THE IDEOLOGICAL CONCEPT IN BEAUTY PRODUCT ADVERTISEMENTS OF *WARDAH*

THESIS

Submitted as Partial Fulfillment of the Requirements for the Sarjana Degree

of English Department Faculty of Arts and Humanities

UIN Sunan Ampel Surabaya

By:

Intan Utami Zaharah

Reg. Number: A93214122

ENGLISH DEPARTMENT

FACULTY OF ARTS AND HUMANITIES

STATE ISLAMIC UNIVERSITY SUNAN AMPEL

SURABAYA

2018

DECLARATION

The undersigned,

Name   : Intan Utami Zaharah

Reg. Number : A93214122

Department   : English Department

Faculty   : Arts and Humanities

Declares that I myself write this thesis to fulfill the requirement for the Bachelor Degree of English Department Faculty of Letters and Humanities UIN Sunan Ampel entitled The Ideological Concept in Beauty Product Advertisement of *Wardah*. This thesis is a presentation of my original research work. The belonging related to other people's work are written in quotation and included within the bibliography.

Surabaya, April 23rd 2018

The Writer,

Intan Utami Zaharah

ii

APPROVAL SHEET

Approved to be examined at:

Surabaya, April 23rd 2018

Approved by

The Advisor

Dr. Mohammad Kurjum, M.Ag.

NIP. 196909251994031002

Acknowledged by

The Head of English Department

Dr. Mohammad Kurjum, M.Ag.

NIP. 196909251994031002

ENGLISH DEPARTMENT

FACULTY OF ARTS AND HUMANITIES

SUNAN AMPEL STATE ISLAMIC UNIVERSITY

SURABAYA

2018

This thesis has been approved and accepted by the Board of Examiners,

English Department, Faculty of Arts and Humanities,

State Islamic University of Sunan Ampel Surabaya, on April 23rd, 2018

The Dean of Arts and Humanities Faculty

Dr. Imam Ghozali Said, M. A.
NIP: 196002121990031002

The board of examiners

Head of Examiner

Dr. Mohammad Kurjum, M.Ag.

NIP: 196909251994031002

Secretary

M. Thoriqussu'ud, M. Pd.

NIP: 198001118200091210002

Examiner I

Dr. A. Dzo'ul Milal, M.Pd.

NIP: 196005152000031002

Examiner II

Endratno Pilih Swasono, M.Pd.

NIP: 197106072003121001

iv

LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI
KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama   : INTAN UTAMI ZAHARAH

NIM   : A93214122

Fakultas/Jurusan : Adan dan Humaniora / Sastra Inggris

E-mail address   : Intanzaharah3@gmail.com

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan UIN Sunan Ampel Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah :
☑ Sekripsi   ☐ Tesis   ☐ Desertasi   ☐ Lain-lain (..................................)
yang berjudul :

The Ideological Concept in Beauty Product Advertisements of *Wardah*

beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Ekslusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara **fulltext** untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Surabaya, 2 Juli 2018

Penulis

(Intan Utami Zaharah)
nama terang dan tanda tangan

TABLE OF CONTENTS

CHAPTER III : RESEARCH METHODOLOGY

CHAPTER IV : FINDINGS AND DISCUSSIONS

CHAPTER V : CONCLUSION AND SUGGESTION

REFERENCES

ix

ABSTRACT

Zaharah, Intan Utami. 2018. The Ideological Concept in Beauty Product Advertisement of *Wardah*. Thesis English Department. Faculty of Letters and Humanities. State Islamic University of Sunan Ampel Surabaya.

TheAdvisor   : Dr. Mohammad Kurjum, M. Ag

Key Words   : Ideology, Beauty Product, Advertisement, CDA

This study investigates the application of Critical Discourse Analysis to the face treatment and make-up advertisements. In this study, the focus is on the discourse and the text of advertisement which creates the ideological concept of beauty. The theory used is Fairclough's three dimensional framework which concentrates on the textual features, discursive practice, and discourse as social practice. The first dimension is considered as description, the second dimension is interpretation and the third dimension is explanation. The discourses of fifteen beauty advertisements which are analyzed on one brand *Wardah*. This study gives rich description and interpretation about the ideological concept of beauty happened in the society.

The research was qualitative research employing the critical discourse analysis to analyze the data. The data were analyzed through Fairclogh's three dimensional frameworks. All discourse on the fifteen beauty advertisement chosen as the data, which are described on the linguistics units to finally discuss to main topic of the study which is the ideological concept of beauty. For the data collection, the data are collected from http://*Wardah*beauty.com on website pages.

The findings reveal that the use of adjectives has two main functions, to describe the product and to describe the result after using the product. In addition the existence of verb also supports the function of the adjective. The presence of the verb has function to describe the work and the quality of the products advertised. Furthermore, the most pronouns used in the advertisements is *your* carry certain message that the customer is utmost importance. Thus customer can be influenced directly toward the product.

In discursive techniques the finding shows there are eight techniques used to promote the product advertised. They are: (1) by using natural resources ingredients or by giving clinical test proof, (2) by giving exposure of the existing content, (3) by using self-representation, (4) by giving unrealistic representation through the exaggeration language, (5) by using puffery which contains the discourse which is subjective without giving credible evidence, (6) by using emotive word which finally can impress reader's attention, (7) by showing celebrity endorsement, and (8) by using simple but clear discourse on the product advertised. It is also found that the ideological concept of beauty is emerged by the limitation of the concept beauty on the discourse and image of beauty advertisements. The concept of beauty is namely ideal beauty.

INTISARI

Zaharah, Intan Utami. 2018. Ideologi Konsep pada Iklan Produk kecantikan *Wardah*. Sastra Inggris. Fakultas Adab dan Humaniora. UIN Sunan Ampel Surabaya.

Pembimbing   : Dr. Mohammad Kurjum, M. Ag

Kata Kunci   : Ideologi, Produk Kecantikan, Iklan, CDA

Studi ini mengkaji tentang pengaplikasian Analisis Wancana Kritis yang terdapat pada iklan-iklan perawatan wajah dan kosmetik. Fokus pada studi ini adalah penggunan bahasa pada teks atau tulisan-tulisan pada iklan perawatan wajah dan kosmetik yang pada akhirnya menciptakan sebuah konsep dari kecantikan. Teori yang digunakan di studi ini adalah tiga kerangka dimensi analisis wacana kritis dari Fairclough yang mana membahas tentang bagian analisis textual, diskursif praktis, dan wacana sebagai praktik social. Dimensi yang pertama membahas tentang deskripsi dari analisis tekstual, yang kedua membahas tentang interpretasi dari segi tekstual, dan yang ketiga adalah penjelasan dari wacana yang terdapat pada iklan. Objek dari penelitian ini adalah 15 produk perawatan wajah dan kosmetik dari produk *Wardah*. Selanjutnya studi ini memberikan penjelasan dan interpretasi yang kaya tentang ideology konsep kecantikan yang terjadi pada masyarakat sekitar.

Penelitian ini adalah penelitian kualitatif yang menggunakan pendekatan pendekatan analisis wacana kritis. Data dalam penelitian ini dianalisis dengan menggunakan kerangka berpikir tiga dimensi dari Fairclogh. Semu wacana dari 15 data terpilih dari produk iklan kecantikan dideskripsikan secara linguistik yang akan mendapatkan keterangan tentang konsep kecantikan yag ada pada produk-produk tersebut. Untuk teknik pengumpulan data, data dikumpulkan dari http://*Wardah*beauty.com pada halaman website.

Temuan yang didapat dari studi ini adalah bahwa penggunaan dari kata sifat mempunya dua fungsi utama, yaitu untuk mendeskripsikan produk dan untuk menggambarkan hasil yang akan didapat setelah penggunaan produk. Selebihnya, adanya kata kerja yang digunakan didalam iklan produk perawatan wajah juga untuk mendukung dari kata sifat yang digunakan. Keberadaan kata kerja mempunyai fungsi untuk mendeskripsikan pengolahan dan kualitas produk yang diiklankan. Kemudian, penggunaan kata ganti yang paling sering digunakan adalah kamu yang membawa pesan tertentu bahwa yang paling penting yaitu pelanggan. Dengan demikian pelanggan dapat dipengaruhi secara langsung oleh produk.

Pada tingkatan diskursif praktis terdapat 8 teknik yang digunakan diantaranya: (1) menunjukkan komposisi bahan-bahan alami yang digunakan pada produk yang diiklankan, (2) menunjukkan isi kandungan yang ada pada produk, (3) penggunaan produk representasi, (4) representasi yang tidak sesuai dengan kenyataan dengan menggunakan bahasa yang berlebihan, (5) menggunakan sudut

pandang subjectif tanpa memberikan bukti yang jelas, (6) penggunaaan kata-kata emotif yang dapat menarik perhatian pembaca, (7) menggunakan model selebriti, (8) yang terakhir menggunakan bahasa yang simpel pada produk yang diiklankan. Kemudian, ditemukan juga bahwa ideologi konsep kecantikan seakan mempunyai batasan bahwa seorang dianggap cantik apabila sudah memakai produk tersebut dan tampak seperti gambar yang ada pada produk iklan tersebut. Konsep kecantikan disebut cantik yang ideal.

CHAPTER I

INTRODUCTION

This chapter describes about background, statement of the problems, objectives of the study, significance of the study, scope & limitation and definition of the key terms.

1.1. Background of the Study

Advertising can be found everywhere in contemporary society (Cook, 2001). In this modern era, people can easily find advertising anywhere and anytime. Advertising and promotion are not limited to the traditional media dominating the last century such as newspaper, magazines, radio or television (Lane, 2011). Nowadays people can find commercial messages in social media, websites, and smart phone applications; product placement appears in movies, television shows and video games; catalogs of many different kinds of products are easily accessible through the internet.

Many people think that advertisements are used only to convince people to buy certain products. They assume that advertising is merely about promoting products so the seller can get more benefits. However, the case is not simple. Advertisement is not only about promoting branded products, but also delivering the idea through texts which are intended to create the image of an individual, group or organization (Goddard, 1998). Moreover, advertising has significant influence in society. It can be a stimulus for discussing a big variation of current issues: the destruction of environment, the wealth gap, the value of capitalism and

1

socialism, the improvement of world culture, the struggle of certain social group, as well as the consequences of mass communication and high technology (Cook, 2001).

Since advertising can be easily found almost everywhere, people rarely think about the nature of advertising as a form of discourse and a system of language use (Goddard, 1998). This statement implies the important role of language in advertising. Language is used to deliver the message of advertisements, the description of the product, for instance. Moreover, Arens (2006) states that most advertisements are meant to be persuasive in nature. Therefore, it can be noticed that the main purpose the language in advertising is to persuade the readers.

In the era which the beauty become the main data source of commodity stated by the American pharmaceutical and cosmetic industries, the products currently includes over 2,200 objects dating largely from the mid-nineteenth century to the present. For many people beauty products become a primary necessary that should be completed. This condition makes the companies of beauty product produce a creative promotion strategy to attract the audiences. The promotion of their products is commercialized through the television, magazines and online mass media. The commercialization of beauty product not only influenced by women, but also influenced by men. Through textual and visual aspects, advertisers present a stereotypical ideal women and men to persuade their audience to buy their products.

The image of ideal women is delivered through beauty product advertisements. Beauty products advertisements display pictures of "ideal"

women and convince the readers to buy the product in order to fulfill the criteria of being "ideal" women. According to Sutton (2009) advertisers consciously put advertisement together with image and text to create significant sign system associated with beauty.

There are several reviews in their research, Kaur et al, (2013) studied beauty products advertisement from the view point of critical discourse analysis. The analysis was based on Fairclough's three-dimensional frameworks. The study showed how the ideology of beauty was produced and reproduced through advertisements in popular local magazine. The results of their study showed that advertisers use various strategies to manipulate women.

Furthermore Iqbal (2014) examined beauty advertisement of a product from the perspective of Critical Discourse Analysis based on Fairclough's three-dimensional model. Her study is basically focus on the use of language in toothpaste cream fair & lovely and the strategies used by product advertisers to influence and exploited the women. The study also explored how social actors use specific structures and situations in construction of reality and highlighting of stereotypes, to control the mind and maintain power over the audience. The findings indicate that advertisers use various linguistic devices such as direct address, positive vocabulary, headlines, and catchy slogans to attract women. In addition, the most obvious theme in the beauty advertisements is the ideal appearance or look for women, so women will look more beautiful with wrinkle free eyes, with no marks. And for all these purposes only Fair & Lovely is perfect and desirable product.

Similar to Iqbal, Najihah (2016) also studied the application of Critical Discourse Analysis to the body care advertisements. In her studied, the focus was on the discourse and the text of advertisement which create the ideological concept of beauty. The theory used Fairclough's three-dimensional framework. She used descriptive qualitative as the research. She given rich description about the ideological happened in the society. She found the ideological concept was emerged by the limitation of the concept breauty on the discourse and image of beauty advertisements. The concept of beauty is divided into three, namely the concept of eyes, ideal skin, and ideal lip.

While, Nugrawidhanti (2016) studied beauty product advertisements by employing the Critical Discourse Analysis to investigate how linguistic features and discourse strategies work to construct the image of ideal beauty in Indonesian Context. The Oriflame catalog was chosen as the data source of the study because this brand us well known in Indonesia. The research was qualitative research employing the critical discourse analysis to analyze the data. The data were analyzed through Fairclough's three-dimensional framework. The data source was Oriflame catalog. Advertisements in Oriflame catalog constribute to the construction of an image of ideal beauty in Indonesian women's mind through the pictures and texts in which portray a certain type of beauty.

Moreover, Tahseem & Hameed (2015) examined beauty product advertisements by applying Fairclough's three-dimensional model and Kress & Leeuwen's Grammar of Visual Design approach. It aimed to explore the language and linguistics feature strategies employed by advertisers to maneuver women and explain power relations between product-producer and product-consumers. The

4

research fundamentally presented ideological concepts from feministic perspective by portraying celebrities as an effective tool for advertisement. The result of their study can be concluded that advertisers use various types of strategies and linguistic patterns such as persuasion techniques, technical vocabulary and slogan to catch attention of women and some adverts have ideologically contested vocabulary which portrays what an ideal woman is.

However many researchers have already investigated about ideology of Critical Discourse Analysis. Most of them analyze ideology through print media. They did not serve the discussion in detail. They only discussed the topic in general sample products. Un-detailed discussion will effect on the little comprehension of the readers because they only obtained little information.

Based on the above reason, here the researcher wants to fill the gap by focusing on Fairclough's three-dimensional model of Critical Discourse Analysis. Therefore here the researcher gives the detail textual features start from the adjective used, vocabulary used and the pronoun used to describe the products advertised.The researcher also uses one brand product through the discourse and the picture.Furthermore, it is important to conduct this research to see how the language power and picture on face treatment and make-up advertisements can instigate the audiences to use the products. The researcher prefers to use Fairclough's three-dimensional model because this theory provide detail analysis contains of description, interpretation, and explanation.

The present work extends the use of CDA approach as the useful tool to analyze the characterization concept a beauty product advertisement of *Wardah*. The researcher chooses to analyze the ideological concept of Fairclough's three-

5

dimensional frameworks (textual features, discursive practice, and social features).Based on the textual features analysis according to Faircolough's (1992) the researcher mainly focuses on the way to describe the things and what type of vocabulary that use to advertise the beauty product of *Wardah*. Moreover this research also studies about the discursive techniques used by the advertiser to manipulate women's attention. Therefore, it is important to conduct this research to see how the language power and picture on face treatment advertisements can investigate the audiences to use the products. Besides, it is important to understand how language as social practice (Fairclough, 2003) can practice to persuade the audience especially woman to believe and finally use the products. Moreover, it is important to see how the discourse in advertisement has indirectly shown that there is narrowing of the concept of women's beauty that is started by discussing the textual features of the advertisements.

The researcher chooses the beauty product of *Wardah* as the data source of this research because it receives certificate as the most popular products in 2015. The product is a very famous beauty product for Moslem women. The purpose of this research is to analyze all aspects of this brand that why this brand is so popular in the society.

1.2. Statement of the Problems

1. What are the textual features used in the beauty products of *Wardah*?

2. What are the discursive techniques employed in beauty product advertisements of *Wardah* to manipulate the women to buy the product?

6

3. How do the face treatment and make-up advertisements represent the ideological concept of beauty?

1.3. Objectives of the Study

1. To explain the textual features in face treatment and make-up advertisements which finally attract reader's attention about those products advertised.

2. To explain the discursive techniques employed in beauty product advertisements of *Wardah* to manipulate the women to buy the product.

3. To analyze the ideological concept of beauty in face treatment and make-up advertisements that finally builds the perception of beauty in society.

1.4. Significance of the Study

The researcher expects that this research can give both of theoretical and practical significance. Theoretical significance researcher contributes the empirical data of textual features in face treatment advertisement to explain how advertiser constructs the ideal identity in the advertisements, especially those that relates to Critical Discourse Analysis in academic discourse. Practical significance researcher mean is useful for the researchers in the field of Critical Discourse Analysis, especially the students' language and letters department and also advertisers to understand the knowledge language apply in the strategy of promotion.

7

1.5. Scope and Limitation of the Study

The scope of this research focuses on analyzing the language used on face treatment and make-up advertisements using Fairclough's CDA model. In doing so, the researcher takes *Wardah* products as the subject of research. The researcher uses the theory proposed by Fairclough, 1922, using his three-dimensional framework analyze. Due to the fact that making of advertisements is following media (e.g., television, catalog, and YouTube).

The limitation of this research is focus on face treatment advertisements only by which the form of picture. Furthermore, this research describes how the textual features existed in the advertisements are created to attract people use that products and how the textual features essentially create the concept beauty is offered by the brands.

1.6. Definition of Key Terms

a. Ideology

Ideology is significations or constructions of the reality (the physical world, social relation, and social identities) built into various dimensions of the forms or meanings of discursive practices that contribute to dominations (Fairclough, 1992).

b. Concept in Beauty

The characteristics of beauty that portrayed on face treatment and make-up advertisement, which showed natural white, brighter, smoother, healthier, and flawless. Women and beauty has become an absolute religious imperative for

8

women, thus pressuring them to do their best to hold their beauty (Baudrillard, 2005).

c. Advertisement

Advertisement is media to promote products or service by which the main tools to deliver its language (Kannan and Tyagi, 2013).

d. Discursive technique

Discursive technique is analysis technique that involves production of the text and interpretation (Fairclough, 1922)

e. Wardah

Wardah is known as brand of beauty products used in Indonesia that is very famous in women. Furthermore, *Wardah* advertisement receives a certificate as the most popular products in 2015.

9

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter consists of theories related to this study. It discusses the theories about Critical Discourse Analysis, Fairclough'sthree-dimensional models, and Ideology.

2.1. Critical Discourse Analysis

Critical Discourse Analysis (often abbreviated to CDA) is a form of research that analyses the relationships between discourse, society, power and ideology. Critical is used in the special sense of aiming to show the connection which may be hidden from people. It unveils the interests of particular class enacted in the discourse (Fairclough, 1989).

For the last few decades Norman Fairclough's model of CDA and approach is considered the most important and the center of the CDA. He is the pioneer of CDA and gave so many approaches and theories. He defines the aim of his this approach "a beneficence to the widespread lift of consciousness of exploratory social affiliations and relations by focus of language" (1989: 5).

Fairclough explains the importance of this discipline in his works. He uses CDA as an approach to study domination as a resource in struggles, social change, against exploitation and cultural change. In his approaches he mainly focused on the study of institutional discourse and power.
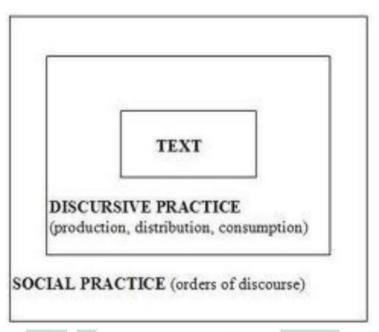
He gave his model for CDA analysis and this model consists of three dimensions all these dimensions are interrelated with each other.

1) The target of analysis (visual, verbal and visual texts)

2) The methodology on the basis of which we can receive and produce text (viewing, speaking, listening, writing, reading and designing) by creature aspect.

3) All the conditions which are the key aspects of the socio-historical conditions and carry out these formations.

In the case of advertisement, the description is required to examine the analysis of texts is called as description as it elaborates the linguistic units of the discourse. Then, of discursive practice focuses on how authors of texts draw on already existing discourses and genres to create a text and how receivers of texts also apply available discourses and genres in the consumption and interpretation of the texts (Jorgensen and Phillips, 2002: 69). Moreover, the analysis of social analysis is in accordance with the analysis of the discourse relates to the ideology and power.

2.1.1. Fairclough's three-dimensional models

Fairclough (1922) proposes three-dimensional for every discourse analysis notably a spoken or written text, a discursive practice and a social practice. The three dimensions consist of description, interpretation and explanation. Text and discursive practice represent two another.

11

In addition Fairclough (1992) represented his concept into following figure:

Figure 2.1.1.Faircolough's (1992) Three-dimensional model

(a) Textual features (description)

(b) Discursive practice (interpretation)

(c) Social practice (explanation).

a. Textual Features (Description)

The textual features consists a range of linguistic features; features of vocabulary, grammar, punctuation, turn-taking, types of speech act and the directness or indirectness of interactions (Fairclough, 1992). In Jorgensen and Phillips (2002), Fairclough proposes a number of tools for text analysis. Those with a background in linguistics probably recognize the following selection:

1) Interactional control – the relationship between speakers, including the question of who sets the conversational agenda;

2) Ethos – how identities are constructed through language and aspects of the body;

12

3) Metaphors;

4) Wording;

5) Grammar (Jorgensen and Phillips, 2002: 83).

There are two important grammatical elements in the analysis of textual features; transitivity and modality. When analyzing transitivity, the focus is on how events and processes are connected (or not connected) with subjects and objects. Then, analyses of modality focus on the speaker's degree of affinity with or affiliation to her or his statement. The chosen modality has consequences for the discursive construction of both social relations and knowledge and meaning systems. (Jorgensen and Phillips, 2002: 83)

b. Discursive Practice (Interpretation)

Analysis of the discursive practice involves studying the text's production, distribution and consumption, of the text 'production', 'distribution', and 'consumption' focusing on how power relations are enacted. Discursive practice involves the processes proceeded through discourse according to social factors (Fairclough, 1992).

As stated above that this dimension of analysis is adopted as interpretation of discourse. Therefore, basically this level of analysis involves the production of the text and its interpretation. A text is produced in a complicated way to deconstruct the producer into a set of position. Moreover, the text is consumed differently in accordance with the social context.

There are several ways of approaching this. The one example is the writer can trace an intertextual chain of texts where the 'same' text can be seen in a range of different versions. Intertextual chain is a series of texts in

13

which each text incorporates elements from another text or other texts (Jorgensen and Phillips, 2002).

When analyzing an intertextual chain, one can see how structure and content are transformed and can start to formulate a hypothesis about the kinds of production conditions to which the different versions are subject. At the consumption end, audience research can be carried out in order to find out how readers interpret the texts (Jorgensen and Phillips, 2002: 82).

c. Social Features (Explanation)

In social practice, Fairclough (1992) elaborates 'discourse as social practice' into two main broad outlines, both of which are drawn upon the classic contribution to twentieth Maxims of Althusser and Gramsci. He interprets discourse in relation to ideology and power and place discourse within a few of power as hegemony.

2.1.2. Ideology

Ideology is significations or constructions of the reality (the physical world, social relation, and social identities) built into various dimensions of the forms/meanings of discursive practices that contribute to dominations (Fairclough, 1992). In discourse, it is located in the structures (order of discourse), which represent the past events and the conditions of current events and in events themselves. Believe that ideology invests languages in various ways (Fairclough 2003). The events, then reproduce and transform their conditioning structures.

Ideologies are sets of ideas involved in the ordering of experience, making sense of the world. This order and sense is partial and particular. The systems of ideas which constitute ideologies are expressed through language. Language

14

supplies the models and categories of thought, and in part people's experience of the world is through language (Kress and Jones, 1979).

The ideological aspect of language does not lie in the linguistic system, which is autonomous, but in the use of language (Fiorin, 1988). As products of their relations with others and of their comprehension of these relations, individuals interpret their experiences according to their position in the economic structure of the society in which they live. Thus, representing people's minds and consequently embodying different worldviews language reflects the structure of the society in which it is used.

Intrinsic social feature of language CLS (Critical Language Scholarship) requires an investigation of the socio-political context in which a given text is embedded. As part of an ongoing process, language cannot be cut up into static pieces. Rather, it should be analyzed in the whole process of which a given text is a part.

Social-political environment which gives birth to a certain text is crucial to explain its hidden messages. Some of the dominant values convey in the television. Television is an extremely powerful means, not only because of the seducing character of vision, but also because of the wide range of public it reaches.

Sodre (1984) relates the visual aspect of television with its power to dominate the audience, although the intention to dominate is never made explicit. Despite showing reality "in the eyes" of the audience, television has the power to blind them since the reality constructed is fragmented, crystallized, and historical.

15

The images presented are not real, but ideal; there is not a concrete reference with reality and the audience is psychically, rather than physically touched. He claims that television is paradoxical in that, while assuring its faithfulness to reality, it leads the audience to an imaginary world without any concrete reference. In the magic world of television is everything becomes possible.

2.1.2.1. Ideologies in the world

1) **Capitalism**

Capitalism is an economic system and an ideology based on private ownership of the means of production and their operation for profit. Characteristics central to capitalism include private property, capital accumulation, wage labor, voluntary exchange, a price system, and competitive markets (Zimbalist, 1984).

2) **Socialism**

Socialism is an ideology that is defined by its opposition to capitalism and its attempt to provide a more humane and socially worthwhile alternative (Heywood, 1992). The core of socialism is a vision of human beings as social creatures united by their common humanity. Zimbalist (1984) relates the range of socialism between economic and social systems characterized by social ownership and democratic control of the means of production.

3) **Islam**

Islam is an ideology that demand man's complete adherence to the sacred law of Islam and rejects as much as possible outside influence with some exception (such as access to

16

military and medical technology). It is imbued with a deep antagonism toward non-Muslims and has a particular hostility towards the West. It amounts to an effort to turn Islam, a religion and civilization, into an ideology (Martin, 2010).According to Parvez Islam ideology connotes the sum total of permanent Values or Inviolable Principles which have been preserved in their compete and final form in the holy Quran.

4) **Liberalism**

Liberalism is a political ideology whose central theme is a commitment to the individual and to the construction of the society in which individuals can satisfy their interests or achieve fulfillment. The core values of liberalism are individualism, rationalism, freedom, justice and toleration. The liberal belief that human beings are, first and foremost, individuals, endowed with reason, implies that each individual should enjoy the maximum possible freedom consistent with a like freedom for all (Heywood, 1992).

5) **Communism**

Communism is the philosophical, social, political, and economic ideology and movement whose ultimate goal is the establishment of the communist society, which is socioeconomic order structured upon the common ownership of the means of production and the absence of social classes, money, and state (Bukharin, 1969)

6) Fascism

Fascism is a political ideology whose core theme is the idea of an organically unified national community, embodied in a belief in 'strength through unity'. The individual, in a literal sense, is nothing; individual identity must be entirely absorbed into the community or social group (Heywood, 1992).

7) Anarchism

Anarchism is an ideology that is defined by the central belief that political authority in all its form, and especially in the form of the state, is both evil and unnecessary (anarchy literally means 'without rule'). Anarchists believe that the state is evil because, as a repository of sovereign, compulsory and coercive authority, it is an offence against the principles of freedom and equality, the core value of anarchism being unrestricted personal autonomy (Heywood, 1992).

8) Conservatism

Conservatism as an ideology from rival political creeds is the distinctive way in which this position is upheld. The central themes of conservative ideology are tradition, human imperfection, organic society, authority and property (Heywood, 1992).

9) Nationalism

Nationalism can broadly be defined as the belief that the nation is the central principle of political organization. As such, it is based upon two core assumptions: first, that humankind is

18

naturally divided into distinct nations, and second, that the nation is a political community in the sense that it is the most appropriate, and perhaps only legitimate, unit of political rule (Heywood, 1992).

10) **Absolutism**

Absolutism is the political doctrine and practice of unlimited, centralized authority and absolute sovereignty, as vested especially in a monarch or dictator. Absolutism meant that the sovereign power or ultimate authority in the state rested in the hands of a king who claimed to rule by divine right (Spielvogel, 1991).

11) **Environmentalism**

Environmentalism is an ideology that has inspired a social movement to protect the environment from pollution and the effects of global warming, and improve the environment's current health. The core of the environmentalism ideology is to help make the environmental a healthier and better place both for humans and non-humans (Lincoln, 2009).

12) **Feminism**

Feminism is a political movement and ideology that aims to advance the social role of women. Feminists have highlighted what they see as the political relationship between the sexes: the supremacy of men and the subjection of women in most, if not all, societies (Heywood, 1992).

19

2.2. Previous Studies

In conducting this study, I used some previous studies in advertisement with the concept of beauty. The first previous is discussing beauty advertisements in local English magazines, using Fairclough''s three dimensional frameworks as the approach (Kaur, Arumugam, and Yunus, 2013). In the first level of the frameworks, the researchers argue that the use of questions in advertisements aims to build relationship with the readers as it seems like simulating conversation with them. In the second level, it is found that some advertisements tend to compare their own products with other products, by using "versus them". In the last level, the researchers relate the representations of how beautiful is with the reality that women want to look attractive. However, the concept of beauty is always represented by the perfect women (physically) (Kaur, et al, 2013).

The second previous study researched about exploitation of women in beauty products of Fair and Lovely (Iqbal, Danish, Tahir, 2014). The aim of the study is to explore the ideology, visuals, stereotypes, specific linguistics features behind the particular images. In this study Fairclough's three dimensional model of analysis is used to critically analyze the advertisements of fair & lovely and advertisements can be analyzed on three perspectives i-e textual, discursive and social. The finding indicates the different approaches, life style, texts by advertisers to manipulate and exploit the beauty; ideology of women by forcing the point of view that product is giving you the everlasting beauty.

The third previous study does research about the CDA on the body care advertisements (Najihah, 2016). The approach she used is critical discourse analysis seen from three dimensional framework of Norman Fairclough. The

20

subject of her study is the cosmetic product from Oriflame, *Wardah*, and Nivea. The result showed that the concept of beauty is divided into three, namely the concept of eyes, ideal skin, and ideal lip.

The next previous study is also discussing beauty product advertisements in Oriflame beauty product advertisement by Nugrawidhanti (2016). She also uses CDA approach. She interests to analyze beauty product advertisement by employing the critical discourse analysis to investigate how linguistic features and discourse strategies work to construct the image of ideal beauty in Indonesian context. However, through the researcher found that advertisements in Oriflame catalog constribute to the construction of an image of ideal beauty in Indonesian women's mind through the pictures and texts in which portray a certain type of beauty. It is also shown the various linguistic features used in Oriflame beauty product advertisement including lexico-grammatical devices, rhetorical devices, syntactic features and advertising register.

The fifth previous study examines examined beauty product advertisements by applying Fairclough's three-dimensional model and Kress & Leeuwen's Grammar of Visual Design approach by Tahseem & Hameed (2015). It aimed to explore the language and linguistics feature strategies employed by advertisers to maneuver women and explain power relations between product-producer and product-consumers. The research fundamentally presented ideological concepts from feministic perspective by portraying celebrities as an effective tool for advertisement. The researchers found that advertisers use various types of strategies and linguistic patterns such as persuasion techniques, technical

21

vocabulary and slogan to catch attention of women and some adverts have ideologically contested vocabulary which portrays what an ideal woman is.

CHAPTER III

RESEARCH METHODOLOGY

The vital procedures for conducting this research are clearly explained in this chapter. It is classified into several items those are research design, data and data source, research instrument, techniques of data collection, and techniques of data analysis.

3.1. Research Design

In this study, descriptive-qualitative method was considered as the most appropriate research design to be adopted. Krathwohl (1993) noted that descriptive inquiry dealt with the data were in the form of words or picture rather than numbers and statistics. This research used descriptive qualitative method because, this research be classifying and analyzing or interpreting the data clearly. This study used Critical Discourse Analysis (CDA) to analyze the discourse of phenomena of language on beauty advertisements. This method was useful to make clear description of the data analysis.

3.2.Data and Data Source

The data for this study was the words and pictures of *Wardah* advertisement. The data collected from picture that had been download in website pages Wardah. The source of data used in this research was beauty product advertisements of *Wardah* that consisted of face treatment and make-up products. The advertisements were gathered from http://*Wardah*beauty.com on website pages.

23

3.3. Instruments

The key instrument of this research was human. It referred to the researcher herself who had role to collect and analyze the data. As Bogdan and Biklen (1998) stated, in qualitative research, the human investigator was the primary instrument for the gathering and analyzing data. So, the main instrument was the researcher to investigate the textual features of face treatment and make-up advertisements. Moreover, there was also supporting instrument that helped the researcher to conduct the research such as laptop and books.

3.4. Techniques of data collection

In order to collect the data the researcher used some steps. First, the researcher downloaded and saved the picture of advertisements from catalog on the website pages http://*Wardah*beauty.com. Second, the researcher transcribed the discourse of the advertisements by writing down the text used in face treatment and make-up advertisements. Third, the researcher selected 15 advertisements which have good discourse and attract more to the consumers. After selecting the advertisements, the researcher made a list of words, phrases as well as sentences in advertisements. Then the researcher identified the linguistic features of the words, phrases, and sentences. The last, the researcher analyzed the discourse strategies used in sentences of the advertisements.

3.5. Data Analysis

After the data had been collected, the data analysis was presented. There were some steps in doing data analysis: First, the researcher identified the data

24

into words and pictures. Second, the researcher analyzed the first dimension of Fairclough's three-dimensional frameworks. In the first dimension, the data was described according its textual (vocabulary and grammar) as the first dimension is discussing discourse as a text. Third, the researcher interpreted the relation between the discourse of advertisements and the social and culture context that involves the process of text consumption. Fourth, the researcher explained the discourse as a social practice as the third dimension of Fairclough's three-dimensional frameworks in relation to power or hegemony and ideology. The last, the researcher drew conclusion of this research.

25

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter is the main section of the present study. It reports the result of the research analysis which contains two subsections, they are findings and discussion. The findings and discussion are presented to answer the statement of problem so that the research can be reached.

4.1. Findings

This chapter aims at analyzing the discourse of face treatment and make-up product advertisement based on three dimensional model of Fairclough. The analysis of this study is based on the formulation of the research question in Chapter I. The first research question aims to analyze the textual features used in face treatment and make-up based on the first dimension of Fairclough which covers the description of the text, the term text meaning not only 'linguistic units' of sentences or clauses, but all semiotic indications. Then the second research question wants to answer the discursive technique used in the face treatment and make-up selected as the second level analysis of Fairclough model; and the last research question wants to explain how the face treatment and make up advertisements reflect the ideological concept of beauty as discourse as social practice as the third dimension of Fairclough's three dimensional framework (1922). The fragment which is analyzed is the utterances and the discourse of face

26

treatment and make-up advertisements in form of catalog or picture for face treatment and make-up products by the brand *Wardah*.

Datum 1

Wardah

GET YOUR VOLUME LASHES NOW!

THE VOLUME EXPERT

Mascara with Lash Precision Brush for extra thick and extra curly eyelashes from bottom to top. Formulated with Intensified Waterproof Pigments, Widelash, and Argan Oil.

Halal

This datum is advertising mascara named the volume expert. In describing and analyzing the product, this advertisement uses many adjective. They are *expert, extra, thick, curly, waterproof pigments, halal*. The adjective *expert* wants to give impression that this product can give fabulous result after applying this product. It is proofed the discourse *the volume expert*. The adjective *extra* exists in this advertisement wants to captivate the reader attention that this product can

27

give great result after applying this mascara to the eyes. It supported by the picture given model has extra thickness and curly eyelashes on her eye which is supported with the discourse by stating *extra curly eyelashes from bottom to top*.

After that the word *thick* also wants to impress the reader's attention. The adjective *thick* is used to inform the reader that this product can give very strong look on women eyes. It is appropriate with the model on the poster that her eyes have very strong color because of using mascara in this product. The adjective *curly* is to captivate the reader that this product uses lash precision brush to make the effect of the eyes look great and have a curly result. It is supported with the discourse *Mascara with Lash Precision Brush for extra thick and extra curly eyelashes from bottom to top*. The picture also supports the discourse that the brush has good model to make the result after applying this mascara looks curly eyelashes from bottom to top.

The adjective *waterproof pigments* also try to inform the reader that this product has strong holding formula which will keep eyelash curly and prevent from pointing downwards or going straight. This mascara was created to get eyes look fabulous and it lasts all day long without clumping. The adjective *halal* here tries to attract the reader that this product is really good. Furthermore, the advertiser provides the word *halal* in Arabic which is mostly used for Moslem. Hence, the model on the picture is wearing veil that represent Islamic cosmetic brand.

Having discussed about the adjectives used, it is also necessary to see the verb existed. They are: *get, formulated, intensified*. The use of verb *get* is to

inform the reader that this product can give perfect volume result after applying this product. It proofed with the discourse *get your volume lashes now!*.The word *formulated* used to inform the reader that the formula of this product will stay on your lashes through wind, sun and rain, because it is waterproof mascara. It is supported with the discourse *formulated with Intensified Waterproof Pigments*. The verb *intensified* impress the reader that the content waterproof offering is great that will not make the lashes flaked off in high heat. It can enhance the look of the end of the eyelashes so it looks perfect volume lashes. It is proofed by the discourse *Intensified Waterproof Pigments, Widelash*. In addition, *Your* is attached to the discourse of the advertisement is to point the readers, so that the reader will feel engaged to the advertisements.

The next is about the discursive techniques used by the advertiser. The techniques used in this advertisement firstly by introducing the product using persuasive invitation. The use of persuasive invitation might build curiosity from the reader to buy this product which is represented by the discourse *get your volume lashes now!*. Then the second techniques, this product is equipped with Argan Oil which is believable to make grow long and healthy. Argan Oil is naturally rich in Vitamin A and fatty acids that is powerful moisturizer and can help eyelashes to be hydrated.

The last level of analysis is about the social practice. The discourse of this advertisement seems to make the reader believe that the excellent lashes look can be got by using this mascara. The advertiser also creates concept that women should have thickness and curly eyelashes. As Indonesian product, hence, it

29

adjusts the need of Indonesian who has a downwards or straight lashes. Therefore, the result offered is the thick and curly eyelashes. The well-known model of this advertisement introduced on the discourse to inform that the model supports by using the mascara. Most of women will see that because her eyes look perfect and beautiful after using the volume expert mascara.

Datum2

NEW!

WITH ADVANCED-WHITE SPECIFIC SYSTEM

WARDAH

WHITE SECRET

PURE TREATMENT ESSENSE

Revealing your skin purity

with skin Awakening system,

Edelweiss & Silver Vine Extract

This datum is promoting skin lightening named White Secret. The advertisers want to give healthy glowing skin finish. In describing the product, adjectives are required to signify the product advertised. From the datum, it is found six adjectives: *new, advanced, white, secret, pure, revealing*. The adjective *new* is used by the advertiser to describe the condition of the product which is the new one product from *Wardah*. It is one of the ways to impress the reader attention in order to buy this product. Then the word *advanced* exist in this advertisement wants to captivate the reader that this advertisement can make the skin becomes brighter luminous. It is supported by the picture given that the discourse *with advanced white specific system*. The adjective *white* also strengthens this product after using this product your face look bright. Then the adjective *secret* has function to invite readers' attention that this product gives secret to make the skin lighter and brighter.

Then, the adjective *pure* also want to inform the readers that this product contained by natural nutrition to make skin bright and reduce black spots. Also contains Silver Vine extract to keep skin moist and always fresh. Of course, this product safe for our skin, the supporting discourse is *Edelweiss and silver vine extract*. Then, *revealing* describe that this product have a formula with a rich content of benefits and good for skin health. It is proofed *revealing your skin purity*. The pronoun *your* assumed that the use of pronoun ease the company to build the trust of the reader who is going to be their consumer.

The next is about discursive practice, this discourse represent some techniques shown. The first is it exposes the content of the product, i.e. *Edelweiss & Silver Vine Extract*. It makes skin bright and moist. The second is emotive

31

word, i.e.*, advanced-white specific, white secret, pure treatment essence, revealing your skin purity.* This advertisement formulates kind of concept of beauty shown by emotive word exists. *White secret* is the first concept appears. However, the white still have a good coverage.

In social context which is the last explanation, most of women want to have fresh facial skin and perfect of their skin, such as without acne, black spots, and etc. As *Wardah* is an Indonesian product, hence, it adjusts the needs of Indonesian who has a little bit darker skin. Therefore, the result offered is bright and light. Also, it asks the reader to have a beautiful skin which is *white*. Moreover, having a white skin is considered to give the freshness.

Datum3

WardahEyeXpert

OPTIMUM HI-BLACK LINER

READY IN A BLIK WITH THE EXPRESS EXPERT

SMUDGE PROOF

WATER PROOF

Matrix Polymer

Hi-intens pigments

Point Tip Applicator

HALAL

32

This picture promotes *Wardah* eyeliner named "EyeXpert optimum hi-black liner". From the name of the product, and how the advertiser advertises the product, it is seen that this product is the best product that is expected to get a good eye shape. In accordance with the name of product, the discourse of this advertisement illustrate blink with the express after wearing the eyeliner. Therefore, it is started by analyzing the vocabularies which are used. In advertisements, it is needed to express the products' strength and eminence. In this case, adjectives are required to signify or illustrate the positivity of the products. It is found four adjective used, they are *expert, ready, waterproof, halal.* The adjective *expert* is used by the advertiser to captivate the reader attention that this product can give great result after applying this product to the eyes. It supported by the picture given that the model has expert flash eyeliner on her eyes which is accordance with the discourse by stating *ready in a blink with the express expert*. Then the word *ready* exists in advertisement to attract reader's attention in order to have more about this product. This adjective also has function to describe

33

the condition of the product itself which means that the product give great result when women applying this product to her eyes. It is supported with the discourse *ready in a blink*. The models employed in the advertisement also support the discourse that the eyelid of the model shows the deep luminosity effect of the product.

The word *waterproof* used in this advertisement to find that resists water and stayed out all day. It is supported with the discourse *waterproof* and *smudge proof* to make perfect eyes appearance all day. The adjective *halal* also supports the other adjective to make the reader believe. This adjective also has function to describe the composition of the product itself which means that the composition is not danger for our eyes. It is appropriate with the model of the picture that her eyelid looks healthy because of using the eyeliner advertised.

The picture of this advertisement shows women representing *Wardah* as product *halal*, who is actually an Indonesian actresses. As *Wardah* carries the Islamic based cosmetic brand, hence, the model represented is wearing veil. Also it provides a word in Arabic (mostly used for Moslem) which is *halal*. In the second level, which is used the exaggeration language. It is represented through the discourse, *ready in a blink and express expert*. In addition, the name of the brand '*Wardah*' shows that the brand attempts to stand its position by giving good self-representation to build the company's image. Also, *ready in a blink and express expert* is considered as the emotive words signify the concept of beauty.

Considering the next is about social practice, the discourse of the advertisement seems to generalize and narrow the standard of the eyeliner, by

ready in a blink, express expert, waterproof, and *halal.* In fact, as well as the eyeliner, some people are born with beauty eyelid; therefore, woman who does not have beauty eyelid will look to have an eye look with perfect eyes. Also it is found of describing beauty; the advertiser prefers to use *blink and expert*. Hence, the advertisement shows its power through the discourse supported by the picture create the generalization of concept of ideal eyes.

Datum4

WARDAH

EyeXpert Aqua lash Mascara

Perfect for your daily natural look

Water-based technology with fiber and vitamin E

Halal

    The picture of this advertisement promotes *Wardah*eyeXpert aqua lash mascara. For the first analysis focus on the way the advertiser describe the product. Furthermore, it is started by analyzing the vocabularies which are used. In this product, adjectives and pronouns are required to signify or illustrate the

product. From the datum, it is found four adjectives *perfect, daily, water-based, halal*. The adjective *perfect* exists in this advertisement in order to make the reader believes in using this product. This product can make the best result after applying this product to the eyes. It is supported next adjectives used that is *daily* which inform the reader that this product keep the lashes perfect natural in a long day. It is accordance with the discourse *perfect for your daily natural look*. Whereas, *water-based* have meaning to give the women eyelash moisturizing which have water as its main components. It is all supported by discourse *water-based technology with fiber and vitamin* E.

The next adjective used *halal* also makes the reader believe that this product keep the women eyes safe from the damage or harmful effect from internal and external aspect. Moreover, having a healthy eyelash is considered to give protectiveness. After discussing the adjectives used in advertisement, it is also important to discuss the pronouns exerted in this advertisement. The pronoun *your* is an object pronoun. *Your* is attached to the discourse of the advertisement is to point the readers, so that the reader will feel engaged to the advertisements.

The discussion of the discursive practice is started by seeing the strategies used in the advertisement. Firstly, the advertisement use simple discourse which is actually can captivate reader's attention, the reader will not become confuse what actually the advertisement wants. The discourse is very sententious then it becomes the unique one on this advertisement.

The next is about the discussion of the discourse as social practice. The discourse of the advertisement seems to generalize and narrow the standard of the

ideal eyes through the eyelash, by *perfect for your daily natural look, water-based technology with fiber and vitamin E* and *halal*. In fact, as well as the eyelashes, some people are born with long and thick lashes while the others have tenuous and short lashes, therefore, woman who have slanted eyes with tenuous and short lashes will look to have an eye look with natural length and natural perfect lashes. Hence, the advertisement shows its power through the discourse supported by picture create the concept of ideal eyes.

Datum5

Cleansing – protecting – lightening

Wardah

LIGHTENING Series

Get your HEALTHIER & BRIGHTER skin

With AHA + 7 active white complex

The next datum advertises *Wardah* lightening series. There are day cream, lightening face mask, and lightening milk cleanser. It seems that the company and the advertiser attempt to gather one lightening series in a complete package which is supported by the discourse *cleansing, protecting, and lightening.*

37

In describing the product, there are some adjectives used, such as *Healthier, brighter, cleansing,* and *active*. The adjective *healthier* exists in this advertisement in order to inform the reader that this product is safe to use, it is absolutely can captivate reader attention, because to be beauty it is no need to use a dangerous substance in instance ways. This product offers a health and safe substance to keep the skin white. It is supported by the discourse *get your healthier & brighter skin*. Then the word *brighter* exists in this advertisement wants to captivate reader attention that this product can give white result after applying this product. Because by using this product your face will look not matt. It is supported with the component of the product *With AHA + 7 active white complex.*

Then the word *cleansing* exists in this advertisement want to impress reader attention that this product can give clean and fresh result after applying this product. It is supported with the function of milk cleanser is highly effective removing dirt. The next adjective *active* also give information that this product keeps active to make white skin quickly. It is proofed by the discourse active *white complex.*

Having discussed about the adjective in this advertisement, it is also important to look the verbs exist, they are: *get* and *protecting*. The verb *get* means that this product is able to enhance glowing skin. It supported with the discourse *get your healthier & brighter skin*. Then, *protecting* means this product also offers the quality which can protect to prevent pimples, tighten, and refine pore. The pronoun used in this advertisement also becomes important to be investigated.

The pronoun *your* assumed that the use of pronoun ease the company to build the trust of the reader who is going to be their consumer.

For the next is about discursive practice. The discourse of advertisement directly shows the benefit of using this product. It explained in detail that there are 6 main benefits of this product. This datum also tries to use the emotive word in the opening advertisements that are *cleansing, protecting, and lightening*. The self-representation also exists to stand the brand position by attaching the website address of the brand.

Discussing the discourse as social practice, women evolved to have lighter skin. It has been stated by the discourse *lightening, healthier, and brighter*. The well-known picture of this advertisement is introduced on the discourse to inform that the advertiser support by using the package product include three products. Most of people will see because this product is complete.

Datum 6

Remember to always protect
your skin from UV rays
Sinar UV dari radiasi matahari
Dapat membuat kulit kusam dan
Memicu proses pigmentasi

This datum advertises *Wardah* Sunscreen gel spf 30. From the name of the product, it can be seen that this product offers gel protection to keep the skin healthy although women in the sunlight. In characterizing and describing this product, this advertisement uses adjective. The word *kusam (*dull*)* wants to describe that the product prevent skin from sun that make the skin dull. It is proofed by the discourse *Sinar UV dari radiasi matahari dapat membuat kulit kusam dan memicu proses pigmentasi* (UV rays from sun radiation can make skin dull and trigger the pigmentation process). Identifying the verb used in the advertisements also becomes important since the verb show the work or the action of the product. The verb which is used in this advertisement is *remember*.

The verb *remember* describes that the advertiser wants the reader always remember sunscreen gel spf 30 when they are under UV rays. Because the UV rays will make the skin to be dull. After applying this product the skin always is spared from sun. The skin still bright when under UV rays. Then the verb *protect* here wants to give information that this product keep protect skin from sun. It

40

supported by the discourse *always protect your skin from UV rays*. In addition, *your* is used to give direct address towards the readers.

The next is about the discursive technique employs in the advertisement; it shows that in practice in this discourse represents some techniques shown. The first exposes the reminder of the product, i.e. *remember to always protect your skin from UV rays*. In that sentence uses emotive word *protect* to attract reader attention in order to make the reader believe the work of the product then finally they use it.

Women are generally judged with smooth, radiant skin to be up to 10 years younger, and those with dull, dry skin to be older than their actual age. A dull complexion is basically a complexion that has lost its liveliness and brightness. The sun also plays a role in dull because of the ultra violet rays it emits. It is represented by the discourse *Sinar UV dari radiasi matahari dapat membuat kulit kusam dan memicu proses pigmentasi*(UV rays from sun radiationcan make skin dull and trigger the pigmentation process). It is assumed that the concept of the skin is having white color skin. So, after applying the product the skin have healthy protection.

Datum 7

Wardah

NEW PRODUCT

Wardah EyeXpert brow matic pencil

WHY CHOOSE *WARDAH* EYEXPERT BROW MATIC PENCIL?

Smudge proof

Last more than 10 hours

41

Natural look effect

Always sharp

The picture promotes *Wardah* eyebrow named "*Wardah* EyeXpert brow matic pencil . From the name of the product, and how the advertiser advertises the product, it seen that this product is the new eyebrow product that is expected to be fabulous in the consumption. In accordance with the name of the product, the discourse of this advertisement illustrates natural and sharp result after wearing this eyebrow.

Relying on the first analysis focuses on the way advertiser describe the things. Therefore, it is started by analyzing the vocabularies which are used. In advertisements, it is needed to express the products' strength. The adjectives are required to signify the positivity of the products. It is found 6 adjectives used, there are: *new, expert, smudgeproof, last, natural,* and *sharp*.

42

The adjective *new* is used by the advertiser to attract and seek the reader attention in order to have more attention about this product. This adjective also has function to describe the condition of the product is still fresh and the new one from *Wardah*. Then the word *expert* wants to give information that this product can give wonderful result after applying this product. It is supported by the name of the product *EyeXpert brow matic pencil*. It means the eyebrow expert on micromatic eyebrow pencil.

The adjective *Smudgeproof* which has function describe that this product is not fade when applied. The adjective *last* is used to inform long lasting eyebrow products. It is proofed by discourse *last more than 10 hours.* The adjective *natural* has function to convince the reader about the result after applying this product. The formula of this product is powder cream, will get soft result when applied. This product is easy to blend and the final result has real colors look natural. The adjective used is *sharp*, means that after applying this eyebrow, the eyes look sharp and strong. The supporting discourse is *always sharp*.

In addition the use of verb in this advertisement can also strengthen the product. Some verb exists in this advertisement are *choose* and look. The verb *choose* means that the advertiser wants to invite the reader to use this product, because this product give long lasting result after applying it. The verb *look* also strengthens this advertisement because by using this product your eyebrow will look natural. It is supported with the discourse *natural look effect*.

The next is about discursive practice used by the advertiser. The technique used in this advertisement firstly by introducing the product using interrogative

43

sentence. The used of interrogative sentence, which is *why choose Wardah eyexpert brow matic pencil?*,it might build curiosity from the reader. This advertisement also tries to use the emotive word in the opening of this advertisement that is *New*. The eyeXpert matic brow pencil is a micromatic eyebrow pencil to form and confirmed eyebrow as you want.

The next discursive practice as social practice, women want to have beautiful original eyebrow as in this advertisement, it has been stated by the discourse *expert, smudgeproof, natural,* and *sharp*. The advertisement inform that the product give look natural. Most people will see that because her eyebrow looks perfect and natural after using the eyebrow from *Wardah*.

Datum 8

Wardah

Renew you

TEROBOSAN BARU UNTUK KULIT TAMPAK LEBIH MUDA

Kini teknologi Advanced Recover Age System *hadir dalam Wardah* Renew You Anti Aging *yang membantu kulit melawan berbagai tanda penuaan. Dilengkapi* Advanced Moisturizing Complex *yang membantu melembabkan dan mengoptimalkan proses penyerapan kedalam kulit***

REGENERATE YOUR SKIN

Dalam 2 minggu* garis halus, kerutan, dan flek hitam terasa berkurang

*) Berdasarkan hasil uji terhadap 27 wanita selama 14 hari (dibandingkan sebelum menggunakan produk) **)lapisan epidermis

44

The next datum promotes anti-aging cream named *renew you*. This series of anti-aging products consists of day cream, night cream, and serum. The discourse shown in the advertisement is informative. From those discourses, the picture can impress reader attention. The reader will directly get what the advertisement wants. The advertisement use adjectives and verbs. They use adjective and verb which is have strong impact to the reader attention. The adjectives used in this advertisement are *baru* (new), *lebih muda* (younger)*, advanced, anti aging.*

The adjective *baru* (new) is used by the advertiser to attract and seek the reader attention in order to have more attention about this product. This adjective also has function to inform the condition of the product itself which is the product is still fresh from *Wardah*. Then, the adjective *lebih muda* (younger) means this product can remove fine line, wrinkle, and black spots in order to make the consumer look younger. While, advanced recover age system contained in this product also claimed to inhibit any signs of aging on the skin so the skin looks younger. It supported a very vivid discourse *terobosan baru untuk kulit tampak*

45

lebih muda(New innovation for skin look younger) and *dalam 2 minggu* garis halus, kerutan, dan flek hitam terasa berkurang* (In 2 weeks fine lines, wrinkles, and black spots are reduced).

The next adjective used is *advanced* it means the formula is really good, which is a lightweight and comfortable formula. The product focus on maintain skin elasticity. The supported discourse is *Advanced Recover Age System*. The adjective *anti aging* is exists in this advertisement to give explanation that this product useful to disguise signs of aging. It is proofed with the discourse on the advertisement *Wardah Renew You Anti Aging yang membantu kulit melawan berbagai tanda penuaan* (*Wardah* Renew You Anti-Aging that helps skin against varioussigns of aging).

Having discussed about the adjectives used, it is also necessary to see the verb existed. They are: *renew, recover, Membantu* (help), *tampak* (seem), *mengoptimalkan* (optimized)*, Regenerate*. The used of verb here to attract people to use this product i.e. *renew, recover, regenerate*. From this discourse it can be assumed that this advertisement want to send message this product is important to improve skin texture, stimulate collagen synthesis and skin regeneration process.

The verb *membantu* (need) means that this product helps disguise signs of aging, such as black spots and wrinkles. It is proofed with the discourse *membantu kulit melawan berbagai tanda penuaan* (help skin against various signs of aging). The verb *tampak* (seem) used on that discourse shows that the brand attempts to overcome anti-aging that useful to renew face and make faces look younger. Then, the verb *mengoptimalkan* (optimized) means that this product

46

contains a moisturizer that can be useful to moisturize the skin, and helps improve skin texture optimally. The use of second-person pronoun and possessive pronouns you *and your'* seek to address the reader directly and personally.

The discussion of the discursive practice is started by seeing the discourse provides the scientific evidence and clinical test proof. It is supported by the discourse *dalam 2 minggu* garis halus, kerutan, dan flek hitam terasa berkurang*and *Berdasarkan hasil uji terhadap 27 wanita selama 14 hari (dibandingkan sebelum menggunakan produk).* This product also shows the benefit of using this product. It explained in detail that there are nine main benefits of this product.

The next analysis is about the discourse as social practice. It is found that the use of discourse as giving the work of the product is considered as an attempt of the company to create the concept of beauty. Women especially who are in a half-age must have this product in order to keep young and avoid any wrinkle on any face side

Datum 9

Wardah EXCLUSIVE

BASE

CREATE MIRACULOUS SILK-SURFACE SKIN

Perfect make up with excellent coverage for luxurious result

Exclusive creamy foundation

Sempurna menutup noda. Foundation krim yang memberikan daya cover maksimal dan warna kulit yang merata.

SPECIAL FEATURE

UV Protection

47

Moisture Oleo Complex

Oil Absorber

Complex – Nutrient Factor

Vitamin E

Result 5/5

Coverage

Long last

Light feel

Matte

Moist

Smoothness

This datum advertises foundation named Exclusive Creamy Foundation. This product named exclusive because the advertiser provides the perfection and luxury presented in the product. Therefore, it is started by analyzing the vocabularies which are used. In this product, adjectives and verbs are required to illustrate the product. From the advertisement, it is found nine adjectives, they are: *exclusive, base, miraculous, perfect, excellent, luxurious, special, long last, moist.*

48

The adjective *exclusive* is used by the advertiser to inform the texture of the product which is soft and creamy. It provides maximum cover power with the perfection and luxury presented in a series of exclusive products. It supported the discourse *Exclusive creamy foundation*. Then the word *base* means the benefit of this product which is useful as a base of powder to make perfect result. The adjective *miraculous* has function to impress the reader about the result after applying this product. This product can eliminate imperfections and give a soft feel to the face. It is proofed the discourse *create miraculous silk-surface skin*. The adjective *perfect* has function to impress the product can hide black stains and acne scars, so it will look perfect.

The adjective *excellent* means this product is able to give maximum power cover with luxurious finishing, the supporting discourse is *excellent coverage for luxurious result*. Then the word *special* is used to inform that the product can hide fine lines. The adjective *Long last* is used to impress and make the reader believe that this product has a long time to keep skin fresh and clean. So, the product is not easily faded because of sweat or water. The adjective *moist* also strengthen this product because it contains moisturizer that the product can protect the skin from dryness or dehydration and anti-aging.

Having discussed about the adjective in this advertisement, it is also important to look the verb exist, they are *create* and *memberikan* (provide). The verb *create* means that this product can give a perfect facial look. It is proofed the discourse *create miraculous silk-surface skin*. The verb *memberikan* (provide) also strengthen this product because the advertiser provides maximum cover power that give a perfect look on the face.

49

Considering the next analysis which about the discursive technique used, in practice, this discourse represents some techniques shown. The first, it exposes the assessment of the product of 5 as the highest grade. Almost all criteria have a high grade, except for the light feel which has only a low grade. This advertisement uses a simple language and some emotive words to engage to the reader felling by using the adjectives *Exclusive, miraculous, perfect, excellent, luxurious, special and long last*.

In social context, which is the last analysis, most of women want to use make up perfectly which hides imperfection of their skin, such as acne, fine line and etc. In headline of the advertisement writes that *Perfect make up with excellent coverage*. The use full-coverage foundation will make your skin look flawless. Most people will see that because after using this product they will look perfect.

Datum 10

Wardah

BARU

Pembersih Wajah 5 in 1*

Dengan busa lembut yang creamy dan foamy

*) Membantu membersihkan, mencerahkan, kulit terasa lebih halus, serta mengandung anti oksidan dan moisturizer.

WAJAH BERSIH, SEGAR dan TAMPAK LEBIH CERAH BERCAHAYA

With Double Lightening System

Halal

This datum promotes creamy foam. For the first analysis focus on the way the advertiser describe the product. Therefore, it is started by analyzing the vocabularies which are used. In this product, adjectives are required to signify the product. From the advertisement, it is found seven adjectives: *baru* (new)*, creamy, foamy, membersikan* (clean)*, mencerahkan* (brighten)*, halus* (smooth), *halal*

The adjective *baru* (new) is used by the advertiser to inform the condition of the product which is still fresh from *Wardah*. It is one of the ways to impress the reader attention in order to use this product. Then the word *creamy* means that the texture of product is creamy, which is make skin feel soft and fresh. The adjective *creamy* is used to inform that this product can moisturize the skin. The adjective *foamy* has function to convince the reader about result after applying this product. This product enriched with soft foam to clean the face optimally and absorb excess oil without making skin feel dry and itchy.

Then, the adjective *membersihkan* (clean) is especially formulated to cleanse, refresh, and address the needs of face. The adjective *membersihkan*

51

(clean) is used to captivate the reader that this product can clean the face optimally from the oily and pores. The adjective *mencerahkan* (brighten) exists in this advertisement cleans skin and washes away problem-causing dirt, oil, and make-up to help skin stay bright and clean. It is proofed the discourse *wajah bersih, segar dan tampak lebih cerah bercahaya* (face clean, fresh and looks brighter luminous). The adjective *halus* (smooth) means that this product makes face look smooth because of the quality of the product. The adjective *halal* also makes impress the reader that this product safe from face. This product contains Licorice extract, Vitamin B3, and Pro Vitamin B5.

This advertisement also provides a simple verb which can impress reader attention, which is *membantu* (help). That this product helps your skin more brighten, moisturize, and refresh. Furthermore, this creamy foam gives 5 in 1 benefits in one product. Which help to clean, light, skin feels smoother, contains antioxidants and moisturizer. It is proofed the discourse *membantu membersihkan, mencerahkan, kulit terasa lebih halus, serta mengandung anti oksidan dan moisturizer.*

The next is about the discursive technique employs in the advertisement; the discourse of the advertisement shows the benefit of the product which covers five in one product. It is proven the discourse*Pembersih Wajah 5 in 1*membantu membersihkan, mencerahkan, kulit terasa lebih halus, serta mengandung anti oksidan dan moisturizer.* This advertisement also tries to use the emotive word in the opening of this advertisement that is new. Then this advertisement uses some repetition adjective *bright* twice which is the function give more convincing result after applying this product.

52

Discussing the discourse as social practice, women also want to have bright and smooth face. It has been stated by the discourse *membersikan* (clean), *mencerahkan* (brighten), *halus* (smooth). The advertisement introduced on the discourse to inform that the product. Most people will see the benefit of the product in this to make face look bright and smooth after using facial foam *Wardah*.

Datum 11

Wardah

Be fabulous

And put on your

Wardah Exclusive

Lipstick

#STARTAGOODTHING

This datum advertises Lipstick named *Wardah* exclusive lipstick. The first analysis will be focused on the way the advertiser describe the things. It is started analyzing the vocabulary which is used. In this case, adjectives are required to

53

illustrate the passivity of the product. From this advertisement, it is found three adjectives to describe the result after applying this product, they are: *fabulous, exclusive, good.* The adjective *fabulous* is used to impress the reader attention. It is addressed for whom who wants to look excellent with lipstick. It is supported the discourse *be fabulous and put on your Wardah Exclusive*. Then it is supported with the following adjective that is *exclusive*, means the discourse give information to get glamour and is like having a high social class it is just need worn this lipstick. The next adjective is *good. Good* is exists in this advertisement to give guarantee that this lipstick is good to use.

Having discussed about the adjective used, it is also necessary to look the verbs existed. They are: *put* and *start*. The verb *put* is used by the advertiser to seek the reader attention in order to buy this product. It is supported the discourse *put on your Wardah Exclusive Lipstick*. The verb *start* is persuading the reader to use this product. It is proofed by the discourse *StartAGoodThing*.

On the second analysis, the discussion will be about the discursive techniques used by advertiser. The technique used in this advertisement by introducing the product using simple language and some emotive word to captivate the reader felling by using the adjectives *fabulous, exclusive and good*. The advertiser also gives the kinds of the lipstick which can be a reference by the readers to choose the appropriate one with their lips.

The next is about the discussion of the discourse as social practice. The discourse in this product seems to make the reader believe that fabulous and excellent look can get with this lipstick. In fact, some women want to show their

54

look so gaudy as well as the picture of the lipstick on poster has strong color in order to make their lips excellent, *fabulous, and good*. Furthermore, this product might change the readers' opinion about *excellent, fabulous,* and *good look* must have *Wardah* exclusive lipstick.

Datum 12

ADVANCED TECHNOLOGY

Soft Focus Agent

Menyamarkan garis halus dan kerutan

Wet Process Technology *Menghasilkan tekstur partikel yang sangat halus untuk make up yang ringan natural tetap cover*

Exclusive Liquid Foundation

Foundation dalam bentuk liquid yang ringan dan lembut. Meratakan warna kulit, powdery (matte)*, dan* cover *sepanjang hari.*

Result 5/5

Coverage

Long last

Light feel

Matte

Moist

Smoothness

55

The datum promotes foundation named exclusive liquid foundation. In describing the product, this advertisement uses many adjective. They are: *advanced, soft, wet, natural, exclusive, ringan* (light), *powdery, long last, moist*. The adjective *advanced* is used to try to inform the reader attention. This product emphasizes soft focus technology which helps cover the fine lines on the skin. The supported discourse is *advanced technology soft focus agent*. Then the adjective *soft* in that discourse is to describe the result after applying this product. The adjective *wet* is used in this advertisement to give explanation that the texture of this product is liquid. It make easy to apply on face without make dry skin.

The adjective *natural* is to attract the reader attention to use this product. It gives your skin a beautiful. This liquid foundation is designed to give you natural finish. It is proofed by the discourse *untuk make up yang ringan natural* (to make up that light natural). The adjective *exclusive* is used to emphasize the quality of this product that can cover black stains and acne. It can be covered neatly.

56

Then, the adjective *ringan* (light) means that texture of this product is easily absorbed and flattened by the skin. The adjective *powdery* is used by the advertiser to inform the reader which is can hide black spots and acne scars also moisturizes skin. Then, the word *long last* also is a trick to impress the reader attention which means that this product can last for a long time. Even a whole day stay, it does not make the face dry and oily. The adjective *moist* exists in this advertisement wants to inform the reader that this product contains moisturizer, so it does not make dry skin.

Having discussed about the adjective in this advertisement, it is also important to look the verb exist, they are: *menyamarkan* (disguise), *meratakan* (flatten), and *menghasilkan* (produce). The verb *menyamarkan* (disguise) means that this product can cover fine lines and wrinkles. So, it can be covered neatly. The verb *meratakan* (flatten) also want to inform that this product can be blended with face skin, which is the skin tone is flatter. Then, the verb *menghasilkan* (produce) also strengthen this product because by using this product your face looks more natural without stains on face.

Referring to the second analysis about the discursive technique used in this advertisement, it shows the benefit of the product which describes the quality of *Wardah* liquid foundation. The words included in the assessment criteria that is coverage long last, light feel, matte, moist, and smoothness. Almost all criteria have a high grade, except coverage and long last which have top average grade. The advertisement also provides the shades color of foundation which can be reference by the reader to choose the appropriate one with their skin tone.

57

The third analysis is about the social practice. Most of women want to use make up naturally but it can cover the imperfection of their face, such as fine line and acne. Furthermore, It is also attempt of the company to create the concept of beauty. In this case, it called beauty when the skin does not have fine lines and wrinkle.

Datum 13

WARDAH

UV Protection

Licorice Extract

Microcoated Particles

Lightening Two Way Cake

paduan bedak dan foundation dengan tekstur yang halus, lembut dikulit, dan tahan lama. Membantu memperhalus tekstur kulit. Kombinasi ekstra Licorice dan UV protection untuk memberikan proses pencerahan yang maksimal.

Tersedia 2 pilihan :   Lightening TWC Light Feel

Lightening TWC Extra Cover

This datum is advertising powder named Lightening Two Way Cake. The first analysis will be focused on the way the advertiser describe the things. In this product, adjectives are required to signify the product. From the advertisement, it is found four adjectives: *halus* (smooth), *lembut* (soft), *Tahan lama* (long last), *tersedia* (available), *Halus* (smooth) means that the formula of this product uses a micro coated particles, so that the particles are very smooth. *Lembut* (soft) also is a trick to attract reader attention which means that the texture of this product is really soft, so easy to be applied on the face.

The adjective *tahan lama* (long last) is used to emphasize the quality of this product. It means that this product is having a good product that is durable. Then, *tersedia* (available) means that this product gives two option, that is lightening TWC light feel and lightening TWC extra cover. It is proofed by the discourse *tersedia 2 pilihan : lightening TWC Light Feel, Lightening TWC Extra Cover*.

The verbs exist in this product are also interesting to be analyzed. There are some verbs such as: *membantu* (help) and *memberikan* (give). The presence of those verbs has function to inform and impress the reader about the goodness of the product. As the example the verb *membantu* (help) here try to attract the reader that this product can make skin look bright. The last verb is *memberikan* (give) means that this product can make skin bright after applying this product.

Referring on the second analysis about the discursive technique used in this advertisement, in practice, this advertisement represents some techniques shown. The first it exposes the content of the product, i.e. *UV Protection and*

59

Licorice Extract. The benefits of UV Protection protect face skin from sun exposure, while Licorice extract is useful to prevent dull skin. Then, this advertisement used some emotive words signify the concept of beauty i.e. *halus* (smooth) and *lembut* (soft). The advertiser also provides the celebrity endorsement as shown above in the advertisement. The celebrity endorsement on the text is aimed to introduce that the celebrities in the picture use and support the product which is aimed to make the women use the product because the celebrity uses the product.

The third level of analysis is about social practice. The discourse of this advertisement seems to make the reader believe that smooth and soft look can be got by using this product. It is found that the use of discourse as giving the work of the product is considered as an attempt of the advertiser to create the concept of beauty. In this case, it is called beauty when the skin is soft and smooth. Women must have this product in order to avoid any fine lines.

Datum 14

Wardah

Don't let yourself just dreaming, make a decision and choose

#PerfectBright

Don't let yourself
just dreaming,
make a decision
and choose
#PerfectBright

www.wardahbeauty.com

The datum promotes moisturizer named perfect bright. The discourse shown in the advertisement is very short but it is very informative. From those short discourses, they can easily impress the reader attention. The reader will directly get what the advertisement wants. The advertisement does not use many adjectives or verbs. They use simple adjectives and verbs which have strong impact to the reader attention. The adjectives used in this adjectives such as: *perfect* and *bright*. *Perfect* means that this product has very extreme and important role to nourish and brighten the face. It is supported with a very vivid discourse *perfectbright*. *Bright* is used this advertisement to captivate the reader that this product can give the impression of a brighter-looking face like using a powder.

This advertisement also provides verb which can attract reader attention. The verbs used in this advertisement are *let, make, choose*. *Let* means that the advertiser invites the readers to use this product. The verb *make* means that this product makes the skin becomes smoother, moist and comfort. The advertiser also

61

wants to impress the reader to use this product. The verb *choose* means that the advertiser attract the reader to buy this product. It is proofed by the discourse *make a decision and choosePerfectBright*. Then, this advertisement used some emotive words signify the concept of beauty i.e. perfect and bright. The pronoun *yourself* assumed that the use of pronoun can ease the company to build the trust of the reader who is going to be their consumer.

The next is about discursive technique used by the advertiser. The techniques used in this advertisement firstly by introducing the product using imperative sentence. Imperative sentences are used to attract the reader attention to use this product. It is represented by the discourse *don't let yourself just dreaming make a decision and choose Perfect Bright*.

The last is about social practice used by this product. The advertisement seems to support the societies' opinion that being a beautiful woman need to have a bright skin. By having a bright skin can make women look perfect. In fact, as well as skin tone, some people are born with little dark skin tone, therefore, woman who have a skin tone with bright skin will have flawless skin. Also, it is found that instead of using *beautify,* the advertiser prefer use *bright* and *perfect*. Hence, the advertisement shows its power through the discourse that the reader must have this product in order to keep beautiful.

Datum 15

Colours For Your lips

Inneke Koesharawaty

"Jadikan bibir anda sehat berkilau dengan

Squalane & jojoba oil untuk melembabkan bibir"

62

Pastikan lipstik anda bersertikat HALAL

Karena pemakaiannya dibibir mungkin tertelan

This datum is advertising lipstick. The first analysis focuses on the way advertiser describe the things. Therefore, it is started by analyzing the vocabularies which are used. In this case, adjectives are required to illustrate the positivity of the product. From this datum, it found three adjectives to describe the result after applying this product, they are: *healthy, shiny,* and *halal*. *Healthy* means the skin is considered to give the smoothness and protectiveness.

Then, the adjective *shiny* is used to make the reader realize the effect after applying this product. The effect might be having a white skin which is perfectly ideal color skin. *Halal* also is a trick to attract reader attention which means that this product is having a good product that is safe especially for Moslem. The pronoun used in this advertisement also becomes important to be investigated. The advertisement uses *your*. The pronoun *your* assumed that the use of pronoun can ease the company to build the trust of the reader who is going to be their consumer.

63

The next analysis is about discursive technique used by the advertiser. The technique used in this advertisement firstly introducing the product using warning sentence. The used of warning sentence build reader's believe that the content of this product safety. Then the second technique, this product is equipped with Squalane & jojoba Oil which is believable to keep smooth and soft lips. In addition, the discourse also provides the celebrity endorsement as shown above in the picture. The celebrity endorsement on the text is Inneke Koesharawaty said that "*Jadikan bibir anda sehat berkilau dengan Squalane & jojoba oil untuk melembabkan bibir*". The advertisement is aimed to introduce that celebrity in the picture use and support the product which is aimed to make the women use the product because the celebrity uses the product.

Discussing the discourse as social practice, the use of *halal* lead to the health as shown on the advertisement. Having healthy lips is also described by stating that *Wardah* product does not only beautify but also safety, thus they also offer the product to get healthier lips. In fact, having a healthy lip is indeed the will and need of every woman.

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

4.2. Discussion

The aim of this subchapter gives clarification about the research question after data are analyzed. There are three research questions which must be discussed in this sub chapter. First, it deals with the textual feature exist in the face treatment and make-up advertisements. Second, it discusses about the discursive techniques employ face treatment and make-up advertisements, and the last is how people unveil the hidden ideology concept of beauty created by face treatment and make up advertisements. The discussion is structured based on the level of analysis by Fairclough's three dimensional frameworks, the textual analysis, discursive practice, and discourse as social practice.

In case of the textual analysis, according to Fairclough it discusses three aspects, those are, vocabulary, cohesion and the order of discourse. The absence of cohesion in this study is intended since the language of advertisements has simpler language that television advertisement. In this study, the finding shows that the use of adjectives on face treatment and make-up advertisements is mostly significant as it can increase people or readers' interest to use the product. There are two main functions of adjectives. The first is to describe the products advertised. Some advertisements mostly use adjective such as, *halal* to introduce the product which is found in six products' from the data analyzed. In addition, the adjective which is frequently used is *bright*, *smooth*, and *perfect*, to promote the product. Furthermore, it is argued that in describing the concept of beauty through the discourse of advertisement, the company and the advertiser tend to use the adjectives.

65

Furthermore, the use of verb on face treatment and make-up advertisements also a much as the presence of the adjective. The function is to show to the readers about the work of the products. It is also found the commonly pronoun used is *your*, it is argued that direct address is used to connect to the readers personally and also it can ease the stand of the company to make communicative communication. Another common pronoun which is used is *we* by which according to Cook (2001), the use of pronoun *we*, *our* and *us* are regarded as authoritative and implies the power of the brands.

To make the analysis more convincible, I also analyze the picture of the advertisement. It is argued that the combination of the text and picture will give a greater effectiveness to the promoted products. There are two kinds of pictures attached on the cosmetic advertisement, the product and the model involved. The first is functioned to give the illustration of how the package of the product which has been described in the discourse. Also, it is used to give the additional information related to package of the product which is not mentioned in the discourse. Most of the model or celebrity involved in advertisement is functioned to show the reader how the result after using the product. It can support the discourse by illustrating the discourse. However, it is also may narrow the concept described in the discourse.

Discussing the discursive practice of the advertisement, this study found there are eight techniques by which the discourses strongly relate to the social context in consuming the text. The first is scientific evidence or natural resource ingredient: it contains discourse conveying that the product is safe and health to use. Attaching the scientific evidence on the advertisement is needed to support

66

the discourse advertisement to convey the reader. The second is the exposure of the existing content in product. It contains discourse informing what kinds of content in the product. Cook (2001) argues that giving the information relates to the content of the product is important as it gives what the customer's need before using this product. The third is self-representation. It implies the power of the brands and is used to build the image of the company (Kaur, et al, 2013). The fourth is unrealistic representation. It is presented through unrealistic and exaggeration language, but is function to provoke the readers. It is argued that to give the persuasive impact, an exaggeration language is needed to be attached in advertisement (cook, 2001)

The fifth is puffery. It contains discourse which is subjective without giving credible evidence. The sixth is celebrity endorsement. It is discourse used to give fact that famous woman also use the product. In addition, the famous women are considered to be 'highly attractive model' that will support the promotion and the sales of the product which advantage is not only obtained by the company but also the celebrity involved. Seventh is an emotive word. It provides the words which imply to the concept of beauty and or the ideal face. Eight is by using a simple and clear discourse to make the reader easy to get the point of the advertisements.

For the discussion of the ideological concept of face treatment and make-up advertisements, this study employs one concept of Fairclogh (1922) explaining the discourse as social practice, hegemony. The discussion is started by discussing the concepts of beauty found in one brand of face treatment and make-up advertisements that lead to concept of beauty that builds the perception beauty in

society. Those are the concepts, of ideal eyes from mascara product, skin lightening, skin protecting, anti-aging cream, foundation, sun protection and lip color. *Wardah* mascara products advertised conceptualized that it is ideal that women have eyes with extreme deep, volumising and lengthening.

Skin lightening advertisements from *Wardah* foundation product formulate the concept of ideal skin which is natural but flawless and good coverage, bright and light; and healthy, smooth and comfortable, Anti-aging cream create that beauty is young, so it must be prevent with the ultimate product from *Wardah*. Sun protection from *Wardah* conceptualized the gentle skin for the health skin lip. Lip color product advertisement offers fabulous and exclusive color in order to keep good looking.

Due to the criteria of how women should be look like, the formulation of the concepts of beauty in face treatment and make-up advertisements creates the limitation of concept of beauty. The concept of beauty is mostly described by the use of adjective cannot be neglected in favor of existence beauty in face treatment and make-up advertisements. From the data analyzed, it is found that the concept of beauty in advertisements is illustrated by words and the picture of person/model involved. Therefore, the idea on the discourse of face treatment and make-up advertisements dealing with the concepts of beauty hegemonies people mind to possess the similar concepts of beauty that the face treatment and make-up advertisements offer.

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter divided into two part, conclusion and suggestion. In conclusion would conducted the conclusion of the result was explained in the previous chapter, chapter IV. In suggestion would to conduct addition and suggestion which is dedicated to the readers particularly to people who concern in Critical Discourse Analysis study, specifically discourse and ideology.

5.1. Conclusion

From the data analysis, the finding shows that the textual features commonly used in face treatment and make-up advertisements are adjectives. The use of adjective has important role in characterizing the product and describes the result after applying the product. The most adjectives used in the data are bright, healthy, smooth, and *halal*. Generally, it assumed that this product have safe material in order to make face look bright, healthy, and smooth. The existence of verb also supports the function of the adjective. The presence of the verb is aimed to describe the work and quality of the product advertised. Furthermore, the most pronoun used in the advertisement is *your* carry certain message that the customer is utmost importance. Thus customer can be influenced directly toward the product.
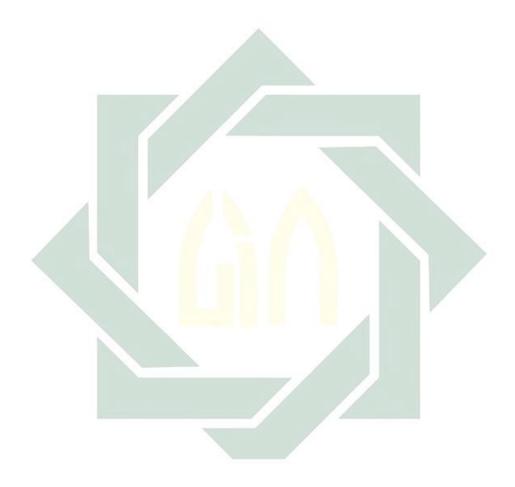
69

In discursive techniques the finding shows there are eight techniques used to promote the product advertised. They are using natural resources ingredients or by giving clinical test proof, exposure of the existing context, self-representation, unrealistic representation through the exaggeration language, puffery which contains the discourse which is subjective without giving credible evidence. Then, the use emotive words which finally can impress reader attention, celebrity endorsement seem reflect power that every women would like to look beautiful as reflected in the image of advertisement, and the last using simple but clear discourse on the product advertised.

For the last discussion unveil the hidden ideologies, it is found some concept of ideal beauty created by the advertisement. The picture and text *Wardah* advertisement contributes the construction of an image of ideal beauty in Indonesian women with natural but flawless, bright, and healthy skin. Furthermore, *Wardah* is Indonesian's first *halal*-cosmetics brand. And for all these purposes only *Wardah* is perfect and desirable product. Fairclogh's three dimensional models explain these relations between discourse and ideology.

5.2. Suggestion

As explained in the discussion, critical discourse analysis is interesting to discuss because it gives deep understanding for the reader who intended to apply critical discourse analysis such in analyzing advertising language, political speech, and any others. It is suggested to the next researchers who are interested in investigating the same field of critical discourse analysis to fill the gap, to use the

70

data which are taken from other genre media like on television or you tube advertisement. Therefore they can conduct a new analysis on critical discourse analysis that is relevant with this research in their future analysis.

71

REFERENCES

Arens. W. F. (2006). *Contemporary advertising (10th ed.)*. New York: McGraw-Hill/Irwin.

Baudrillard, J. (2005). The finest consumer object: The body. In M. Fraser, & M. Greco (Eds.), *The Body: A Reader* (pp. 277-282). London and New York: Routledge.

Bogdan, R. &Biklen, S. (1998). *Qualitative research for education: An introduction: An introduction to theory and methods* (3rded.). Boston: Allyn and Bacon.

Bukharin, N. & Preobrazhensky, E. (1969). The ABC of Communism. English: Penguin Books.

Cook, G. (2001). *Discourse of advertising*. New York, NY: Routledge.

Fairclough, N. (1989). *Language and Power. Discourse, Common Sense and Ideology*. Longman Group UK Limited.

Fairclough, N. (1992). *Discourse and Social Change. Cambridge*: Polity Press.

Fairclough, N. (2003). *Analysing Discourse: Textual Analysis for Social Research*. London: Rouletdge.

Fiorin, J.L. (1988). *Linguagem* e*Ideologia*.Sio Paulo: Atica.

Goddard, A. (2002). *The Language of Advertising* (2nded.). New York: Routledge.

Heywood, A. (1992). *Political Ideologies: An Introduction*. New York: St. Martin's Press.

Iqbal, A. (2014). Exploitation of Women in Beauty Products of "Fair and Lovely": A Critical Discourse Analysis Study. *International Journal on Studies in English Language and Literature (IJSELL)*, 2, 122-131.

Jorgensen, M.&Louise, P. (2002).*Discourse Analysis as Theory and Method*. SAGE Publications: London.

Kannan, R.&Tyagi, S. (2013). The Use of Language in Advertisements. *Journal of English for Specific Purposes World* (Vol. 13 No. 372013). Retrieved from http://www.esp-world.info.

Kaur et al. (2013).Beauty product advertisement: A critical discourse analysis. *Journal of Asian Social Science*. Vol. 9. No.3.

Kratwohl, R.A. (1993). *Methods of educational and social science research: An integrated approach*. White Plains, NY: Longman.

Kress, G.R. (1985). *Linguistic processes in sociocultural practice*. Victoria, Australia: Deakin University Press.

Lane et al. (2011). *Kleppner's Advertising Procedure* (18[th]ed.). Upper Saddle River, NJ: Prentice Hall.

Lincoln, C. (2009). *Light, Dark, and Bright Green Environmentalism Green Daily*.Web. 28 May 2017.

Martin, R.C. &Barzegar, A. (2010).*Islamism: Contested Perspectives on Political Islam*. Stanford: Stanford University Press).

Najihah, F.M. (2016). *The Ideological Concept of Beauty Reflected on Body Care Advertisements*. Thesis, English Language and Letter Department, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University of Malang.

Nugrawidhanti, D. (2016). *A Critical Discourse Analysis on Oriflame Beauty Product Advertisements*. Yogyakarta: Sanata Dharma University.

Sodre, M. (1984).*A maquina de Narciso: televisdo, indivtduo e poder no Brasil*. Rio de Janeiro: EdicOesAchiame Ltda.

Spielvogel, J. (1991). *Western Civilization*. English: West Pub.Co., St. Paul.

Sutton, D.H. (2009). *Globalizing ideal beauty: How female copywriters of J. Walter Thompson advertising agency redefined beauty for the twentieth century*. New York: Palgrave Macmillan.

Tehseem, T. &Hameed, A. (2015). Celebrities endorsement in conflating beauty adverts: A feministic perspective. *European Journal of English Language, Linguistics and Literature*. Vol.2 No.2

Zimbalist et al. (1984).*Comparing Economic Systems: A Political- Economic Approach*. New York: Harcourt Brace Jovanovich.

Http://www.parvez-video.com/islamic_short_articles.asp