An Analysis of Language Function in Maybelline Advertisements Recent

THESIS

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ABSTRACT

Lestari, Yuni. 2018. An Analysis Language Functions in Maybelline advertisements recent. English Department, Faculty of Adab Humanities, State Islamic University of Sunan Ampel Surabaya. The Advisor : Endratno Pilih Swasono, M.Pd Key words: Language, Language Function, Maybelline Advertisements

This study investigates language functions used in Maybelline advertisements. The objectives of the study are to find the kinds of language function used in Maybelline advertisement, and also to describe the contexts of language functions that used in Maybelline advertisements. It is a descriptive qualitative approach.

The researcher used Roman Jakobson theory in this research. The data were collected from the utterances of Maybelline advertisements. The researcher limits the data on 20 advertisements. The procedure of data collection are collecting data related on utterances of Maybelline advertisements, reading script, identifying the data, then analyzing each their utterances.

Among 177 Utterances in the videos, the researcher found five language functions are the first mostly used is referential function, the second mostly used is poetic function, the third mostly used is conative function, the fourth is phatic function, the fifth emotive function, and not found metalingual function in Maybelline advertisements. The context of referential function are to give information about the product and the fact about the formula of the product. Poetic function is to make artistic nature like used rhyme, personifikasion and all of the Maybelline advertisements in this case used slogan. Conative function in Maybelline advertisements is to persuade the addressee to buy the product. Phatic function in Maybelline advertisements is to pay addressees's attention. Emotive function in Maybelline advertisements is express addresser emotions or feelings.

INTISARI

 Lestari, Yuni. 2018. An Analysis Language Functions in Maybelline advertisements recent. English Department, Faculty of Adab Humanities, State Islamic University of Sunan Ampel Surabaya.
 Pembimbing : Endratno Pilih Swasono, M.Pd Kata kunci: Bahasa, Fungsi Bahasa, Iklan Maybelline

Studi ini menyelidiki fungsi bahasa yang digunakan dalam iklan Maybelline. Tujuan dari penelitian ini adalah untuk menemukan jenis-jenis fungsi bahasa yang digunakan dalam iklan Maybelline, dan juga untuk menggambarkan konteks fungsi bahasa yang digunakan dalam iklan Maybelline. Ini adalah pendekatan deskriptif kualitatif.

Peneliti menggunakan teori Roman Jakobson dalam penelitian ini. Data dikumpulkan dari ucapan iklan Maybelline. Peneliti membatasi data pada 20 iklan. Prosedur pengumpulan data adalah mengumpulkan data yang terkait dengan ucapan dalam iklan Maybelline, membaca skrip, mengidentifikasi data, kemudian menganalisis masing-masing ucapan mereka.

Di antara 177 Ucapan dalam video, peneliti menemukan lima fungsi bahasa yang pertama kali banyak digunakan adalah fungsi referensial, yang kedua kebanyakan digunakan adalah fungsi puitis, ketiga yang paling banyak digunakan adalah fungsi konatif, yang keempat adalah fungsi fatik, fungsi emotif yang kelima, dan tidak ditemukan fungsi metalingual dalam iklan Maybelline. Konteks fungsi referensial adalah memberikan informasi tentang produk dan fakta tentang kandungan yang terdapat dalam produk. Fungsi puitis adalah membuat alam artistik seperti rima yang digunakan, personifikasi dan semua iklan Maybelline dalam hal ini menggunakan slogan. Fungsi konatif dalam iklan Maybelline adalah membujuk orang yang dituju untuk membeli produk. Fungsi phatik dalam iklan Maybelline adalah untuk mendapatkan perhatian penerima. Fungsi emosional dalam iklan Maybelline mengekspresikan emosi atau perasaan pengirim.

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CHAPTER I

INTRODUCTION

1.1 Background of Study

Advertisement is one of media to deliver the information about some products such as goods, services, and ideas from the company to the target audiences. In an advertisement, the election of the word and language is important to attract and to influence the consumers about the company product.

As one of durable goods, cosmetics become a significant product in social life used for dressing up. In modern era, electronic media influences people to concern for having a good appearance in any occasion, not only for woring demand but also a life style like their idol in Tv shows. No wonder cosmetic products become one of the products that have big potential customers in this world. Moreover, appearance becomes one of the influenced factors for people in their job aspects and daily life. In job aspects, people demand to have a good appearance and to be a good looking person. In daily life, cosmetics are also used.

The success of selling cosmetic products can be correlated to cosmetic advertisement rules. Even there are many intensively cosmetic advertisements that have a big deal to promote the products. Generally, people know that an advertisement is one of media that is used to promote something to the public through television, internet, newspaper, magazine, and others. Cosmetic advertisement which is popular enough and easily to find is Maybelline. As one of 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 Garde 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 Communivations 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,

2016). The third journal entitiled "A Study on the Buying Behavior of Women Customors 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 (Special, To, & Town, 2016)

All of the researchers above have equation and diversification in the theory and the object of each research.

1.2 Statement of the Problems

Related to the language function in the Maybelline advertisements, this research are aimed to answer the questions below:

- 1. What are the language functions used in Maybelline advertisements?
- 2. What are the contexts of language functions that used in Maybellin advertisements?

1.3 Objectives of the Study

In relation to the previous problems statement, the objective of study are formulated as follows:

- 1. To find the language functions used in Maybelline advertisements.
- 2. To describe the contexts of language functions that used in Maybellin advertisements.

1.4 Significance of the Study

Theoretically, this study is expacted to be on overview and an example of research that helps other students who also examine any other object of language function.

Practically, this study is expected to encourage advertisers to create advertisements with concive and attractive words, and to make it easier for consumers to understand about Maybelline products.

1.5 Scope and Limitation

This research analyzes about the language function in Maybelline New York advertisements especially in YouTube advertisements. The researcher takes 20 videos around 2016 until 2018 from YouTube as the data. 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).

1.6 Definition of Key Terms

To avoid any misunderstanding and misinterpretation about the basic concept of the study, here the researcher explaine the definition of key terms below:

Language is basically means of communication which is always occurs in a particular social context. "language is what the members of a particular society speak." (Wardhaugh, 2013). Language cannot be separated from the society in communication to express their ideas trough the sound, letter, and symbol.

Language Function is one of the key to make the communication acceptable (Jakobson, 1985). Roman Jakobson divides language function into six functions. They are emotive (expressive), conative (appellative), metalingual (metalingualistic), poetic (aesthetic), referential (cognitive, denotative, ideational), and phatic. (1985: 144).

Maybelline New York is the number one global cosmetics brand and available in over 129 countries worldwide. Offering more than 200 products, Maybelline New York combines technologically advanced formules with on-trend expertise to create accessible cosmetics with a cool, urban edge and a spirited style (www.globalcosmeticsnews.com).

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter review several theories as the guiance of conducting this research. Here the researcher quotes some opinions considered relevant to his study and present them here. The contents are: Language, Communication, Language function, Advertising, Utterances and Maybelline New York, and related studies to support the analysis.

2.1 Theoretical Framework

2.1.1 Language

Edward Sapir states that "language is an introduction to the study of speech language. It is purely human and non-instinctive method of communicating ideas, emotions, and desires by means of a system of voluntary produced symbols." (Crystal, 1997:400). It means that when we use language, we communicate our individual thoughts. Collection of symbols, letters, or words with arbitrary meanings authorized by the command to communicate. (Pearson, Judy C, et.al, 2003: 74). Language is a system that associates sounds (or gestures) with meanings in a way that uses words and sentences.

Languages are sets of *signs*. Signs combine an exponent (a sequence of letters or sounds) with a meaning. Grammars are ways to generate

signs from more basic signs. Signs combine a form and a meaning, and they are identical with neither their exponent nor with their meaning. In linguistics, language signs are constituted of four different levels they are phonology, morphology, syntax and semantics. (Cracht, 2003:5).

Language is basically means of communication which always occurs in a particular social context. Language is what the members of a particular society speak. (Wardaugh, 2006:1). For advertisement, language very important to attract people's attention. The language used in ad creation should be able to direct the target audience to buy, use, or switch to the advertised services product.

It can be concluded that language cannot be separated from the society in communication to express their ideaas trough the sound, letter, and symbol.

2.1.2 Communication

Communication become a particular thing in social life. There are some expert who give definitions about communication. A process to give informations, opinions, emotions, skills, etc using symbol usage, such as words, pictures, numbers, etc is a communication. (Berrel and Steiner in Liliwei, 2011: 34). In other words, communication can be described as the process of delivering informations, ideas, or opinions by using language in social context. Some of the functional definitions of communication describe it as the transfer of meaning, the transmission of social values, or the sharing experience. (Hiebert, 1992: 16). Public communication is the process of generating meanings in a situation where a single source transmits a message to a number of receivers who give nonverbal and, sometimes, question-and-answer feedback. While mass communication is communication mediated, via a transmission system, between a source and a large number of unseen receivers. From the description above, it can be concidered that public communication and mass communication have the same function in the target of communication. They have the large of target audiences or the target addressees. Thus, public communication can be defined as a mass communication.

In conclusion, communication is a process to deliver the message from the addresser to the addressee. The type of communication will be classified by the amount of the participant in communication such as personal, group, and public or mass communication. In this research, the researcher will be only focus on mass communication which is involved many participants and there is no limitation in society since the subject of this research is advertisements.

2.1.3 Language functions

Generally, language function is as a means of communication. Roman Jakobson, a Rusian American Linguist, mention six necessary factors in a communication. They are:

- 1. Addresser (speaker, encoder, emitter, poet, author, narrator)
- 2. Addressee (decoder, hearer, listener, reader, interpreter)

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- 3. Code (system, language)
- 4. Message (semelfactive *paralo*, the given discourse, the text)
- 5. Context (referent)
- 6. Contact ("a physical channel and a psychological connection between speaker and addressee"). (1985: 143).

The six different function determined by these six factors can be seen in this following table:

Table 1	Factors of	Communication	and Function	ons of I	Language
---------	------------	---------------	--------------	----------	----------

Target Factor and	TARGET	SOURCE	FUNCTION
Function No	FACTOR	FACTOR	
1	Context	Message	Referential
2	Addresser	Message	Emotive
3	Addressee	Message	Conative
4	Contact	Message	Phatic
5	Code	Message	Metalingual
6	Message	Message	Poetic

Briefly, these six functions can be described as follows:

"(1) the referential function is oriented toward the context (the dominant function in a message like 'Water boils at 100 degrees'); (2) the emotive function is oriented toward the addresser (as in the interjections 'Bah!' and 'Oh!'); (3) the conative function is oriented toward the addressee (imperatives and apostrophes); (4) the phatic function serves to establish, prolong or discontinue communication [or confirm whether the contact is still there] (as in 'Hello?'); (5) the metalingual function is used to establish

mutual agreement on the code (for example, a definition); (6) the poetic function (e.g., 'Smurf'), puts 'the focus on the message for its own sake' (Jakobson, 1960: 356 as cited <u>http://www.signosemio.com/jakobson/functions-of-language.asp</u>, accessed on May, 9^h 2018).

Roman Jakobson divides language function into six function. They are emotive (expressive), conative (appelative), metalingual (metalingualistik), poetik (aesthetic), referential (cognitive, denotative, ideational), and phatic. (1995: 144).

In a communication, people will utter their utterences which contain language functions. They use different language functions to communicate each other based on their message purpose. When people inform, command, ask, or offer something to the addressee, they will use different language functions. They may use more than one language function in their communication in certain context. One of example is in advertisement. An advertisement may contain more than one mesage, and it means that the advertisement may use some of language functions. The companies give several language functions in their advertisement in order to get the attention from thr audiences. Thus, the study of language functions needed to reveal the message inside it. For more details, these are the description of six language functions by Roman Jakobson.

2.1.3.1 Referential Functioons

According to Jakobson, "referential or denotative or cognitive function is an orientation toward the context" (1980: 82). Jakobson that cited in signosemio adds that the referential function relates to the thing "spoken of". It means in the referential function people posible to deliver concrete and abstract things. According to Holmes "referential function is a function to convey information and this is done through different forms of speach, such as declarative or interogative statements" (2001: 286).

Shortly, referential function is a language function that focusses on denotative or cognitive purpose; the message about. It can be in the form of declaratives, interogatives or statements. For example; "The Earth is round".

2.1.3.2 Emotive Functions

Jakobson states that "the emotive or expressive function focused on the addresser, aims a direct expression of the addresser's attitude toward what he is speaking about. It tends to produce an impression of a certain emotion whether true of feigned." (1980: 82). Newmark defines that "the core of the expressive function is the mind of the addresser, the writer, the originator of the utterance. He uses the utterances to express his feelings irrespective of any response." (1988: 39).

Shortly, emotive function is a language function which focuses on the addresser's utterance to express his/her feelings, thoughts, opinions, and ideas. "Expressive utterances express the speaker's feelings, e.g. *Im feeling great today*." (Holmes, 1992: 286).

2.1.3.3 Conative Functions

Jakobson defines that "the conative function is oriented toward the addressee. It shows a language function that makes someone, addressee, to respond to what the addresser says or wants the listener to do." (1980: 83). "The core of the conative function is the addressee that is used in the sense of 'calling upon' the addressee to act, think or feels." (Newmark, 1988: 41).

Newmark states that "the conative function finds its purest grammatical expression in the vocative and imperative." (1980: 830. It can be concluded that conative function is a language which aims to order or ask the addressees to think or do something through the addresser's utterances. According to Holmes, "directive utterances attempt to get someone to do something, e.g. *Clear the table.*" (1992: 286).

2.1.3.4 Phatic Functions

Jakobson explains that phatic function is the first verbal functions acquired by infants; they are prone to communicate before being able to send or receive informative communication" (1980: 84). For example; 'Here we are', 'Well!', 'Eyop!'.

"The phatic function of language is used for maintaining friendly contact with the addressee rather than for imparting foreign information" (Newmark, 1988: 43). It also involves some utterances that try to establish, prolong communication, to check whether the communication works, to attrackt the attention of the addressee or to confirm his continued attention. In summary, phatic function is a language function that is used to establish or maintain friendly in the communication in order to prolong communication.

2.1.3.5 Metalingual Functions

Jakobson said that metalingual function focuses on the code factor. Whenever the addresser and/or the addressee need to check up whether they use the same code, speech is focused upon the code" (1980: 86). For example; "I don't follow you-what do you mean?" asks the addressee.

Newmark says that "metalingual function of language indicates a language's ability to explain, name, an criticise its own features" (1988: 43). It is use to describe parts of language such as grammar, or words that describe language itself.

2.1.3.6 Poetic Functions

According to Jakobson poetic function focuses on 'message' for its own sake (1980: 84-85). It can be found in a poetry and slogan. In a poetry concern to artistic nature of the language itself. However, it s not the sole function of verbal art but only its dominat, determining function, whereas in other verbal activities it acts as subsidiary, accessory constituent. For example "I like Ike" utterance. "I like Ike" rhyme with each other, and the second of the two rhyming words is fully included in the first one (echo rhyme), [layk]-[ayk].

"poetic function is designed to "please the sense, firstly through its actual or imagined sound, and secondly through its metaphors" (Newmark, 1988: 42). Shortly, poetic function is a language function that concern to artistic nature. It can be seen by diction, rhyme, alliteration, figurative language, and others.

In summary, language function has six necessary factors and some language functions. Although the language function distinguish into six categories, however hardly find language that would fulfill only one function (Jakobson, 1980: 82). It is used in every communication included in advertising.

2.1.4 Advertising

According to Kotler and Keller,

"advertising is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor via print media (newspaper and magazine), broadcast media (radio and television), network media (telephone, videotape, video disk, CD-ROOM, web page), and disply media (billboard, signs, posters)" (2012: 500).

There are several reasons why advertising become an important part of many marketers or companies. Media advertising is still the most cost – effective way to gain the large number of consummers through an advertising message. Advertising is also a valuable tool for building the company or brand equity as it a powerful way to provide consumers with information as well as to affect their perception. Advertising can be used to create a favorable and an unique images and associations for a bran which can be very important for companies selling products or services that are difficult to differentiate on the basis of functional attributes. Brand immage plays an important role in the purchase of many products and services, and advertising is still recognized as one of the best way to build a brand.

According to Belch and Belch "advertising is defined as any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor" (2015: 17). The paid aspect in this definition reflects the fact that the space or time for an advertising message generally must be bought. The nonpersonal components means that advertising involves mass media such as, TV, radio, magazines, newspapers, internet that can transmit a message to large groups of individuals, often at the same time.

Finally, advertising reaches the audiences through a chanel of communication that called as mass media (tv, magazine, radio, etc). Even nowadays, advertising can use interactive media through internet-based applications; social media.

2.1.5 Utterances

Parera, J.D. also adds that "an utterance is the use of a piece of language, such as a sequence of sentences, or a single phrase or even a single word of addressers" (2004: 262). An utterance does not exist in written language in respresentation does. It can be represented and delineated in written language in many ways. It is represented in anything written between single quotation marks. Utterance as a spoken language which is delivered by the addresser

2.1.6 Maybelline New York

Mass-market makeup brand Maybelline was founded in 1915 by 19 year old entrepreneur named Tom Lyle Williams (www.globalcosmeticsnews.com) Maybelline New York is the number one global cosmetics brand and is available in over 129 countries worldwide. Maybelline is also to be the official makeup sponsor of thirteen fashion worldwide.

Offering more than 200 product, Maybelline New York combines technologycally advanced formulas with on-trend expertise to create accessible cosmetics with a cool, urban edge and a spirited style. The Maybelline New York's mission is to offer innovative, accessible, and effortless cosmetics for every woman. It try to empowers women all over the world to express their personal factor.

2.2 Previous Study

The writer is expected to find some previous researches which have the same subject or object. The writer finds three researches that apply the language function theory by Roman Jakobson.

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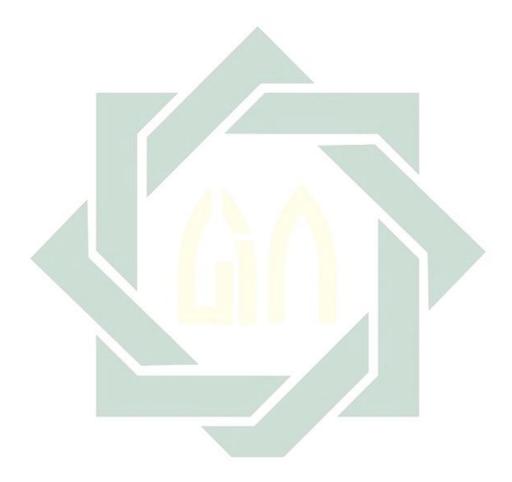
The first research is "language function of Toyota India Website" by Istingatun 'Aliyah from State Islamic University Sunan Kalijaga Yogyakarta (2015). This research focuses on analyzing the headline taken from Toyota India website. This research is analyzed by using linguistic features and language 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 demostrate the use of each language function in Toyota advertisement headline can be seen from grammatical features, the lexical features and phonologycal 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. 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.

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 Communivations 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 entitiled "A Study on the Buying Behavior of Women Customors 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 cosmetic products. Also they prefer T.V advertisements and word of mouth marketing for purchase of cosmetic brands. But commercial media is a highly expensive promotional tool and also word of mouth marketing takes considerable time to show its results.



CHAPTER III

RESEARCH METHOD

In this chapter the researcher discuss about the method that the researcher used in this research. It consists of research design, data and data sources, techniques of data collection and techniques of data analysis.

3.1 Research Design

This research is a qualitative research. The suitable type of research is qualitative since the data analyze by explaning descriptively. This research will be provides a detail descriptions of the data.

3.2 Research Instrument

The main research instrument of this research is the researcher herself, who collects the data and analyzes the utterances of Maybelline advertisements.

3.3. Data Collection

3.3.1 Data and Data Source

The data of this research was the utterances which pronounced by the addresser in the Maybelline advertisements. The data source for this study was taken from YouTube as well as the transcript of Maybelline advertisements. In this research the researcher used 20 advertisements around 2016 until 2018.

3.3.2 Technique of Data Collection

According to Ratna, there are several techniques in collecting the data; sampling, observation, interview, documentation, questionnaire, triangulation, and reading (2010: 209-245). The data collecting technique that is used in this research is documentation. The researcher does several steps to collect the data:

- 1. Searching Maybelline advertisements video in YouTube.
- 2. Selecting the video of Maybelline advertisements around 2016 until 2018
- 3. Downloading Maybelline advertisements from YouTube.
- 4. Listening and transcribing the utterance of Maybelline advertisements.
- 5. Classifies the utterance into kinds of language function that used in Maybelline advertisements.
- 6. Watched the advertisement videos to know the context in Maybelline advertisements.

3.4 Data Analysis

The researcher uses analytical descriptive method to analyze the data. Analytical descriptive method is a way for the writer to conduct their research by describing and analyzing the data all at once (Ratna, 2010:336). There are several steps which are conduct by the writer:

1. Identifying

The researcher identified the utterances that containing the kinds of language function used Jakobson's theory. The process to identify the data, the researcher make easier analyzed by gives code to make easier analyzed the data.

The kinds of Language Function:

R : Referential	Ph : Phatic	
E : Emotive	M : Metalingual	
C : Conative	P : Poetic	
2. Classifying		

The researcher classifying the utterances to the table from based on Jakobson's theory, to make the data easy to understand by the reader.

		Language Function					
No	Utterances	R	E	C	Ph	Μ	Р
1	'here we are'				Х		
2	I don't follow you-what do you mean?					X	
3	Clear the table			X			
4	I'm feeling great today		X				
5	Feels gap?		X				

Sample Table of Language Function

3. Determining and calculating

After identified and classified, the researcher make a table to determine the total and calculated the percentage for kinds of language function which produced by the addresser in Maybelline advertisements. Then, the researcher counted the frequency kinds of language function.

No.	Language Function	Frequency
1.	Referential	
2.	Emotive	
3.	Con <mark>ativ</mark> e	
4	Phatic	
5	Metalingual	
6	Poetic	

4. Interpret the data

After determined and calculated the data, the researcher interpreted the data, especially the kinds of language function based on Jakobson's theory.

5. Drawing the conclusion of all analysis in this study.

The last step of this research, the researcher drawn a conclusion from the result by interpreted the data to answer the research problem about the finding of kinds of language function used in Maybelline advertisements based on Jakobson's theory.

CHAPTER IV

FINDINGS AND DISCUSSION

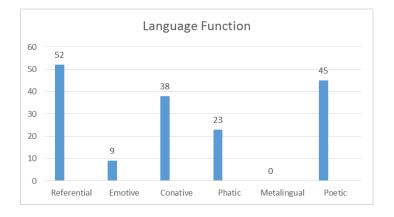
In this chapter, the researcher presents two points. The first point of this chapter is data findings and the second point is discussions. Furthermore, this chapter provides more detail reflection on the findings and displays all the result of data analysis. Therefore, the research questions are answered within this chapter.

4.1 FINDINGS

The researcher found and analyzed kinds of language function which are found in utterances of Maybelline advertisement and the context of language function in Maybelline advertisement.

4.1.1 Language Functions used in Maybelline advertisements.

To make a clear cut understanding of the findings, the researcher puts them into a chart:





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The researcher found five language functions, such as referential function, emotive function, conative function, phatic function, and poetic function. Language function that is mostly used is referential function. It could be known from the researcher's findings; fifty-two referential function, nine emotive function, thirty-eight conative function, twentythree phatic function, fourty-five poetic function, and there is no metalinguistic function.

4.1.2 Contexts of Language Function

4.1.2.1 Referential Function

Referential function focused on the context and carrying information. It can be used to inform something, such as report, description, statement, confirm, and explaining something. Referential function used to describing situation, object or mental state. It also is an information carrier. Referential function also shows the condition of the speakers who wants to share their knowledge or news toward the hearer.

Data 1

"Push Up Drama Mascara" (April, 2017)
Forget false lash
I just push them up
New Push Up Drama Mascara from Maybelline New York
Cup shaped bristles for bold, thick volume, styling wax for gravity-defying
lift
Dare to compare the push up effect with false lash
New Push Up Drama Mascara
Apply responsibly
Make it dramatic
Make it happen
Maybelline New York

In utterance above, the partisipants of the video are model and the audiences. the settingof the video is in the party. The addresser tells about the new product from Maybelline New York is Push Up Drama Mascara. The addresser applied in eyelashes before going in the party, the addresser want to show that this mascara make the bristles looked bold and thick volume and make styling wax for gravity-defying lift. It means that the utterance "*New Push Up Drama Mascara from Maybelline New York, Cup shaped bristles for bold, thick volume, styling wax for gravity-defying lift, New Push Up Drama Mascara*" is included referential function because the utterance described about the product, and the addresser show information about the real effect of this product.

Data 2

Super BB Cushion Fresh Matte (February, 2017) Close encontour Bring it <u>New Super BB Cushion Fresh Matte from Maybelline New York</u> <u>Our first hydrating matte with sixty percent hydrating essence</u> Looks fresh flawless and matte Three centimeters of close <u>BB Cushion Fresh Matte</u> Make it Happen Maybelline New York

The setting of the video is in the road. The addresser used the new product from Maybelline New York. The addresser explains that this is the first hydrating matte with sixty percent hydrating essence from Maybelline. "New Super BB Cushion Fresh Matte from Maybelline New York, Our first hydrating matte with sixty percent hydrating essence, BB *Cushion Fresh Matte*" is referential function because this utterance explains about fact of the product.

Data 3

Master Precise Curvy Liner (December, 2016) Happening now Curve your control <u>New Master Precise Curve Liner from Maybelline New York</u> <u>Our exclusive lid-hugging tip plus easy grip for precise curvy line you</u> <u>control</u> <u>Maybelline New Master Precise Curvy</u> Make it Happen Maybelline New York

The setting of the video is in the room. The utterance above give information about the product. New product from Maybelline New York is Master Precise Curve Liner that this patent pending tip, hug lids for a seamless curvy line and an easy grip pen to make curvy line. Therefore, *New Master Precise Curve Liner from Maybelline New York, Our exclusive lid-hugging tip plus easy grip for precise curvy line you control, Maybelline New Master Precise Curvy* categorized in referential function.

Data 4

Dream Velvet Foundation (January, 2016) Make your dreams come true Now our matte foundation that hydrates <u>New Dream Velvet from Maybelline New York</u> <u>Our gel with formula has two times more water for fresh coverage</u> No drying just 12 hour hydration Velvet smooth perfection <u>Dream Velvet Foundation</u> Make it Happen Maybelline New York The setting of the video is in the room and the road. The addresser in the video with the children. The addresser explain about the new product from Maybelline is Dream Velvet foundation. The addresser explain the product with huging the children, that the addresser want to explain that the product like dream a mom to have a children. Because, the gel of the Dream Velvet Foundation has two times more water for fresh coverage. It like the woman dreams to have foundation that it can be fresh coverage. from the explaning above, the utterance of *New Dream Velvet from Maybelline New York, Our gel with formula has two times more water for fresh coverage, Dream Velvet Foundation* explain about the product. It can be conclude in referential function.

4.1.2.2 Emotive Function

Emotive function is related to addresser. Language is used by the addresser to her or his feelings. It focused on the addresser, aims a direct expression of the speaker's attitude toward what he or she is speaking about. It tends to produce an impression of a certain emotion whether feigned or true (Jakobson, 1960:354). It is best exemplified by interjections, such as:

Data 5

Maybelline Dream Matte Mousse (April, 2016) Perfection <u>I love to breath in</u> Dream Matte Mousse Foundation from Maybelline New York Are unique air whipped mouse, glides effortlessly, covers flawlessly Let skin breath is oxygen-whipped with ultra multi fine powder for breatheable Matte Perfection Dream Matte Mousse Make it Happen Maybelline New York

The setting of the video is in the road. From the utterance above, the addresser uses her feeling to express that she love to breath in. Because every living thing need to breath, of course every human love to breath. Not only the human, skin need to breath too. Therefore, *"I love to breath in"* is included in Emotive function.

Data 6

Superstay Better Skin Powder (August, 2016) Meet the better skin powder Superstay Better Skin from Maybelline New York <u>I'd like meet powder</u> Covers like foundation Control shine all day Looks like your skin Only better Maybelline Better Skin Powder Make it Happen Maybelline New York

"I'd like meet powder" in the utterance above, the researcher analyzed that the addresser feel desire to get the best skin powder. The setting of video is in the road. Using the phone for a long time, will remove the powder from our face. So, the addresser expresses addresser's feelings that she desperately needs powder. This utterance included in Emotive function because *"I'd like meet powder"* express the emotion. Data 7

Brow Precise Micro Pencil (August, 2017) Next level brows Precisely shaped totally natural Brow Precise Micro Pencil from Maybelline New York Just fill with natural Hair like strokes and blend for precise natural brows Maybelline's Brow Precise Micro Pencil Make it Happen Maybelline New York

The participants of the video is a model. The adresseer says "Just fill with natural, Hair like strokes and blend for precise natural brows", this utterance express about her feelings. After using Brow Precise Micro Pencil from Maybelline New York, the addresser express that her eyebrows like strokes and more natural brows. The addresseer felt that the eyebrows was like her hair that looks natural. Since this utterance express the addresser's feeling, so it can be categorized into an emotive function.

Data 8

Drama Velvet and Dream Blender (January, 2016)

Now a dream comes true A matte foundation that hydrates New Dream Velvet Foundation from Maybelline New York Our gel-wiped formula is induced with water for fresher coverage No drying, just love our hydration Is velvet-smooth protection (this is what I dream about) Maybelline Dream Velvet For Hydrating Matte Foundation Make it happen Maybelline New York And for the ultimate dream finish Our new dream blender Smooth, perfect and blends effortlessly Maybelline New York In this advertisement, the addresser tells that Maybelline Dream Velvet is a make-up foundation that mousturizes and keeps smooth skin as her dream. According to Cambridge dictionary, the word "dream" means "something that you want to happen very much but that is not very likely". From the description, it can be seen that this utterance belongs to an emotive function.

4.1.2.3 Conative Function

Conative function engages the addressee directly. It means that language is used to ask the addressee (hearer) to act or do something. It is commonly found in commands or requests. Holmes (2013:277) clarifies that directive function refers to the language used as an attempt to get someone to do something. On the other hand, this function is created to giving orders or making requests by using interrogatives, declaratives and imperatives statements.

Data 9

New Master Precise Skinny (September, 2017) Eye always keep it on point New Master Precise Skinny from Maybelline New York Our first always sharp waterproof gel liner Designed to master the most precise eye looks Sleek defined on point Maybelline Master Precise Skinny Make it Happen Maybelline New York

The setting of the video is in the bridge. The participants of the video is a model which uses a striped shirt that the purpose of the

addresser is to show that the result of this product like the lines in the shirt. This utterance included conative function because in this advertisement, the addresser tries to convince the addressee to buy the product. The addresser show in her eyes how the designed to master the most precise eye looks, the addresser also say that it sleek defines on point. From this utterance, it can convinced the addressee to buy this product.

Data 10

New Super Stay Matte INK (June, 2018) Thank your lipson liquid metals empty New super state matte and lip color from Maybelline New York Intense liquid Ink formula Up to 16 hour wear in With attitude Maybellin's madding Make it Happen Maybelline New York

The participants of the video is two model. The setting of the video is in the middle of town. The addresser show the intense liquid ink formula when the addresser applied in her lips. The addresser walk like do shoping to show that the lipstick up to 16 hour wear in. This utterances explain about the advatages of the product. it means the addresser want to attract the addressee's attention for buy this product. the addresser explain that this product used intense liquid Ink formula and after used this product, the addressee's lips will stand along until 16 hour. Therefore, this utterance included conative function. Data 11

Dream Cushion Liquid Foundation (May, 2018) Liquid foundation reinvented New Dream Cushion Liquid Foundation from Maybelline New York Our liquid foundation in a compact <u>Gives perfect coverage for fresh-faced, luminous glow with SPF 40</u> Maybelline New Dream Cushion Make it Happen Maybelline New York

The participant of the video is a model. The setting of the video is in the room. The addresseer explain that this product gives the addressee perfect coverage to get fresh-faced and luminous glow with SPF 40. The addresseer also show the result of the product. It means that the addresser explain the advantages of the product to attract addressee's attention to buy the product. therefore, this utterance included conative function.

Data 12

New Brow Drama Pomade Crayon (March, 2016)

The perfect brow it's so easy now New Brow Drama Pomade Crayon from Maybelline New York <u>Our first creamy wax crayon sculpts and tames as it colors</u> <u>In one easy swipe</u> Maybelline New Brow Drama Pomade Make it Happen Maybelline New York

The participants of the video is two models. From the utterance, the researcher classified it to conative function. It can see that from the utterance, the addresser attract the addressee to buy the product. the addresser explain about the advantages the product, that this product used creamy wax crayon sculpts and tames as it colors with one easy swipe. The addresser show the result of the product was applied in eyebrow's addresseer.

4.1.2.4 Phatic Function

The phatic function is to open the conversation or check that it is working and also for maintaining social relationship. Phatic function consists of greetings, complements, gossip, etc. For greeting friend, a speaker can "Hello" or "Hi". As for greeting a stranger, the speaker can also use "Hello", but the more formal greetings between strangers are "Good morning", "Good afternoon" or "Good evening".

Data 13

The Rock Nudes Pallate (January, 2018) Dare to rock nude pallate New The Rock Nudes Pallate from Maybelline New York Our 12-shadow collection is adited for edge From quietly quartz to heavy metal Maybelline The Rock Nudes Rock it like no other Make it Happen Maybelline New York

"Dare to rock nude pallate" that is identified into phatic function. It is because this utterance used in the first sentence to pay the target audiences' attention. The participants of the video is model. The setting of the video is in a show. The addresser bring a guitar and use metal shirt, so the addressee will attract to look the advertisements because usually woman are identical with femininity. By using this utterance, the curiosity of the target audiences might be complete to pay attention to the advertisement.

Data 14

New Brow Precise Fiber Volumizer (Ocktober, 2016) <u>Happening now</u> <u>The volume eye brow</u> New Brow Precise Fiber Volumizer from Maybelline New York Our first brow mascara with fiber infused gel Feels gap? Adds volume precisely Maybelline Brow Precise Fiber Volumizer Make it Happen Maybelline New York

The participant of the video is a model. The utterrances above is used for opening the advertisement, it is also used to attract the target audiences to see the advertisement. From the first video, the addresseer shows how good the eyebrows are owned the addresseer so that the addressees are curious about what is used by the addresseer so it has beautiful eyebrows. The researcher concluded the utterance include in phatic function.

Data 15

The Falsies Push Up Angel (August, 2017) <u>The new falsies look</u> <u>Look the winged effect</u> New Falsies Push Up Angel Mascara from Maybelline New York Lashes so winged out Who need for falsies? Maybelline New Falsies Push Up Angel Make it Happen Maybelline New York The participant of the video is a model. The utterance above is phatic function because this utterance used in the first sentence before tell the product. The addresseer also showing before and after applied the product, so the addressee will attract to know about the product. A phatic function appears when this utterance attracts the target audiences' attention.

Data 16

The Blushed Nudes Eyeshadow Palette (September, 2016) <u>This nudes will make you blushed</u> New The Blushed Nude Eyeshadow Palette from Maybelline New York Delicate rose to bolder blush Dare to go nude with our lawdest Rose gold palette and the blushed nude lip collection Make it Happen Maybelline New York

The utterance "*This nudes will make you blushed*" appears before the addresser says the name of the product. this utterance is purposed to attract the addressees' attention. It is used to make the addresses pay attention to the advertisements because their curiosity. It can make them willing to watch the advertisement until finish. Thus, the phatic function appears in it.

4.1.2.5 Poetic Function

The poetic function focuses on the real meaning of the message, as does "The sound must seem an echo to the sense" using poetic features to express something, such as rhyming words, alliteration (poetry), repetition, assonance and so on. This function, by promoting the palpability of signs,

deepens the fundamental dichotomy of signs and objects.

Data 17

Master Contour Make Up Duo Stick (November, 2017)

Happening now The V-shape face New Master Contour V-Shape Duo from Maybelline New York Do step in one stick Contour for constructure highlight tone hands blends for sculpted V-shape face Maybelline New Contour V-Shape Duo <u>Make it Happen</u> Maybelline New York

The participant of the video is a model. In all of Maybelline advertisement the researcher found the utterances "*Make it Happen*", "*Maybelline New York*" are the slogan of Maybelline New York cosmetic. The slogan are always repeated in every Maybelline advertisements. According to Roman Jakobson (1980: 85) the poetic function can be found in a poetry and slogan. The utterances "*Make it Happen*", "*Maybelline New York*" is poetic function.

Data 18

Lash Sensational Luscious (June, 2016) Britain's number one mascara Just got luscious Maybelline New Lash Sensational Luscious Our first formula and matched with optimum precise oils leaves Lashes feeling soft and conditioned And our lash multiplying reservoir Brush refill sticker dense a look luscious New Lash Sensational Luscious And now complete your look and make them blush with Maybelline New Blushed Nudes Palette Twelve rosy shadows inspire infinite blushed new look From delicate rose to smooky shimmer Make it Happen Maybelline New York

The participant of the video is a model. This utterance belong to a poetic function. There is an aesthetic case in using of rhyme in this utterance. According to Cambridge dictionary "rhyme is a word which has the same last sound as another word". As in these utterances, the last word in the first utterance is repeated in the next utterance.

"Just got luscious "Maybelline New Lash <mark>Sensa</mark>tional Luscious" "Brush refill sticker d<mark>en</mark>se a look luscious"

These utterance sound beautiful and easy to remember because they have the same words in the last utterances. That is why these utterances include in the poetic function.

Data 19

New total temptation Mascara (January, 2018) Given to New temptation mascara from Maybelline New York Creamy formula infused with coconat extract lashes So soft, so dense, so tempting New Temptation Mascara Only from Maybelline New York

The participant of the video is a model. The utterances "So soft, so

dense, so tempting" made by the same phrases, it is also ear catching. The

addresseer also always shows her eye to showing the result of the product,

Therefore these are easy to remember. It means that these utterance

included poetic function.

Data 20

Vivid Matte Liquid Lip Color (May, 2018) <u>Meet the matte with vivid impact</u> New Vivid Matte Liquid Lip Color from Maybelline New York Now lips go vivid with super saturated color, new sensuous feel Dream your lips and vivid matte Maybelline Vivid Matte Liquid Make it happen Maybelline New York

The participants of the video are models. This utterance uses personification. Generally, meeting is conducted by people, but in this case not. It is done by one thing and another; the matte and vivid impact. Thus, it can be categorized into poetic function.

4.2 DISCUSSION

The researcher found fifty-two referential function, nine emotive function, thirty-eight conative function, twenty-three phatic function, fourty-five poetic function, and there is no metalinguistic function. Based on the finding, the language function mostly used in Maybelline advertisements is referential function.

The first mostly used is referential function. The utterances explain about the product, and give information what are the formula of the product. The second mostly used is poetic function that focused on message. All of Maybelline advertisements used poetic function like slogan and used rhyme to make artistic

nature. The third is conative function. the addresser explain the advantages of the product so the addressees attracted to buy the product. The fourth is phatic function. the addresser used the utterances in the first sentences before explain the product to pay addrsessee's attention. The fifth is emotive function. some of the utterances express the addresses's emotion or feeling. From all of Maybelline advertisements the researcher do not found metalingual function.



CHAPTER V

CONCLUSIONS AND SUGGESTIONS

After analyzing and interpreting the data, the researcher present conclusions and suggestion in this chapter. The researcher represents the answer of this research problem. The researcher also gives for the next researchers who are interested in this topic.

5.1 Conclusions

This study is about the language functions used in Maybelline advertisements recent. In this case, the researcher limits her data source of the study only focused on twenty advertisements. The researcher wants to investigate the type of language functions used in Maybelline advertisements since the language provides several functions. Furthermore, the researcher wants to explore the context of situation behind the use of language function in order to know the intended meaning of speaker's utterance.

Based on the result of data findings, the researcher concluded there are only five from six types of language function categorized by Roman Jakobson (1980) found in 177 utterances in Maybelline advertisements. They are referential function, emotive function, conative function, phatic function, and poetic function. However, the researcher found that the function of language mostly used in Maybelline advertisements is referential function with totally used in 52 utterances. Poetic function is considered as the second most frequently used in 45 utterances. The third is conative function with totally used in 38 utterances. Phatic function found in 23 utterances. Emotive function found in 9 utterances. In this study, the researcher did not find any metalingual function occurs in Maybelline advertisements.

On other hand, the researcher also found the context of situation of language function in Maybelline advertisements based on Roman Jakobson's theory. In this case, the context are presented by researcher to explore the actual meaning form the specific purpose of using language. First, context of referential function in Maybelline advertisements are to give information about the product and the fact about the formula of the product. Second, context of poetic function in Maybelline advertisements is to make artistic nature like used rhyme, personifikasion and all of the Maybelline advertisements in this case used slogan "Make it Happen", "Maybelline New York" in the last advertisement. Third, context of conative function in Maybelline advertisements is to persuade the addressee to buy the product. Fourth, context of phatic function in Maybelline advertisements is to pay addressees's attention. Fifth, context of emotive function in Maybelline advertisements is express her emotions or feelings. Sixth, there is no context in metalingual function.

5.2 Suggestions

The researcher realized that this research is far from perfect because this research still has many things that must be corrected. The researcher suggest to the next researchers to choose other object, such as daily conversation, lyrics of song, and so on. The researcher also suggests to the students of English Department especially in linguistics who are interested in language function to apply other theories from different experts who have different perspective of language functions and use other methods to analyze the data. The researcher also expected that this research could be as reference to conduct other research especially language function.



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