

**HUMANITARIANISM OR CAPITALISM? A CRITICAL
DISCOURSE ANALYSIS OF RARE BEAUTY'S 'RARE
IMPACT FUND' CAMPAIGN ON INSTAGRAM**

THESIS



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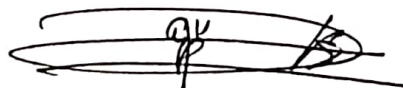
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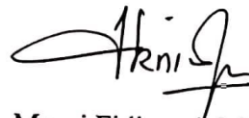
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ABSTRACT

Ayuningtyas, C. (2025). *Humanitarianism or Capitalism? A Critical Discourse Analysis of Rare Beauty's 'Rare Impact Fund' Campaign on Instagram*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Suhandoko, M.Pd., (II) Dr. Endratno Pilih Swasono, M.Pd.

The research is aimed at investigating the language and power of advertisement in Rare Beauty's 'Rare Impact Fund' donation campaign, which shows how the campaign's message used humanity issues to hide the commercial purposes. The analyzing process was used three-dimensional models by Fairclough (1996). There is one problem must be solved in this research: How do linguistic features, discursive practice, and social practice in Rare Beauty's 'Rare Impact Fund' construct both humanitarianism and capitalization.

This research uses a qualitative analysis to elucidate the implicit meaning of the elements construct the donation campaign message of Rare Beauty's 'Rare Impact Fund'. The data was in the form of video transcription collected from the official Instagram account of Rare Beauty. Then the data was analyzed using Fairclough's critical discourse analysis by identifying the linguistic aspects such as vocabulary, grammar, and pronoun. The analysis was continued by identifying the discursive practice employed in the donation campaign to demonstrate how the discourse was produced, distributed, and consumed. And last, identifying the social practice to describe the social condition that allowed the society to construct a campaign with two objectives which humanitarianism and capitalization.

This research found that Rare Beauty's donation campaign used humanitarianism objective to increase the company revenue. There are several linguistic aspects used to hide the capitalism objective. These are the shifted textual structure from humanity to commercial interest, the use of adjectives in persuading the audience to purchase Rare Beauty's product as a form of participation, the use of inclusive 'we' to create a close relationship with the audience, and the use of high certainty word to increase the audience trust about the genuine of the philanthropy. Then, several discursive practices applied in the donation campaign are the use of call-to-action words, the power of influencers, exposing the social impact of philanthropy, and describing the company's branding. This discursive practice is used to influence the audience's behavior to donate. From the social practice analysis, it found that Rare Beauty utilized several social conditions to increase product sales, these are the high of women's empathy, the social culture that donation as a form to fulfill the social responsibility, and the audience's unfamiliarity with the marketing strategy.

Keywords: critical discourse analysis (CDA), donation campaign, public service advertisement, humanitarianism, capitalization

ABSTRAK

Ayuningtyas, C. 2025. *Humanitarianisme atau Kapitalisme? Analisis Wacana Kritis pada Kampanye Rare Beauty 'Rare Impact Fund' di Instagram*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Suhandoko, M.Pd., (II) Dr. Endratno Pilih Swasono, M.Pd.

Penelitian ini bertujuan untuk mengkaji bahasa dan kekuatan iklan dalam kampanye donasi 'Rare Impact Fund' Rare Beauty yang menunjukkan bagaimana pesan kampanye tersebut menggunakan isu kemanusiaan untuk menyembunyikan tujuan komersial. Proses analisis menggunakan model tiga dimensi Fairclough (1996). Terdapat satu masalah yang harus dipecahkan dalam penelitian ini: (1) Bagaimana fitur linguistik, praktik diskursif, dan praktik sosial dalam 'Rare Impact Fund' Rare Beauty mengkonstruksi baik kemanusiaan maupun kapitalisasi.

Penelitian ini menggunakan pendekatan kualitatif untuk menjelaskan makna tersembunyi dari elemen-elemen yang membangun pesan kampanye donasi Rare Beauty 'Rare Impact Fund'. Data berupa transkripsi video yang didapatkan dari akun resmi Instagram Rare Beauty. Selanjutnya, data dianalisis menggunakan teori analisis wacana kritis oleh Fairclough dengan mengidentifikasi aspek linguistik seperti kosakata, tata bahasa, dan kata ganti. Analisis dilanjutkan dengan mengidentifikasi praktik diskursif yang digunakan dalam kampanye donasi untuk menunjukkan bagaimana wacana diproduksi, didistribusikan, dan dikonsumsi. Dan terakhir, mengidentifikasi praktik sosial untuk menjelaskan kondisi sosial yang memungkinkan masyarakat membangun kampanye dengan tujuan ganda yaitu kemanusiaan dan kapitalisasi.

Penelitian ini menemukan bahwa kampanye donasi Rare Beauty menggunakan tujuan kemanusiaan untuk meningkatkan pendapatan perusahaan. Terdapat beberapa aspek kebahasaan yang digunakan untuk menyembunyikan tujuan kapitalisme tersebut. Aspek-aspek tersebut adalah struktur tekstual yang berubah dari kemanusiaan menjadi kepentingan komersial, penggunaan kata sifat dalam membujuk audiens untuk membeli produk Rare Beauty sebagai bentuk partisipasi, penggunaan kata 'kita' untuk menciptakan hubungan yang dekat dengan audiens, dan penggunaan kata dengan kepastian tinggi untuk meningkatkan kepercayaan audiens terhadap kesungguhan filantropi. Kemudian, beberapa praktik diskursif yang diterapkan dalam kampanye donasi adalah penggunaan kata ajakan untuk bertindak, kekuatan influencer, mengungkap dampak sosial filantropi, dan mendeskripsikan branding perusahaan. Praktik diskursif ini digunakan untuk memengaruhi perilaku audiens untuk berdonasi. Dari analisis praktik sosial, ditemukan bahwa Rare Beauty memanfaatkan beberapa kondisi sosial untuk meningkatkan penjualan produk, yaitu tingginya empati perempuan, budaya sosial yang menganggap donasi sebagai bentuk pemenuhan tanggung jawab sosial, dan ketidaktahuan audiens terhadap strategi pemasaran.

Kata Kunci: analisis wacana kritis, kampanye donasi, iklan layanan Masyarakat, Humanitarianisme, kapitalisme

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