

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Advertisement, as a kind of mass media, is widespread, coming in the form of digital or printed advertisements. Advertisements realized in the form of texts or visual imagery, colors, movements, and music are considered the medium of rhetorical, symbolic, and metaphorical meaning (Hirschman & Stern, 2003). Schroeder and Zwick (2004:23) state that “Advertising imagery constitutes ubiquitous and influential bodily representations in public space, incorporating exercises of power, surveillance, and normativity within the consumer spectacle.”

In recent years, it has been seen that some progressive social ideas have emerged in marketing and promotional campaigns (Barkay, 2013). From newspapers and periodicals to radios and television and, more recently, computers, tablets, and smartphones, today's consumers live in a visual information culture (Schroeder 2002). Advertising is a method of communicating with a product's or service's users. Advertising (commonly abbreviated as advert or ad) is a marketing technique that promotes a product, brand, or service to a target audience in order to build interest, engagement, and sales. Lane et al. (2011) expressed that advertising is a

message paid for by distinguished support and, for the most part, conveyed through some mode of mass correspondence (Wijaya, 2012).

Egan (2015) characterized advertising as a non-individual type of mass correspondence with a high level of control over design and arrangement yet conceivably a low level of influence and credibility. Edwards (2008) stated that advertising drives the economy, raises the standard of living, and rewards us with information and entertainment. Each advertisement attempts to convince a prospective buyer of the product's worth or even its necessity for the buyer's well-being and personality.

An advertisement can also become an alternative for people to know the information about a product that is promoted by the advertisement makers (Mufid, 2009). Many advertisement makers, besides trying to create and maintain the image of the products to be sold, are also trying to promote their products by showing the figure human in the advertisements as a way to grab the attention of audiences (Harsanto, 2016). According to Lau and Zuraidah (2010), advertising subtly distorts reality and manipulates consumers to make them buy a way of life as well as products. Advertisement is not only about promoting branded products but also delivering the idea of texts which are intended to create the image of an individual, group, or organization (Goddard, 1998, p. 8).

Many advertisements target a certain audience, e.g., male or female consumers. Take a beauty ad for an example. Every day, beauty product advertisements overwhelm consumers across all media platforms, from television to the internet to print. This advertisement promotes products from various brands. Nowadays, advertising is additionally utilized for an increasingly significant reason, which is building the brand and attaching values so that the consumers become steadfast and even love or have a sense of belonging with the brand (Wijaya, 2012).

Most women in the world spend a ton of cash on beauty products. Advertisements for beauty products are designed to change women's attitudes toward beauty products, encouraging them to purchase more products. Beauty product commercials make people feel as if their bodies are lacking something by showing these perfect images.

Many advertisers attempt to shape this attitude by encouraging women to be dissatisfied with their physical appearance. Aside from the perfect body, some advertisements show viewers images of sexuality, love, self-esteem, or fame, implying that using the advertised product will result in these desirable outcomes. Advertisements for beauty products might make women feel self-conscious about their appearance. After their watch of advertising, women showed more unhappiness with their appearance.

Advertisers can profit from this unhappiness by selling cosmetic items that improve women's appearance. Then some cosmetics companies

can make women feel insecure and then sell their products as a solution to their insecurities. Cook (2001) points out that advertisements inform, persuade, remind, influence, and perhaps change opinions, emotions, and attitudes. Advertisements for beauty products, on the other hand, might enlighten women about the products offered. According to Goddard and Meân Patterson (2000), cosmetics is a category that specifically targets women.

And these brands are competing to make advertisements that are as attractive as possible so that they attract a lot of enthusiasts. Kilbourne (2000) emphasizes that advertising also increases the overall market for the product class because women are more likely to buy a product when they see an advertisement for that product.

When a product is advertised in the media, it continues to generate media discourse that can be analyzed in a discourse study. Discourse itself is a way the maker composes the text or spoken text to influence the reader to understand the information (Azijah & Gulö, 2020). Media discourse coverages include communication ethnography, conversational analysis, cultural studies, critical discourse analysis, and so on. The previous source of knowledge and information has been replaced by new emerging media, which creates a new and richer analysis perspective.

As a concept, media plays several roles, including shaping people's perceptions of the world, constructing realities, highlighting cultural values

and norms, and entangling power. In advertising, of course, the language used must be as attractive as possible to attract the attention of consumers. Chafai (2008) stated that advertising is a "tool" to sell and offer products because advertising has gained the attention and interest of a large number of individuals in different societies in the world (p. 27).

Advertisers can communicate their intent using ad language and signs. All visuals in advertisements may have a literal interpretation as well as an ideological meaning. Advertisement is considered as 'persuasive discourse' because the language used in the advertisement is heavily influenced by linguistic communicative means (Villarino & Marina 1997). The words used in advertisements reflect the product in language, meaning to audiences, and social practice (Cook, 2001).

The use of language in advertising is the main goal of researchers to examine this. Advertising does not only provide information about related products but also indirectly changes a person's perspective so that they are interested in buying the product even though it is not a necessity. Beauty advertising has become one of the triggers for the emergence of a tendency for consumers to buy beauty needs more quickly in this era of technological development, especially now that advertisements can be easily spread on social media. Advertising on the internet does not recognize the time, unlike television, which is only broadcast at certain hours, or magazines, which are difficult to update, but the internet is

available 24 hours a day, seven days a week, and can be accessed from anywhere.

The evolution of the internet in the eyes of the general public is also accompanied by the evolution of technology that facilitates internet access. Jhally (1991) has some opinion; he argues that advertisement is the most influential institution of socialization in modern society". As the cosmetics industry has become a daily necessity for women, it is important to investigate how these recent changes are represented in the advertising discourse.

Researcher are interested in investigating Somethinc's advertisements because Somethinc is a local brand that is beginning to expand internationally. Irene Ursula founded Somethinc in 2019 after three failed attempts at making local skincare.

Somethinc is currently one of the local brands that are beginning to expand internationally. Catalogs are used by Somethinc to promote its products. The catalog is available via the official website, Instagram page, or reseller. Somethinc product information is conveyed through a catalog with an appealing layout similar to a magazine. Because it is intended to interact the value of the products to new buyers, this information can be considered an advertisement. It is also intended to persuade the reader to purchase the product.

The researcher selected this subject because wondering about how advertising uses language to influence beauty products and entice women to buy and use them. Researcher are also focused on how such advertisements contribute to society's ideals of physical perfection and persuade women that local brands are comparable to foreign brands in terms of quality. The purpose of this study is to investigate the linguistic features, discourse strategies, and social implications of advertisements for Somethinc beauty products.

The theoretical framework will be followed by the background, which will provide an outline of how advertisements are prevalent on social media. Fairclough's framework uncovers the social practices of advertising language, which is regarded as a strongly related media discourse to society.

Fairclough offers a three-dimensional framework for analyzing text and discourse: linguistic description of the text's formal properties, interpretation of the relationship between discursive processes/interaction and the text, where text is the end product of a text production process and a resource in the process of text interpretation, and finally, the analysis of the text's formal properties.

Advertisements are important, but there haven't been many studies done in the local context from a CDA standpoint. As an outcome, there is a need for research on the use of language and other semiotic

modalities in beauty product advertisements. The findings of such research efforts can help advance the fields of advertising, language, and society.

Considering the aforementioned discussion, the purpose of this article is to critically analyze beauty product advertisements that appear in their catalog. We focused on how language is used by advertisers to gain a popular understanding of buying their products because beauty products are aimed at gaining the public's perception.

1.2 Problems of the Research

The problem statements can be formulated as follows based on the research background.

- 1.2.1 How does linguistic impact this advertisement on the consumer?
- 1.2.2 How does the social impact on the consumer?

1.3 Objectives of the Research

This study aims to answer what has been mentioned in the research problems above. They are:

- 1.3.1 Explain how linguistics impacts the consumer.
- 1.3.2 Explain how the advertisement can have a social impact on the consumer.

1.4 Significance of the Research

The researcher is interested in analyzing Somethinc advertisement because it is one of the local products that is claimed to have a quality that is not inferior to foreign products. The analysis of language aspects, discourse techniques, and social consequences of Somethinc beauty product advertising will be the subject of this research.

1.5 Limitation of the Research

The researcher will focus on analyzing words, sentences, and phrases in Somethinc advertisements in this study. This discussion is limited to linguistic features and discourse analysis in beauty product advertisements because these advertisements can have an impact on consumers.

1.6 Definition of Key Terms

The researcher recognizes the importance of defining special terms in this research in order to good insight of this research. The researcher defines the terms used in this research in this section.

1.6.1 Critical Discourse Analysis

According to Fairclough (1995), discourse analysis aims to systematically explore often opaque relationships of causality and determination between (a) discursive practices, events, and texts and (b) wider social and cultural structures, relations, and processes; to

investigate how such practices, events, and texts arise out of and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society is itself a factor securing power and hegemony.

1.6.2 Linguistic Features

In the world of advertising, language plays an important role. Our advertisements will be on target in the market if we choose and use the proper language. According to Leiss (1997), advertising content is "powerful, persuasive, and manipulative," assuming that viewers are unable to rationally decide what their needs are and how to satisfy them (p. 34). The language in the advertisement must have the power to hypnotize the audience. There are aspects to consider when using it, such as vocabulary, syntax, and rhetorical devices, which we will explore in the Somethinc advertisement.

1.6.3 Advertisement

Advertisements realized in the form of texts or visual imagery, colors, movements, and music are considered the medium of rhetorical, symbolic, and metaphorical meaning (Hirschman & Stern, 2003).

1.6.4 Somethinc

Somethinc is a local Indonesian brand that has produced skincare and cosmetics since founded in 2019. Somethinc is one of the local brands beginning to expand internationally. Somethinc uses catalogs to promote its products online.

