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1	Irrealist representation	<ul style="list-style-type: none"> <li>• <i>Kulittampaksempurnaseketika</i> (Skin is perfect immediately)</li> <li>• <i>Wajahtampakputihcerahbersinar</i> (Face is white, shine and bright)</li> <li>• <i>Wajahterlihatbersihdanlebihcerahsertaterasadingin</i> (Face is clear, brighter, and feel cold)</li> </ul>
2	Scientific evidence/ clinical test proof	<ul style="list-style-type: none"> <li>• <i>SPF21/PA+++nyamelindungidarisingin UV</i> (Its SPF21/PA+++ protects from UV beam)</li> <li>• <i>KinidenganWhiteSpeedTM serum</i> (Now with White SpeedTM serum)</li> <li>• <i>Proven Active terujibekerjalebihcepatkurangi melanin hingga 85%</i> (Proven Active has tested to work fast in minimizing melanin up to 85%)</li> <li>• <i>Ekstrak blueberry yang bantu lawan 12 masalahkulit</i> (Blueberry extract helps to against 12 of skin problems)</li> <li>• <i>Sari lemon yang membantumencerahkandanmengurangikekusamankulitsecara alami.</i> (Lemon Essence helps to brighten and minimize pallid-face naturally)</li> <li>• <i>Pigmen mineral yang dapatmeratakanwarnakulit</i> (Pigmen mineral can minimize two-tone skin)</li> <li>• <i>Icy Mineralite Complex dan White Clay yang mampumembersihkansecaramenyeluruh</i> (Icy Mineralite Complex and White Clay can clear completely)</li> <li>• <i>Ekstrak lemon danscrubnya bantu eksfoliasiselkulitmatipadalapisan epidermis</i></li> </ul>





about their product. The first one is the use of irrealist representation. This strategy is used to create a delusion toward their consumers' mind. This way is aimed to attract and influence the consumers to buy the products.

Then, the advertiser uses the celebrities as a model of their beauty product to construct the consumer's mind that the beauty and handsome of the models is because they use their product. The advertisers also manipulate their consumers through their headline of their advertisement, such as: "*Kinikantikmutampaksempurna: mulus, cerahmerona*(Now your beauty is perfect: flawless, pinkish bright)". From that headline, the producers give a power toward the consumers' delusion that their product can make them beautiful perfectly. This strategy can present the ideal identity of women that perfecting beauty is flawless and pinkish-bright.

Then, as shown in the example presented in the table, the advertisers use emotive words in all their advertisements. They use that language to connote their power over beauty and handsome. It is also used to capture the consumer's mind about the positivity of the product in order to establish their place in the society.

The advertisers use such scientific evidence to present their professionalism and make perception that by using their product, their consumer will get a perfecting beauty and handsome because the products are proofed with a scientific evidences and provide many benefits. They invite their readers as consumers to a dream world of fantasy with sentence like "*Cantikmutampaksempurna* (your beauty is perfect); *Putihcerahhingga 3 tingkat*





The other intertextuality is the use of tagline of the brand, that is, *Garnier – Sayangidirimu* (Love yourself). Through the use of tagline, the producers try to give an impression that to love ourselves; we have to taking care our face by using the product of *Garnier*. The tagline is also used to increase the product's sale and benefits of the product.

In addition, the image of attractive models in advertisement evokes the power toward the consumers. The representation of models can evoke the perception that the hypothesis of ideal women and men is presented in the use of models in the advertisement. In other hand, the use of models is one of the strategies to stimulate consumers to buy their products by giving a claim that the problem can be solved and the beauty can be gotten through consumption of the product. The way the producers present the famous actress and actor, such as Pevita Pearce and Joe Taslim, is the best way to maintain their power and establish their position in the society.

#### **4.2. Discussion**

In the findings above, from the textual features analysis that related to the first problem, the writer finds out that the ideal identity of women and men is constructed through the use of adjective. In this case, the advertiser of beauty product advertisement of *Garnier* gives a clear perception of ideal women and men by using adjectives, such as: *flawless, airy-light, small pore, no oily, no two-tone face, no pallid, no acne, and no black spot.*

In the next stage, from the discursive features analysis that related to the second problem, the writer finds out that the producer consciously use various strategies such as irrealist representation, scientific evidences, emotive words, and code switching/mixing. This is the way how the producer uses various techniques to establish a power relationship and increasetheir production, consumption and distribution in the society. The writer also finds out that the most strategy used to promote the product and manipulate the consumers is the use of scientific evidence.

Then, from the social features analysis that related to the last problem, the writer finds out that the main aspect of social feature that represent the ideal identity of women and men is the use of celebrity endorsement in the advertisement of *Garnier*. There is ongoing struggle about how the advertisers construct the ideal identity in the term of beauty and handsome in the modern society through the use of attractive models. The image of attractive models in the advertisement of *Garnier* can evoke the power toward the consumers where the ideal identity of women and men is constructed.

From the explanation above, the writer concludes that the ideal identity is constructed through the textual features and social features. Then, in the stage of discursive features of this study, the writer finds out that it is only focus on the strategy promotion which explains about how the advertiser persuade and manipulate the consumers to buy the products.

Next, the other discussion is about the significance of this study. From the findings, there are many aspects of textual features, discursive features and social features that can be used to construct an ideology or perception about something around us. Theoretically, this study provides knowledge about discourse in advertising; how the text and context connect each other. This study also provides the knowledge about language in advertising, such as; the use of adjectives, scientific words, grammar and other devices that can be used as the strategy of attracting the consumers. And to the academic community, such as students in university, this study can be a reference to the development of linguistic science subjects for the future research.

Then, practically, for the new companies that have a new product; not only beauty product, but also another product, they can learn about textual features, discursive features and social features as the new knowledge of advertising and apply it in their promotion strategy. The findings of this study can be also learned to know how the advertisers construct their ideology or how they give a clear perception toward their product use textual features or social features.

Finally, the last discussion is about the issue concerning women and men today such as having smooth skin, clear skin, bright skin and ideal appearance. Today, ideal identity in the term of beauty is in social construction which created by capitalist community. For them, beauty is one of strategic areas that can be an object of commodity. For the reason, there are many beauty myths which is developed and

