#### **CHAPTER IV**

#### FINDINGS AND DISCUSSION

This chapter presents the findings and discussion based on data analysis and from the research results. Generally, the data are in the focus of words, phrases, and sentences related to the language used by advertiser in the beauty product advertisement of *Garnier*.

### 4.1. Findings

# 1. Materials Analysis

This part is to uncover something beyond, something that is not based on the research question but still related with the research topic. At this level, material analysis is needed to know about the substance and the situation of the advertisement of *Garnier*. Cook (2001) mentioned that advertising is a child of the secondary orality. Even when printed, it assumes the style of personal spoken communication. In this case, advertisements of *Garnier* are short television and World Wide Web banner. The main medium of the advertisement of this study was taken from the internet (web and Facebook). The very big size of the internet gives the greater control to advertiser in targeting the consumers. On the other hand, the web and Facebook also offer advertisers unique opportunities to access particular groups and specialized demands.



Figure 4.1.A An Example of advertisement of Garnier; Facebook banner



Figure 4.1.B An Example of advertisement of *Garnier*; Web banner

An image called up via the internet is not just a picture on a screen but resonates with connotations of global communication and technological potential. From the figures above, the situation of the advertisement in this study as commercial promotion shows the advertiser's intention. The use of people in the advertisement gives a proof of the benefit of the product which is presented in the advertisement. It also gives a harmony between what has been written and what the people use in the advertisement.

## 2. Textual Analysis

In his three dimensional model, Fairclough (1989) distinguishes between textual, discursive feature and social feature as three levels that can be analytically separated. In this section, the writer went analyze through what it is that analyst should look for at each of the three levels, using data from the beauty product advertisements.

The textual analysis relates to statement of the problem number 1 on the linguistic features in the advertisements analyzed. At this level of analysis, the linguistic features such as vocabulary, grammar, types of speech act and rhetorical devices employed inadvertisements are discussed.

Before the writer goes to the further discussion, it is important to know some different terms for the people on either side of the text such as advertisement. Here are some of them:

Writer ..... Reader

Sender ..... Receiver

Producer ..... Consumer

Addressee ..... Addressee

In the context of advertisement, the writer uses the terms producer and consumer. From the social science, it emphasizes the commercially driven nature of the interaction; text as trade. Advertising often uses literary devices; it often uses

aspects of scientific technology to carry its messages to a commercial marketplace for purposes of trade. Advertisements also employ a voice which appears to be speaking personally to the reader (Goddard, 2001: 28).

### The Use of Pronoun

The main aspect of this is how the producers narrate their text in order to consumer can receive the message that they construct through their text. In this study, the use of direct address in advertisement is needed for both ideological and practical reason. The producers use second person personal or possessive pronoun such as "you" and "your" to address the consumer directly. The use of word "you" (or the possessive form, "your") is considered as high value than the use word "I"; because the use of "I" is more personal and too individualized. This handling of people on an individual basis is referred as synthetic personalization (Fairclough, 1989:62). Based on the beauty product advertisement analyzed, the use of direct address is shown below:

| Example in Text   | Type of Advertisement               |
|---|-------------------------------------|
| Kinicantik <u>mu</u> tampaksempurna:     mulus, cerahmerona     (Now <u>your</u> beauty is perfect: flawless, pinkish bright) | Garnier Sakura White Serum<br>Cream |

# The Use of Imperative

In advertisement, the producers need to persuade their consumer to buy or take an action about their product. Thus advertisement usually uses imperative. By using imperative, the advertiser as producer tries to make a closer relationship with their consumer. The following are the examples of imperatives used in the advertisements analyzed in this study:

| Example in Text   | Type of   |
|---|---|
|   | Advertisement   |
| • <u>Ganti</u> ke Sakura White Serum Cream dan <u>buktikan</u> bedanya! ( <u>Move</u> to Sakura White Serum Cream and <u>proof</u> its difference!) | <ul> <li>Garnier         Sakura         White         Serum         Cream     </li> </ul> |
| Dapatkankulitputihcerahdantanpakilapdengancepat! (Get glowing white skin and mineral oil free fast!)  | • Garnier Light Complete White Speed Multi- Action Whitening Serum Cream                  |

## The Use of Syntax (Disjunctive)/ Phrasal Sentence

Another feature is the use of syntax (disjunctive), that is, sentences without verbs or subjects. These sentences consist of one or two grammatical items only (Kaur, 2013). Examples fromadvertisements in this study are as shown in the table below:

|    | Example in Text      | Type of Advertisement                |
|----|----------------------|--------------------------------------|
| 1. | Cerahmerona          | Garnier Sakura White Serum Cream     |
|    | (pinkish bright)     |                                      |
| 2. | Putihcerah           | Garnier Light Complete White Speed   |
|    | (airy-light)         | Multi-Action Whitening Serum Cream   |
| 3. | Formula baru         |                                      |
|    | (New formula)        |                                      |
| 4. | Perlindungan SPF19   |                                      |
|    | (SPF19's protection) |                                      |
|    |                      |                                      |
| 5. | Lebihcerah           | Garnier Men Turbo Light Oil Control  |
|    | (brighter)           | Double White Icy Duo Foam            |
| 6. | Pori kecil           |                                      |
|    | (small pore)         |                                      |
|    |                      |                                      |
| 7. | Bebasminyak          | Garnier Men Turbo Light Oil Control  |
|    | (mineral oil free)   | Anti-Blackhead Brightening Icy Scrub |
| 8. | Bebaskotoran         |                                      |
|    | (anti-muck)          |                                      |
| 9. | Bersihkankomedo      |                                      |
|    | (forget mark)        |                                      |

# The Use of Specific Vocabulary

In advertisements, vocabulary is the most striking feature in expressing opinion about ideology of the advertiser. In this study, the use of adjective is inserted to give the positivity of the product. This condition is also made to create a fusion of contemporary advertising that will imbue the characterless product with desirable qualities (Cook, 2001: 108). Concerning the research question 1, the ideal identity

can be constructed through the use of adjectives. Those adjectives are used to give positive and negative affective meanings. The affective meaning will display consumer's positive and negative reviews about the product that is shown in the advertisement.

In this study, advertisement contains adjectives both positive and negative connotations. The positive adjectives are related to the qualities product whereas the negative adjectives are linked to the problem which appeared if the consumers do not use the product. Here are examples of adjectives used in the beauty product advertisements.

# Positive adjectives:

- *Cantikmutampaksempurna*(your beauty is perfect)
- *Mulus*(flawless)
- *Cerahmerona*(pinkish bright)
- *Menghaluskanporiwajah*(minimize face pore)
- *Putihcerah*(airy-light)
- *Komplitputihcerahnya*(full of airy-light)
- *Menyamarkanbintikhitam*(forget blackhead)
- *Wajahlebihcerah*(face is brighter)
- *Cantik natural* (natural beauty)
- *Mengurangikekusamankulit*(minimize pallid-face)

- *Meratakanwarnakulit*(minimize two-tone face)
- Wajahtampakputihcerahbersinar(face is white, shine and bright)
- *Bebasminyak*(mineral oil free)
- *Bebaskotoran*(anti-muck)

# **Negative adjective:**

- Wajahberjerawat(acne face)
- *Noda bekasjerawat*(acne spot)
- *Minyakberlebih*(over glossy)
- Warnakulittidakmerata(two-tone face)
- *Wajahkusam*(pallid-face)
- *Kulitgelap*(dark skin)
- *Bintikhitam*(black spot)
- *Pori besar*(big pore)
- *Pori tersumbat*(gagged pore)

The ways the adjectives are used, illustrate the positivity of the product. The use of emotive word or adjectival phrases can stimulate fantasy, dream and desire. When consumers listen to these types of words, they want her/him to be there indirectly. From the use of positive and negative adjectives above, it is perceptible that the ideal women and men in the term of beauty and handsome should have the criteria below:

 Flawless, airy-light, small pore, no oily, no two-tone face, no pallid, no acne, and no black spot.

# Formality and Grammar

The other linguistic feature is the formality of vocabulary. In the advertisement of this study, the most of vocabulary comprises a mixture of formal and informal words. Another important feature is grammar. The types of verb used, tenses, parallelism, modality, and punctuation is used to present a reality. The sentences in the advertisement are simple and declarative. The tenses used are mostly present tense, such as:

- SPF 21/PA+++nyamelindungidarisinar UV agar kulittidakkembaligelap.
   (Its SPF/21PA+++ protects from UV beam in order to make skin bright)
- Pelembabwajahsehari-hari yang memberikan coverage alamidanmembuatwajahtampakcantik natural seketika.
   (Daily face moisturizer that give natural coverage and make natural-beauty looking immediately)

There are also future tense that used to give a suggestion and recommendation about a benefit of using the product, such as:

- *Noda hitamakantampaksemakinsamar.* (Black spot will more disguised)
- Kulitakansemakincerahhanyadalam 6 hari. (Face will brighter in 6 days)

#### **Passive/ Active Sentence**

In addition, the sentences in the discourse are mainly use active sentences. However, passive sentence is also used in the advertisements as shown below:

• Ekstrak blueberry alami yang bantulawan 12 masalahkulit yang disebabkanolehjerawatdanminyak.

(Natural blueberry extract helps to against 12 of acne problems that is caused by acne and mineral oil)

# The Use of Conjunctive Adjunct

In the advertisement of this study, conjunctive adjuncts are used in the text. According to Halliday (1994:36) the main types of conjunctive adjuncts are as follows:

| Q : ':                  |  |
|-------------------------|--|
| Conjunctive             | Examp <mark>le</mark> in Text                                      |
| Adjunct                 |  |
| ,                       |  |
| A 1117 1 ( 1)           |  |
| Additive: dan (and)     | Gantike Sakura White Serum Cream danbuktikanbedanya!               |
|                         | (Move to Sakura White Serum Cream and proof its                    |
|                         | difference!)   |
|                         | difference.)   |
|                         |  |
| Adversative: -          | -  |
|                         |  |
| Conditional: -          | _  |
| Conditional.            |  |
|                         |  |
| Causal: <i>sehingga</i> | Formulanyaringanmudahmenyeraphinggakedalamlapisankulit,            |
| (so)                    | sehinggabekerjadengancepat.  |
|                         | (Its formula is easy to pervade until deep skin layer, so it works |
|                         | · · · · · · · · · · · · · · · · · · ·                              |
|                         | fast)  |
|                         |  |
| Purposive: agar (in     | SPF21/PA+++nyamelindungidarisinar UV agar                          |
| order to), untuk        | kulittakkembaligelap.  |
| //                      | $\cup$ 1   |
| (for)                   | (Its SPF21/PA+++ protects from UV beam in order to make            |
|                         | skin bright)   |
|                         | • /  |
|                         | Easial form noutamadaviCamiomutuknyia yana manadami 6              |
|                         | Facial foam pertamadariGarnieruntukpria yang mengalami 6           |
|                         | tandamasalahjerawat.   |

(The first Facial foam from *Garnier* for men who get 6 of acne problem indications)

# The Use of Repetition and Punctuation

There is also use repetition and punctuation of exclamation point (!) in some advertisements in this study. The example of the repetition is presented below:

• <u>Putihcerah</u>hingga 3 tingkat&tidakberminyakseharian. Komplit<u>putihcerahnya!</u> (<u>airy-light</u> up to 3 levels & no oily for a day. Full of <u>airy-light!</u>) – [Garnier Light Complete White Speed Multi-Action Whitening Serum Cream]

The use of repetition in one of the advertisement in this study has a function as emphasizing of the benefit of the product.

The punctuation is also evident in the advertisement. One of them is the use of exclamation point (!). The examples are shown as below:

| Example in Text  | Type of Advertisement   |
|--|---|
| • Komplitputihcerahnya <u>!</u> (Full of airy-light!)  | Garnier Light Complete White<br>Speed Multi-Action Whitening<br>Serum Cream |
| <ul> <li>Wajahlebihcerah, makinbanyak like!         (Face is brighter, get more like!)     </li> </ul>             | Garnier Pure Active 12 in 1<br>Multi Action Foam                            |
| <ul> <li>Ajaib!         (Magic!)</li> <li>Moisturizer-mu sehari-hari!         (Your daily moisturizer!)</li> </ul> | Garnier BB Cream Miracle Skin<br>Perfector                                  |
| Revolusi foam duawarnadenganduaaksi!  (Two colors foam revolution with two actions!)                               | Garnier Men Turbo Light Oil<br>Control Double White Icy Duo<br>Foam         |

| Tepatsasaranhilangkanminyakberlebih di   |   |
|--|---|
| wajah! (Vanishing oily skin exactly!)  | Control Anti-Blackheads Brightening Icy Scrub |
| <ul> <li>Wajahbersihdarijerawat&amp;lebihcerah!</li> <li>(Face is clear: no acne &amp; brighter!)</li> </ul> | Garnier Men Acno Fight Wasabi<br>Foam         |

The exclamation point is a terminal punctuation mark that is used in place of the period to add emphasis or emotion. It turns simple statements into forceful ones, and remarks into exclamations or outbursts (Stilman, 1997: 120).

### The Use of Parallelism

Parallelism which is repeated use of similar grammatical structures is another device in the advertisement. The following are examples of parallelism evident:

- Diperkayadengan Sari Lemon, Salicylid Acid Derivative dan UVA/UVB Filters, yang formulanyamemberikanmanfaatkomplithingga 3 tingkatlebihputihcerah, menyamarkanbintikhitamdanbekasjerawat, 12 jam tanpakilap, meratakanwarnakulitdanefektanpaminyakberlebih yang tahan lama.

  (Enriched with Lemon Essence, Salicylid Acid Derivative and UVA/UVB Filters, the formula gives a complete benefit up to 3 levels more white and brighter-looking skin, forgets blackhead and acne spot, 12 hours anti-glossy, minimizes two-tone skin and effect longer of anti-glossy)
- Dengankandungan sari lemon yang membantumencerahkandanmengurangikekusamankulitsecaraalami, Pigmen Mineral yang dapatmeratakanwarnakulitdanmenyamarkanbekasjerawat&nodahitam.
   (With lemon essence that helps to brighten and minimize pallid-face naturally, Pigmen Mineral can minimize two-tone skin and forget acne spot & black spot)

• Duo Foam pertamadariGarnier Men dengan Icy Mineralite Complex dan White Clay yang mampumembersihkansecaramenyeluruh, membantumenyerapminyakberlebihdanmengangkat/menghilangkankoto ran, sekaligusmembersihkanpori-poriwajah.

(The first Duo Foam from *Garnier* Men with Icy Mineralite Complex and White Clay that can clear completely, help to absorb an over mineral oil and remove/forget the muck, also clear face pores)

# The Use of Modality

Modality is also evident in the advertisement and shown as below:

• Pigmen Mineral yang <u>dapat</u>meratakanwarnakulit (Pigmen Mineral that <u>can minimize</u> two-tone skin)

#### The Use of Scientific Word

In the advertisement of this study, the producer also uses scientific words to attract their consumer. In order to impress their consumer, the advertiser resort the scientific words to reflect the professionalism and advancement in technology. Here are the examples of scientific words:

- *Ekstraksakura* (Cherry blossom extract)
- Pore Smoothing Serum
- SPF21/PA+++
- *Perlindungan SPF19* (SPF19's protection)
- WhiteSpeedTM Serum
- Ekstrak Vitamin E
- Sari lemon (Lemon essence)
- Salicylid Acid Derivative

- UVA/UVB Filters
- Vitamin C
- Ekstrak Blueberry (Blueberry extract)
- Pigmen mineral
- Icy Mineralite Complex
- White Clay
- Mineral-clay
- Micro-beads
- Herba repair
- Purifying salicylic acid
- Uji in Vitro
- Proven Active

## The Use of Number

Numbers are also widely used in advertisements as shown in the findings. The following are examples as exhibited in the advertisements in this study. For example:

- *Putihcerahhingga<u>3</u>tingkat*(airy-light up to <u>3</u> levels)
- *Putihcerahdengancepatdalam<u>l</u>minggu*(airy-light for <u>1</u> week fast)
- *Hingga<u>3</u>tingkatputihlebihcerah*(more airy-light up to <u>3</u> levels)
- <u>12</u> jam tanpakilap(no oily for <u>12</u> hours)
- Wajahlebihcerahdalam<u>6</u>hari(face is brighter for <u>6</u> days)

- Lawan<u>12</u>tandajerawat(against for <u>12</u> of acne signs)
- Perlindungan<u>30</u>X terhadapsinarmatahari(protections of <u>30</u> times for sun's radiation)
- *Wajahtampak<u>1</u>tingkatlebihcerah*(face is brighter up to <u>1</u> level)
- *Tangkishingga99%bakteri*(defense up to 99% bacteria)

#### The Use of Poetic Device

Another linguistic feature is the use of poetic device, such as alliteration. It is used to make it easy for people remember the product. Here the example:

• <u>Bebasminyak</u>(mineral oil free),<u>Bebaskotoran</u>(antimuck),<u>Bersihkankomedo</u>(forget mark) - [Garnier Men Turbo Light Oil Control Anti-Blackhead Brightening Icy Scrub]

All these advertisements construct the ideal women and men in the terms of beauty and handsome. The use of adjectives such as: flawless, airy-light, and bright, in almost of all advertisements can create impression that beauty is should be like that. In this case, the advertisements have a power to influence the women and men's behavior and manipulate them by creating a delusion.

## 3. Discursive Feature Analysis

Analysis of the discursive feature relates to statement of the problem number 2 that focuses on how the text is produced, how it is consumed and how the power relations are enacted. In this study, the advertisers used various strategies in their discourse to attract consumers. The table below summarizes the strategies used.

| N | Strategy is                                       | Example in Text   |
|---|---|---|
| o | Used in   | -   |
|   | Advertiseme                                       |   |
|   | nt  |   |
| 1 | Irrealist representatio n                         | <ul> <li>Kulittampaksempurnaseketika (Skin is perfect immediately)</li> <li>Wajahtampakputihcerahbersinar (Face is white, shine and bright)</li> <li>Wajahterlihatbersihdanlebihcerahsertaterasadingin (Face is clear, brighter, and feel cold)</li> </ul>  |
|   |   | is clear, originer, and recreation  |
| 2 | Scientific<br>evidence/<br>clinical test<br>proof | <ul> <li>SPF21/PA+++nyamelindungidarisinar UV (Its SPF21/PA+++ protects from UV beam)</li> <li>KinidenganWhiteSpeedTM serum (Now with White SpeedTM serum)</li> <li>Proven Active terujibekerjalebihcepatkurangi melanin hingga 85% (Proven Active has tested to work fast in minimizing melanin up to 85%)</li> <li>Ekstrak blueberry yang bantu lawan 12 masalahkulit (Blueberry extract helps to against 12 of skin problems)</li> </ul> |
|   |   | <ul> <li>Sari lemon yang membantumencerahkandanmengurangikekusamankulitseca raalami.         (Lemon Essence helps to brighten and minimize pallid-face naturally)</li> <li>Pigmen mineral yang dapatmeratakanwarnakulit (Pigmen mineral can minimize two-tone skin)</li> <li>Icy Mineralite Complex dan White Clay yang mampumembersihkansecaramenyeluruh (Icy Mineralite Complex and White Clay can clear completely)</li> </ul>           |
|   |   | • Ekstrak lemon danscrubnya bantu eksfoliasiselkulitmatipadalapisan epidermis   |

|   |                              | <ul> <li>(Lemon extract and its scrub help to exfoliation non-active skin cell in the epidermis)</li> <li>Tangkishingga 99% bakteri (defense up to 99% bacteria)</li> </ul>  |
|---|------------------------------|--|
| 3 | Emotive words                | <ul> <li>Kulitmulus(flawless skin)</li> <li>putihcerah(airy-light)</li> <li>cantiksempurna(perfecting beauty)</li> <li>cerahmerona(pinkish bright)</li> <li>bebaskilap(anti glossy)</li> <li>cantik natural (natural beauty)</li> <li>tidakberminyak(no oily)</li> <li>terasadingin(feel cold)</li> </ul>  |
| 4 | Code<br>switching/<br>mixing | <ul> <li>Makin banyak<i>like</i>!</li> <li> memberikan<i>coverage</i>alami</li> <li>Revolusi<i>foam</i>duawarna</li> </ul>   |
| 5 | Celebrity endorsement        | <ul> <li>Pevita Pearce (actrees)         "Kinicantikmutampaksempurna: mulus, cerahmerona(Now your beauty is perfect: flawless, pinkish-bright)"     </li> <li>Chelsea Islan (actrees)         "Tidakberminyak, komplitputihcerahnya! (No oily, full of airylight!)"     </li> <li>Sheryl Shenafia (musicians)         "Wajahlebihcerah, makinbanyak like! (Face is brighter, get more like!)"     </li> <li>Joe Taslim (Actor)         <ul> <li>Pasha (Vocalist of Ungu's band)</li> </ul> </li> </ul> |

The main audiences of the beauty product advertisement are teenager and adult who aware and care about their appearance. In this case, the producer consciously uses various strategies such as irrealist representation, scientific evidences, emotive words, code switching/mixing and other devices to give facts

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 headline of their advertisement, their such as: "Kinicantikmutampaksempurna: 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 is the society.

The such scientific evidence to present their advertisers use 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 of consumers dream world fantasy with sentence like to "Cantikmutampaksempurna (your beauty is perfect); Putihcerahhingga 3 tingkat

(airy-light up to 3 levels); *Kulittampaksempurnaseketika*(Skin is perfect immediately); *Wajahterlihatbersihdanlebihcerahsertaterasadingin*(Face is clear, brighter, and feel cold) and so on.

Code switching/mixing is also used to increase a number of consumers and establish the power relationship in all communities that have a different language. The advertisers switch their language to establish a positive discourse among various communities. This is the way how the advertisers use various techniques to establish a power relationship and increasetheir production, consumption and distribution in the society.

## 4. Social Feature Analysis

Analysis of the social feature relates to statement of the problem number 3 that explains the broad societal currents affecting advertisements. This level of analysis is also concerned with intertextual understanding that helps to understand the broad societal currents that are affecting the text being studied. This includes views on beauty by people worldwide and specifically Indonesian women and men's position within this practice. The beauty myth dates back to the past where women had also used various traditional products to enhance their appearance. They painted their faces used mud, clay, herbs, leaves, flowers and so on.

In this era, 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 socialized to create a desire on the women and men's behavior. The issues concerning women and men today such as having smooth skin, clear skin, bright skin and ideal appearance make cosmetics industry as one of the fastest growing industry. So, beauty product advertisements today are able to have control or power over consumers. From the advertisements, both women and men measure themselves with a prototype of ideal which is created by advertisers through their strategy advertising.

Intertextuality occurs in advertising when advertisers use words from other discourses to attract readers such as words from science when advertising beauty products. In this study, the examples of intertextuality can be seen on the use of scientific such as: Garnier Men AcnoFight advertisement words. DiperkayadenganHerba Repair dan purifying salicylic acid (Enriched with Herba Repair and purifying salicylic acid); Garnier Men Turbo Light advertisement – Ekstrak lemon danscrubnya bantu eksfoliasiselkulitmatipadalapisan epidermis (Lemon extract and its scrub help to exfoliation non-active skin cell in the epidermis); Garnier Light Complete Super Essense advertisement Serum pencerahpertamadariGarnier yang memilikikadar White Speed dan Vitamin C tertinggi (The first brightening serum from Garnier that have highest White Speed and Vitamin C degree); and so on.

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

socialized to create a desire on the women and men's behavior. In the fact, many people have manipulated about the issue that the beautiful women and handsome man should have flawless skin, clear skin or bright skin. But, if the writer goes to the Islamic belief, as a Muslim, I do not agree directly that beautiful is such having smooth skin, clear skin bright skin or ideal appearance. Beautiful women and handsome men are they who are grateful of everything they have. Because God has certainly creates human in the best of stature which has been mentioned in Al-Qur'an, Surah At-Tin (95: 4),



(We have certainly created man in the best of stature)