

**PERSUASION OF BEAUTY INDUSTRY: A Critical Analysis on the Ads of
Korean and Indonesian Product**



An Undergraduate Thesis

**Submitted as a partial fulfillment of the requirements
for *Sarjana Sastra* Degree**

Kyla Putri Ramadhanti

2009010033

**FACULTY OF CULTURAL SCIENCES AND COMMUNICATION
UNIVERSITAS MUHAMMADIYAH PURWOKERTO**

2024

STATEMENT OF ORIGINALITY

Name : Kyla Putri Ramadhanti
Student Number : 2009010033
Faculty/Study program : Cultural Science and Communication/English Literature
Thesis Title : Persuasion of Beauty Industry: A Critical Analysis on the Ads of Korean and Indonesian Product

Stating truthfully that this thesis is my own original work, not a theft of other people's work or other people's thoughts that I acknowledge and use for personal gain. If in the future this thesis is proven to be plagiarized or inconsistent with this fact, then this thesis and the degree obtained from it are null and void.

Thus I make this statement with full awareness and no pressure from any party.

Purwokerto, 19th April 2024



Kyla Putri Ramadhanti

NIM. 2009010033

APPROVAL SHEET

This is certify that this graduating entitled “**PERSUASION OF BEAUTY INDUSTRY: A Critical Analysis on the Ads of Korean and Indonesian Product**” by Kyla Putri Ramadhanti has been approved by the Advisor and the Head of the English Department to be examined by the board of examiners.

Head of English Department

Purwokerto, 24th April 2024

Advisor

Sulasih Nurhayati, S.S., M.Hum

Fitri Rakhmawati, S.S., M.Pd

NIK. 2160274

NIK. 2160513

VALIDATION SHEET

PERSUASION OF BEAUTY INDUSTRY: A Critical Analysis on the Ads of Korean and Indonesian Product

An Undergraduate Thesis

By

Kyla Putri Ramadhanti

2009010033

Has been examined and approved by the Board of Examiners as one of the requirements for Sarjana Sastra degree on 6th Mei 2024

THE BOARD EXAMINERS

First Examiners



Khristianto, S.S., M.Hum
NIK. 2160369

Second Examiners



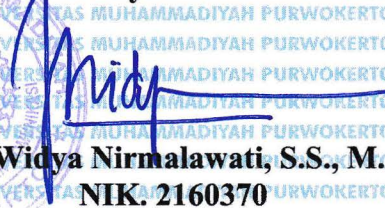
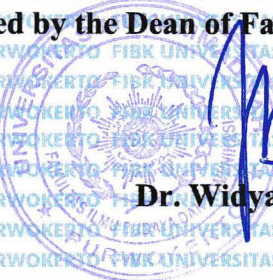
Ambar Pujiyatno, S.S., M.Hum
NIK. 2160208

Chairperson



Fitri Rakhmawati, S.S., M.Pd
NIK. 2160513

Legalized by the Dean of Faculty Cultural Sciences and Communication



Dr. Widya Nirmalawati, S.S., M.A
NIK. 2160370

MOTTO

Breathe.

Smile.

Let it go.



ACKNOWLEDGEMENT

This thesis is the result of a long journey that I went through during my studies at university. I would like to express my deepest gratitude to all those who have provided support, guidance, and encouragement during the process of writing this thesis.

Thanks to:

1. First, I would like to express my gratitude and thanks to Allah swt. who has given me strength and life so that I can complete my thesis and study.
2. Second, I also want to say a big thank you to my mother and my father who have provided me with mental and financial support so far so that I can study until college. Also my younger brother, who also supports and comforts me.
3. Third, I would like to thank Dr. Widya Nirmalawati, S.S., MA as Dean of the Faculty of Cultural and Communication Sciences and mam Sulasih Nurhayati, S.S., M.Hum as Head of the English Literature Study Program.
4. Fourth, I would like to thank Mam Fitri Rakhmawati, S.S., M.Pd as my thesis supervisor who patiently guided me and took the time for me to complete my thesis to the end.
5. Fifth, I also want to thank all the English Literature lecturers and all the lecturers who have taught me knowledge from semester 1 so that I can gain valuable knowledge and experience.
6. Sixth, I would like to thank the faculty administrative officers who have helped me with administrative matters.
7. Seventh, I would like to thank Prina Naura Salsabila who has provided a lot of support and motivation so that I can complete my thesis.
8. Eighth, I would also like to thank Citra, Dewi, Dinda N and Yulia who accompanied me during my lectures and don't forget all my 20th class English Literature friends.
9. I also want to thank UKM Bhaskara and the people in it who have given me a lot of organizational experience from semester 1.

10. My 005 KKN friends would also like to thank you because my KKN experience was enjoyable, unlike what I had previously imagined.
11. Thank you also to all friends of the English Literature study program.
12. Lastly, I also want to thank all the people who understand my situation and comfort me, it means a lot to me.



**HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI SKRIPSI
UNTUK KEPENTINGAN AKADEMIS**

Sebagai civitas akademika Universitas Muhammadiyah Purwokerto dan demi pengembangan ilmu pengetahuan, saya yang bertanda tangan di bawah ini:

Nama : Kyla Putri Ramadhanti
NIM : 2009010033
Program Studi : Sastra Inggris
Fakultas : Ilmu Budaya dan Komunikasi
Perguruan Tinggi : Universitas Muhammadiyah Purwokerto
Jenis Karya : Skripsi

menyetujui untuk memberikan Hak Bebas Royalti Noneksklusif (*Non-exclusive Royalty-Free Right*) kepada Universitas Muhammadiyah Purwokerto atas karya ilmiah saya yang berjudul:

“PERSUASION OF BEAUTY INDUSTRY: A Critical Analysis on the Ads of Korean and Indonesian Product”

beserta perangkat yang ada (jika diperlukan). Dengan Hak Bebas Royalti Noneksklusif ini Universitas Muhammadiyah Purwokerto berhak menyimpan, mengalihmedia/mengalihformatkan, mengelola dalam bentuk pangkalan data (*database*), merawat, dan mempublikasikan tugas akhir saya dengan tetap mencantumkan nama saya sebagai penulis/pencipta dan sebagai pemilik Hak Cipta.

Pernyataan ini saya buat dengan sebenarnya.

Dibuat di : Purwokerto

Pada tanggal : 5 Mei 2024

Yang menyatakan,



Kyla Putri Ramadhanti

DEDICATION

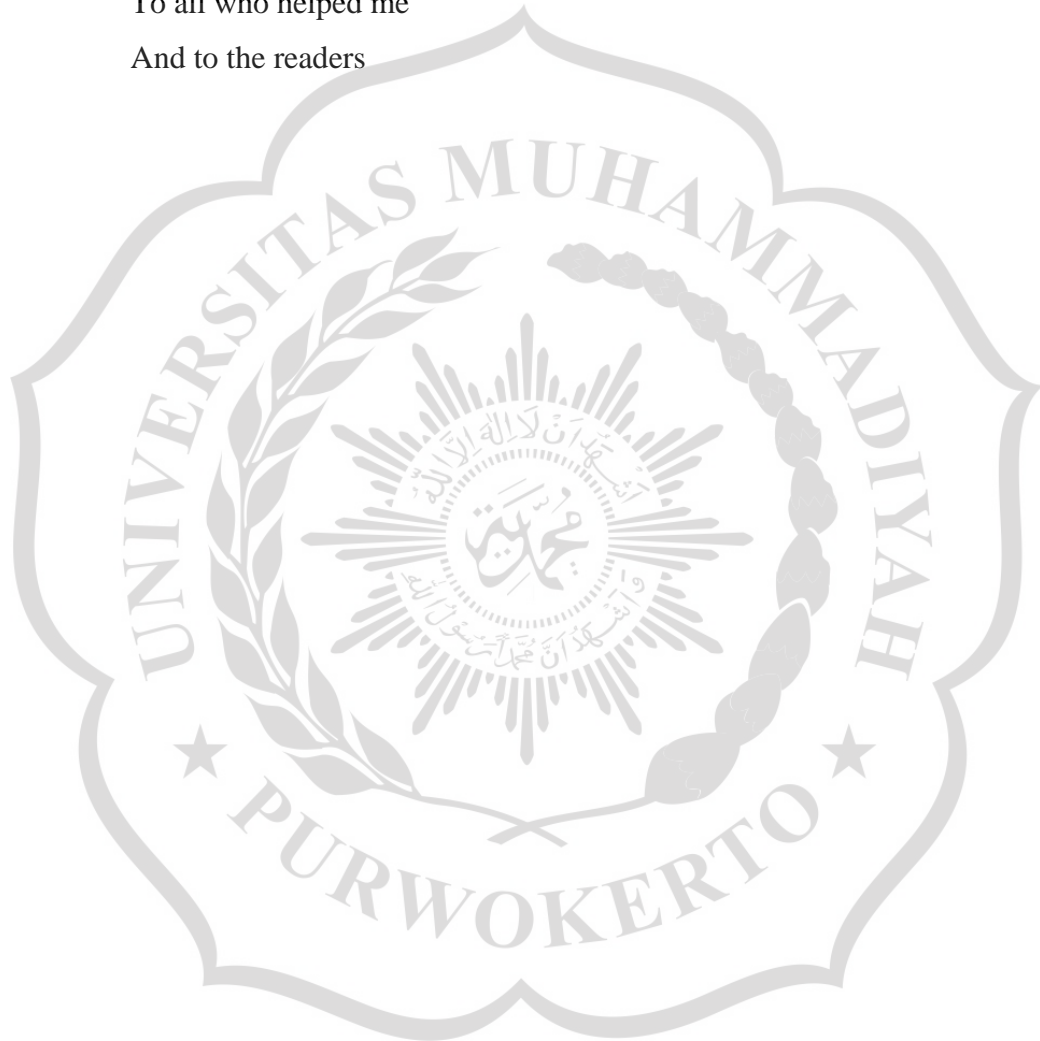
I would like to dedicate my thesis

To my parents

To me

To all who helped me

And to the readers



ABSTRACT

Ramadhanti, Kyla Putri. 2009010033. 2024: PERSUASION OF BEAUTY INDUSTRY: A Critical Analysis on the Ads of Korean and Indonesian Product. Skripsi Sastra Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

This research examines beauty product advertisements from two brands from different countries, namely *Azarine* from Indonesia and *Dear, Klairs* from South Korea by analyzing from a Critical Discourse Analysis (CDA) perspective. The purpose of this research is to find out how the two beauty product brands from two different countries persuade buyers through advertisements. The research was conducted by analyzing through Fairclough's three dimensional theory, namely analysis in terms of linguistic elements, discursive practice and social practice. The approach taken in this research is using qualitative. The data taken are advertising posts from the official Instagram of *Azarine* and *Dear, Klairs* brands in 2023. Researcher used the method of observation and data collection techniques using documentation techniques. So the researcher observes the data that matches the classification of the theory used, then download it from Instagram. The total data used is 121, data from *Azarine* is 70 and *Dear, Klairs* is 50. The results of this in terms of linguistic elements, *Azarine* emphasizes imperatives (30%), while *Dear, Klairs* prioritizes engaging questions (34%) and positive adjective (41%). Then, in terms of discursive practices *Azarine* relies heavily on puffery (17%) and emotive language (17%), lacking scientific evidence (0%), while *Dear, Klairs* emphasizes positive self-representation (50%) and provides scientific evidence (16%), reflecting distinct communication strategies. Lastly, from social practices, *Azarine* includes "beautiful Indonesia" and "beautiful Korea" while *Dear, Klairs* is consistent with the image of natural Korean beauty.

Keywords: *Critical Discourse Analysis CDA, Fairclough, Advertisements*

INTISARI

Ramadhanti, Kyla Putri. 2009010033. 2024: PERSUASION OF BEAUTY INDUSTRY: A Critical Analysis on the Ads of Korean and Indonesian Product. Skripsi Sastra Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

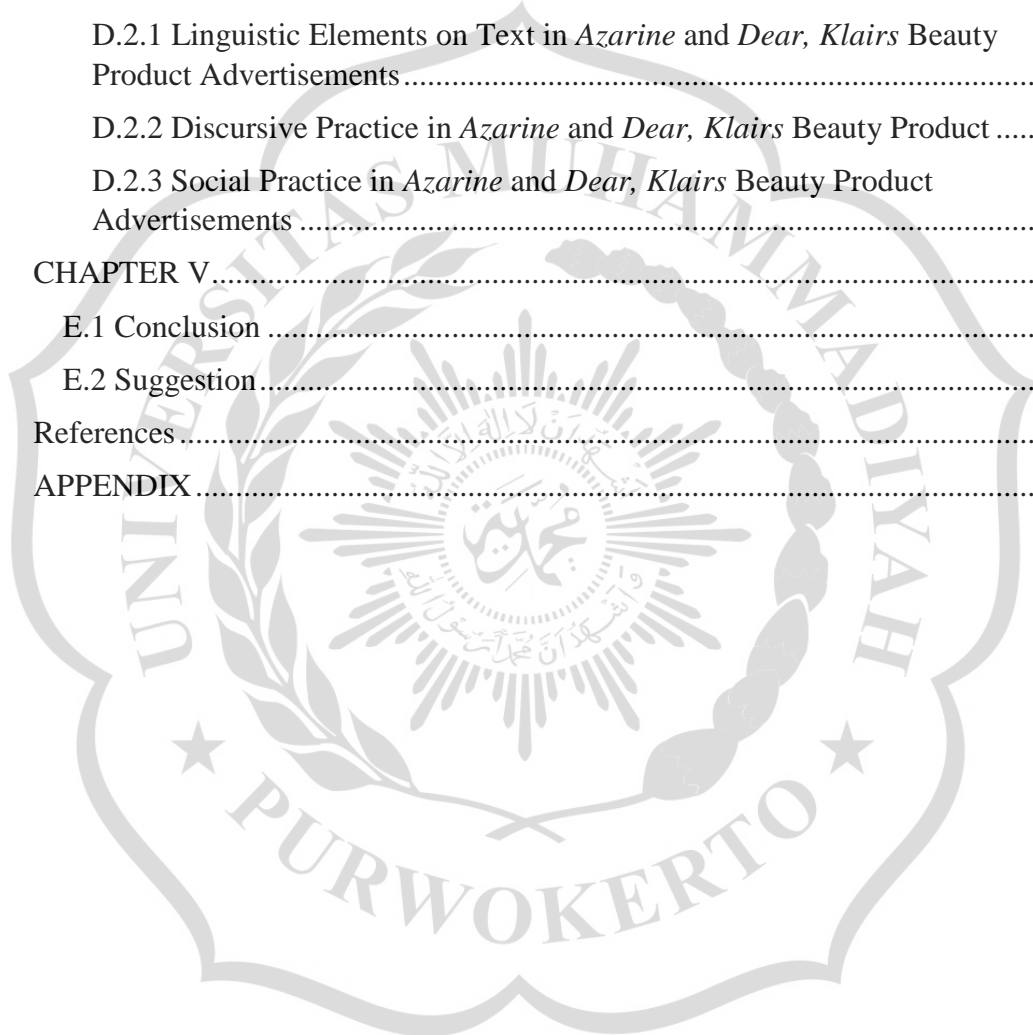
Penelitian ini mengkaji iklan produk kecantikan dari dua brand yang berbeda negara yaitu *Azarine* dari Indonesia dan *Dear, Klairs* dari Korea Selatan dengan menganalisis dari perspektif Analisis Wacana Kritis (AWK). Tujuan dari penelitian ini adalah untuk mengetahui bagaimana kedua merek produk kecantikan dari dua negara yang berbeda tersebut membujuk pembeli melalui iklan. Penelitian dilakukan dengan cara menganalisis melalui tiga dimensional teori milik Fairclough yaitu analisis dari sisi elemen linguistik, praktik diskursif dan praktik sosial. Pendekatan yang dilakukan pada penelitian ini adalah menggunakan kualitatif. Data yang diambil adalah postingan iklan dari Instagram resmi brand *Azarine* dan *Dear, Klairs* pada tahun 2023. Peneliti menggunakan metode observasi dan teknik pengumpulan datanya menggunakan teknik dokumentasi. Jadi, peneliti mengobservasi data yang cocok sesuai klasifikasi teori yang digunakan, kemudian mengunduhnya dari Instagram. Total data yang digunakan adalah 121, data dari *Azarine* adalah 70 dan *Dear, Klairs* adalah 50. Hasil dari penelitian ini dalam hal elemen linguistik, *Azarine* menekankan pada imperatif (30%), sedangkan *Dear, Klairs* memprioritaskan pertanyaan yang menarik (34%) dan kata sifat positif (41%). Kemudian, dalam hal praktik diskursif, *Azarine* sangat bergantung pada opini tanpa fakta (17%) dan bahasa emosional (17%), tidak memiliki bukti ilmiah (0%), sementara *Dear, Klairs* menekankan representasi diri yang positif (50%) dan memberikan bukti ilmiah (16%), yang mencerminkan strategi komunikasi yang berbeda. Terakhir, dari praktik sosial, *Azarine* memasukkan "cantiknya Indonesia" dan "cantiknya Korea" sementara *Dear, Klairs* konsisten dengan citra kecantikan Korea yang alami.

Kata kunci: Analisis Wacana Kritis AWK, Fairclough, Iklan

TABLE OF CONTENT

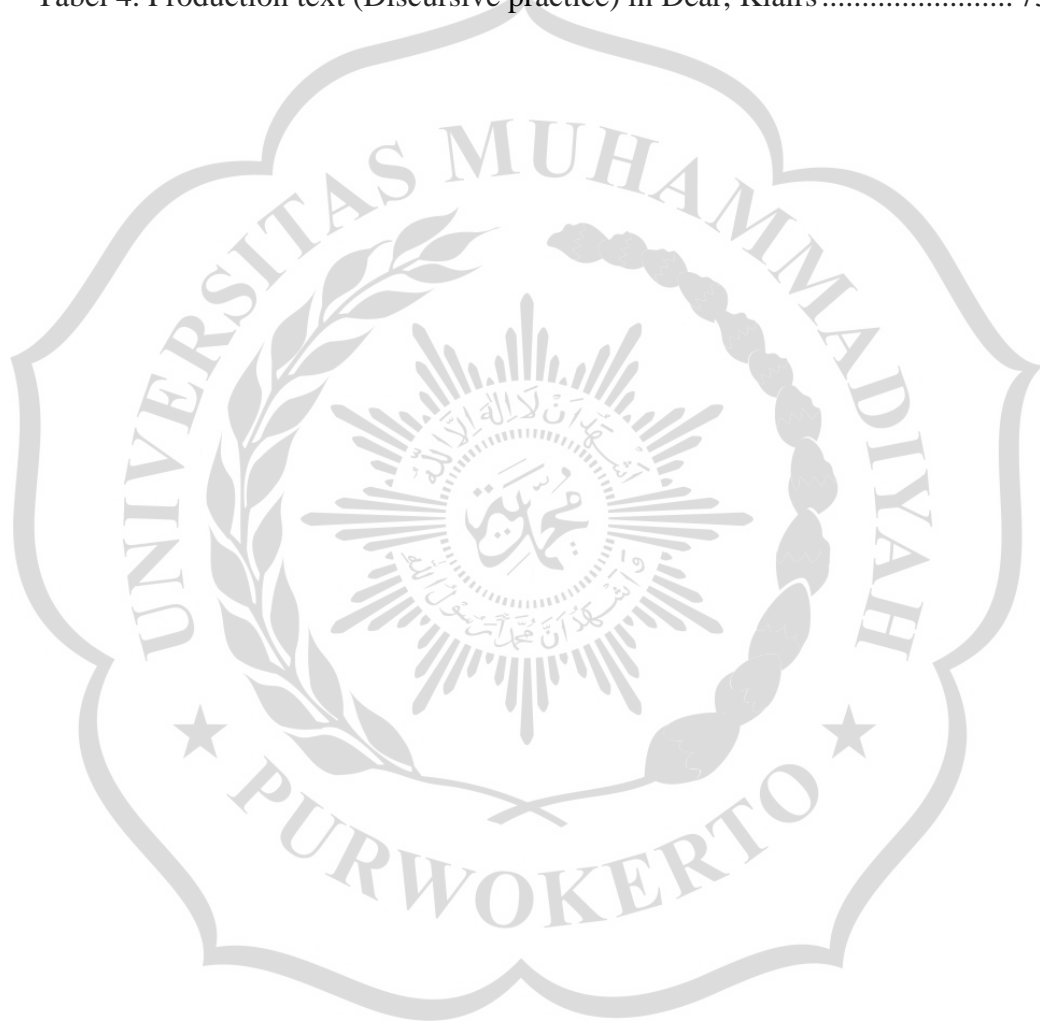
COVER	i
STATEMENT OF ORIGINALITY	iii
MOTTO	iv
ACKNOWLEDGEMENT	v
DEDICATION	vii
ABSTRACT	viii
INTISARI.....	ix
TABLE OF CONTENT	x
LIST OF TABLES	xii
LIST OF PICTURES	xiii
CHAPTER I.....	1
A.1 Background of the Research.....	1
A.2 Problems of the Research	8
A.3 Objective of the Research.....	8
A.4 Significance of the Research	9
A.5 Limitation of the Research	9
A.6 Definition of Key Terms	9
A.7 Organization of the Research Report	11
CHAPTER II.....	14
B.1 Theoretical Framework.....	14
B.1.1 Communication	14
B.1.2 Advertisement	14
B.1.3 Critical Discourse Analysis.....	15
B.1.4 Fairclough’s Critical Discourse Analysis.....	17
B.1.5 Beauty Standard in Indonesia.....	20
B.1.6 Beauty Standard in South Korea	22
B.1.7 Data Beauty Product Advertisement.....	23
B.2 Related Research	25
CHAPTER III	29
C.1 Types of the Research.....	29

C.2 Data and Source of the Data	29
C.3 Method and Technique of Collecting Data.....	30
C.4 Method of Data Analysis	31
CHAPTER IV	33
D.1 Data Description	33
D.2 Data Analysis and Discussion	34
D.2.1 Linguistic Elements on Text in <i>Azarine</i> and <i>Dear, Klairs</i> Beauty Product Advertisements.....	34
D.2.2 Discursive Practice in <i>Azarine</i> and <i>Dear, Klairs</i> Beauty Product	54
D.2.3 Social Practice in <i>Azarine</i> and <i>Dear, Klairs</i> Beauty Product Advertisements	79
CHAPTER V.....	84
E.1 Conclusion	84
E.2 Suggestion.....	86
References	87
APPENDIX.....	90



LIST OF TABLES

Tabel 1. Linguistic Elements in Azarine.....	43
Tabel 2. Linguistic Elements in Dear, Klairs.....	52
Tabel 3. Production text (Discursive practice) in Azarine.....	61
Tabel 4. Production text (Discursive practice) in Dear, Klairs.....	73



LIST OF PICTURES

Figure 1. Income for personal care and beauty products	4
Figure 2. Norman Fairclough's Critical Discourse Analysis theoretical framework	17
Figure 3. Azarine beauty product advertisement	23
Figure 4. Dear, Klairs beauty product advertisement	24
Figure 5. Data 1 positive adjective in Azarine ads	35
Figure 6. Data 2 negative adjective in Azarine ads.....	38
Figure 7. Data 3 imperative in Azarine ads.....	39
Figure 8. Data 4 question in Azarine ads	41
Figure 9. Data 5 modality in Azarine ads	42
Figure 10. Data 6 pronoun in Azarine ads	43
Figure 11. Data 7 positive adjective in Dear, Klairs ads.....	46
Figure 12. Data 8 negative adjective in Dear, Klairs ads.....	47
Figure 13. Data 9 imperative in Dear, Klairs ads.....	48
Figure 14. Data 10 question in Dear, Klairs ads	49
Figure 15. Data 11 modality in Dear, Klairs ads.....	51
Figure 16. Data 12 pronoun in Dear, Klairs ads	51
Figure 17. Data 13 puffery in Azarine ads.....	55
Figure 18. Data 14 positive self-representation in Azarine ads	56
Figure 19. Data 15 emotive words in Azarine ads	58
Figure 20. Data 16 Celebrity endorsement in Azarine ads	59
Figure 21. Data 17 liking post in Azarine ads.....	61
Figure 22. Azarine consumption 1	64
Figure 23. Azarine consumption 2	65
Figure 24. Azarine consumption 3	65
Figure 25. Azarine consumption 4	66
Figure 26. Data 18 puffery in Dear, Klairs ads	67
Figure 27. Data 19 positive self-representation in Dear, Klairs ads	68
Figure 28. Data 20 emotive words in Dear, Klairs ads	69

Figure 29. Data 21 scientific evidence in Dear, Klairs ads	70
Figure 30. Data 22 liking post in Dear, Klairs ads	72
Figure 31. Dear, Klairs consumption 1	76
Figure 32. Dear, Klairs consumption 2	76
Figure 33. Dear, Klairs consumption 3	77
Figure 34. Dear, Klairs consumption 4	78

