

An Analysis of Language Function in Maybelline Advertisements Recent

THESIS

Submitted as Partial Fulfillment of the Requirements for the Sarjana Degree
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DECLARATION

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Declarates that thesis under the title *An Analysis of Language Function in Maybelline Advertisements Recent* is my original scientific work which has been conducted as a partial fulfillment of the requirements for the Bachelor degree and submitted to the English Departement, Arts and Humanities Faculty of Sunan Ampel State Islamic University. Additionally, it does not incorporate any other text from the previous expert except the quotations and theories itself. If the thesis later is found as plagiarism work, the writer is truthfully responsible with any kind of suitable rules and consequences.

Surabaya, July 19th 2018



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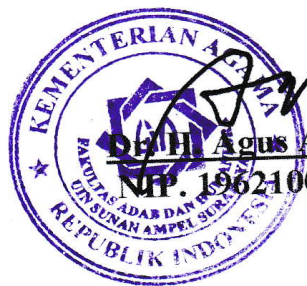
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AN ANALYSIS OF LANGUAGE FUNCTION IN
MAYBELLINE ADVERTISEMENTS RECENT

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Penulis

(YUNI LESTARI)

international cosmetic product from New York US, Maybelline offers the product not only for American but for people all over the world, especially for women. Since the Maybelline offer the product for woman in over the world, Maybelline company produces a lot of products to cover women cosmetics such as, powder, lipstick, mascara, eyeliner and others.

Maybelline was founded in 1915 by 19 year old entrepreneur named Tom Lyle Williams. Maybelline New York is the number one global cosmetics brand and offering more than 200 product is available in over 129 countries worldwide. Maybelline is also to be the official makeup sponsor of thirteen fashion worldwide. Maybelline products are trusted since those are more than 100 years now (<https://globalcosmeticsnews.com/maybelline-company-profile/>). Those facts make the researcher becomes curious to analyze the Maybelline advertisements. Maybelline releases many advertisements for the products in some language varieties and promotes them through some social media.

The researcher takes the Maybelline advertisements from social media. The researcher choose YouTube to get more utterances as the data. The data used in this research is the most recently Maybelline video advertisement on the YouTube, they are around 2016 until 2018. This research focuses on twenty advertisements they are Push Up Drama Mascara (April, 2017), Super BB Cushion Fresh Matte (February, 2017), Master Precise Curvy Liner (December, 2016), Dream Velvet Foundation (January, 2016), Maybelline Dream Matte Mousse (April, 2016), Superstay Better Skin Powder (August, 2016), Brow Precise Micro Pencil (August, 2017), Dream Velvet and Dream Blender (January,

2016), New Master Precise Skinny (September, 2017), New Super Stay Matte INK (June, 2018), Dream Cushion Liquid Foundation (May, 2018), New Brow Pomade Crayon (March, 2016), The Rock Nudes Pallate (January, 2018), New Brow Precise Fiber Volumizer (October, 2016), The Falsies Push Up Angel (August, 2017), The Blushed Nudes Eyeshadow Palette (September, 2016), Master Contour Make Up Duo Stick (November, 2017), Lash Sensational Luscious (June, 2016), New total temptation Mascara (January, 2018), Vivid Mate Liquid Lip Color (May, 2018).

The researcher limits the study to make it more focused research. Therefore, this research focuses on the utterances from the advertisements. The researcher examines the utterances in the advertisements using language function theory by Roman Jakobson (1980). The purpose of this research is to know what the language function are used and applied in Maybelline advertisements.

The resercher chooses language function because it is important to deliver the messages which contain in the advertisement. Maybelline advertisements which will be analyzed in this research have many consumers. Therefore, the researcher interested to analyze the words and language which used in Maybelline video advertisements. In this research, the researcher describes some types of language functions in Maybelline advertisements.

In advertisements, advertisers make their advertisements as interesting as possible to attract people to use the product, through the use of words and the way to deliver them. Language can be used many different ways. It has different functions. One of theories that concern on language function is proposed by

Roman Jakobson (1980). The theory is divided into six kinds of language function; referential, emotive, conative, phatic, metalingual, and poetic. It is interesting to analyze language in advertisements for finding what the advertisers want deliver.

This research aims to analyze what are the language functions in Maybelline advertisements recent because these will show the type of language functions which is used, so it can influence the consumers to buy the product. Relates with the functions of language which used in an advertisements, it will be attractive, persuasive, and informative language to get the consumers' interest. Therefore, the reader will see the classification of each utterances in Maybelline advertisements based on the types of language functions. This research uses qualitative method and analytical and descriptive technique.

Recently, conducting study on cohesion looks like very interesting for many researchers. It is proven by the fact that many undergraduate thesis focus on this topic. The first, "language function of Toyota India Website" by Istingatun 'Aliyah from State Islamic University Sunan Kalijaga Yogyakarta (2015) This research focuses on analyzing the headline taken from Toyota India website. This research is analyzed by using linguistic features and language function theory Roman Jakobson using a descriptive qualitative research.

The second research is a thesis entitled "Language Functions Used by the Main Character in Sherlock Holmes II: A Game of Shadow Movie" by Sri Devi Arista from State University of Medan (2014) The aims of this research are to find the use of language functions and describe the dominant types of language

functions used in Sherlock Holmes movie that used by the main character. The theory of language function used is the language function theory from Roman Jakobson.

The third is a research from Ganesha University of Education Singaraja. The title of the research is “The Analysis of Language Functions Used by English Teacher and Students at the Eleventh Grade of SMA N 7 Purworejo in the Academic Year of 2017/2018”. The researcher, Khusnul Khotimah (2017). This research is aimed to classify and describe the language functions used by English teacher and students at the eleventh grade of SMA N 7 Purworejo in the academic year of 2017/2018. The theory used in this research is Cook’s theory, where in his theory mentioned that there are seven functions of language. This research uses a descriptive qualitative research method to analyze the data.

The first journal from SIT Graduate Institute by Angela Cristin Tibus. The title of the journal is “The Communicative Functions of Language: An Exploration of Roman Jakobson’s Theory in TESOL”. Roman Jakobson’s model of the communicative functions of language is a compelling framework through which the overarching aims of language can be examined for richer ESL/EFL instruction and more effective, comprehensive use on the part of English language learners (Tribus, 2017). The second journal is “Examining the Beauty Industry’s Use of Social Influencers” from Strategic Communications Elone University by Kristen Forbes. This study identified characteristics of selected beauty social influencers to see how they are utilized in advertorials for brands on YouTube. The study used a content analysis of Maybelline’s sponsored videos (Forbes,

The first research is “language function of Toyota India Website” by Istingatun ‘Aliyah from State Islamic University Sunan Kalijaga Yogyakarta (2015). This research focuses on analyzing the headline taken from Toyota India website. This research is analyzed by using linguistic features and language function theory Roman Jakobson using a descriptive qualitative research. It describes the linguistic features of the headlines; analyzes grammar (syntactic), lexical (semantic), phonology features. It also classifies the language functions of the headline. This research finds that the linguistic features that demonstrate the use of each language function in Toyota advertisement headline can be seen from grammatical features, the lexical features and phonological features. Another result is a headline uses various combinations of language functions and throughout the analysis, all Toyota advertisement headlines use the conative function.

The second research is a thesis entitled “Language Functions Used by the Main Character in Sherlock Holmes II: A Game of Shadow Movie” by Sri Devi Arista from State University of Medan (2014). The aims of this research are to find the use of language functions and describe the dominant types of language functions used in Sherlock Holmes movie that used by the main character. The theory of language function used is the language function theory from Roman Jakobson. This research is conducted by using a descriptive qualitative research. The result of the research are there are six types of language used in Sherlock Holmes movie. The dominant type of language used is metalinguistic function followed by referential function.

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There are also journal articles related this topic, the first journal from SIT Graduate Institute by Angela Cristin Tibus. The title of the journal is “The Communicative Functions of Language: An Exploration of Roman Jakobson’s Theory in TESOL”. Roman Jakobson’s model of the communicative functions of language is a compelling framework through which the overarching aims of language can be examined for richer ESL/EFL instruction and more effective, comprehensive use on the part of English language learners. This journal is an exposition and exploration of the model in parts and in tandem, as well as a guide to applying its referential, conative, emotive, phatic, poetic and metalinguistic functions in TESOL contexts.

The second journal is “Examining the Beauty Industry’s Use of Social Influencer” from Strategic Communications Elone University by Kristen Forbes. This study identified characteristics of selected beauty social influencers to see how they are utilized in advertorials for brands on YouTube. The study used a

content analysis of Maybelline's sponsored videos. The result from this journal, Some influencers exhibited the five characteristics better than others, but each has individual strengths that allow them to succeed in providing Maybelline a voice in the beauty conversation. Each characteristic —relatable, knowledgeable, helpful, confident, and articulate—relates back to the role of the influencers using their voice to inject Maybelline into the online dialogue. Being relatable creates openness between brand and consumer, while being knowledgeable reflects insight and awareness of the beauty world in a larger context. Being helpful builds a relationship between the consumer and brand that alleviates the stress of applying products, while self-confidence arises positivity around purchase behavior and satisfaction of the product. Articulation then pulls in all these characteristics with the ability to clearly present the material in a video format that visually engages viewers with Maybelline products.

The third journal entitled “A Study on the Buying Behavior of Women Customers Towards Cosmetic Products With Special Reference to Irinjalakuda Town” by Nair Shruthi Venugopalan and Josheena Jose from Irinjalakuda. This study focuses on analyzing the attitude of women towards the purchase of cosmetic products and thereby the future prospects for cosmetic dealers in Irinjalakuda town. For an existing brand in this journal is better to concentrate more on fairness creams and reduce the stock of other products thereby reducing the inventory costs. Also increase or maintain the quality of their products. However for a new participant in cosmetic industry, Irinjalakuda city might not be favourable. This is because consumers are not interested to spend much on

