "visible" allows the advertisement to promise results while avoiding any direct criticism of women's existing skin conditions, therefore reflecting sensitivity to consumer anxieties. This emphasis on "visible" results taps into women's anxieties about their appearances, contributing to societal pressures for women to conform to idealized beauty standards.

c. Naming and Androcentrism

"Olay"

The brand name "Olay", while not inherently gendered, carries a long-standing association with marketing skincare products predominantly to women. This reinforces the historical and cultural positioning of women as the primary consumers of beauty products. The use of a well-known and trusted brand name such as "Olay" can leverage existing connotations regarding gender and beauty, further solidifying the ad's subtle reinforcement of traditional gender roles.

Data 3 (Avon Anew Clinical Pro Line Eraser Serum)

a. Generic Noun and Pronoun

"Your"

The possessive pronoun "Your," while seemingly neutral, implicitly targets women, aligning with the research title's focusing on women's representation and the assumption that skincare concerns are primarily relevant to women. This is consistent with the idea that advertising often uses language to create an appealing narrative that captures the public's attention.

"Women"

The explicit mention of "women" in the phrase *"One hundred of women showed results"* directly identifies the target demographic for the product, reinforcing women are the primary intended consumers of anti-

aging products. This direct reference is also intended to show that the results are proven by women themselves.

b. Women as the Marked Form

The overall context of promoting an anti-aging product inherently marks women. Even without explicit gendered words, the advertisement's focus on "wrinkles" and "anti-aging" taps into societal pressures and anxieties disproportionately affecting women, thus highlighting the nuances of women's representation within the beauty industry. The use of visual elements along with words are key in inspiring people.

c. Euphemism and Taboo

"Correct"

The verb "correct" implies that aging or wrinkles are flaws needing fixing, reflecting societal pressures on women to maintain a youthful appearance. This subtly reinforces negative perceptions of aging, thus revealing how women's representation is connected to the pressure to look youthful.

"Past"

When coupled with "correct," this suggests aging and wrinkles are undesirable aspects of a woman's history, linking beauty standards to the passage of time.

"Retouches"

This word choice, borrowed from photo editing, implies the product offers a superficial fix, similar to digitally altering an image.

d. Naming and Androcentrism

"Avon"

The brand name "Avon," while not explicitly gendered, has a long history of direct selling primarily to women, reinforcing the brand's association with female consumers.

Data 4 (Olay Hydration Cream)

a. Generic Pronoun

"Your"

The possessive pronoun "Your" functions as a direct address to the consumer, creating a sense of personalization. However, in skincare advertisements, the use of "Your" contributes to representing women as primarily concerned with their appearance and skincare routines. The pronoun activates a sense of ownership and personal investment, suggesting that women should be actively engaged in improving their skin. This representation normalizes the idea that women are responsible for maintaining a certain standard of beauty.

b. Euphemism and Taboo

"Luxury"

The word "Luxury" connotes exclusivity, high value, and aspirational status, thereby contributing to women being represented as desiring and valuing these qualities. This creates an association between the product and a specific lifestyle, often depicting women as seeking self-enhancement through premium products. As found by (Gardner & Hughey, 2014), beauty standards are not limited to physical attributes but expand to include lifestyle and social status, influencing the desire for the product. The association with luxury is powerful in shaping women's aspiration.

"Correct," "Beats," "Strengthen," "Smoother," "Brighter," and "Best"

This cluster of words constructs women as individuals who need to actively pursue improvements in their appearance. The suggestion that their current routines, or other products, are inadequate contributes to insecurities, making them feel like their appearance is something that needs to be fixed or improved. The focus on having smooth, bright, and the "best" version of their skin perpetuates the idea that women should strive for an idealized standard of beauty, which may be unattainable. These words tap into women's anxieties and shape their self-perception, thus, playing a significant role in how women's representation is constructed in advertising.

c. Naming and Androcentrism

"Olay"

The brand name "Olay," while not overtly gendered, represents a history of skincare marketing primarily targeted towards women. Therefore, the inclusion of this brand inherently represents women as consumers in beauty industries. While not inherently gendered, the name signals a world of established beauty standards and marketing practices that primarily address women.

Data 5 (Neutrogena Hydro Boost Water Gel)

a. Euphemism and Taboo

"Dry"

As a single word, "Dry" functions as a potent signifier of a negative skin state and taps into deep-seated cultural anxieties surrounding aging, health, and overall appearance. It's not merely a descriptive term; rather, it acts as a trigger, activating ingrained societal expectations and fears. Within the highly gendered context of skincare advertising, "Dry" becomes a symbol of failing to meet idealized standards of beauty, particularly for women. It represents a visible sign of neglect, aging, or inherent imperfection. It's also associated with discomfort. As such, it plays a significant role in how skincare advertisements create a sense of lack or inadequacy in their target audience, implicitly urging women to actively combat this undesirable state through product consumption. The use of

"dry" to evoke the negative states also creates a women's representation, through skincare needs.

"Glow"

As a singular word, "Glow" carries connotations of youth, health, vitality, and an inner radiance that aligns with idealized notions of feminine beauty. "Glow" is frequently associated with words like "youthful," "radiant," and "healthy," to suggest that it goes beyond surface-level aesthetics. To associate "glow" with beauty standards sets up the expectation for women to have an almost perfect appearance, therefore emphasizing "glow" in the campaign.

"Situation"

This word functions to normalize the experience of targeting problems. By framing the problem with the word, helps establish a need and therefore a connection between women.

"Plump"

As an individual word, "Plump" in this context functions as a signifier of youthfulness and fullness. "Plump" is often associated with youth and good health. The goal is to tap into anxieties about aging or vitality in consumers. Within the context of skincare advertising, "Plump" presents a beauty standard women will want to attain through skincare.

Data 6 (Aveeno Daily Moisturizing Cream)

a. Euphemism and Taboo

"Dry"

The word "Dry," when isolated, represents far more than a mere skin condition. It evokes negative feelings about appearance. For women it sets the goal to always look good, therefore they are always pressured by the need of external validation. Skincare and beauty standards act as a key for advertisers to target women's representation and to persuade people to view them as people seeking a solution to the problem.

"Softer"

Isolated from its phrase, "Softer" acts as a marker, showcasing that they intend to uphold beauty standards. The intention is to get women what to do. The idea of "soft" comes from years of social media, which is an objective in which women are pressured to maintain.

"Smoother"

"Smoother" signifies a lack of imperfections or flaws on the skin's surface. In the current state, women are to conform to the beauty standards.

b. Naming and Androcentrism

"Aveeno"

The name "Aveeno" has influence over the customer about skincare practices that are usually seen as practices done by women. The name signifies trust, effectiveness, and a commitment to skin health. The name

also attracts customers because they want products with scientific proof. These elements highlight Aveeno's significance in establishing women's representation.

"Oat"

The word "Oat" connects to the natural products that have to do with advertising. Although the connection creates product awareness, it also promotes an image for the beauty of women.

Data 7 (Lakme Sunexpert)

a. Euphemism and Taboo

"Damage"

The use of "Damage" functions as a powerful fear-inducing tactic. As an individual word, "Damage" conjures ideas of harm, lasting negative consequences, and a loss of a previously desirable state. In the context of skincare, it plays upon anxieties related to aging, health, and physical appearance. The effect of "Damage" evokes urgency and a need for immediate intervention to prevent negative outcomes. It creates a sense of potential harm, positioning women as needing to actively defend their skin. It portrays women's representation in skincare by triggering insecurities.

"Pigmentation"

As an individual word, "Pigmentation" acts as a clinical term that references something wrong, but also is very vague. In women with beauty insecurities, it causes them to believe they need to conform to a certain beauty standard.

"Stun"

It connects a radiant and impressive appearance. It implies that women are able to achieve these appearances by using a skincare product, which in the end emphasizes that women want to seek external approval.

b. Naming and Androcentrism

"Lakme"

It connects to a known beauty and skincare product, with women as the target audience. This shows that advertising wants to shape women and to show their influence on this product. It aims to create an image of empowerment and the beauty standards. In this regard, women's representation showcases how cultural messages intersect.

Data 8 (Sunplay Ultra Shield 130 Sunscreen)

a. Euphemism and Taboo

"Shield"

The word "Shield" signals a need for protection from outside factors. For women this can signal a need to be protected. The "shield" taps into a sense of needing to be secured which triggers negative sentiment and also contributes to women wanting skincare, creating a women's representation.

"Greasy"

It signals the worry of imperfection, therefore creating pressure for women in the ad. The advertisements can tap into anxiety and insecurity of

not meeting those standards. The women are seen as always have to look their best.

b. Naming and Androcentrism

"Sunplay"

Sunplay, based on the search results, has various product options ranging from baby sunscreen to ultra protection. When targeting women through this advertisement, it contributes as a sign of women's representation to highlight women wanting to use the product.

Data 9 (La Roche Posay Sunscreen)

a. Generic Pronoun

"Your"

The word "Your," creates an assumption of a problem that is already happening. To relate to these concepts requires consumer to think there is a need to use the product for the benefit of skincare. The sense of the possession places women to feel the burden of care. "Your" places women as the subject as wanting to attain the product.

b. Euphemism and Taboo

"UV rays"

It serves to create emphasis on harm and danger that could take effect. It may cause harm that causes women to take care of their skin, such as the harmful effects of the sun, to not meet beauty standards. To feel secure, women may try to be on the side of skincare. A women's

representation can be showcase through the negative message and to see if there is a resolution.

c. Naming and Androcentrism

"La Roche Posay"

The name's association with dermatologists creates an association with science, credibility, and the need for using skincare products with expertise. The connection for women relies on the product being more useful as expertise, rather than gender specific wants. The marketing is more on reliable products that are supported by professional's insight. There are no explicit words showcase which demonstrates the company's position and values.

2. Phrase/Sentence Level Analysis

Data	Ready-Made Phrase	Presupposition and Inference	Metaphor	Transitivity Choices
1	✓	✓	X	✓
2	✓	✓	X	X
3	✓	✓	✓	✓
4	✓	✓	X	✓
5	✓	✓	X	✓
6	✓	✓	✓	✓
7	✓	✓	✓	✓
8	✓	✓	✓	✓
9	✓	✓	X	✓

Total	9	9	4	8

After analyzing the words, the next step is analyzing the phrase/sentences. Many aspects are analyzed in this stage. There are analyses of ready-made phrases, presupposition and inference, metaphor, jokes and humor, and transitivity choice.

Data 1 (Bright Serum By L'Oréal Paris)

a. Ready-Made Phrases

"Effective on all skin tones"

The phrase "effective on all skin tones" is a ready-made phrase that signals inclusivity. However, its very existence highlights that the beauty industry has not always been inclusive, thus acknowledging past exclusion. This phrase, while seemingly positive, implicitly reinforces the idea that catering to diverse skin tones is a new or noteworthy development, revealing the industry's history of prioritizing certain demographics.

This shift in the language of advertising reveals how women are increasingly being represented as diverse and inclusive. This representation combats the exclusive beauty standards of the past, showcasing women of color and diverse ethnic backgrounds. Thus, the ready-made phrase answers your question by highlighting how women are now represented more inclusively in the beauty industry.

b. Presupposition and Inference

"Effective on dark marks"

The phrase "effective on dark marks" presupposes dark marks are undesirable and that women want to eliminate them. This taps into existing insecurities and perpetuates a beauty standard that equates clear, even-toned skin with attractiveness. The advertisement infers that using the product will lead to a more desirable appearance and, consequently, increased confidence and social acceptance.

By framing the product as a solution to "dark marks," the advertisements perpetuates the notion that women need to conform to a specific beauty standard. In that sense, these marks equate clear, even-toned skin with attractiveness. This represents women as inherently insecure and in need of improvement.

c. Transitivity Choices

"Glycolic acid could sensitize the skin"

Transitivity refers to how actions are represented in a clause (who does what to whom). In the statement "Glycolic acid could sensitize the skin," the agent (glycolic acid) is presented as potentially acting upon the patient (the skin), with a potentially negative consequence.

This represents women as potentially vulnerable and needing protection (the skin being "sensitized"), but also appeals to their intelligence by including scientific data to reassure them.

Data 2 (Olay Super Serum Night Repair)

a. Ready-Made Phrase

"Five benefits in one"

This is a common marketing phrase that emphasizes convenience, efficiency, and value for money. It suggests that the consumer is getting multiple benefits from a single product, making it an attractive proposition.

This ready-made phrase represents women as busy and time-conscious, needing efficient solutions that fit into their hectic lifestyles. By highlighting multiple benefits in a single product, the advertisement caters to the perception that women are juggling multiple roles and responsibilities and therefore require skincare that simplifies their routines. This reinforces societal expectations of women as multi-taskers and prioritizes convenience in their purchasing decisions.

"Visibly renewing"

This phrase promises tangible and noticeable results, appealing to the consumer's desire for quick and effective solutions. The use of "visibly" suggests that the product will produce changes that are easily seen and recognized, reinforcing the emphasis on outward appearance.

This represents women as being primarily concerned with visible signs of aging and as seeking products that offer immediate, noticeable

improvements to their appearance. The focus on "visibly renewing" reinforces the societal pressure on women to maintain a youthful appearance and perpetuates the idea that beauty is defined by external markers of youthfulness and vitality. The phrase also represents women as valuing products that deliver quick and measurable results, highlighting the importance of visual validation in their pursuit of beauty.

b. Presupposition and Inferences

"Did You Know Your Skin Barrier is more receptive to skincare at night?"

This functions as an interrogative hook, grabbing the audience's attention by presenting a *"scientific"* fact. It presupposes women are interested in optimizing their skincare routine and are receptive to expert advice. It infers that the reader may not already know this information, positioning Olay as an authority sharing valuable knowledge.

This represents women as knowledge-seeking and actively engaged in self-improvement. It subtly positions them as needing to be informed about the proper way to care for their skin, which is not bad for marketing. It constructs the reader as someone who values expertise and seeks scientifically-backed solutions.

"You'll see visible results in seven nights"

This phrase presupposes women desire quick results and visible changes are the primary measure of a product's effectiveness. It infers that the product is potent and delivers on its promises. This represents women as impatient and focused on immediate gratification. It perpetuates the idea

that beauty transformations should be rapid and easily achievable and that women value and prioritize quick, visible results.

Data 3 (Avon Anew Clinical Pro Line Eraser Serum)

a. Ready-Made Phrase

"Anti-aging advance of the decade"

This is a common marketing phrase designed to suggest innovation and a significant breakthrough in skincare technology. It implies that the product is at the forefront of scientific progress in combating the signs of aging.

This represents women as consumers who are actively seeking the latest and most advanced solutions for their skincare concerns. It suggests they value products backed by scientific progress and are willing to invest in innovations that promise significant results. This reinforces a societal expectation that women should be proactive in fighting the aging process.

"One hundred of women showed results in a clinical study"

This use of clinical study is supposed to emphasize that this product has some science involved. This represents women as numbers rather than unique people. The generalization emphasizes that the product works for them.

b. Presupposition and Inference

"Now to correct your past, Anew look to the future"

This phrase suggests that women are unhappy with their "past," particularly with visible signs of aging, and that they want a more youthful "future." It infers that the Avon Anew product is the key to achieving this desired transformation.

This represents women as regretting their past and as actively seeking ways to reverse or mitigate the effects of aging. It contributes to societal pressure on women to maintain a youthful appearance and suggests their value is tied to their ability to defy the natural aging process.

c. Metaphor

"It corrects almost retouches the look of wrinkles"

This phrase employs a metaphor by comparing the product's effect to digital retouching, implying a flawless and almost artificial level of perfection.

This represents women as aspiring to achieve an unrealistic and unattainable level of perfection, similar to that seen in digitally altered images. It contributes to the increasing pressure on women to conform to idealized beauty standards, influenced by images of women with flawless skin. This suggests that real-world imperfections are undesirable and can be "corrected" with the right product.

d. Transitivity Choices

"A-F33 is designed to intercept collagen blocking to boost collagen production in a whole new way"

The agent (A-F33) is presented as actively intercepting collagen blocking and boosting collagen production. This sentence presents the ingredient as the active agent in skin rejuvenation and uses the verb "intercept" to suggest a forceful and effective action.

This represents women as passive recipients of the transformative power of A-F33, implying that they can achieve desired results by simply using the product. The active role of the product minimizes the role of the consumer, suggesting that they need only to apply the product to reverse the collagen problem. This contributes to a representation of women as valuing the product's ability to deliver its product with minimum intervention.

Data 4 (Olay Hydration Cream)

a. Ready-Made Phrase

"Olay goes 10 surface layers deep"

This phrase serves as a ready-made marketing claim that implies superior efficacy compared to other luxury creams. It suggests that Olay's product penetrates the skin more effectively, promising deeper hydration and better results. This representation positions women as individuals who are discerning consumers, seeking products that offer scientifically-backed solutions for their skincare needs. It reinforces the notion that women are

proactive in their pursuit of effective skincare, aligning with societal expectations of women as caretakers of their beauty and health.

"Clinically proven hydration beats the 500 creams"

This statement emphasizes the product's credibility through clinical validation, suggesting that it outperforms numerous competitors. It represents women as rational consumers who prioritize evidence-based claims when making purchasing decisions. However, it also implies a competitive landscape where women must navigate an overwhelming number of options, reinforcing the pressure to find the "best" product. This can contribute to the societal narrative that women's worth is tied to their appearance and the effectiveness of their skincare routines.

b. Presupposition and Inference

"Our clinically proven hydration beats the 500 creams"

This phrase assumes that women are familiar with many skincare products and are likely overwhelmed by the choices. It infers that Olay's solution is not just an option but a necessary choice for achieving optimal skin health. This representation suggests that women are constantly evaluating their skincare options, which can create a sense of urgency and anxiety around aging and appearance. It implies that without Olay, women may struggle to achieve the desired results, reinforcing societal pressures related to beauty standards.

"To strengthen my skin for smoother brighter results"

This statement presupposes that women desire smoother and brighter skin, reflecting societal ideals of beauty. It infers that achieving these results is not only possible but also dependent on using Olay products. This representation frames women as individuals who are striving for an idealized version of beauty, which can perpetuate feelings of inadequacy if they do not meet those standards. It underscores the expectation that women should actively pursue beauty enhancements, thereby reinforcing traditional gender roles related to appearance and self-care.

c. Transitivity Choices

"Olay goes 10 surface layers deep"

In this sentence, Olay is positioned as the active agent delivering deep hydration, while the skin is the passive recipient of this action. This representation suggests that women need only apply the product to achieve desired results, minimizing their role in the skincare process. It reinforces a narrative where women's agency is limited to consumption rather than active participation in their skincare journey.

"Our clinically proven hydration beats the 500 creams"

"Hydration" is portrayed as an active force competing against numerous products, positioning Olay as a dominant player in the market. This choice emphasizes the power of the product while implying that women are passive consumers who benefit from this competition. It

suggests that women can rely on external solutions rather than taking proactive steps themselves, reinforcing traditional gender roles where women are seen as recipients of care rather than agents in their own self-improvement efforts.

Data 5 (Neutrogena Hydro Boost Water Gel)

a. Ready-Made Phrase

"Hydro Boost water gel packed with hyaluronic acid and NMF (Natural Moisturising Factors) for five times hydration."

This phrase employs a ready-made marketing expression that emphasizes the product's key ingredients and their benefits. By highlighting "five times hydration," it suggests a significant enhancement over typical moisturizers, appealing to women seeking effective solutions for dry skin. This representation positions women as informed consumers who prioritize scientific formulations in their beauty products, reflecting a societal expectation that they should be knowledgeable about skincare ingredients and their effects.

"80% stronger moisture barrier for plump dewy skin"

This statement uses a quantifiable claim to assert the effectiveness of the product. It implies that women can achieve desirable skin qualities—plumpness and dewiness—through the use of Hydro Boost. This representation reinforces the idea that women are expected to maintain a youthful appearance and that their self-worth is tied to their skin's condition. It creates a narrative where women are encouraged to invest in products that

promise visible results, thus perpetuating societal pressures regarding beauty standards.

b. Presupposition and Inferences

"Dry skin? Glow gone? It's a hydration situation"

This phrase presupposes women's experience dry skin and loss of glow, suggesting a common struggle among them. It infers that addressing this issue is urgent and necessary, positioning Hydro Boost as a solution. This representation implies that women must actively manage their skin conditions to meet societal beauty expectations, reinforcing the notion that their value is linked to their appearance.

"By dry skin, you can glow now"

This statement presupposes that achieving a glowing complexion is possible and directly tied to addressing dryness with Hydro Boost. It infers women can transform their skin condition through this product, thus framing them as active participants in their beauty journey. However, it also implies that without such interventions, they may fall short of societal beauty ideals, contributing to feelings of inadequacy.

c. Transitivity Choices

"Hydro Boost water gel packed with hyaluronic acid..."

In this construction, Hydro Boost is presented as an active agent delivering hydration through its formulation. This positions the product as the primary force behind achieving beautiful skin while suggesting that

women are passive recipients of its benefits. Such framing minimizes women's agency in skincare, implying they need only apply the product to see results.

"80% stronger moisture barrier for plump dewy skin"

"Moisture barrier" is depicted as an active entity being strengthened by Hydro Boost. This choice emphasizes the product's effectiveness while portraying women as dependent on external solutions for maintaining their skin's health. It suggests that achieving desired results requires little effort from the consumer beyond using the product, reinforcing traditional gender roles where women's beauty efforts are largely reliant on marketed solutions rather than personal agency.

Data 6 (Aveeno Daily Moisturizing Cream)

a. Ready-Made Phrase

"Clinically proven to moisturize dry skin for 48 hours"

This phrase is a ready-made marketing claim that emphasizes the product's long-lasting hydration benefits. It provides a sense of scientific backing to the claim, implying that the product's effectiveness has been validated through clinical trials. This appeals to consumers seeking reliable and effective solutions for dry skin. The phrase suggests women value products supported by scientific evidence.

"The power of oat for sensitive skin"

This phrase uses a common marketing tactic of highlighting a key ingredient and its specific benefits. It suggests that oat is a potent ingredient

for addressing sensitive skin issues. This representation positions women as consumers who are actively seeking natural and gentle solutions for their skincare concerns. It also implies that they prioritize products with natural ingredients, particularly for sensitive skin.

b. Presupposition and Inference

"Aveeno, the power of oat for sensitive skin"

This statement presupposes that sensitive skin requires special care and that oat is an effective ingredient for addressing its needs. It infers that Aveeno products, leveraging the power of oat, are uniquely suited for individuals with sensitive skin. This represents women as potentially having sensitive skin and needing specialized products, thus catering to a specific concern.

"First after softer, smoother skin"

This phrase presupposes that women desire softer and smoother skin. It infers that Aveeno's new daily moisturizing cream can quickly deliver these results. This representation suggests that women are actively seeking immediate improvements in their skin's texture and appearance, and that Aveeno can help them achieve this goal.

c. Metaphor

"Aveeno, the power of oat for sensitive skin"

This phrase uses "power of oat" as a metaphor to represent the beneficial properties of oat for sensitive skin. It implies that oat possesses a

strong ability to soothe and improve sensitive skin conditions. This representation can evoke a sense of nature-inspired efficacy.

"Instantly strengthens skins barrier"

The phrase uses the metaphor of a "skin barrier" to represent the skin's protective function. It implies that the cream can quickly reinforce this barrier, making the skin more resilient. This metaphor represents women as needing to protect and strengthen their skin.

d. Transitivity Choices

"Aveeno introduce new daily moisturizing cream"

In this sentence, Aveeno is the active agent introducing a new product, and women are the implied recipients of this introduction. This positions women as passive consumers being presented with a solution to their skincare needs.

"It's clinically proven to moisturize dry skin for 48 hours"

Here, the cream is the active agent providing moisturization, while dry skin is the recipient of this action. This suggests that the cream actively works to hydrate the skin4. This choice minimizes the active role of women in their skincare routine.

Data 7 (Lakme Sunexpert)

a.   Ready-Made Phrase

"Lakme Sunexpert lotion blocks 97 UVB rays and helps reduce skin pigmentation"

This phrase is a ready-made marketing claim that emphasizes the product's dual benefits: protection from UV rays and reduction of pigmentation. By quantifying its effectiveness ("blocks 97 UVB rays"), the statement appeals to women seeking reliable, measurable solutions for sun protection. It positions women as rational consumers who value scientifically-backed products. However, it also reinforces the idea that women must actively combat environmental factors like sun exposure to maintain their appearance, perpetuating societal pressures tied to beauty standards.

This representation suggests that women are constantly aware of potential skin damage and are expected to take preventive measures. The inclusion of "helps reduce skin pigmentation" subtly implies that pigmentation is undesirable, reinforcing Eurocentric beauty ideals that prioritize clear, even-toned skin. This framing pressures women to invest in products that promise not only protection but also correction, linking their self-worth to their ability to meet these beauty ideals.

"Stun in the sun"

This phrase is designed to evoke confidence and empowerment. It suggests that with Lakme Sunexpert, women can enjoy the sun without worrying about skin damage, allowing them to "stun" or shine in any

environment. The phrase positions women as active participants in outdoor activities while maintaining their beauty, aligning with modern ideals of confidence and self-expression.

However, this representation also implies an underlying pressure for women to always look flawless, even in challenging conditions like sun exposure. It reinforces the expectation that women must balance functionality (protection) with aesthetics (looking attractive), perpetuating the societal narrative that their appearance is central to their identity.

b. Presupposition and Inference

"Just four minutes in the Sun and skin damage begins"

This statement presupposes that even minimal sun exposure can cause harm, creating a sense of urgency for using sun protection products like Lakme Sunexpert. It infers women must be vigilant about their skincare routines to prevent damage, framing sun exposure as a threat rather than a natural part of life. This representation positions women as responsible for protecting their skin from environmental factors, reinforcing societal pressures tied to maintaining youthful and healthy skin.

At the same time, this language subtly instills fear by suggesting that any negligence could lead to irreversible damage. It creates a narrative where women are expected to constantly monitor and manage their appearance, perpetuating anxiety about aging or imperfections. This aligns with broader societal messages that tie women's value to their ability to preserve beauty over time.

"Lakme Sunexpert lotion blocks 97 UVB rays..."

This phrase presupposes women's desire effective protection from UV rays and are aware of the harmful effects of sun exposure. It infers that without proper protection, they risk skin issues such as pigmentation or premature aging. This representation reinforces the idea that women must actively combat external threats to maintain their appearance, framing beauty as something fragile and easily compromised.

By highlighting the product's ability to block "97 UVB rays," it positions Lakme Sunexpert as a superior solution among competitors. However, it also places the burden on women to safeguard their skin against natural elements like sunlight, perpetuating a narrative where women's worth is tied to their ability to meet societal beauty standards through constant vigilance.

c. Metaphor

"Lakme Sunexpert lotion blocks 97 UVB rays"

The use of "blocks" acts as a metaphor for creating a physical barrier or shield against harmful elements. This language conveys strength and reliability, positioning the lotion as an active protector of women's skin. It represents women's skincare routines as battles against environmental aggressors like UV rays, framing beauty maintenance as an ongoing struggle requiring external intervention.

This metaphor reinforces the idea that women's natural state is vulnerable and requires constant defense through products like Lakme

Sunexpert. While it empowers women by offering a solution, it also perpetuates dependency on marketed products for achieving beauty ideals. The metaphor subtly implies that without such interventions, women cannot protect themselves effectively.

"Stun in the sun"

This metaphorical phrase suggests confidence and allure under sunny conditions, implying that using Lakme Sunexpert enables women to shine both literally and figuratively. It represents women as vibrant and captivating individuals who can embrace outdoor activities without compromising their beauty. This framing aligns with modern narratives of empowerment and self-expression through personal care routines.

However, it also places pressure on women to maintain an idealized appearance even in challenging environments like direct sunlight. By tying confidence ("stunning") directly to product use, it reinforces the notion that women's self-worth is contingent on their ability to meet societal expectations of flawless beauty.

d. Transitivity Choices

"Lakme Sunexpert lotion blocks 97 UVB rays..."

Lakme Sunexpert is positioned as the active agent providing protection against UV rays, while the harmful rays are depicted as passive entities being blocked by the product's action. This framing minimizes women's active role in skincare routines; instead, it suggests they simply need to apply the product for effective results. Women are portrayed as

passive recipients of the product's benefits rather than active participants in managing their skincare needs.

This choice reflects traditional gender roles where women's agency is limited in favor of reliance on external solutions for self-care. While it simplifies skincare by emphasizing ease of use, it also reduces women's role in understanding or engaging with their own beauty routines beyond consumption.

"Helps reduce skin pigmentation"

The lotion is presented as an active agent working against pigmentation issues while pigmentation itself is framed as an undesirable condition needing correction. Women are positioned as passive recipients of the product's corrective action rather than agents capable of addressing these concerns independently.

This transitivity choice reinforces dependency on marketed solutions for achieving desired results, implying that women's natural state requires improvement or intervention. It perpetuates societal narratives where women's worth is tied to meeting idealized standards of clear and even-toned skin through external means rather than embracing natural diversity.

Data 8 (Sunplay Ultra Shield 130 Sunscreen)

a. Ready-Made Phrase

"Sunplay ultra shield sunscreen for beach and water activities"

This phrase effectively communicates the primary purpose of the product, positioning it as an essential item for women engaging in outdoor activities, particularly at the beach or during water sports. By specifying "beach and water activities," it targets a specific demographic that enjoys sun exposure while also emphasizing the need for protection. This representation suggests that women are active and adventurous, seeking products that not only enhance their lifestyle but also provide necessary safety against harmful UV rays. It reflects a societal expectation that women should be able to enjoy outdoor experiences while taking care of their skin.

"With 8 UV filters"

The mention of "8 UV filters" highlights the advanced formulation of Sunplay sunscreen, suggesting a comprehensive approach to sun protection. This ready-made phrase implies that the product offers broad-spectrum protection against both UVA and UVB rays, appealing to informed consumers who prioritize effective skincare solutions. This representation positions women as knowledgeable and proactive in their skincare choices, reinforcing the notion that they should seek out products with scientifically-backed benefits. It emphasizes the importance of being educated about sun protection, thus promoting a sense of empowerment among women who take their skincare seriously.

b. Presupposition and Inference

"Just four minutes in the Sun and skin damage begins"

This statement presupposes that even minimal sun exposure poses a risk to skin health, creating an urgent call to action for using protective products like Sunplay. It infers women must be vigilant and proactive about sun safety, framing everyday sun exposure as a significant threat to their skin. This representation positions women as responsible caretakers of their own health, reinforcing societal pressures related to maintaining an ideal appearance while also promoting anxiety about potential damage from even brief periods in the sun.

"High photostability, water light non-greasy and cuts through water"

This phrase presupposes consumer's desire sunscreens that not only provide effective protection but also feel comfortable during use, especially in active environments like beaches or pools. It infers traditional sunscreens may be greasy or ineffective when exposed to water, positioning Sunplay as a superior alternative. This representation suggests that women are discerning consumers who prioritize comfort and effectiveness in their skincare products, reinforcing the expectation that they should find solutions allowing them to enjoy outdoor activities without compromising their skin's health.

c. Metaphor

"Let's have fun in the sun"

This metaphor conveys a sense of joy and carefree enjoyment associated with outdoor activities while emphasizing the importance of sun protection. It suggests that with Sunplay sunscreen, women can fully embrace sunny days without fear of skin damage, framing sunscreen as an essential companion for fun experiences. This representation encourages positive associations between sun exposure and enjoyment while subtly reinforcing the idea that beauty and fun can coexist with responsible skincare practices.

"Sunplay, the ultimate outdoor sunscreen."

By labeling Sunplay as "the ultimate," this phrase positions it not just as another product but as an essential tool for enhancing outdoor enjoyment. It implies superiority over competitors and suggests that using this sunscreen is key to having a successful outdoor experience. This metaphor reinforces the notion that women's enjoyment of outdoor activities is directly linked to their choice of sunscreen, thereby tying their happiness and confidence to effective skincare solutions.

d. Transitivity Choices

"Sunplay ultra shield sunscreen blocks 97 UVB rays"

In this construction, Sunplay is presented as the active agent blocking harmful UV rays, while the rays themselves are depicted as passive entities being neutralized by the product's action. This framing minimizes

women's active role in skincare; instead, it suggests they simply need to apply the product for effective results. This choice reflects traditional gender roles where women's agency is limited in favor of reliance on external solutions for self-care.

"High photostability, water light non-greasy..."

The attributes of the sunscreen (high photostability and being non-greasy) are emphasized as qualities enhancing its effectiveness and user experience. This choice focuses on the product's features while portraying women as passive recipients of its benefits. It implies that achieving desired results requires reliance on marketed solutions rather than personal agency in managing skincare routines during outdoor activities.

Data 9 (La Roche Posay Sunscreen)

a. Ready-Made Phrase

"Every day is a sunscreen day"

This phrase effectively communicates the idea that sun protection is a daily necessity, regardless of weather conditions. It positions sunscreen as an essential part of a woman's daily routine, reinforcing the notion that women must take proactive steps to care for their skin. This representation suggests that women are responsible for their skincare and must prioritize sun protection to maintain their health and beauty.

The phrase also implies a societal expectation that women should be diligent in their self-care practices. By framing sunscreen use as a daily obligation, it reinforces the idea that women's worth is tied to their

appearance and their ability to adhere to beauty standards. This can create pressure on women to consistently manage their skincare routines, emphasizing the importance of sunscreen in achieving an idealized image.

b. Presupposition and Inferences

"UV rays reach your skin, no matter the weather"

This statement presupposes that consumers are aware of the harmful effects of UV rays but may underestimate their presence on cloudy or rainy days. It infers women need to be vigilant about sun protection at all times, reinforcing the idea that neglecting sunscreen can lead to skin damage. This representation positions women as informed consumers who must actively protect themselves from environmental threats.

The implication is that women's skin is vulnerable and requires constant attention. This can contribute to anxiety about aging and skin health, suggesting that women should be perpetually concerned about their appearance. The advertisement subtly reinforces societal pressures for women to maintain flawless skin while implying that neglecting sun protection could lead to undesirable outcomes.

c. Transitivity Choices

"Recommended by dermatologists Anthelios UV Mune 400"

In this construction, "dermatologists" are the active agents who endorse the product, while "Anthelios UV Mune 400" is depicted as the passive recipient of this endorsement. This framing minimizes women's

active role in choosing products for their skin; instead, it suggests they should rely on external authorities for guidance.

This choice reflects traditional gender roles where women's agency in skincare decisions is limited by reliance on expert opinions. It implies that women should defer to medical professionals when it comes to their beauty routines, reinforcing societal expectations that prioritize expert validation over personal experience or intuition.

3. **Discourse Level Analysis**

Data	Characters/Rules	Focalization	Fragmentation
1	✓	✓	✓
2	✓	✓	✓
3	✓	✓	X
4	✓	✓	X
5	✓	✓	X
6	✓	✓	X
7	✓	✓	X
8	✓	✓	X
9	✓	✓	X
Total	**9**	**9**	**2**

The last analysis is at the discourse level. At this level, the data will be analyzed into four categories, characters/roles, focalization, and fragmentation. This analysis was analyzed longer and more profoundly than

the two previous analyses above. The analysis of the words and phrases will be more concerned with ideology.

Data 1 (Bright Serum By L'Oréal Paris)

a.   Characters/Rules

"So, you're asking yourself if glycolic acid is safe for your skin. We've put it to the test with dr. Ayanda Mutau discover the other side of L'Oreal Paris"

In this discourse, the potential customers are framed as uncertain and in need of reassurance, while dr. Ayanda Mutau and L'Oreal embody the roles of trustworthy expert and reliable brand, respectively. The customer's agency is somewhat diminished, as they are presented as requiring external validation (dr. Mutau's expertise) to make informed decisions about their skincare. This dynamic reinforces a hierarchical structure where the brand and its endorsed experts hold authority over the consumer's knowledge of their own skin.

This dynamic plays into the broader societal narrative where women's knowledge about their bodies and beauty is often questioned or undermined by external authorities, such as doctors or brands. The advertisement subtly suggests that women cannot fully trust their own judgment and must rely on the expertise of others to make the right choices. This can perpetuate feelings of insecurity and dependence on external sources for validation.

"Effective on all skin tones it softens the skin and at the same time effective on dark marks"

The L'Oreal product takes on the role of a universal solution, promising benefits for all women regardless of their skin tone or specific skin concerns1. This narrative positions women as sharing similar desires (soft skin, absence of dark marks) and implies that a single product can address their diverse needs1. While seemingly inclusive, this representation can erase the unique experiences and concerns of women with different skin types and tones.

The advertisement also perpetuates a narrow beauty ideal by framing the reduction of "dark marks" as a desirable outcome. This subtly reinforces the idea that certain skin conditions are undesirable and need to be corrected, contributing to societal pressures on women to achieve flawless, even-toned skin1. This focus on correcting perceived imperfections can further marginalize women who do not fit this narrow beauty standard.

b. Focalization

"Glycolic acid could sensitize the skin if used in high doses, but the concentration in glycolic bright Serum is only one percent glycolic acid would add a two percent niacinamide"

The discourse here focuses on transparency and scientific reassurance. By addressing the potential risks of glycolic acid and highlighting the specific concentrations used in the serum, the advertisement aims to build trust with the consumer. This approach reflects a growing trend in the beauty industry towards transparency and a

recognition that consumers are increasingly seeking out information about the ingredients and formulations of the products they use.

This focalization strategy suggests that women are intelligent and discerning consumers who value scientific information and are capable of understanding complex skincare formulations. However, it also relies on the assumption that all consumers have the knowledge and resources to interpret this information critically. It also risks alienating consumers who are not familiar with scientific terminology or who prefer a more simplified approach to skincare.

"So, you're asking yourself if glycolic acid is safe for your skin"

This opening line directly addresses the potential customer, creating a sense of personal connection and empathy. By anticipating the consumer's concerns about the safety of glycolic acid, the advertisement positions itself as understanding and responsive to their needs. This approach is designed to build trust and rapport by demonstrating that the brand is attuned to the worries of its target audience.

This focalization strategy reflects a broader trend in advertising towards personalized messaging and customer-centric approaches. By framing the question from the consumer's perspective, the advertisement aims to create a sense of shared understanding and establish a dialogue rather than a one-way communication. This can be particularly effective in the beauty industry, where consumers often rely on personal recommendations and testimonials when making purchasing decisions.

c. Fragmentation

"Validated with an independent Board of dermatologists"

This fragmented statement serves to enhance the product's credibility and trustworthiness. By emphasizing the independence of the dermatologists, the advertisement aims to assure consumers that the validation is objective and unbiased. This fragment is strategically placed to convey the message that the product has been thoroughly tested and approved by experts, reducing any potential skepticism or concerns.

This technique reflects a broader trend in advertising towards using expert endorsements to build trust and credibility. However, it also raises questions about the potential influence of the brand on the dermatologists and the extent to which their validation is truly independent.

"New L'Oreal Paris glycolic bright serum"

This final fragment serves as a concise and memorable call to action. By highlighting the product's novelty, the advertisement aims to capture the consumer's attention and create a sense of excitement and anticipation. This message is designed to linger in the consumer's mind and encourage them to seek out more information or make a purchase.

The brevity and simplicity of this fragment make it easily shareable and memorable. This is particularly important in today's digital landscape, where consumers are bombarded with information and have limited attention spans.

Data 2 (Olay Super Serum Night Repair)

a. Characters/Rules

"Did You Know Your Skin Barrier is more receptive to skincare at night? Olay super serum Night Repair delivers five benefits in one visibly renewing surface skin cells while you sleep"

The woman's skin barrier is given a central role, portrayed as an active participant in the skincare process, being "more receptive" at night. This anthropomorphization positions the skin as a character with its own needs and rhythms. This reinforces the idea that women must understand and cater to their skin's specific requirements.

Olay Super Serum Night Repair is positioned as the "helper" or "solution" to the skin barrier's needs, actively "delivering five benefits" and "visibly renewing" skin cells. This active role emphasizes the product's efficacy and positions Olay as a brand that understands and addresses women's skincare concerns. This reinforces the concept of women as needing external products to enhance their natural attributes.

b. Focalization

"You'll see visible results in seven nights"

The advertisement directly addresses the potential customer, promising quick and tangible results1. This focalization on the individual's experience creates a sense of anticipation and excitement, appealing to women who desire immediate gratification.

The focus on "visible results" also reinforces the societal pressure on women to achieve quick and noticeable improvements in their appearance. This message suggests that the product's value lies in its ability to deliver measurable changes in a short period.

c. Fragmentation

"Olay super serum Night Repair delivers five benefits in one visibly renewing surface skin cells while you sleep"

The highlighting of the "five benefits in one" positions Olay Super Serum as a multi-tasking product that simplifies the skincare routine. This message appeals to women who are looking for efficient and convenient solutions to address multiple skin concerns simultaneously.

This fragmentation also reflects a trend in the beauty industry towards combining multiple active ingredients into single products, promising comprehensive results with minimal effort. This technique reinforces the societal expectation that women can "have it all" – effective skincare with maximum convenience.

"Elevate your nightly skin care with salicylic acid, niacinamide, lactic acid, glycerin, and peptide"

By listing the specific ingredients, the advertisement positions the product as scientifically advanced. This fragmented approach highlights the active components of the serum, appealing to women seeking knowledgeable and scientifically-backed skincare solutions. The emphasis

on scientific ingredients also suggests women are increasingly educated consumers who seek to understand the science behind their beauty products.

Data 3 (Avon Anew Clinical Pro Line Eraser Serum)

a. Characters/Rules

"Now to correct your past, Anew look to the future"

At the discourse level, this opening line establishes a narrative where women are positioned as having a flawed "past" that needs fixing, and Avon offers the means to achieve a better "future." This constructs a dichotomy where aging is presented as a problem requiring correction, thereby reinforcing societal pressures on women to maintain a youthful appearance. The woman is positioned as someone with a past to regret, needing Avon's help to achieve a better future.

This contributes to a discourse that equates a woman's value with her youthfulness and physical appearance. By suggesting that women need to "correct their past," the advertisement subtly implies that aging is a negative experience that must be actively resisted. This reinforces a culture that often marginalizes older women and prioritizes youthful beauty, hindering their full participation in various aspects of life.

"Anew clinical, exclusively from Avon. Visit avon.com to find a representative Avon for the Love of women"

Avon is positioning itself as an advocate "for the Love of women". This suggests a caring role of Avon to women. However, it implies that women need Avon's product.

However, framing the brand as acting "for the Love of women" can also be interpreted as a marketing tactic that exploits emotional connections to sell products. By associating itself with positive values like love and care, Avon attempts to create a sense of loyalty and trust among its target audience. This can be seen as a way of masking the commercial interests that drive the advertisement.

b. Focalization

"A-F33 is the anti-aging advance of the decade"

The discourse here focuses on innovation and scientific progress, positioning A-F33 as a revolutionary breakthrough in anti-aging technology. By making such a bold claim, the advertisement seeks to capture the attention of consumers who are seeking the most effective and cutting-edge solutions for their skincare concerns. This focalization strategy positions women as knowledgeable and discerning consumers who value scientific advancements in beauty products.

By highlighting the supposed scientific breakthrough, the advertisement aims to create a sense of excitement and anticipation around the product. This approach reflects a broader trend in the beauty industry towards emphasizing scientific innovation and technological advancements as key selling points. However, it also relies on the assumption that consumers will readily accept these claims without critically examining the evidence supporting them.

"Let go of the past, start loving your future"

The discourse here is one of empowerment and self-improvement, encouraging women to embrace a positive outlook and focus on their future. By suggesting that women can "let go of the past" and "start loving their future," the advertisement taps into a broader cultural narrative of personal transformation and self-reinvention. This message is designed to resonate with women who are seeking to improve their lives and enhance their sense of self-worth.

This focalization strategy can be seen as both empowering and manipulative. On the one hand, it encourages women to take control of their lives and strive for a better future12. On the other hand, it subtly reinforces the idea that their value is tied to their ability to achieve a youthful and flawless appearance. This can create a sense of pressure and anxiety around aging, leading women to feel that they must constantly strive to improve themselves to meet societal expectations.

Data 4 (Olay Hydration Cream)

a. Characters/Rules

"Some luxury creams, just sit on top of skin, but Olay goes 10 surface layers deep"

In this discourse, "luxury creams" are characterized as superficial and ineffective, lacking the ability to provide deep, meaningful results. This positions them as passive agents that fail to deliver on their promises. Olay, conversely, is portrayed as active and effective, capable of penetrating deep

into the skin to provide superior hydration. The subtext here suggests women need to discern between superficial and effective products.

This establishes a hierarchy where Olay is the hero, offering a genuine solution, while other creams are merely pretenders. This representation implicitly positions women as needing to be informed consumers, capable of recognizing the difference between genuine efficacy and empty promises. The subtle dynamic is that women are capable, but they need the right tools to avoid being duped.

"Our clinically proven hydration beats the 500 creams"

Olay takes on the role of the authoritative expert in this discourse, relying on clinical evidence to assert its superiority over a multitude of competitors. The phrase "clinically proven" implies scientific rigor and trustworthiness, positioning Olay as a brand that values evidence-based results. The "500 creams" become an undifferentiated mass, suggesting that most products on the market are inferior and ineffective.

This constructs a narrative where women are overwhelmed by choices but can trust Olay to provide a clear and reliable solution. The advertisement subtly positions women as needing guidance and reassurance in navigating the complex world of skincare, further reinforcing Olay's role as a dependable expert. The implication is that women might be lost without the brand's expertise.

b. Focalization

"To strengthen my skin for smoother brighter results"

The focal point of this statement is the desired outcome: strengthened, smoother, and brighter skin. The use of "my" creates a sense of personal connection, suggesting that the advertisement is speaking directly to the individual consumer. This focalization strategy emphasizes the transformative potential of the product and appeals to women's desire for self-improvement.

The advertisement taps into the broader societal narrative that equates beauty with health and vitality. By promising stronger, smoother, and brighter skin, the advertisement suggests that Olay can help women achieve a more youthful and radiant appearance, thus enhancing their overall sense of well-being and self-confidence. This reinforces a cycle of self-care, although framed through the lens of product use.

"Your best skin yet Olay"

This tagline focuses on the idea of achieving an idealized version of oneself through the use of Olay products. The phrase "your best skin yet" implies that women have the potential to improve their skin's appearance and that Olay can help them unlock this potential. This focalization strategy plays on women's aspirations for self-enhancement and reinforces the notion that beauty is an ongoing project.

The use of "Olay" at the end of the tagline serves as a constant reminder of the brand's role in this transformative process. The advertisement subtly suggests that achieving one's "best skin yet" is not only possible but also dependent on using Olay products, thereby reinforcing the brand's position as a necessary component of women's beauty routines. There's an encouragement, but with reliance on the product as a key.

Data 5 (Neutrogena Hydro Boost Water Gel)

a. Character/Rules

"Dry skin? Glow gone? It's a hydration situation"

In this opening line, the advertisement positions the consumer (implicitly a woman) as someone who is experiencing a common skincare issue—dry skin. The use of rhetorical questions creates a relatable scenario, suggesting that the brand understands the consumer's struggles. This representation implies that women are proactive in seeking solutions for their skin concerns, framing them as informed consumers who are aware of their skin's needs.

The phrase "It's a hydration situation" personifies the issue of dry skin, suggesting that it requires immediate attention and action. Hydro Boost is then positioned as the solution to this problem, taking on the role of an effective agent that can restore the skin's glow. This dynamic reinforces societal expectations that women should actively manage their skincare routines to achieve desired results, emphasizing their role as caretakers of their own beauty.

"Hydro Boost water gel packed with hyaluronic acid and NMF (Natural Moisturising Factors) for five times hydration"

Hydro Boost is characterized as a powerful product that offers multiple benefits through its advanced formulation. The mention of "hyaluronic acid" and "NMF" positions the product as scientifically sophisticated, appealing to women who value evidence-based skincare solutions. This representation suggests that women are discerning consumers who prioritize effective ingredients in their beauty products.

By highlighting the product's ability to provide "five times hydration," the advertisement emphasizes its efficacy and positions it as superior to competitors. This further reinforces the expectation that women should seek out high-quality products that deliver noticeable results, contributing to a narrative where women's self-worth is tied to their appearance and skincare choices.

b. Focalization

"80% stronger moisture barrier for plump dewy skin"

This statement focuses on specific outcomes associated with using Hydro Boost—namely, a stronger moisture barrier and plump, dewy skin. By emphasizing these results, the advertisement appeals directly to women's desires for healthy and youthful-looking skin. The focalization here suggests that achieving such results is not only possible but also attainable through the use of this specific product.

The promise of a stronger moisture barrier implies that women should be concerned about their skin's health and resilience against environmental factors. This focalization reinforces societal pressures on women to maintain an idealized appearance while suggesting that they have agency in achieving these goals through informed product choices.

"By dry skin, you can glow now"

This phrase serves as an empowering message, indicating that women can take control of their skincare journey and achieve glowing skin despite previous challenges with dryness. The use of "you" creates a personal connection with the consumer, making them feel directly addressed and involved in the narrative. This focalization emphasizes individual agency and suggests that positive change is within reach.

However, this message also carries an underlying implication that women's worth is closely tied to their appearance and ability to achieve glowing skin. While it promotes empowerment through self-care, it simultaneously reinforces societal beauty standards that can create pressure for women to constantly strive for perfection in their appearance.

Data 6 (Aveeno Daily Moisturizing Cream)

a. Character/Rules

"Some luxury creams, just sit on top of skin, but Olay goes 10 surface layers deep"

In this discourse, "luxury creams" are characterized as superficial and ineffective, lacking the ability to provide deep, meaningful results. This positions them as passive agents that fail to deliver on their promises. Olay,

conversely, is portrayed as active and effective, capable of penetrating deep into the skin to provide superior hydration. The subtext here suggests women need to discern between superficial and effective products.

This establishes a hierarchy where Olay is the hero, offering a genuine solution, while other creams are merely pretenders. This representation implicitly positions women as needing to be informed consumers, capable of recognizing the difference between genuine efficacy and empty promises. The subtle dynamic is that women are capable, but they need the right tools to avoid being duped.

"Our clinically proven hydration beats the 500 creams"

Olay takes on the role of the authoritative expert in this discourse, relying on clinical evidence to assert its superiority over a multitude of competitors. The phrase "clinically proven" implies scientific rigor and trustworthiness, positioning Olay as a brand that values evidence-based results. The "500 creams" become an undifferentiated mass, suggesting that most products on the market are inferior and ineffective.

This constructs a narrative where women are overwhelmed by choices but can trust Olay to provide a clear and reliable solution. The advertisement subtly positions women as needing guidance and reassurance in navigating the complex world of skincare, further reinforcing Olay's role as a dependable expert. The implication is that women might be lost without the brand's expertise.

b. Focalization

"To strengthen my skin for smoother brighter results"

The focal point of this statement is the desired outcome: strengthened, smoother, and brighter skin. The use of "my" creates a sense of personal connection, suggesting that the advertisement is speaking directly to the individual consumer. This focalization strategy emphasizes the transformative potential of the product and appeals to women's desire for self-improvement.

The advertisement taps into the broader societal narrative that equates beauty with health and vitality. By promising stronger, smoother, and brighter skin, the advertisement suggests that Olay can help women achieve a more youthful and radiant appearance, thus enhancing their overall sense of well-being and self-confidence. This reinforces a cycle of self-care, although framed through the lens of product use.

"Your best skin yet Olay"

This tagline focuses on the idea of achieving an idealized version of oneself through the use of Olay products. The phrase "your best skin yet" implies that women have the potential to improve their skin's appearance and that Olay can help them unlock this potential. This focalization strategy plays on women's aspirations for self-enhancement and reinforces the notion that beauty is an ongoing project.

The use of "Olay" at the end of the tagline serves as a constant reminder of the brand's role in this transformative process. The advertisement subtly suggests that achieving one's "best skin yet" is not only possible but also dependent on using Olay products, thereby reinforcing the brand's position as a necessary component of women's beauty routines. There's an encouragement, but with reliance on the product as a key.

Data 7 (Lakme Sunexpert)

a. Characters/Rules

"Just four minutes in the Sun and skin damage begins"

In this phrase, the sun is characterized as an aggressor, posing a threat to women's skin. This establishes a dynamic where women are vulnerable and in need of protection. The statement creates a sense of urgency and fear, implying that even brief sun exposure can have detrimental effects. This discourse positions women as responsible for shielding themselves from external threats, reinforcing the notion that they must actively manage their appearance to maintain their beauty.

The representation of the sun as harmful reinforces a broader societal narrative where nature is often framed as something to be controlled and conquered. It implies that women must take proactive measures to protect themselves from the natural environment, further contributing to the idea that their bodies are susceptible and require constant intervention.

"Lakme Sunexpert lotion blocks 97 UVB rays and helps reduce skin pigmentation"

Lakme Sunexpert is cast as the protector, actively defending women's skin against the sun's harmful rays. The product is presented as a reliable and effective solution, capable of neutralizing the threat posed by the sun. This dynamic reinforces a dependency on external products for achieving beauty and reinforces a narrative where women's self-worth is tied to their ability to maintain an idealized appearance.

The use of scientific language ("blocks 97 UVB rays") adds credibility to the brand, suggesting that Lakme Sunexpert is not just another beauty product but a scientifically-backed solution. This representation appeals to women who seek evidence-based skincare options, framing them as informed consumers who value efficacy and technological advancements in beauty products.

b. Focalization

"Stun in the sun"

This statement focuses on the desired outcome of using the product—achieving a stunning appearance even while exposed to the sun. The language used implies that women can enjoy outdoor activities without compromising their beauty, thus promoting a sense of freedom and confidence. This focalization caters to women's aspirations for self-expression and their desire to embrace both beauty and active lifestyles.

The advertisement reinforces the idea that women can "have it all"—enjoying the sun while maintaining flawless skin. This notion, while seemingly empowering, also subtly reinforces societal pressures for women

to adhere to beauty standards in every situation, implying that their appearance is always under scrutiny and should be carefully managed.

"Lakme Sun expert Ultra matte lotion"

The focal point is the product's characteristic – its "ultra matte" finish. This isn't just any sunscreen; it's designed to address a specific concern: shine. The focus on "ultra matte" suggests that shine or oiliness is undesirable, and that the product's key benefit is to eliminate it.

The advertisement is appealing to a desire to control appearance. This suggests women should actively manage their skin to achieve a certain look.

Data 8 (Sunplay Ultra Shield 130 Sunscreen)

a. Characters/Rules

"Ready for outdoor? Sunplay ultra shield sunscreen for beach and water activities"

In this statement, the implied character is an active woman who enjoys outdoor activities, particularly at the beach or during water sports. The phrase "Ready for outdoor?" positions her as someone who is expected to be adventurous and engaged in physical activities. This framing suggests that women are not only participants in outdoor leisure but also responsible for ensuring their skin is protected from potential harm. The role of the consumer here is one of an informed women who must take proactive steps to maintain their skin health while enjoying an active lifestyle.

The product, Sunplay ultra shield sunscreen, is characterized as a protective agent that enables women to engage in outdoor activities without fear of sun damage. This establishes a narrative where the sunscreen is essential for women to enjoy their experiences fully. However, it also implies that women must rely on external products to safeguard their skin, reinforcing a societal expectation that they should manage their appearance actively. This dynamic can create pressure on women to conform to beauty standards that prioritize sun protection and flawless skin.

b. Focalization

"With 8 UV filters. High photostability, water light non-greasy and cuts through water"

The focalization here is on the technical features of the product, emphasizing its effectiveness and reliability. By mentioning "8 UV filters," "high photostability," and "non-greasy" properties, the advertisement appeals to consumers who value scientific evidence in their skincare choices. This focus suggests that women are discerning consumers who seek products backed by technology and research, reinforcing the notion that they should be knowledgeable about what they apply to their skin.

This emphasis on product features also reflects societal pressures on women to make informed decisions regarding their beauty routines. It implies that women are expected to understand complex formulations and choose products based on efficacy rather than marketing claims alone. While this can empower women by encouraging informed choices, it also

places a burden on them to navigate a saturated market filled with competing products.

Data 9 (La Roche Posay Sunscreen)

a. Characters/Rules

"Every day is a sunscreen day. UV rays reach your skin, no matter the weather"

In this statement, the implied character is a woman who is expected to be aware of her skin's needs and the dangers posed by UV rays. The phrase "Every day is a sunscreen day" positions women as proactive caretakers of their skin health, suggesting that they should incorporate sunscreen into their daily routines regardless of weather conditions. This framing reinforces the notion that women have a responsibility to protect their skin from environmental factors, thereby linking their self-worth to their ability to manage their appearance.

The product, Anthelios UV Mune 400, is characterized as an essential tool for this protection. By positioning the sunscreen as a necessary daily item, the advertisement implies that women must rely on specific products to maintain their beauty and health. This dynamic can create pressure on women to conform to societal expectations regarding skin care, suggesting that neglecting such products could lead to undesirable outcomes.

b. Focalization

"Recommended by dermatologists Anthelios UV Mune 400"

The focalization here shifts to the authority of dermatologists, which lends credibility to the product. By highlighting that it is "recommended by dermatologists," the advertisement appeals to consumers' desire for expert validation in their skincare choices. This suggests that women should seek out professional opinions when making decisions about their beauty routines, reinforcing the idea that they may not be fully equipped to make informed choices on their own.

This focus on expert endorsement also implies that women need guidance in navigating the complexities of skincare products. While this can empower women by encouraging them to seek out reliable information, it can also reinforce traditional gender roles where women's knowledge about skincare is seen as secondary to that of medical professionals. This dynamic can perpetuate feelings of inadequacy and dependence on external validation.

B. Discussion

Based on the findings of this study, it can be shown that feminist stylistic by Mills (1998) models can be implemented in analyzing the representation of women in skincare advertising. In this study, each data found was analyzed in three stages to find out if there were words, phrases, or sentences, as well as sexist discourses that demean women. The analysis aims to uncover how skincare advertising, specifically for serums, moisturizers, and sunscreen products, builds and conveys messages about femininity and beauty standards.

The dominant use of euphemisms at the word level, with nine out of nine data points containing this category, shows that skincare advertisements rely heavily on soft and indirect language to convey their messages. Euphemisms are often used to avoid negative connotations that may be associated with skin problems, such as acne or aging. By using more subtle language, advertisements can attract consumers' attention without causing embarrassment or discomfort. This reflects an understanding that consumers may be sensitive to issues related to their appearance, making the use of euphemisms an effective marketing strategy (Mills, 1998; Fatima et al., 2023).

The high frequency of euphemism use also reflects a trend in the beauty industry to create a positive and aspirational image. By describing products in more positive terms, advertisements can build expectations and desires among consumers to achieve the desired results. This shows that the language used in advertisements not only serves to explain the product but

also to shape consumers' perceptions and expectations regarding beauty and self-care (Khan & Mehmood, 2023).

The use of euphemism is in line with classic persuasive strategies in advertising that aim to manipulate emotions and create appeal. Advertising that emphasizes brand name (naming) is a common strategy for differentiating products in crowded markets, as found in various marketing studies. However, androcentrism which reveals that despite efforts to avoid the use of generic terms referring to women, advertisements still often reinforce patriarchal views by placing women in positions of powerlessness and promoting physical appearance as the main value. This creates a narrative in which women are seen as passive consumers who depend on products to meet established beauty standards. In contrast, Sharma and Bumb's (2021) research emphasizes that androcentrism in advertising explicitly ignores women's experiences and needs and reinforces harmful gender stereotypes.

The frequency of taboo, naming, and androcentrism in 8 out of 9 data shows that skincare advertisements tend to use attention-grabbing terms and build product identity. The use of taboo words such as "luxury" in skincare advertisements serves to attract consumers' attention by emphasizing the exclusivity and desirability of the product. This creates the image that skincare is not only about health, but also about achieving a higher social status through appearance (Mills, 1998; Bayazıt, 2020).

Meanwhile, the use of strong brand names helps build product identity and create trust among consumers. By emphasizing the brand name, advertisements can differentiate products in a crowded market and give the impression that the product is of higher quality. Androcentrism, though controversial, is used to reach a wider audience by placing women in a stronger position in the context of advertising, while still reinforcing patriarchal views of physical appearance as the primary value (Sharma & Bumb, 2021).

The use of generic pronouns, which only appear in 5 out of 9 data points, shows that skincare advertisements focus more on the product and its benefits than on the individuals who use the product. This may be due to a desire to avoid generalizations that could overlook the diversity of consumer experiences. In many advertisements, the emphasis is often placed on product features and expected outcomes, making the use of generic pronouns less relevant (Mills, 1998; Kumar & Sreedharan, 2023).

Additionally, the limited use of generic pronouns reflects an effort to emphasize the individuality and uniqueness of each consumer. By not overusing generic pronouns, advertisements can focus more on the message they want to convey, namely that the product can meet the specific needs of various individuals. This aligns with modern marketing trends that emphasize personalization and relevance in communication with consumers (Burić, 2023).

The very low frequency of use of generic nouns and women as the marked form, only one out of nine data points, shows that skincare advertisements tend to avoid terms that can generalize or simplify women's identities. This may be due to an awareness of the importance of more inclusive and diverse representation in advertisements. By avoiding the use of generic nouns, advertisements can emphasize the individuality and uniqueness of each consumer, an approach that is increasingly popular in marketing today (Mills, 1998; Novitri, 2014).

Additionally, the low use of generic nouns reflects an effort to avoid harmful gender stereotypes. In the context of skincare advertisements, where women are often the primary target audience, it is important to convey messages that not only reflect physical beauty but also value the diversity of experiences and identities. Thus, advertisements can be more effective in reaching a wider audience and creating stronger connections with consumers (Khan & Mehmood, 2023; Sharma & Bumb, 2021).

Finally, the very limited use of generic nouns also indicates that skincare advertisements strive to create a more positive and empowering image. By avoiding terms that may be perceived as demeaning or simplistic, advertisements can focus more on inclusive and empowering values, aligning with modern marketing trends that emphasize gender equality and individuality (Burić, 2023; Kumar & Sreedharan, 2023).

At the phrase/sentence level, the use of ready-made phrases and presuppositions that dominate, with nine out of nine data containing this category, shows that skincare advertisements rely heavily on common phrases and implicit assumptions to convey their messages. Ready-made phrases, such as "Anti-aging advance of the decade" in data 3 (Avon Anew Clinical Pro Line Eraser Serum), serve to convey information efficiently and memorably. The use of these familiar phrases helps attract consumers' attention and create a positive impression of the product, which aligns with Mills' (1998) findings that the language used in advertisements can shape consumers' perceptions and influence purchasing behavior (Mills, 1998; Fatima et al., 2023).

Additionally, presuppositions and inferences allow advertisers to make claims without stating them explicitly, helping them avoid liability for exaggerated claims. For example, in Data 5 (Neutrogena Hydro Boost Water Gel), the phrase "Dry skin? The light is gone? It's a hydration situation" implies that dry skin is a common issue that needs to be addressed. This linguistic strategy is effective in creating a positive impression without concrete evidence, although some studies criticize the use of this strategy as manipulative (Khan & Mehmood, 2023). Thus, the dominance of ready-made phrases and presuppositions reflects a clever marketing approach in attracting consumer attention and building product image.

The frequency of transitivity choices found in 8 out of 9 data sets indicates that skincare advertisements tend to use sentence structures that emphasize the actions and active role of the product in providing benefits to

consumers. In many advertisements, the product is often depicted as an active agent that delivers the desired results, while consumers are positioned as recipients of the benefits. This creates a narrative in which the product is seen as the necessary solution to achieve the desired beauty. Only one data point does not use transitivity choices, which may be due to a greater focus on product description rather than the actions taken by the product itself (Mills, 1998; Burić, 2023).

The high presence of transitivity choices also reflects marketing strategies that seek to emphasize the effectiveness of the product. By positioning the product as an active agent, advertisements can build consumer confidence that they will achieve the desired results. This aligns with the trend in advertising that emphasizes evidence and measurable results, which is increasingly important in capturing the attention of savvy and critical consumers (Khan & Mehmood, 2023).

The limited use of metaphors in skincare advertisements (only 4 of 9 data) indicates a preference for direct and descriptive language over figurative expressions. This may stem from the desire to convey information in a clear and easily understandable manner for consumers. In the context of skincare ads, where consumers often seek concrete information about product benefits, the reliance on metaphors may be seen as less effective in delivering the intended message (Mills, 1998; Alam et al., 2023).

This scarcity of metaphors also reflects a more realistic approach to depicting products and their expected results. By focusing on direct claims and more literal descriptions, advertisements can avoid potential confusion that might arise from figurative language. While metaphors can provide depth and emotional appeal, skincare ads seem to prioritize clarity and transparency in their communication with consumers (Burić, 2023; Popova, 2018).

However, when metaphors are used effectively, they can create aspirational and engaging imagery. The strategic use of metaphors can help build hope and desire among consumers to achieve the desired outcomes, but it also has the potential to reinforce unrealistic expectations about beauty and self-care (Alam et al., 2023; Khan & Mehmood, 2023).

There are differences between this study and previous studies. As in Novitri's (2014) study, which emphasized that advertisements often reinforce gender stereotypes and place women in positions of powerlessness, this study shows that there are efforts to create more inclusive and empowering representations. For example, the low use of generic nouns and women as the marked form in this study indicates an awareness of the importance of avoiding harmful generalizations (Novitri, 2014; Kumar & Sreedharan, 2023).

On the other hand, this study also found that despite efforts to avoid stereotypes, many advertisements still emphasize the importance of physical appearance as a core value. This creates a narrative in which

women are positioned as passive consumers who depend on products to meet established beauty standards. This aligns with the findings of Sharma and Bumb (2021), who highlight that despite progress in the representation of women, many advertisements still reinforce patriarchal views of physical appearance as the primary value (Sharma & Bumb, 2021; Khan & Mehmood, 2023).

At the discourse level, the use of dominant characters and roles show that skincare advertisements rely heavily on clear representations to build persuasive narratives. In many advertisements, female characters are often portrayed as individuals striving to achieve certain beauty standards, as in data 6 (Aveeno Daily Moisturizing Cream), where the comparison between a product that "just sits on top of the skin" and one that "penetrates 10 layers of the surface" creates the image that women need to choose a more effective product to achieve the desired results. This representation reflects the expectation that women should be proactive in their self-care and choose products that offer deeper benefits (Draelos, 2018).

Female characters in skincare advertisements are often positioned as smart and empowered consumers who have knowledge about the products they use. This creates a narrative where women are not merely objects of the advertisement but also individuals who have control over their appearance. By showcasing strong and empowered characters, advertisements can build an emotional connection with the audience, aligning with research by Radzi & Musa (2017) which shows that positive character representations can enhance the appeal of advertisements. This

indicates that skincare advertisements aim to empower women by giving them choices and control over their beauty.

However, although female characters are often depicted in powerful positions, there are also elements that suggest their value is still heavily tied to their physical appearance. This creates a duality where women are positioned as empowered individuals, yet at the same time, they are also faced with pressure to meet societal beauty standards. Thus, the representation of characters in skincare advertisements reflects the complexity of women's experiences in achieving desired beauty (Mills, 1998; Khan & Mehmood, 2023).

Focalization also dominates at the discourse level, with nine out of nine data points containing this category, indicating that skincare advertisements are highly effective in creating an emotional connection with the audience. Focalization allows advertisements to highlight the experiences and perspectives of female characters, which helps the audience feel connected to the message being conveyed. For example, in data 7 (Lakme Sunexpert), the phrase "Stun in the sun" creates a positive image where women can enjoy outdoor activities without compromising their appearance. This shows that the advertisement strives to create an ideal world where women can feel confident and beautiful in any situation (Radzi & Musa, 2017).

In the context of focalization, women are often represented as active and empowered individuals who have control over their appearance and skin health. By placing women at the center of attention in advertisements, advertisers can build empowering and inspiring narratives. This creates the expectation that women can achieve the desired beauty through the products offered, aligning with the findings of Rajendrah et al. (2017) that successful advertisements that create positive images can increase product appeal in the eyes of consumers.

However, while focalization provides empowering representations, there is also a risk that women may be positioned in contexts that reinforce unrealistic expectations. By emphasizing the achievement of ideal beauty, advertisements can create pressure for women to always appear perfect. This suggests that while focalization can create strong emotional connections, it is important for advertisers to balance aspirations and reality to avoid causing anxiety among consumers (Mills, 1998; Burić, 2023).

Fragmentation was only found in 2 out of 9 data points, indicating that skincare advertisements tend to avoid using fragmented or incoherent narratives. This may be due to the awareness that clear and focused advertisements are more effective in conveying messages to consumers. In the context of skincare advertisements, where the main objective is to attract attention and build trust, the use of fragmentation can confuse consumers and reduce the effectiveness of the message being conveyed (Patterson et al., 2009).

The low presence of fragmentation also reflects efforts to create a clear and memorable storyline. In skincare advertisements, where consumers are often faced with many choices, it is important to convey information in a direct and easy-to-understand manner. By avoiding fragmentation, advertisements can ensure that the message remains focused and unambiguous, in line with the findings of Dunn et al. (2011) that effective advertisements must have a coherent and clear narrative flow.

However, although fragmentation is rarely used, there is a possibility that some advertisements may strategically utilize this technique to create a specific effect. Nevertheless, in the context of skincare advertisements, a more direct and coherent approach appears to be more common, reflecting modern trends in marketing that emphasize clarity and consistency in communication (Mills, 1998; Bayazıt, 2020).

The results of this study show significant differences compared to previous studies, especially in terms of character use and focalization. While Raslie & Zaidi (2022) emphasize that advertisements often reinforce gender stereotypes and place women in positions of powerlessness, this study shows that there are efforts to create more inclusive and empowering representations. In Raslie & Zaidi's study, it was found that many skincare advertisements still use language and representations that reinforce patriarchal views, where women are often portrayed as objects that must meet certain beauty standards. In contrast, this study shows that the use of strong and empowered characters in skincare advertisements creates a

narrative where women are not only objects of advertising but also individuals who have control over their appearance.

On the other hand, the study also found that despite efforts to avoid stereotypes, many advertisements still emphasize the importance of physical appearance as a core value. This creates a narrative in which women are positioned as passive consumers who depend on products to meet established beauty standards. These findings align with the research by Sharma and Bumb (2021), which highlights that despite progress in the representation of women, many advertisements still reinforce patriarchal views of physical appearance as the primary value. This research confirms that despite positive changes in the representation of women, challenges remain in creating more realistic and empowering images (Sharma & Bumb, 2021; Khan & Mehmood, 2023).

Additionally, a comparison with the research by Fatima et al. (2023) also shows that the language used in skincare advertisements can influence consumers' perceptions of the product. Fatima et al. found that the use of euphemisms and presuppositions in advertisements often creates unrealistic expectations among consumers, which aligns with the findings of this study. While advertisements aim to empower women, they can also reinforce pressure to meet societal beauty standards. Therefore, it is important to continue to critically examine and analyze how language and representation in advertisements can influence consumer perceptions and expectations (Mills, 1998; Burić, 2023).

Thus, while this study shows progress in the representation of women in skincare advertisements, there are still challenges that need to be addressed to ensure that advertisements not only empower but also create more realistic and inclusive beauty standards. This study highlights the importance of being aware of the language used in advertisements and its impact on consumer perceptions, as well as the need for a more holistic approach in creating positive and empowering representations of women (Raslie & Zaidi, 2022; Fatima et al., 2023).

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter consist of conclusion and suggestion of this research. The conclusion is elaborated based on the analysis of three level theories which consist of word, phrase or sentence, and discourse in the previous chapter. Based on the result the researcher gives conclusion and suggestion for the future studies.

A. Conclusion

This research set out to explore how women are represented in skincare advertisements through the lens of feminist stylistics. By analyzing language at the word, phrase, and discourse levels, this study aimed to uncover the subtle ways in which these advertisements reinforce or challenge societal expectations of women and beauty. The findings reveal a complex picture, where elements of empowerment coexist with persistent stereotypical representations.

At the word level, the analysis revealed the strategic use of euphemisms and taboos to soften the message and grab attention. While this may seem like a harmless marketing tactic, it also contributes to a culture of anxiety around aging and perceived imperfections. The emphasis on brand names and the occasional use of androcentrism further complicate the representation of women, highlighting a tension between appealing to a broad audience and perpetuating gendered stereotypes.

Moving to the phrase and sentence level, the study found that advertisements heavily rely on ready-made phrases and presuppositions to convey their message. While efficient, these phrases often perpetuate unrealistic expectations and subtly introduce claims without providing concrete evidence. The varying use of metaphors further contributes to this dynamic, with some advertisements prioritizing direct claims while others employ figurative language to create a more evocative image of beauty, which can also create a sense of unachievable perfection.

The discourse level analysis revealed the importance of character/rules and focalization in building persuasive narratives. By presenting clear characters and rules on how to achieve beauty standards, advertisements create a prescriptive narrative that positions women as needing to adhere to these guidelines. Focalization, meanwhile, allows advertisements to create a sense of intimacy and relatability, further encouraging women to internalize the idea that their value is tied to their appearance.

Overall, this research highlights the pervasive influence of skincare advertisements in shaping perceptions of women and beauty. While some advertisements may strive for inclusivity and empowerment, many still rely on traditional stereotypes and unrealistic expectations. The language used in these advertisements not only reflects but also reinforces societal norms, contributing to a culture where women are constantly pressured to conform to narrow definitions of beauty.

Based on these findings, it is important for advertisers to be more mindful of the language they use and the messages they convey. Instead of perpetuating stereotypes and unrealistic expectations, advertisements should strive to represent women in a more diverse and empowering way. This could involve showcasing women of different ages, ethnicities, and body types, as well as highlighting their accomplishments and qualities beyond their appearance. It is also important to avoid using language that creates anxiety or insecurity, and instead focus on promoting self-acceptance and body positivity.

B. Suggestions

Based on the results of this research, there are several suggestions that can be used by future researchers. First, it is recommended to add the latest data from skincare advertisements that have not been analyzed before. This can include new products that appear on the market after initial research has been conducted, as well as advertising from various digital platforms that are growing exponentially, such as social media and e-commerce applications. By expanding the data sources, the research will be more relevant and able to reflect changing marketing trends and the representation of women in contemporary skincare advertising.

Second, it is recommended that future research incorporate broader major figurative languages to complement Mills' (1998) feminist stylistic approach. By exploring various figurative language techniques, such as similes, hyperboles, and personification, researchers can gain a deeper understanding of how these elements shape consumer perceptions and reinforce or challenge societal norms regarding beauty and femininity. This broader perspective will enhance the overall analysis of advertising language and provide valuable insights into the ways in which language influences societal attitudes toward women.

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CURRICULUM VITAE

Edy Hariyanto (Hyto) was born in Pasuruan on November 27 2001. He graduated from SMA Excellent Al-Yasini Pasuruan 2020. He started his higher education in 2021 at the Department of English Literature UIN Maulana Malik Ibrahim Malang and finished in 2025. During his study, he dedicated himself to Pusat Ma'had Al-Jami'ah Sunan Ampel Al-Aly as Musyrif and also in Sahabat Kampus UIN Malang as Reporter and News Editor.

APPENDIX

No.	Products	Utterances
1.	Bright Serum By L'Oréal Paris	"So, you're asking yourself if glycolic acid is safe for your skin. We've put it to the test with dr. Ayanda Mutau discover the other side of L'Oreal Paris. Glycolic acid could sensitize the skin if used in high doses, but the concentration in glycolic bright Serum is only one percent glycolic acid would add a two percent niacinamide. Effective on all skin tones it softens the skin and at the same time effective on dark marks. Validated with an independent Board of dermatologists. New L'Oreal Paris glycolic bright serum."
2.	Olay Super Serum Night Repair	"Did you know your skin barrier is more receptive to skincare at night? Olay super serum Night Repair delivers five benefits in one visibly renewing surface skin cells while you sleep. You'll see visible results in seven nights. Olay."
3.	Avon Anew Clinical Pro Line Eraser Serum	"Now to correct your past, Anew look to the future. Avon introduces a new clinical Proline eraser with A-F33. A-F33 is the anti-aging advance of the decade. It's designed to intercept collagen blocking to boost collagen production in a whole new way. It corrects almost retouches the look of wrinkles. One hundred of women showed results in a clinical study. Let go of the past, start loving your future. Anew clinical, exclusively from Avon. Visit avon.com to find a representative Avon for the love of women."
4.	Olay Hydration Cream	"Some luxury creams, just sit on top of skin, but Olay goes 10 surface layers deep. Our clinically proven hydration beats the 500 creams. To strengthen my skin for smoother brighter results. Your best skin yet Olay."
5.	Neutrogena Hydro Boost Water Gel	"Dry skin? Glow gone? It's a hydration situation. Hydro Boost water gel packed with hyaluronic acid and NMF (Natural Moisturising Factors) for five times hydration. 80% stronger moisture barrier for plump dewy skin. By dry skin, you can glow now."

6.	Aveeno Daily Moisturizing Cream	"Aveeno introduce new daily moisturizing cream. It's connectly proven to moisturize dry skin for 48 hours. Instantly strengthens skins barrier. First after softer, smoother skin. Aveeno, the power of oat for sensitive skin."
7.	Lakme Sunexpert	"Just four minutes in the Sun and skin damage begins. Lakme Sunexpert lotion blocks 97 UVB rays and helps reduce skin pigmentation. Stun in the sun. Lakme Sun expert Ultra matte lotion."
8.	Sunplay Ultra Shield 130 Sunscreen	"Ready for outdoor? Sunplay ultra shield sunscreen for beach and water activities. With 8 UV filters. High photostability, water light non- greasy and cuts through water. Unique hook design. Let's have fun in the sun. Sunplay, the ultimate outdoor sunscreen."
9.	Sunscreen La Roche Posay Sunscreen	"Every day is a sunscreen day. UV rays reach your skin, no matter the weather. Recommended by dermatologists anthelios UV mune 400. La Roche Posay."