BEING AN IDEAL WOMAN: IDENTITY CONSTRUCTION PORTRAYED IN BEAUTY PRODUCT'S CATALOGS

THESIS



BY: SAVIRA USWATUN HASANAH REG. NUMBER: A73216128

ENGLISH DEPARTMENT
FACULTY OF ARTS AND HUMANITIES
UIN SUNAN AMPEL SURABAYA
2019

DECLARATION

I am the undersigned below:

Name

: Savira Uswatun Hasanah

NIM

: A73216128

Department

: English

Faculty

: Arts and Humanities

University

: UIN Sunan Ampel Surabaya

Truly state that the thesis I wrote is really my original work, and not a plagiarism/fabrication in part or in whole.

If in the future it is proven that this thesis results from plagiarism/fabrication, either in part or in full, then I am willing to accept sanctions for such actions in accordance with the applicable provisions.

Surabaya, 10th december 2019

Savira Uswatun Hasanah

APPROVAL SHEET

BEING AN IDEAL WOMAN: IDENTITY CONSTRUCTION PORTRAYED IN BEAUTY PRODUCT'S CATALOGS

By:

Savira uswatun hasanah

Reg. Number: A73216128

Approved to be examined by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya

Surabaya, December 10rd, 2019

Thesis Advisor

Prof. Dr. Zuliati Rohmah, M.Pd.

NIP. 197303032000032001

Acknowledged by:

The Head of English Department

Dr. Wahju Kusumajanti, M.Hum

NIP.197002051999032002

EXAMINER SHEET

This thesis has been approved and accepted by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya on December, 19th 2019

The Board of Examiners are:

Examiner

Prof. Dr. Zuliati Bohmah, M.Pd

NIP. 197303032000032001

Examiner 2

Dr. Mohammad Kurjum, M.Ag

NIP. 196909251994031002

Examiner 3

Dr. A. Dzouf Milal, M.Pd NIP. 196005162000031002 Examiner 4

Raudiotul Jannah, M.App.Ling

NIP. 197810062005012004

Acknowledged by:

The Dean of Faculty of Arts and Humanities

UIN Sunan Ampel Surabaya

Or. Agus Aditoni, M.Ag NIP 196210021992031001



KEMENTERIAN AGAMA UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA PERPUSTAKAAN

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300 E-Mail: perpus@uinsby.ac.id

LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

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

| Nama | : Savira Uswatun Hasanah | | | | | |
|---|--|--|--|--|--|--|
| NIM | : A73216128 | | | | | |
| Fakultas/Jurusan | : Adab dan Humaniora/Sastra Inggris | | | | | |
| E-mail address | : savirauswatun2908@gmail.com | | | | | |
| Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustaka UIN Sunan Ampel Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah: Skripsi Tesis Desertasi Lain-lain (| | | | | | |
| Perpustakaan UIN mengelolanya da menampilkan/mer akademis tanpa pe | yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Ekslusif ini Non- | | | | | |
| | uk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN baya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta saya ini. | | | | | |
| Demikian nemvata | an ini yang saya huat dengan sebenarnya | | | | | |

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Surabaya, 31 Desember 2019

Penulis

(Savira Uswatun Hasanah)

ABSTRACT

Hasanah, S. U. (2019). *Being an Ideal Woman: Identity Construction Portrayed in Beauty Product's Catalogs*. English Department, UIN Sunan Ampel Surabaya. Advisor: Prof. Dr. Hj. Zuliati Rohmah, M.Pd.

Keywords: critical discourse analysis, three-dimensional model, ideal, identity, identity construction, Amway, Become.

This thesis aims to analyze the use of various types of persuasion features such as textual features, discursive features, and social features in the "Amway" catalog and the "Become" catalog. This study also aims to find out what the dominant features used by the advertisers. Both of these brands are big brands that have many branches spread in various countries. Therefore, in this study, the author will answer several research questions, such as (1) what textual features used in beauty products. (2) what discursive features used in beauty products. (3) what social features used in beauty products.

This research uses a qualitative-quantification approach. Qualitative studies are applied to analyze what features are used by the advertisers. The data analysis are then collected and classified so the data are calculated to find what features are dominant.

The data show that there are four kinds of textual features used in the "Amway" catalog and the "Become" catalog, such as lexico-grammatical devices, rhetorical devices, syntactic sections, and registers. From those four features, lexico-grammatical devices are used frequently. Besides, the data also show that there are three types of discursive features found such as, self-representation, emotional appeals, and product's proofs. However, the "Become" catalog doesn't expose the proofs of the product. From those three features, self-representation is the most common feature used by the advertisers. The last social feature was found in the two catalogs, namely, building public views through associations between ideal female figures and supporting statements.

ABSTRAK

- Hasanah, S. U. (2019). *Menjadi Wanita Ideal: Konstruksi Identitas yang Digambarkan dalam Katalog Produk Kecantikan*. Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Prof. Dr. Hj. Zuliati Rohmah, M.Pd.
- **Kata kunci:** analisis wacana kritis, model tiga dimensi, ideal, identitas, konstruksi identitas, Amway, Become.

Tujuan dari penelitian ini yakni untuk menganalisis penggunaan berbagai macam fitur persuasi seperti, fitur tekstual, fitur diskursif, dan fitur sosial dalam katalog "Amway" dan katalog "Become". Tidak hanya itu, studi ini juga bertujuan untuk mencari tahu fitur apa yang paling sering digunakan oleh pengiklan. Kedua brand ini merupakan sebuah brand besar yang telah memiliki banyak cabang yang tersebar di berbagai Negara. Maka dari itu dalam studi ini penulis akan menjawab beberapa rumusan masalah yakni (1) fitur tekstual apa saja yang digunakan dalam produk kecantikan. (2) fitur diskursif apa saja yang digunakan dalam produk kecantikan. (3) fitur social apa saja yang digunakan dalam produk kecantikan.

Penelitian ini menggunakan pendekatan kuantifikasi kualitatif. Studi kualitatif diterapkan dalam kaitannya untuk menganalisis fitur apa saja yang digunakan oleh pengiklan. Data analisis kemudian dikumpulkan dan dikelompokkan agar secara kuantitatif dihitung untuk menemukan fitur apa yang paling sering digunakan.

Data menujukkan bahwa terdapat empat macam fitur tekstual yang digunakan dalam katalog "Amway" dan katalog "Become diantaranya, perangkat tata bahasa leksikal, perangkat retoris, sintaksis, dan register. Dari keempat fitur tersebut, perangkat tata bahasa leksikal merupakan fitu yang paling sering digunakan. Kemudian, data juga menunjukkan bahwa terdapat tiga macam jenis fitur diskursif yang berhasil ditemukan yakni, representasi diri, daya tarik emosional, dan bukti produk. Namun, katalog "Become" sama sekali tidak menunjukkan bukti produk. Dari ketiga fitur tersebut, fitur penggunaan representasi diri yang paling sering digunakan oleh pengiklan. Kemudian yang terakhir, ditemukan satu fitur sosial dalam kedua katalog ini yakni, membangun pandangan publik melalui asosiasi antara figur wanita ideal dan pernyataan dukungan.

TABLE OF CONTENTS

| Cover | | |
|----------|------------------------------------|-----|
| Inside C | Cover Sheet | i |
| Approva | al Sheet | ii |
| Examin | er Sheet | iii |
| Declara | tion | iv |
| | vledgement | |
| | t | |
| | f Contents | |
| | Tables | |
| | Figures | |
| | | |
| | | |
| CHAPT | ER I INTRODUCTION | 1 |
| 1.1 | Background of the Study | 1 |
| 1.2 | Problems of the Study | 8 |
| 1.3 | Significance of the Study | |
| 1.4 | Scope and Limitation of the Study | 8 |
| 1.5 | Definition of Key Terms | 8 |
| | | |
| | | |
| CHAPT | ER II REVIEW OF RELATED LITERATURE | 11 |
| 2.1 | Critical Discourse Analysis (CDA) | 11 |
| 2.2 | Three Dimensional Models | |
| 2.3 | Ideal | 14 |
| 2.4 | Identity | |
| 2.5 | Identity Constructions | 16 |
| 2.6 | Amway | 16 |
| 2.7 | Become | 17 |
| | | |
| CHADT | | 1.0 |
| | ER III RESEARCH METHODS | |
| 3.1 | Research Design | 18 |
| 3.2 | Data Collection. | 18 |
| 3.2.1 | Research Data | 18 |

| 3.2.2 Data Source | 19 |
|--|----|
| 3.2.3 Instruments | 19 |
| 3.2.4 Data Collection Techniques | 19 |
| 3.3 Data Analysis | 20 |
| | |
| CHAPTER IV FINDINGS AND DISCUSSION | 24 |
| 4.1 Findings | 24 |
| 4.1.1 Textual Features | |
| 4.1.2 Discursive Features | 43 |
| 4.1.3 Social Features | 47 |
| 4.2 Discussion | 49 |
| | |
| CHAPTER V CONCLUSIONS AND SUGGESTIONS | 53 |
| 5.1 Conclusion | 53 |
| 5.2 Suggestions | 53 |
| | |
| REFERENCES | 54 |
| | |
| APPENDICES | 57 |
| Appendix 1 .Examples of Textual Analysis | 57 |
| Appendix 2 Examples of Discursive Analysis | 60 |
| Appendix 3 Examples of Social Analysis | 61 |

CHAPTER I

INTRODUCTION

In this chapter, the researcher focuses on five points. The first point is the background of the study. The second point is the problems of the study. The third point is the significance of the research. The fourth is the scope and limitation. The last is the definition of key terms.

1.1 Background of the Study

The catalog is a type of discourse of advertising that is intended to persuade the consumers to buy certain products. The advertisers use the discourse of advertising to convey their ideology and power through their language used. The language used is usually made as attractive as possible by paying attention to many things, such as the use of clinical test proof, rhetorical devices, emotive words, etc. They use many strategies by utilizing a variety of features to attract the consumers' attention. The features displayed include textual features, discursive features, and social features.

Unconsciously, the discourse of advertising is utilized by the advertisers to lead public opinion on several criteria which are considered as ideal categories. This phenomenon can be seen from the advertisement of beauty products, where the beauty products are the most popular products for women nowadays. Moreover, beauty product advertisements also often use influential figures to illustrate the "ideal" women. Knowledge of ideal identity construction has great

importance for knowing how the advertisers influence the reader's view of several ideal categories.

Matelski (2011) stated that conducting the ideal identity construction is important because the standard of women's beauty can change over time. These different standards can also affect the way advertisers make an advertisement. Therefore, the phenomenon of ideal identity construction has become a favorite topic to be analyzed by several researchers up to now.

Ideal identity construction research has attracted the interest of several researchers, such as Hidayah and Milal (2016), Matelski (2011), Shaikh, Bughio, and Kadri (2015), Das (2016), Mustonen (2015), Nadine & Britt (2014), Govender, Rawjee, and Govender (2014). Matelski (2011) investigated the "ideal woman" in the nineteenth century in America. She claimed that the standard of beautiful women is changed over the time. The most important thing in constructing the ideal identity at that time is the use of powerful images that influence ideal standards in society. She concluded that the ideal identity of women at that time lies in several physical characteristics. Those characteristics are having small hands and feet, having a slim body, the typical woman stood is 5 foot 4 inches and weighed 140 pounds, having a tiny waist, full hips, white skin, and conical breast.

Bibi, Grydeland, and Troye (2014) analyzed how the non-idealized models play an essential role in constructing the ideal identity of women. The advertisers prefer attractive women even though the woman is not ideal. The advertiser also prefers suitable women to "typical" ones. For example, for clothes promotion in

spring, the advertiser prefers women who are relaxed and tend to be tomboyish. Body size does not become a problem. As a result, the researchers conclude that non-ideals can be ideal women models based on advertising needs. It all depends on the compatibility of the woman's style with the situation that will be faced.

Govender, Rawjee, and Govender (2014) concluded that in this case, the magazine's advertiser built the ideal identity of women by showing women's physical beauty. Women are often described as sex objects. Women are also described as fascinating creatures. So it can be concluded that the ideal woman is a woman who has plusses related to the physical appearance of a woman.

Shaikh, Bughio, and Kadri (2015) tried to find the representation of men and women through the advertisements. The result was a little bit different rather than the previous study. The result explained that the ideal women lie in several characteristics, such as docile women, creative in decorating, body maintained, and smart women. The researcher concluded that the ideal woman described by the advertisement was female domestic workers. Many ads have built the identity of women through the ideal depiction of the role of women at home. These advertisements illustrate that the role of women as domestic work is a form of pride, happiness, and achievement.

Mustonen (2015) explained that the use of lexical items in HBO series girls plays a central role in constructing the ideal identity of women. They tend to use lexical items to describe women's characteristics. They often express their intentions using other words. For example, the word "bitch" is used to represent a bossy and independent woman. Conversely, the word "lady" is used for co-

dependent women. As a result, ideal women are described as women who have high self-confidence. An ideal woman is a woman who loves herself and is not affected by what people say.

Hidayah and Milal (2016) investigated the ideal identity construction through Garnier's advertisements collected from the website and facebook of Garnier. The most crucial aspect of ideal identity construction in this case is the use of vocabulary. The advertisers tend to use adjectives or emotive words to represent the ideal identity. The researchers concluded that the ideal identity of women and men lies in several physical characteristics, such as flawless skin, pinkish bright, perfecting beauty, and radiant skin.

Das (2016) explained that television advertising in India uses four strategies in building the ideal identity of women. These strategies are family role, working role, decorative role, and freewheeler. The decorative role category is divided into 2, namely, look and beauty, sex object. As a result, women are categorized into three groups, namely, independent, dependent, and neutral. The ideal identity of a woman is distinguished according to its category. For example, in a family role, the ideal woman is described as a woman who is obedient to her husband, can take care of homework well, and is good at cooking. Meanwhile, in the freewheeler category, ideal women are independent women who do not depend on their husbands and can take care of their own lives.

From the previous researches, it can be concluded that they have a different focus. Bibi, Grydeland, and Troye (2014) and Matelski (2011) focus on how the advertiser's strategy utilizes the existence of influential figures in

representing ideal women. Meanwhile, Das (2016), Govender, Rawjee, and Govender (2014).), and Shaikh, Bughio, and Kadri (2015), focus on how the advertisers represent ideal women in an advertisement. The characteristics described can be in physical appearance, the role on society, and personality. In contrast to the previous five types of research, Mustonen (2016), Hidayah and Milal (2016) chose to observe the strategies used by the advertisers to represent ideal women. If Hidayah and Milal (2016) focus on how a discourse of advertising can influence society's view of the ideal image of women, it is different from Mustonen. She only observes how the advertisers use language and multimodality in representing ideal women.

Ideal identity construction research has attracted the interest of several researchers. However, little information on features used in beauty products advertisements is available. From six previous studies, only Hidayah and Milal (2016) that chose to observe the features used by the advertisers to represent ideal women.

Nevertheless, these attempts to find out the dominant features are at present incomplete. Despite the previous studies dealing with the dominant deatures used in beauty products advertisements, to the best of our knowledge, none has been done by putting the frequency calculation to support the arguments related to the dominant features used. Hence, the researcher needs to conduct the study on ideal identity construction, especially related to find out the most features used in beauty product's catalogs.

The present study was designed to understand what features the advertisers usually choose to construct the ideal identity in society and what features play the most. This problem was chosen because the previous researchers have not analyzed this problem adequately. Examining textual features, discursive features, and social features in an ideal identity construction are very important.

This research will be different from the research by Hidayah and Milal (2016), which examines qualitatively. Hidayah and Mila (2016) only explain what advertisers use features in constructing the ideal identity. Hidayah and Milal (2016) also claim in the abstract section that textual features and social features are important features in constructing an ideal identity. Still, these claims are not reinforced by the calculation of the frequency of use of each feature. So in filling this gap, this study will use qualitative methods to explain the strategies used by the advertisers and also use quantification methods in analyzing frequency calculations in the use of each feature.

Frequency calculation for each feature is needed as a supporting instrument to strengthen the statement about the features that is most important in constructing the ideal identity. If a feature is used with a significant frequency, it can be concluded that advertisers have specific strategies in it. As we know that each feature used carries different effects on the reader, the quantitative method is expected that researchers can find out what features are highlighted in the selected catalog.

In building an advertisement, there are three essential stages. In textual practice, the advertiser maximizes the use of textual features to describe products.

Each component in textual features has its respective functions, generally functioning to attract the consumer interest. Then, it continues to the discursive practice stage. The discursive feature is the result of the interpretation of the text that has been made. The text made makes the consumers guess the product being offered. Then, it continues to the stage of social practice. In this stage, the text discourse has succeeded in building an image that influences social views. So, observing each stage in the ideal identity construction is very necessary. We need to know how each feature works at each step in building a standard view of social life.

This study uses a catalog as an object of research. Catalogs are chosen because they have not been studied before. Another reason is that the catalog has characteristics that are different from other types of advertising. Catalogs have minimal descriptions. Catalogs only use one to two sentences to describe a product. This makes researchers want to know how the advertisers maximize the use of the limit sentence in constructing women's ideal identity.

The catalog chosen in this study is the "Amway" catalog and "Become catalog". "Amway" catalog was chosen because "Amway" is the number one global direct selling company in the world. The company, which is based in Michigan, has grown in more than 80 countries. "Amway" markets various types of goods, including skincare and makeup. Just like products on the "Amway" catalog, "Become" products also consist of skincare and make-up products that have been widely known by women throughout the world. That reason made the researcher interested in examining these two catalogs.

1.2 Problems of the Study

- 1. What are the textual features used in the beauty product's catalogs?
- 2. What are the discursive features used in the beauty product's catalogs?
- 3. What are the social features used in the beauty product's catalogs?

1.3 Significance of the Study

Hopefully, this research could give some importance, such as theoretical significance and practical significance. In the theoretical importance, probably, this research could provide scientific knowledge related to the Critical Discourse Analysis research. In practical importance, hopefully, this research could fill the gaps in the series of studies, especially in Critical Discourse Analysis.

1.4 Scope and Limitation of the Study

This research uses two beauty product's catalogs namely, "Amway" catalog and "Become" catalog. This study is limited to investigate the Amway's catalog in the 2018-2019 edition. In this research, the researcher only investigates two chapters of "Amway" cataloh, including beauty and personal care. This research also used "Become" catalog in the "Become" website and used all products displayed in the catalog.

1.5 Definition of Key Terms

1. CDA

Critical Discourse Analysis (CDA) is one of the fields that concerns in analyzing text, both written and oral. CDA focuses on several elements that make up the text, such as specific social, political, and historical contexts (Dijk, 2015).

2. Three Dimensional Model

The three-dimensional model is one of the theories in the field of Critical Discourse Analysis that was discovered and developed by Fairclough. This theory uses several approaches, including linguistic practice, discursive practice, and social practice (Fairclough, 1995).

3. Ideal

The word "Ideal" is a term that refers to the standard value measure, which is a reference to be fulfilled (Matelski, 2011).

4. Identity

Identity is the character, role, membership of the social group that determines who one is. Identity refers to various characteristics that are deliberately achieved. Semeone identity is different with the other (Leary & Tangney, 2012)

5. Textual Features

Textual features are components for controlling discourse related to text building elements such as features of vocabulary and metaphors, grammar, presuppositions and implicatures, politeness conventions, speech-ex change (tumtaking) systems, generic structure, and style (Fairclough, 1995).

6. Discursive Features

Discursive features are a reinterpretation of discourse that may be either idealized to certain social needs. This features concerns with how the discourse produces and cosumes as well by the reader (Fairclough, 1995).

7. Social Features

Social features are a form of interrelation between discourse and social conditions that influence each other (Fairclough, 1995).



CHAPTER II

REVIEW OF RELATED LITERATURE

This part aims to focus on the explanation of the used theory. This part focus on the explanation related to the key terms in the previous chapter

2.1 Critical Discourse Analysis (CDA)

Critical Discourse Analysis (CDA) is one of the fields that focus analyzing text, both written and oral. CDA focuses on several elements that make up the text, such as certain social, political, and historical contexts. Van Dijk is one of those who developed a theory in this field. Dijk (2015) states that the theory comes with three ideological analyzes including, Discourse, Sociocognition, socio analysis. This method makes it easier for researchers to explore the discursive aspects of discourse. These aspects can be related to social, political, or historical conditions.

Whereas, according to Fairclough (1995), CDA is a tool to investigate the elements of causation related to discourse. The causal elements are related to discursive and socio-cultural practices. This method of Fairclough makes it possible to look for causal relationships using three approaches, namely, linguistic practice, discursive practice, and social practice. Iqbal, Danish, and Tahir (2014) claim that the striking difference between Fairclough and van Dijk is the approach used. Fairclough tends to concern with the use of ideological patterns and power, while Van Dijk takes an approach related to the structure of language. The researcher chooses Critical Discourse Analysis because according to Faiclough

(1995) CDA can be used to investigate the relationship between discourse, society, power, and ideology.

2.2 Three Dimensional Models

Three-dimesional model is a theory that conducted by Fairclough. This theory is included in critical discourse analysis field because this theory deal with the relation between the text and social circumtances. According to Fairclough (1995), The three-dimensional model is one of the theories in the field of critical discourse analysis developed by Fairclough that concern with three stage of analysis. This theory uses several approaches. Those approaches including linguistic practice, discursive practice, and social practice.

With this theory, it is possible to be able to find out the strategy used by the advertisers through the textual elements used. This theory is able to find out the interpretations that arise as the impact of the discourse. This theory is also able to find out the contribution of the discourse to influence the society. Generally, the discourse is able to influence the general view of certain things that become trends in society

The researcher uses a three-dimensional model of Critical Discourse Analysis by Fairclough. This theory is possible to help researchers to find the causes of things that can be caused by a discourse that is in the social environment. This theory uses three approaches involving discourse, reader interpretation, and environmental conditions. Fairclough proposes a three-dimensional model that consists of textual analysis (description), intertextuality /

discursive practice (interpretation), and ideological conventions (explanation).

The framework of this model can be seen as follows:

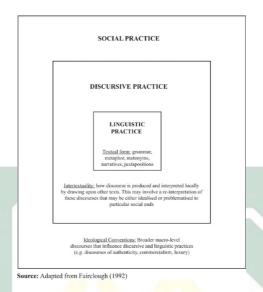


Figure 2.1 Fairclough's Three-dimensional model

Fairclough states that the purpose of textual analysis itself is to find out the textual features of the text. Textual features are all elements of text, such as words, phrases, sentences that build a text. Those elements can be vocabulary, metaphors, grammar, presuppositions, implicature, politeness conventions, generic structure, and style. Stillman (1997) claims that this level cannot be influenced by external factors. Text is the only component that works in this approach. For example, we can take a look at the sentence "Anti-bacterial ingredients cleanse pores deeply, leaving fresh skin and free from blemishes. For oily and acne-prone skin". This sentence contains two kinds of an adjective, the word "Fresh skin" is included in the positive adjective, and the word "oily and acne-prone skin" is included in the negative adjective. This analysis focuses on the elements of text without paying attention to how this sentence is interpreted.

Discursive features are features that focus on how the texts are consumed or interpreted as well by the readers. It is mainly related to the reader's understanding of the text. This level can be influenced by the knowledge possessed by the reader. Knowledge of the reader is very instrumental in directing imagination or interpretation as a form of understanding a discourse. For example, we can take a look at the sentence "Allergy tested, dermatologically tested, non-comedogenic, unisex range." In the discursive analysis, the researcher must position himself as a reader and then try to understand the possible interpretations that will arise. The word "Allergy tested, dermatologically tested" means that the product is safe to use because it has passed various clinical trials.

According to Fairclough (1995), social features are features that focus on the relationship between text and social condition. It is mainly related to the contribution of the text to influence the general view on society. This level more emphasizes the production of discourse. The most important thing is that every interaction contained social ideologies in it. For example, the advertisers usually use some kinds of ideal figures to promote their products. It builds customers 'desire to be beautiful and fulfill all criteria that those ideal figures have. It can be seen from current social conditions. Many people buy all kinds of beauty products to meet the criteria of an ideal woman in society.

2.3 Ideal

According to Oxford online dictionaries, ideal describe as "Satisfying one's conception of what is perfect; most suitable." In line with Oxford, Matelski

(2011) concludes that the word "Ideal" refers to the standard value measure, which is a reference to be fulfilled.

According to Bryant (n.d), the ideal standard of women's beauty can change from time to time. Ideal standards of beautiful women are usually measured in physical appearances, such as skin tone, body shape, nose, etc. The ideal standard for women's beauty can also be different from one region to another. It can usually be influenced by a general view in the social sphere that is formed by several factors such as culture, trends, and can also be affected by the existence of advertisements.

2.4 Identity

Kemph (1969) says that the term "identity" similarly close to the term "self-concept". Besides, Callero (2014) states that Personal identities are a character that someone has but not necessarily owned by others. Then, it can be concluded that a person's identity differs from others. Every person has a different identity. Identity can also be likened to a characteristic that is influenced by several factors that occur in the surrounding environment.

According to Henri and turner (2004), many factors can influence a person's identity, for example, the influence of a group on social identity. Related with social identity, social identity described as a feeling that arises because of its membership status in a group. The group can refer to the social classes, family, team, etc. someone will tend to improve their self-image by increasing their group status. Then the problem that will arise hypothesizes that group members from a group will look for negative things from other groups. They enhance their self-

image by dropping other groups. This prejudiced view will lead to the emergence of racism, stereotypes, genocide, and other bad things.

2.5 Identity Constructions

According to Bamberg and Fina (2011), identity studies bring together discourse with several theories relating to theorizations on the self, the role of interaction, and the contribution of language to socio-cultural processes. Feminist thinker, Judith Butler stated that identity is not something that belongs to every individual, but identity is something that is done and displayed by each. Social conditions generally influence the behavior exhibited by humans. Identity studies believe that there is a relationship between social interaction and discourse in constructing an identity. Because basically, every discourse has the purpose of leading the views of the reader. They maximize the use of various strategies. So that, unconsciously, discourse can affect human identity, such as behavior, beliefs, references.

2.6 Amway

Amway is a company founded by Rich Devos and Jay Van Andel. The company was founded in 1959 and based in Grand Rapids, Michigan. Amway is engaged in network marketing. The marketed items are divided into several categories, such as nutrition, beauty, homecare, energy + sport. Now Amway is one of the largest marketing companies in the world. So it's no wonder that Amway has developed in more than 80 countries in the world.

2.7 Become

"Become" is a company that develops a series of skincare products. Which makes it special, "Become" combines the power of science with a variety of natural ingredients. This feature can help women prevent signs of aging. "Become" always tests its products on women who live in extreme climate countries, Australia. This aims to convince the consumers that "Become" products can function properly under any circumstances.

CHAPTER III

RESEARCH METHODS

This part focuses on three points. The first is the research design. The second is data collection. The last is data analysis.

3.1 Research Design

This research used a qualitative method and supported by quantification method. Therefore, the purpose of this study was to find out the textual features, discursive features, and social features used in "Amway" and "Become" catalog. The researcher explained the results in the form of a description to give a deep understanding of the features used. While a quantification method was used to find out the most features in the "Amway" catalog and "Become" catalog.

The data presented is based on systematic calculations and descriptions. The results of these calculations obtained based on grouping data according to the types. Detail description of the data were given to convey a deeper understanding of this topic.

3.2 Data Collection

3.2.1 Research Data

The data were taken from all elements of text, such as phrases, clauses, sentences, and pictures in the "Amway" catalog and "Become" catalog. The product's description in those two catalogs was considered as the data. In this research, the researcher only investigated two chapters of the Amway catalog, including beauty and personal care, with approximately 43 product descriptions.

This research also used the "Become" catalog in the "Become's" Website and used all product descriptions displayed in the catalog with approximately 31 products. The total of the products analyzed was 74 product's description.

3.2.2 Data Source

The data were taken online from both two catalogs, the "Amway" catalog, and the "Become" catalog. It's mainly related to "Amway" and "Become"'s website than can be accessed publicly. The research considered all elements of catalog including tag line, product's descriptions, pictures, etc

3.2.3 Instruments

The researcher was the main instrument of this research. The researcher collected the data and analyzed the ideal images and identity portrayed in the "Amway" catalog and "Become" catalog. Besides, laptop and internet connections also became an important instrument to access Amway's website and "become's" site to find out the online catalogs.

3.2.4 Data Collection Techniques

The data of this research were all words, phrases, sentences, and pictures in the description of the Amway catalog and "Become" catalog. The catalogs were taken online on its website. The data were analyzed based on the characteristics of each feature. Then, the data were grouped into the table based on the type. The data were shown in the form of a diagram as the results. The use of Microsoft Excel is very useful in calculating the amount of data before it is processed into a diagram

3.3 Data Analysis

The data were analyzed using the Critical Discourse Analysis theory, especially the Three-dimensional model by Fairclough. In the data analysis phase, the data were analyzed according to the steps below:

Identifying:

First, the researcher identified all words, phrases, sentences, and pictures in the "Amway" catalog and "Become" catalog using Fairclough's three-dimensional model. To make the researcher easy to classify words or sentences according to its category, codes are needed:

Table 3.1 Code's List

| Features | Category | | Codes | |
|---------------------|------------------------------------|---------------------|---------|--|
| | Lexico grammatica | Adjectival usage | Lgd.adj | |
| | device | Verbal usage | Lgd.v | |
| | | Adverbial usage | Lgd.adv | |
| | | Noun usage | Lgd.n | |
| | Rhetorical device | Repetition | Rd.rpt | |
| Textual Features | | Figurative language | Rd.Fgt | |
| | | Simple sentence | Ss.ss | |
| | Syntactic section | Parallelism | Ss.pr | |
| | | | | |
| | Register analysis | Imperative sentence | Ra.is | |
| | | Comparisons | Ra.c | |
| | | Pronouns usage | Ra.p | |
| | Self-representations | Sr | | |
| Discursive Features | Emotional appeal | Ea | | |
| | Product's proof | Pp | | |
| | The use of role figure | RF | | |
| Social Features | Associating figures and statements | Arf | | |
| | Other social features | | | |

The researcher underlined the words or sentences that have been analyzed based on codes that have been determined as follows:

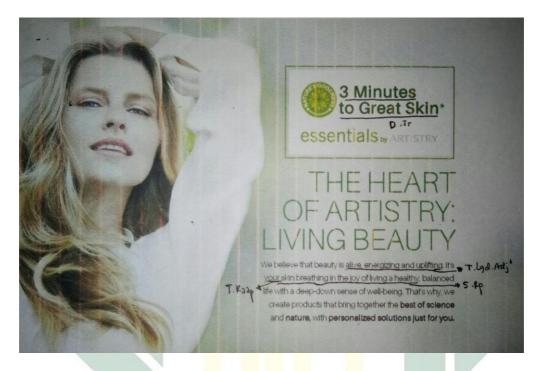


Figure 3.1: Coding

Classifying

In this step, the researcher classified the words and sentences that have been coded based on their category. The researcher need to make three tables (for textual features, discursive features, and social features) as bellow. Then, the researcher put the data into the table:

Data : (codes of catalog, product's number, line)

Example : (A,1,2)

Table 3.2 Classification of Textual Features

| Features | Category | | Codes | Data | Total |
|---------------------|----------------------|---------------------|---------|-----------------------------|-------|
| | Lexico | Adjectival | Lgd.adj | (A,2,1) (A,2,1) (A,3,2), so | |
| | grammatical | usage | | on | |
| | device | Verbal usage | Lgd.v | | |
| | | Adverbial usage | Lgd.adv | | |
| | | Noun usage | Lgd.n | | |
| Textual features | Rhetorical | Repetition | Rd.rpt | | |
| | device | Figurative language | Rd.Fgt | | |
| | | Simple sentence | Ss.ss | | |
| | Syntactic section | Parallelism | Ss.pr | | |
| | Register analysis | Imperative sentence | Ra.is | | |
| | 3 | Comparisons | Ra.c | | |
| | 4 | Pronouns usage | Ra.p | | |
| | | Imperative sentence | Ra.is | | |

Table 3.3 Classification of Discursive Features

| Features | Category | Codes | Data | Total |
|------------|------------------|-------|------|-------|
| | Self- | Sr | | |
| | representations | i. | | |
| Discursive | Emotional appeal | Ea | | |
| features | Product's proof | Pp | | |
| | | _ | | |

Table 3.4 Classification of Social Features

| Features | Category | Codes | Data | Total |
|----------|---------------------|-------|------|-------|
| Social | The use of role | RF | | |
| features | figure | | | |
| | Associating figures | Arf | | |
| | and statements | | | |
| | Other social | | | |
| | features | | | |

The features were based on analysis results. It can be changed based on findings. After classified the words and sentences based on each feature, the researcher showed the total of each category as the results. The results were

showed in the form of the diagrams of textual features, discursive features and social features. Then as the final step, the researcher made conclusions that have been obtained to answer what features play an important role in constructing the ideal identity.



CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter, the researcher focuses on two points. The first point presents data findings, and the second point shows the discussion of data results.

4.1 Findings

This section is created to present some results of data analysis. This section focuses on three points based on the three levels of Three Dimensional Models by Fairclough. The first is about the textual features of "Amway" and "Become" catalogs. The second is about the discursive features of "Amway" and "Become" catalogs. Last, the third is about the social features of "Amway" and "Become" catalogs.

4.1.1 Textual Features

Textual features are included the features in three-dimensional models that are conducted by Fairclough. Textual analysis is the first stage in the theory of three-dimensional models. This analysis stage focuses on using text-building elements such as word, phrase, clause, and sentence. In this stage, the consumers' interpretation is not considered.

This part shows the results of the first findings. There are two catalogs with approximately 74 product descriptions that have been analyzed before. This part aims to answer research question number one. After conducting the analysis, four components are included in the textual features, including the lexico-

grammatical devices, rhetorical devices, syntactic sections, and register analysis. From those four elements, the following results are obtained:

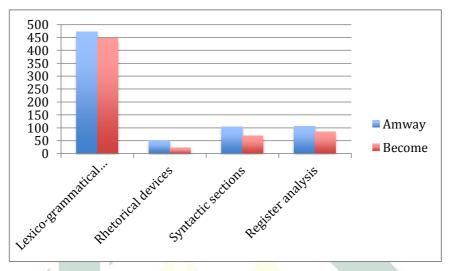


Figure 4.1: Findings of Textual Features

The results show that textual features consist of lexico-grammatical devices, rhetorical devices, syntactic sections, and register analysis. From those four features, lexico-grammatical devices are the elements that most frequently used in "Amway" and "Become catalog. Meanwhile, rhetorical devices are the fewer features used in "Amway" and "Become "catalogs.

4.1.1.1 Lexico-grammatical devices

Lexico-grammatical device is one of the features that commonly used by the advertisers to build a positive image to attract customers. Vai (2016) states that the advertisers usually maximize the use of various parts of speech so that the context created becomes more persuasive and interesting. The use of lexico-grammatical devices is very effective to use, because part of speech is the main factor in building text. By maximizing the use of lexico-grammatical devices, advertisers can control text so that text becomes more persuasive. This aspect is

very closely related to the use of various parts of speech, such as adjectival, adverbial, verbal, and noun usage.

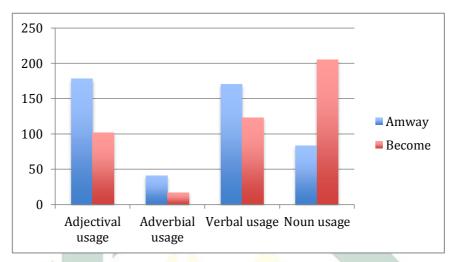


Figure 4.2: Lexico-grammatical Devices Usage

In the use of lexico-grammatical devices, the "Amway" catalog and the "Become" catalog show different results. The most frequently features used in the "Amway" catalog are adjectival usage. In contrast with "Amway," "Become" is more often in using noun usage. Besides, the most rarely features used in those two catalogs are adverbial usage.

In making advertisements, the advertisers need to use specific vocabulary to convince the consumers. The type of vocabulary that often arises is adjectives. Hidayah and Milal (2016) states that according to their function, the use of adjectives is divided into two categories. The adjectives are used to give negative meaning and positive meaning.

Kartal and Yol (n.d) state that the positive adjectives are adjectives that lead us to judge someone positively. Vai (2006) also states that the advertisers usually use positive adjectives to highlight the advantages of the products they

have. Besides, the positive adjective can also be used as a tool to build positive images related to the characteristics of the ideal woman. Positive adjectives play an important role in attracting the imagination, hope, and motivation of the reader about some positive characteristics.

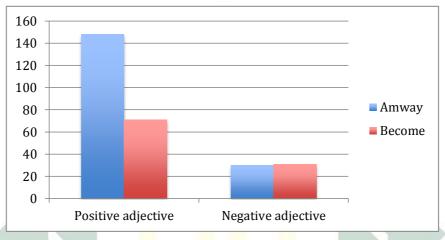


Figure 4.3: Adjectival Usage

The results show that positive adjectives are the features most often used in "Amway" and "Become" catalogs. It is because the advertisers tend to build the positive image through the use of positive adjective. While negative images are the adjective form that less used in the "Amway" catalog and the "Become" catalog.

The researchers found 148 adjectives (83.14%) in the "Amway" catalog included in positive adjectives. Meanwhile, in the "Become" catalog, 71 adjectives (69.6%) belong to positive adjectives. Those positive adjectives that contain the positive image such as *on-Trend, non-greasy, sumptuous, luxurious, vibrant, strong, gentle, efficient, etc.* Below are a few examples of the use of positive adjectives in "Amway" and "Become" catalog:

DATA 1

- [A,6,1-2] "It is an intensely <u>rich</u> and profoundly <u>nourishing</u> cream that moisturizes your skin and makes it feel <u>soft</u> and <u>supple</u> with a <u>rosy</u>, <u>healthy-looking glow</u>."
- [B,4,1] "A gentle cleanser with a <u>rich</u> blend of <u>botanical</u> extracts to cleanse, soothe, and rejuvenate the skin."

Meanwhile, the researchers found 30 adjectives (16,85%) in the "Amway" catalog included in negative adjectives. Besides, in the "Become" catalog, 31 adjectives (30,4%) belong to negative adjectives. Mimesevic and Mateisic (2016) claim that the negative adjective is an adjective that leads us to negative evaluation. Negative adjective always gives rise to wrong interpretations. It can refer to bad physical characteristics.

Meanwhile Vai (2006) states that negative adjectives play an important role in giving the reader suggestions about the consequences of not using the product. So that readers are interested in buying the products offered tho avoid the impact of not using the products offered. Here are some examples of negative adjectives found in "Amway" and "Become" catalogs such as *dry*, *died*, *oily*, *harmful*, *dark*, *deep*, *hard*, *etc*.

DATA 2

- [A,18,2] "It decreases the melanin production, causing a reduction in <u>dark</u> spots and blemishes."
- [B,12,2] "Everyday emotions leave their mark, causing <u>deep</u> lines that are <u>hard</u> to treat."

As with the benefits of using adjectives, the use of adverbs also plays an essential role in building a positive impression. Vai (2006) argues that the advertisers provoke emotional appeal by highlighting the quality of the products offered. The researchers found several examples of adverbial usage in both catalogs, such as, *specifically, intensely, clinically, daily, profoundly, quickly, etc.*

DATA 3

[A,6,2] "It is an <u>intensely</u> rich and <u>profoundly</u> nourishing cream that moisturizes your skin and makes it feel soft and supple with a rosy, healthy-looking glow."

[B,15,1] "A rich blend of ultimate ingredients helps <u>dramatically</u> reduce dryness, wrinkles, sagging, redness, uneven skin tone, and loss of radiance."

The words *intensely, profoundly, dramatically* are just a few examples of adverbial usage. In the first example, the words "Intensely" and "Profoundly" are used to explain that the cream offered is very effective in deeply moisturizing the skin. Whereas in the second example, the word "dramatically" explains that the ingredients' of the product offered can reduce the existence of dryness, wrinkles, sagging, redness, uneven skin tone, and loss of radiance drastically. So, the adverbs used are used to explain the quality of the products offered. Besides, the researchers also maximize the use of verbs. The use of verb is also very important in influencing the consumers. The researcher found some kinds of verbs as follows:

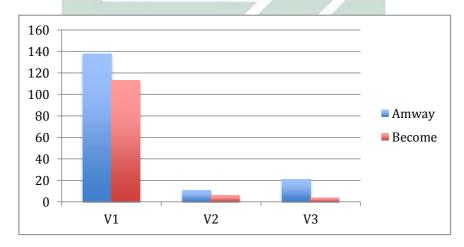


Figure 4.4: Verbal Usage

The use of verb can also indicate the type of tenses used. Each tenses generally has a different time context. Generally, the advertisers build the best

possible language style so the consumers can understand text easily. The consumers can capture the positive images so that the consumers are interested to buy the products offered.

The results show that in the "Amway" and "Become" catalogs, verb one is the most commonly used form of the verb. In contrast, verb two is a form of the verb that is rarely used in the "Amway" catalog. Meanwhile, "Become" uses the verb three as the most rarely verb used.

The use of V1 is mainly related to the simple present tense. According to Vai (2006), simple present tense plays an important role in giving the consumers an idea of what the desired situation is after using a product that is promoted, helping to show the benefits of the product being advertised, and helping to explain the facts that might be classified as a "general truth". The use of V1 also indicates the sentence as an active sentence. Most sentences are dominated by active sentences. This is because most consumers prefer the use of subjects and precise verbs. Associated with the use of simple present, the researchers found the uses of verb three that act as passive sentences.

DATA 4

- [A,4,2] "The serum is formulated with ingredients which help to smoothen the appearance of fine lines and wrinkles."
- [B,p3, TL6] "Our products are <u>developed and tested</u> in Australia. One of the harshest environments in the world, so <u>we know</u> they <u>work</u> under any condition."

The examples above are the forms of simple present usage. In the first example, the advertiser explains the benefits of using the offer such as, helps to smooth the appearance of fine lines and wrinkles. Whereas in the second example,

the sentences above aim to describe the facts related to the quality of the product. The dvertisers claim that their products can work in a variety of conditions because they have been tested in environmental environments in the world, Australia.

The use of the past sentence is also in "Amway" and "Become" catalog. Generally, the use of light sentences is used to describe the facts of research that have been done, such as:

DATA 5

[A,3,6] "93% of women* experienced a clinical reduction in visible fine lines around the eyes."

The example above is a form of using a simple past. The use of the simple past above shows the results of previous studies, which showed that most women had experienced a reduction in fine lines around the eyes after using the products offered.

The noun usage is also important in attracting the consumers' attention to buy the products. There are two kinds of words that play an important role in convincing the consumers, including scientific words and unique words. Arroyo (2013) states that there are two functions of the noun usages. First, the use of scientific words aims to accomplish the advertiser's persuasive needs for beauty products. The consumers will be surer if the advertisers display the ingredients in their products. Through scientific explanation, the consumers can adjust the condition of their skin with the product should be used. Besides, the use of scientific words also makes the ad more attractive.

Second, the advertisers also use words that give a special impression on the ingredients of their products. Both use ingredients that highlight the role of botanical fruits in their skincare. Generally, the consumers consider that products made from natural ingredients are safer and more reliable. In noun usages, scientific word is the most features used in both two catalogs. The researchers found the following results:

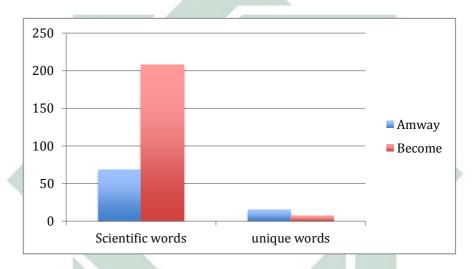


Figure 4.5: Noun Usage

The sentences below are examples of the use of scientific words and unique words from both catalog:

DATA 6

- [A,29,2] "Get ready to steal the spotlight! The <u>botanical extracts</u> of <u>green tea</u>, <u>licorice</u>, <u>and meadowsweet</u> work together to keep the pimples at bay. And gives you back the confidence to face the world."
- [B,22,1] "A non-greasy body moisturizer with <u>sodium hyaluronate</u> and <u>witch</u> <u>hazel</u> to intensely hydrate and tone the skin. For all skin types."

The words botanical extract and Sodium Hyaluronate are examples of the use of scientific words. Besides, the words green tea, licorice, meadowsweet, witch hazel are examples of using unique words. The use of scientific ingredients and natural ingredients is a combination that can attract the attention of the

consumers. The advertiser understands that the consumers will be trusted more if the product explanations are accompanied by scientific explanations. This is related to product safety used by the consumers.

4.1.1.2 Rhetorical Device

According to Tom and Eves (n.d), A rhetorical device is a discipline that plays an important role in the world of advertising. The advertisers realize that advertisements are not only introducing their products but also to persuade the consumers. In this case, rhetorical devices are very important in providing artistic elements in advertising. Rhetorical devices emphasize the beauty of words so that the message is easy to remember by the costumers. Two kinds of rhetorical devices play an important role in convincing the consumers, including repetition and figurative language. The researchers found the following results:

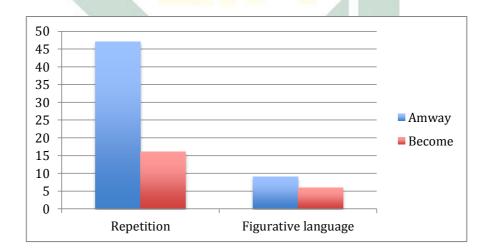


Figure 4.6: Rhetorical Devices Usage

Repetition is a feature that tends to repeat words or sounds from related words. whereas, figurative language is a style of language that aims to add to the beauty of language. The language used is generally not like a normal language

style. The sentences included in figurative language generally do not describe the literal meaning. The intention of the sentence to be conveyed can usually be captured through the context.

Vai (2006) states that the repetitions are the most features used in rhetorical devices. Repetitions play an essential role in highlighting the advantages or positive effects that are raised by the product. Repetition also makes the discourse look attractive. It is because advertisers usually repeat the same sounds in related words so that the words conveyed look interesting. The analysis data shows that there are four types of repetition, namely synonymy, alliteration, repeating the keywords, and repeating the vowel sounds at the end of words. Alliteration is a type of repetition that emphasizes repeating consonants at the end of words.

Synonymy is a form of using a different word but has a similar meaning. The meaning contained is the same but advertisers generally use different equivalent words. It aims to emphasize the message conveyed. The sentences below are examples of the use of scientific words and unique words from the "Amway" catalog:

DATA 7

[A,10,1] "Rich in Avocado, this luxurious massage cream restores radiance to the tired skin and makes it feel <u>soft</u>, <u>silky</u>, <u>smooth</u>, and moisturized. It revitalizes the appearance of <u>dry</u>, <u>dehydrated</u> skin when applied with a massage."

The use of soft, silky, smooth, is an example of the use of synonymy and alliteration. There is a consonant / s / repetition at the beginning of words that can attract the attention of the consumers. Besides, these words also have a similar

meaning, even though the word is different. These words mean something comfortable to touch and not hard to cut and fold. The use of alliteration and synonymy also applies to the word dry, dehydrated.

Data analysis also show the repetition of a sound at the end of the words.

The advertisers sometimes also repeat the same words more than twice, such as:

DATA 8

- [B,14,1] "A light cream that combines peptides with pearl extracts to <u>brighten</u>, <u>lighten</u>, <u>and tighten</u> while smoothing fine lines, wrinkles, and dark circles. For all skin types."
- [A,17,6] "<u>Helps to</u> improve epidermis turnover for healthier skin, <u>Helps to</u> remove dead cells and smoothen skin surface, <u>Helps to</u> unclog pores for deep skin purification."

The examples above are two types of repetitions. Those repetitions are repetition of the sound at the end of words and the repetition of keywords. The first example shows the repetition of a sound at the end of words, as in words brighten, lighten, and tighten. Meanwhile, the second example shows the emphasis on keywords helps to. The advertisers emphasize the word helps to convince the consumers that their products can be a solution to various beauty problems. By emphasize on the word "Help" the consumers trust more with the products offered.

Another form of rhetorical device used in these two catalogs is the use of figurative language. There are three types of figurative languages found in "Amway" and "Become" catalog. Those figurative languages are including metaphor, simile, and hyperbole. The first figurative languages found are Metaphore. A metaphor is a type of figurative language that describes an object

with other objects that have similar shapes or characteristics. The sentences below are examples of the use of metaphor in "Become" catalog:

DATA 9

[B,15,1] "A <u>velvety, daily moisturizer</u> with resveratrol to repair cellular breakdown and transform the skin at the cellular level."

The examples above show the use of figurative languages, especially metaphors. In the word "velvety," the word refers to a product that is the moisturizer. The word velvety shows that the moisturizer offered is as soft as velvet. Thus, the word velvety can be categorized as a metaphor because the word has described a product by equating it with other objects.

Another form of figurative language found in "Amway" and "Become" catalog is the use of similes. A simile is a form of figurative language that compares an object with other objects. Usually, this comparison is marked by the use of the words *as* and *like*. The sentences below are examples of the use of simile in "Amway" catalog:

DATA 10

[A,5,1] "A lightweight and fragrance-free pearlescent formula that is nourishing and hydrates on contact. It gives the area around the eyes a soothing spa-like feel."

The example above shows the use of simile. The advertisers claimed that the product offered contained a fragrance-free pearlescent formula that can inhale the area around the eyes so that it becomes moist and nourished. Here the advertisers equate their sensations with calming sensations such as after doing a spa.

The most widely used symbolic use is hyperbole. Hyperbole is a form of figurative language that tends to be exaggerated to attract the consumer interest.

The use of figurative languages builds interpretations that tend to be far from the actual facts. The sentences below are examples of the use of hyperbole in "Amway" catalog:

DATA 11

- [A, T11,1] "REPROGRAM your skin's future by increasing youth protein production by 280%..."
- [B, TL9,1] "We provide the <u>finest products in the world</u> at an incredible value and multiple benefits to save you time and money so you can afford to replenish your products regularly."

The examples above show the use of figurative languages, especially hyperbole. In the first example, the advertiser exaggerates the quality of the product he offers by using the percentage "280%". As we know that the maximum limit that indicates the "perfect" stage is only around the number "100%". Meanwhile, the second sentence claims that they offer the best products in the world. There are so many beauty products, some of them are also claimed that their products are the best. That claim is considered as exaggerating expression because no evidence can strengthen their claim. Another reason is that there are no concrete standards for "the best product in the world."

4.1.1.3 Syntactic Section

This part aims to describe the results of the analysis data related to the classification of sentence types, including simple sentences and parallel sentences. Simple sentences and parallel sentences have very different characteristics. Simple sentence is a very basic sentence form where one sentence has an independent clause. In contrast to parallel sentences, parallel sentences

tend to repeat the same sentence structure and apply it to other devices used. The researchers found the following results:

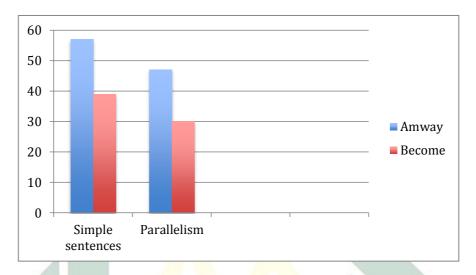


Figure 4.7: Syntactic Sections

In both two catalogs, the advertisers commonly use the simple sentence to describe their products. The data above do not include the use of the phrasal group. In writing a tagline or title, the advertisers usually use simple sentences. It aims to make it easy for the consumers to understand the points delivered by the advertisers. Whereas in writing ad content, the advertisers tend to use parallel sentences.

Mehawesh (2013) states that the use of parallelism in advertising is usually used to emphasize meaning or intent through a complex pattern. The use of parallelism often uses all kinds of supporting facts to convince the consumers. The sentences below are examples of the use of simple sentences and parallelism in Amway catalog:

DATA 12

[A,p18, T12] "ITS 3 PILLARS guides THE CONTINUING SUCCESS OF THE ARTISTRYTM BRAND."

[A,8,4] "This light foaming cleanser is a water-based oil-free gel that deeply cleanses the skin and removes make-up, impurities, clogging dirt and excess oil to help produce a fresher cleaner-looking complexion."

The sentences above are the examples of using parallelism and simple sentence. In writing a title, it is necessary to have short, practical, easy to understand sentences. Whereas in ad content, it is needed a complex explanation so that the reader is increasingly interested and trust with the product being offered.

4.1.1.4 Register Analysis

This section is very closely related to the delivery messages to the consumers. In this part, the researcher focuses on data analysis related to the use of imperative sentences, comparative sentences, and pronouns usage. The imperative sentence is a sentence that intends to get the other person to do something. Meanwhile, the comparison sentence is a sentence used to compare one object with another object.

The comparison sentence has several types. There are two types of comparisons namely direct comparison and indirect comparison. The direct comparison is the activity of comparing two or more where the two objects are clear. In contrast to the direct comparison, indirect comparison is the activity of comparing two or more objects where the object being compared is unclear or not specifically explained. So the consumers do not know the product comparison of

the products offered. Based on analytical data, the researchers found the following results:

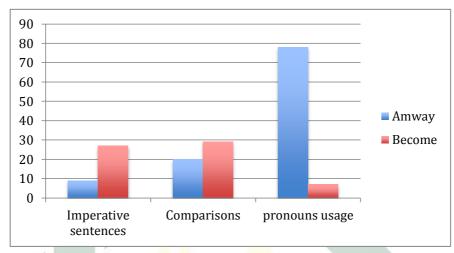


Figure 4.8: Register Analysis

In the "Amway" catalog, the advertisers commonly maximize the pronoun usage in building an intimate relationship with the consumers. The advertiser rarely includes the imperative sentences in their catalog. In contrast with the "Become" catalog, the advertisers tend to use comparisons to describe their products. "Become" catalog rarely includes the pronoun usage in their catalog

Viskari (2008) states that the imperative sentence plays an important role in building intimate interactive between the advertisers and the consumers. By using imperative sentences, the consumers will get personal effects that make her feel someone is invited to speak. So, in this condition, the advertisers will be very easy to influence the consumers to buy their products. The sentences below are examples of the use of imperative sentences in both catalog:

DATA 13

[A,27,3] "define your eyes with our eyeliner mascara and kajal pencils. Wear your attitude differently every day."

[B,24,1] "contour your cheeks with a gorgeous cream blush."

Those two examples above are the process of giving instructions by the advertisers to customers. By using the Imperative sentence, the communication between the advertisers and customers becomes closer. Thus, the consumers will be easily influenced because they feel like they are invited to talk.

In register analysis, the researcher also found the use of comparative sentences. Corci and Boonera (2015) claim that the use of comparison sentences is generally used to compare products that are being promoted with products from other brands. This is one of the efforts to carry out competitive battles in the business world. Generally, in advertisements, the advertisers use indirect comparative. The researcher also found the comparative sentences that describe improvement compared to the previous condition. The sentences below are examples of the use of comparative sentences in both catalog:

DATA 14

- [A,18,10] "LOTUS JAPONICUS SYMBIOSOME EXTRACT helps the skin get brighter and even-toned."
- [B,p3, Tl3] "Become uses active ingredients, so our products are more effective and last longer. We never use cheap fillers such as tap water or mineral oil."

The first example is a comparison sentence that focuses on positive progress towards changes in skin color. The word *brighter* indicates that the skin will be brighter than before using the product. Meanwhile, the second example is an indirect comparative sentence. The word *our products are more effective, and last longer* is the activity of comparing products offered with other products. This sentence is included in indirect comparative.

The results also show that there are some pronouns that appear in the "Amway" and "Become" catalog such as, first-person, second-person, and third person. The researchers found the following results:

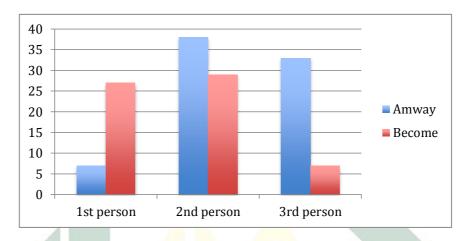


Figure 4.9: Pronouns Usage

In both two catalogs, the advertisers tend to use the second-person pronoun. Second - person reference is a pronoun that often appears in the "Amway" and "Become" catalog. It is very reasonable, considering direct address is very necessary to establish communication between text and readers. Cui and Zhao states that the second - person reference comes with several advantages, such as, can attract the attention of the audience, convince the audience that the product being promoted can fulfill the needs of the consumers. Another benefit of using the second person – reference is to establish a close relationship between text and readers, as we know that the pronoun "i" is considered too personal, not like a second-person reference.

In "Amway" and "Become" catalogs, the advertisers usually use the pronoun "we and our." The pronoun "we and our" refers to the advertisers.

Meanwhile, the third pronoun used is "it." The "it" statement refers to the product being offered. The sentences below are examples of the pronoun usage in the Amway catalog:

DATA 15

[A,p24,1] "That's why we create products that bring together the best of science and nature, with personalized solutions just for you. Presenting essentials by ARTISTRY, a range specially developed for today's fast-paced life. It helps keep skin looking its best."

The pronoun "we" refers to the advertisers, the pronoun "it" refers to the previous product "Artistry," while the pronoun "you." Pronouns "you" often appear in these two catalogs because it can build an intimate atmosphere between readers and the advertisers. The use of the pronoun "you" makes the advertiser like direct contact with the consumers. The consumers will feel comfortable, enjoy reading, interested in using the beauty products being offered.

4.1.2 Discursive Features

Discursive features are one of the features in three-dimensional models that are conducted by Fairclough. This part shows the results of the second findings. This part will answer the research question number two. In this analysis stage, The researcher focus on how the discourse is produced and interpreted as well by the consumers. After conducting the analysis, four components were included in the discursive feature. Those components are self-representations, emotive appeals, hyperbolic representations, and products' proofs. Self-representations itself are devided into two category. Those category are positive image, negative image, and exposing inner beauty. From those four elements, the following results are obtained:

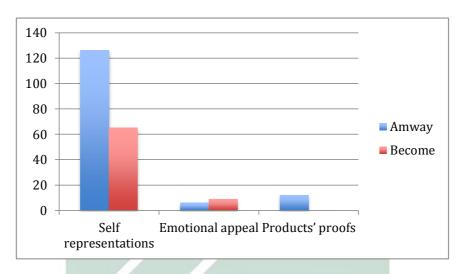


Figure 4.10: Findings of Discursive Features

In the "Amway" and "Become catalog, the advertisers tend to use self-representation to catch the consumer's attention. Something different from those tho catalog is the "Become" catalog does not list products' proofs. The results also show that there is some self-representation that appears in the "Amway" and "Become" catalog. There is the use of a positive image, the use of the negative image, and exposing inner beauty. From those three kinds of self-interpretation, the following results are obtained:

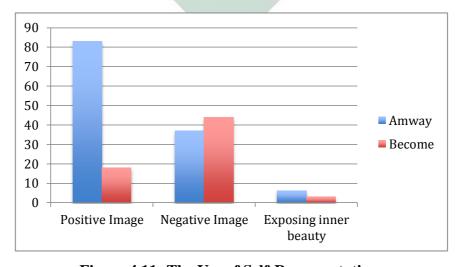


Figure 4.11: The Use of Self-Representations

The "Amway" catalog tends to expose a positive image to catch the consumer's attention. Meanwhile, in contrast with the "Amway" catalog, "Become" catalog tends to maximize the use of negative images. In persuading the consumers, the advertisers sometimes use self-representation statements. These statements can be in the form of a description of physical characteristics, which are divided into two, namely, positive and negative images.

According to Yu and Russel (2011), the positive image is generally used to positively influence the consumers to buy their products. Generally, the advertisers thend to maximize the use of several beauty standards to convince the consumers. Meanwhile, the use of negative images is used as a consequence if not using the product offered. A negative image can also foster a spirit to change into an ideal woman. The sentences below are examples of the positive image and negative image in both catalog:

DATA 16

- [A,13,1] "It targets the <u>dark spots</u> at the very core and helps diminish the <u>dark spots</u> for an <u>even skin tone</u>."
- [B,19,1] "performs vital functions for health and well-being."

In the first example, the word "dark spot" is an example of using negative images. While "even skin tone" is the standard of beautiful skin that is being offered by the product. So, the word "even skin tone" is included in the form of a positive image. In the second example, the use of the word "Health and wellbeing" is a form of exposing inner beauty. As we know that inner beauty is something that is not physically visible. Being healthy and being a good person is one example of inner beauty.

Heath and Fairchild (2007) claim that another strategy used in attracting the consumer interest is the use of emotional appeal. Emotional appeal is useful to attract the consumer interest by giving hope or opportunities to achieve ideal criteria for the consumers. The sentences below are examples of the emotional appeals in both catalog:

DATA 17

- [A,p24,1] "That's why we create products that bring together the best of science and nature, with personalized solutions just for you."
- [B,p2,7] "WE INVITE YOU TO EXPERIENCE OUR PROMISE OF BEAUTY BOTH INSIDE AND OUT."

Both of the examples above attract the consumers by convincing the consumers that they deserve to be beautiful and ideal women. The sentence fosters the consumer motivation to improve self quality and achieve ideal criteria through the product being offered.

To attract the consumer interest. The advertisers need to convince the consumers with scientific explanations. The advertisers can show some clinical test proof and proof of percentage data. However, it is known that the "Amway" catalog and the "Become" catalog have different characteristics. The catalog become does not using clinical test proof and the percentage of data evidence. In the Amway catalog, the researcher found five types of clinical tests and seven percentage proof sentences. Here are some examples of the use of the product's proofs in the Amway catalog:

DATA 18

- [A,p21, T11] "Red Caviar Concentrate has been analyzed by Artistry scientists in laboratories and has been <u>clinically tested</u> to show advanced anti-aging properties."
- [A,p19, T12] <u>89%* of women</u> noticed softer skin in one use.

The two sentences above show the proof that the products offered have good quality. Besides, the advertisers want to highlight that the products offered are safe because they have gone through several clinical test proofs. The second example tend to explain the fact related to the advantage of using the products. The advertisers sometime maximize the use of percentage number as the proof.

4.1.3 Social Features

According to Fairclough (1995), social features are features that focus on the relationship between text and social condition. It is mainly related to the contribution of the text to influence the general view on society. In using social features in both catalogs, the advertisers tend to associate a figure with the statement presented. Then, the figure becomes a figure of ideal woman in society. From associating the figure and support statements, the following results are obtained:

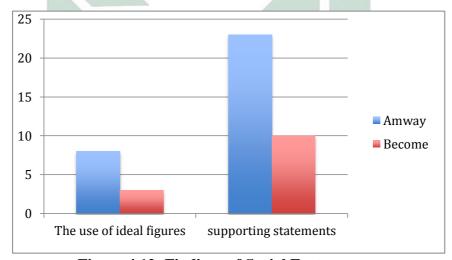


Figure 4.12: Findings of Social Features

As we know that these two products develop in various countries, these products offer a variety of beauty standards for women around the world. In the

"Amway" catalog, the researchers found eight ideal female figures, almost all women who became figures had bright skin. The figure is supported by 23 supporting statements that describe the positive things that these women have physically. Whereas in the "Become" catalog, the researchers found three ideal figures present with bright skin to tan skin. The figure is supported by ten supporting statements that describe the positive things that these women have physically.

Here the example of associating ideal figures and supporting statements in "Become" catalog:



Figure 4.13: Associating Figures and Statements

In the picture, a woman becomes the ideal figure with an explanatory statement "A high-performance formula with vital proteins, vitamins, and moisturizing ingredients to <u>help short or sparse lashes and brows grow fuller</u>, <u>longer</u>, and thicker-looking " (B,29,4). The underlined sentence contains the

positive criteria that women have in the picture. The woman in the picture has long, curly eyelashes. These criteria then develop in society and then become the ideal standard.

4.2 Discussion

This session focuses on a thorough discussion of the findings presented in the previous session. Overall, the "Amway" catalog and the "Become" catalog attract the consumers by using many kinds of features such as textual features, discursive features, and social features. However, the use of Textual features tends to be more dominantly used in both catalogs.

Starting with textual features, The advertisers maximize the use of four types of textual features, namely Lexico - grammatical devices, rhetorical devices, syntactic sections, and register analysis. Lexico - grammatical is the type of textual features most used. The "Amway" catalog and the "Become" catalog have different ways of using Lexico - grammatical devices. "Amway" catalogs emphasize more on the use of positive adjectival usage to highlight the advantages of the products they have. Meanwhile, the "Become" catalog emphasizes the use of noun usage, especially the use of scientific words. It aims to make the consumers trust the products' being offered.

In the use of rhetorical devices, repetition is the most frequently occurring element. Repetitions play an important role in highlighting the advantages or positive effects that are raised by the product. Repetition also makes the discourse look attractive and easy to remember by the consumers.

In the syntactic section, The researcher usually uses simple sentences in writing tag lines. It aims to bring the nuances of language that are simple, full of meaning, and easy to understand. Meanwhile, in ad content, it is needed in a complex explanation so that the reader is increasingly interested in and trust with the product being offered.

In the "Amway" catalog and "become" catalog, both also maximize the use of register analysis, especially in the use of second-person pronouns. Considering the direct address is very necessary to establish communication between text and readers. The use of the "you" and "your" pronoun builds an intimate nuance that makes the consumers feel closely related to the advertisers.

Discursive features also play an important role in the ad development process. The most important thing is the use of self-representation. The "Amway" catalog and the "Become" catalog have different ways of presenting self-representation. In the "Amway" catalog, the advertisers tend to use positive images in building advertisements. It aims to positively influence the consumers to use the products offered through several standard ideals.

Meanwhile, the "become" catalog tends to present a negative image. It aims to make the consumers aware of some skin problems that could have come. The researcher hopes that the consumers will be interested in using the products offered to avoid the negative images that are exposed.

One of the things that distinguish the way of persuasion from "Amway" and "Become" catalog is the use of products' proofs. "Amway" uses the product's proofs as a supporting factor so that the consumers become convinced of the

products offered. But that doesn't affect the "Become" catalog. They don't include the product's proofs in it.

The last feature used by both catalogs is social features. Social features play an important role in influencing people's views through discourse. In both catalogs, they maximize the association of ideal figures and support statements. When ideal figures and support statements are combined, the Chairperson will build community views or myths about some of the ideal female physical characteristics. The women will then try to get the physical characteristics possessed by the ideal figures.

The advertisements and the social life are very closely related. Indonesia is a country whose majority of people are Muslim. Usually, in choosing a product to be used, women will be very concerned about the ingredients of products used. The products must be halal because it is an absolute thing that must be considered by Muslims. The "Amway" catalog and "Become" catalog are products that are safe and may be used by Muslims. It can be seen from the ingredients of the two brands that tend to maximize the use of various types of botanical fruits.

The "Amway" and the "Become" catalogs generally highlight the ideal woman through some physical characteristics such as bright skin, free from dark spots, glowing skin, etc. In the Islamic society, Muslims have their own views about what an ideal woman is. Islam is more concerned with the inner beauty rather than the physical beauty. As explained in the hadith:

ِ اَلدُّنْيَا مَتَاعٌ وَخَيْرُ مَتَاعِ الدُّنْيَا الْمَرْأَةُ الصَّالِحَةُ "The world is a jewel and the best of its sweetness is a pious woman" (HR.Muslim, Ibnu Majah dan An Nasai)

Prophet Muhammad shalallahu'alaihi wa sallam mentioned pious woman is as good as jewelry. Women are a valuable creation that should be maintained. Women are created by Allah subhanahu wa ta'ala with their natural beauty that embedded in her face, her voice, and her gestures. Everything in women, from toe to hair, is attractive. She is like an attractive pearl for people to see. Beautiful women in Islam are women who are pious who always run the rules of Islam, having good attitudes and always keep themselves from immorality.

Allah loves his servant who takes care of theirself as a symbol of giving thanks for Allah's blessings. However, Allah hates the things included in Tabarruj. Tabarruj is an activity of showing beauty in excess. The prohibition on tabarruj has been explained in surah Al-Ahzab 33:

"And abide in your houses and do not display yourselves as [was] the display of the former times of ignorance. And establish prayer and give zakah and obey Allah and His Messenger. Allah intends only to remove from you the impurity [of sin], O people of the [Prophet's] household, and to purify you with [extensive] purification." (QS. Al-Ahzab; 33)

Women are basically allowed to use beauty products but not in excessive way. There are no absolute standards about what an ideal woman is. A woman is considered ideal depending on the perspective of the person who sees it. However, it cannot be denied that advertising plays an important role in the construction of ideal woman's characteristics.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5. 1. Conclusion

The data obtained that mostly appear classified in the category of textual features, especially lexico-grammatical devices. In the "Amway" catalog, adjectival usage is the most common features used. In contrast, "Become" catalogs rather maximize the use of noun usage.

Discursive features are the second most prominent feature that is often used by the advertisers. The advertisers tend to use self-representants to attract buyers. If "Amway" tends to display positive images, on the contrary, "Become" further maximizes the use of positive images in arousing the consumer motivation.

Social features are features that are not fully maximized in the intensity of use. But the benefits are also very influential in attracting the consumers. The use of ideal figures is one of the most effective ways of introducing the characteristics of ideal women in the community.

5. 2. Suggestions

The researchers expect further in-depth research on identity-construction by fulfilling the gaps in this study. This is because the topic of identity-construction is exciting. It also has not been much discussed in depth by previous researchers

REFERENCES

- Arroyo, M. D. (2013). Scientific language in skin-care advertising: persuading through opacity. *RESLA*, 197–213. Retrieved on 25 April 2019 from https://www.semanticscholar.org/paper/Scientific-language-in-skin-care-advertisisng%3A-Arroyo/8ab77c858da5299ddeead1bfe64486a8698c0a26
- Bamberg, M., & Fina, A. De. (2011). Discourse and identity construction. *Research Gate*, (May), 12–13. https://doi.org/10.1007/978-1-4419-7988-9
- Bibi, N., Grydeland, B., & Troye, S. V. (2014). *Images of women in advertising:* A study of consumer reactions to non-idealized models. Norwegian School of Economics.
- Bryant, S. L. (n.d.). The beauty ideal: The effects of European standards of beauty on black women. *Columbia Social Work Review*, *IV*, 80–91. Retrieved on 7 July 2018 from https://cswr.columbia.edu/article/the-beauty-ideal-the-effects-of-european-standards-of-beauty-on-black-women/
- Callero, P. (2014). Handbook of the social psychology of inequality. Handbooks of Sociology and Social Research. Springer Sciences + Business Media Dordrecht. https://doi.org/10.1007/978-94-017-9002-4
- Corvi, E., & Bonera, M. (2015). The effectiveness of comparative advertising: Aliterature review. *Research Gate*, (January 2008). Retrieved on 15 June 2018 from https://www.researchgate.net/publication/232743570_The_effectiveness_of_comparative_advertising_a_literature_review
- Cui, Y., & Zhao, Y. (2013). The use of second-person reference in advertisement translation with reference to translation between chinese and english. *International Journal of Society, Culture & Language*, 25–36. Retrieved on 17 May 2019 from http://www.ijscl.net/article_3188_6a022829259d833fc4 a7129910ea4a0f.pdf
- Das, M. (2016). Portrayal of women in indian television advertisements: An exploratory study. Birla Institute of Technology and Science Pilani (Rajhastan) India.
- Dijk, T. A. Van. (2015). 22 Critical discourse analysis. In D. Tannen, H. Hamilton, & D. Schiffrin (Eds.), *Handbook of discourse analysis* (2nd ed., pp. 466–489). Chisester: Wiley Blackwell. https://doi.org/https://doi.org/10.1002/9781118584194.ch22
- Fairclough, N. (1995). *Critical discourse analysis: the critical study of language*. London; New York: Longman.
- Govender, N., Rawjee, V. P., & Govender, J. P. (2014). Magazines' representation of women and its influence on identity construction: A south african perspective. *Mediterranean Journal of Social Sciences*, 5, 2278–2283. https://doi.org/10.5901/mjss.2014.v5n20p2278

- Heath, R., & Fairchild, R. (2007). Emotional persuasion in advertising: A hierarchy-of-processing model. *University of Bath*.
- Henri, T. & T., & Turner, J. C. (2004). The social identity theory of intergroup behavior. political psychology.
- Hidayah, R., & Milal, D. (2016). Ideal identity construction in beauty product advertisement of garnier. *NOBEL: Journal of Literature and Language Teaching*, 7(2), 120–136.
- Iqbal, A., Danish, M. H., & Tahir, M. R. (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(9), 122–131. Retrieved on 12 December 2018 from https://www.academia.edu/8418038/Exploitation_of_Women_in_Beauty_Pr oducts_of_Fair_and_Lovely_A_Critical_Discourse_Analysis_Study
- Kartal, G. (n.d.). A corpus-based analysis of the most frequent adjectives. *Teaching English with Technology*, 17(3), 3–18.
- Kemph, J. P. (1969). Erik H. Erikson. Identity, youth and crisis. New York: W. W. Norton Company, 1968. *Behavioral Science*, 14(2), 154–159. https://doi.org/10.1002/bs.3830140209
- Leary, M. R., & Tangney, J. P. (Eds.). (2012). *Handbook of self and identity* (2nd ed). New York; London: Guilford Press.
- Matelski, E. M. (2011). *The color(s) of perfection: The feminine body, beauty ideals, and identity in postwar America, 1945-1970. ProQuest Dissertations and Theses.* Loyola University Chicago. Retrieved on 14 April 2018 from https://search.proquest.com/docview/894260407?accountid=11664
- Matešić, M., & Memiševi, A. (2016). Pragmatics of adjectives in academic discourse: From qualification to intensification. *Jezikoslovlje*, 2, 179–206. Retrieved on 13 April 2019 from https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=3&cad=rja&uact=8&ved=2ahUK Ewihk4uzz6nmAhX663MBHU0HBpYQFjACegQIARAC&url=https%3A%2F%2Fhrcak.srce.hr%2Ffile%2F247496&usg=AOvVaw3wKN67aa4FYWh UHMgX_XVD
- Mehawesh, M. I. (2017). Grammatical parallelism in the translation of advertising texts with particular reference to english and arabic. *Asian Social Science*, 9(10), 254–263. https://doi.org/10.5539/ass.v9n10p254
- Mustonen, T. (2015). "Who are the ladies?": Women's representation and identity construction in the HBO series 'Girls' Bachelor's thesis Kielten laitos. University of Jyväskylä. Retrieved on 17 June 2018 from https://jyx.jyu.fi/bitstream/handle/123456789/45911/URN:NBN:fi:jyu-201505161869.pdf?sequence=1

- Shaikh, M., Bughio, D. F. A., & Kadri, S. A. (2015). The representation of men and women in advertisemets: A critical discourse analysis. *Annual Research Journal*, 7, 34. Retrieved on 17 June 2018 from https://www.academia.edu/30239059/THE_REPRESENTATION_OF_MEN_AND_WOMEN_IN_AD VERTISEMENTS_A_CRITICAL_DISCOURSE_ANALYSIS
- Stilman, A. (1997). Grammatically correct: The writer's essential guide to punctuation, spelling, style, usage, and grammar. (R. S. Biederman, Ed.). Cincinnati, Ohio: Writer's Digest Books.
- Tom, G., & Eves, A. (1999). The use of rhetorical devices in advertising. *Journal of Advertising Research*. Retrieved on 12 April 2019 from http://www.gandrllc.com/reprints/useofrhetoricaldevicesinadvertising.pdf
- Vai, J. (2006). The Language of Advertising: Analysis of English and Lithuanian Advertising Texts Jurgita Vai č enonien ė, (9), 43–55.
- Viskari, R. (2008). *Linguistic elements of advertising in user guides*. University of Tampere. Retrieved on 12 April 2019 from https://www.semanticscholar.org/paper/Linguistic-Elements-of-Advertising-in-User-Guides Viskari/86405 8e0ca316b8adc42f0ab9fe1384621b3ab86
- Yu, U., & Russell, D. W. (2011). The impact of body image on consumers 'perceptions of idealized advertising images and brand attitudes the Impact of body image on consumers 'perceptions of idealized advertising images and brand attitudes. *Research* Gate, (March 2018). https://doi.org/10.1111/j.1552-3934.2011.02088.x