

CHAPTER I

INTRODUCTION

A.1 Background of the Research

In actuality, a lot of people use cosmetics to improve and complete their lives. Consumer interest in certain cosmetics is piqued by persuasive language and marketing techniques; for this reason, language advertisement is vital and may even serve as a marketing communication strategy (Esha et al., 2019; Vahedi et al., 2019). The corporation uses a variety of platforms and channels to advertise its goods, including the internet, billboards, shopping bags, institutional programs, bus stops, transportation, and many more (Rábová, 2015). The rapid growth of technology and the rise of several social media platforms that are frequently used by everyone have various effects.

The high level of technology, identity display, lifestyle, and many other factors characterize the millennial period. Individuals may now readily communicate with individuals around the globe and obtain information from a variety of sources, including the internet, radio, television, digital printing news, and online news (Mabuan et al., 2018). Women sometimes have to maintain a performance that is appropriate for their culture in order to display their uniqueness in their lifestyle (Sari & Fadilah, 2020). According to Brown and Knight (2015), the digital and prestigious era has expanded to cover identity instead of lifestyle. In addition, the desire for attractive white skin that glows softly and makes one appear younger than one's true age has become a badge of identity. The majority of women, who were either housewives or carrying women, believed that one way to hide their

age was through cosmetics. One way to show their unique beauty and also a way to find inspiration is through social media.

One of the uses of social media is to share photos and videos. The existence of this feature and information causes marketing techniques and framing about beauty on social media to build another identity regarding beauty standards in Indonesia. During the Dutch, European, and Japanese colonial eras, white skin was considered the ideal beauty, and this created beauty standards for Indonesian women. When colonization of Indonesia ended and things started to change, it turned out that people's perceptions of Indonesian women's looks (tall bodies, white skin, pointed noses, long hair, and smooth skin), remained fixed across time (Wiryawan, 2023). However, as time passed and many races developed in Indonesia, beauty in Indonesia began to vary. Starting from different skin colors from white to brown, different nose shapes, hair that varies between straight and curly, varying heights, and also different body shapes. The weather in Indonesia also tends to be hot and there are only two seasons, making the skin texture in Indonesia different. So, currently it is less relevant to measure Indonesian beauty standards following foreign beauty standards.

The stigma that exists in the community on social media about Indonesian women's attractiveness gets worse by the abundance of influencers who follow to these standards, creating a physical standard of beauty. Apart from the impact of influencers on social media, the Korean wave has also become an influence on beauty standards in Indonesia. The Korean wave started to spread to Indonesia alone in 2002 with the television premiere of the Korean drama, *Endless Love*

(Pramusita, 2021). South Korea is able to highlight the significant impact that appearances and beauty have on one's future professional and personal lives. The significance of media in this globalized period is undoubtedly inextricably linked to the expansion of the Korean wave throughout the nation, particularly in Indonesia. It has been demonstrated that social media platforms like Facebook, Instagram, Twitter, Youtube, and Skype are beneficial for introducing Indonesians to Korean popular culture. South Korea is able to highlight the significant impact that appearances have on one's future professional and personal lives (Pramusita, 2021). The flawless and radiant appearance of South Korean celebrities, who essentially mirror Korean beauty standards, serves as a clear example of this. According to Moerch (2011), "long legs, big eyes, a larger chest, a high set, straight nose, a slender body, and pale skin" are characteristics that South Koreans find attractive. Yi (2015), on the other hand, goes into further detail about the Korean ideal skin, often known as "chok chopk" skin or the appearance of a dewy, moisturizing skin with minimal makeup. It also involves having small pores and skin similar to that of a toddler.

The things like beauty standards and the way to maintain women's beauty by using skincare and cosmetics cause sales of beauty products to keep growing in Indonesia. According to Euromonitor International's website, developing countries such as Indonesia account for 51% of the global beauty business. Furthermore, according to numerous studies, Indonesia was predicted to be one of the top ten markets for global beauty and skin care goods, worth more than 130 billion USD internationally. From 2021 to 2022, the number of cosmetic companies in Indonesia

expanded by 20,6% year on year (yoy), while revenue growth for skincare increased by 29,6%. That thing causes a large variety of skincare and cosmetics provided in Indonesia. Social media is increasingly easy to access, making beauty product promotions easily accessible. The ease of online ordering algorithms in particular is also one of the factors increasing interest in beauty products in Indonesia.

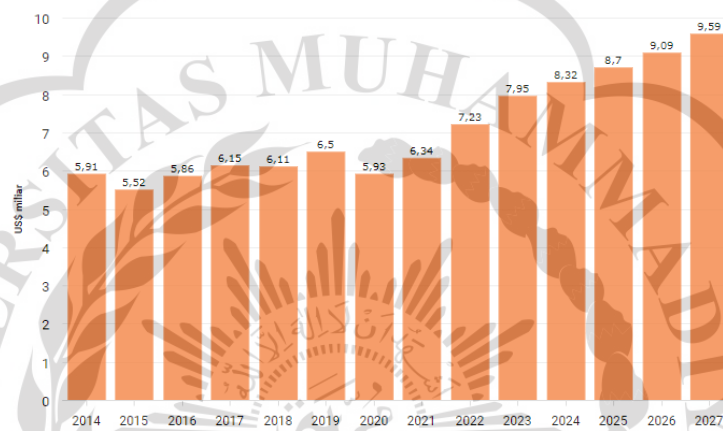


Figure 1. Income for personal care and beauty products

Apart from that, the graph above obtained from the databoks website shows that the estimated income for personal care and beauty products in Indonesia will increase from 2022 to 2027. Income in 2022 will be US\$ 7.23 and will increase until 2027 will be US\$ 9.59. Market beauty products Influencing women and beauty has become an essential religious obligation for women, compelling them to do everything in their power to maintain their attractiveness (Baudrillard, 2005). Social media is increasingly easy to access, making beauty product promotions easily accessible. One of the promotional media that makes beauty products sell massively is through advertising.

Advertising is a media for promoting a product. In this era of globalization, there are many places to provide advertising. Some of them can be found in print media such as magazines, newspapers, posters and then in electronic media, television, radio, social media such as TikTok, Instagram, YouTube, websites, and others. In the era of globalization, where information spreads very quickly, companies create very varied advertising content. This makes business competition between companies very tight because each company tries to create advertisements that can get good engagement. Because of the fierce rivalry for attracting potential clients, advertisers have been obliged to utilize aggressive advertising practices such as creating an issue that can only be solved by utilizing their products.

Lau and Zuraidah (2010) said that advertising has been slowly warping reality and coercing customers into purchasing commodities in addition to a way of life. This situation is exacerbated by the massive use of social media, which has resulted in women who are consumers to always focus on beauty on social media. An advertising is a type of paid media communication that aims to influence the audience to perform a specific action, according to Richards & Curran (2002) so, these consumers can buy products that they do not really need but they buy them in order to be beautiful.

Advertising is classified as persuasive discourse because the language employed in advertisements is significantly impacted by linguistic communicative techniques (Villarino & Marina, 1997). Susanti (2019: 4) points commercials not only provide information about a product being advertised in order to sell it, but they can also affect people's perspectives on society, or in other words,

commercials can persuade people to buy items they do not need. Cook (2001) asserts that advertisements have the power to inform, recall, persuade, influence, and even alter people's thoughts, feelings, and behaviors. Based on this, advertising can shape people's identity and attitude. Advertising also not only provides information related to its products, but can also change people's perspectives in society so that it can persuade people to buy what they don't really need.

As stated above, since advertisements use language and social processes, they are regarded as forms of media discourse. Discourse can construe and build the world through media. This is because the discourse displayed in the media is not just text that is simply displayed but also has more meaning than that. Gee (2005) defined discourse as language in use that is more socio-politically oriented. It indicates that a text's presentation conveys more information than just a simple statement. So, from that can be seen how discourse in advertisements involves people's perception of meanings. Sulistyono (2016) states that CDA's objects are public text and speech, such as advertisement, newspaper, political propagandas, official document, laws, regulation and so on and so forth.

There are several objects in CDA and this research focuses on the analysis of advertisements. The reason for choosing advertising as a research object is because advertisements try to convince and affect customers. CDA research can help understand how discourse influences audience perceptions and behaviors. The process of describing, recognizing, and explaining how discourse creates, maintains, and justifies social inequities is known as critical discourse analysis. Advertisements also reflect societal values, customs, and power relations,

examining advertisements can reveal insights into the broader cultural background. It is supported by (Villarino & Marina, 1997) that said because language employed in advertisements is greatly influenced by linguistic communication means, it is regarded as "persuasive discourse". Critical discourse analysis views discourse as the use of language, both spoken and written as a type of social activity, according to Fairclough and Wodak (1997: 55).

Fairclough (1992: 4) connects Critical Discourse Analysis to language analysis and social theory by combining this more social theoretical notion of 'discourse' with the linguistically orientated 'text and interaction' concept. Discourse and discourse analysis are three dimensional concepts. Fairclough's three dimensional framework includes a conception of discourse as text, discursive practice and social practice. The text dimension is concerned with textual language analysis. The discursive practice component, like interaction in the text and interaction perspective of discourse, specifies the nature of text generation and interpretation processes, such as which forms of discourse are used and how they are mixed. The social practice component addresses issues of importance in social analysis such as the institutional and organizational settings of the discursive event and how that determines the nature of the discursive practice, as well as the above mentioned constitutive/constructive consequences of discourse. The goal of all three dimensions is to investigate the connections between language and social behavior as well as the methods used by advertisers to get consumers to purchase their goods. Therefore, the main focus of this study was to analyze the linguistic elements of the *Azarine* and *Dear, Klairs* beauty product advertising.

Based on the explanation above, the researcher is interested in writing research on Critical Discourse Analysis using beauty advertisement objects with analysis using Fairclough's theory. The reason why researcher focus on beauty product is because the massive use of beauty products in Indonesia. In this study, linguistic aspects and the connection between text and social practice are explored. The data are analyzed using Fairclough's three dimensional framings theory. The research title is "Persuasion of Beauty Industry: A Critical Analysis on the Ads of Korean and Indonesian Product".

A.2 Problems of the Research

1. How are the linguistics elements on text of *Azarine* and *Dear, Klairs* advertisement implemented?
2. How are the discourse practice of *Azarine* and *Dear, Klairs* advertisement applied?
3. How are the social implication of *Azarine* and *Dear, Klairs* advertisement implemented?

A.3 Objective of the Research

1. To analyze linguistics elements on text in *Azarine* dan *Dear, Klairs* advertisement.
2. To find out the discourse practice in *Azarine* and *Dear, Klairs* advertisement.
3. To describe the social implication in *Azarine* and *Dear, Klairs* advertisement.

A.4 Significance of the Research

This research is expected to contribute to the field of Critical Discourse Analysis, especially in learning about the true meaning of beauty product advertisements in Indonesia and Korea. Practically, this research can help students with linguistic concentration in understanding the analysis and application of Critical Discourse Analysis. In addition, it is also expected to help the development of knowledge in society.

A.5 Limitation of the Research

This research describes the phenomenon of Critical Discourse Analysis in beauty product advertisements in Indonesia and Korea. The focus of analysis in this study is only the relationship between text, discursive practice and social implication in *Azarine* and *Dear, Klairs* beauty product advertisements. Then part from that, this research is only limited to the relationship of Critical Discourse Analysis to texts that only using English words. The samples as data are taken only from the official Instagram of each beauty brand and analysis is limited to advertisements uploaded in 2023. The research uses the Critical Discourse Analysis framework of Fairclough's theory to find the real meaning in beauty product advertisements in Indonesia and Korea.

A.6 Definition of Key Terms

A.6.1 Critical Discourse Analysis

The study of Critical Discourse Analysis (CDA) has produced a variety of methods for delving into the hidden meanings that lie beneath apparently simple

discourse (Gopang & Bughio, 2015). According to Caldas-Coulthard (2015), the purpose of Critical Discourse Analysis (CDA) was to study language in relation to politics and ideology. In other hand, Fairclough and Wodak (1997) list a few basic concepts of CDA. CDA starts with addressing societal issues. It also accomplishes ideological tasks. Thirdly, it makes up culture and society. Fourth, discourse analysis provides explanation and interpretation. Fairclough stated that the discourse dimension of social practice specifically influences certain changes and this is closely related to social and cultural change.

A.6.2 Advertisement

Advertising is one of the mass media that can be found in many places and can convey messages through the language and symbols contained in advertisements. Advertisements educate, remind, influence, convince, and possibly even alter attitudes, feelings, and ideas (Cook, 2001). Advertisements also provide alerts to provide warnings or information to people. Because language employed in advertisements is greatly influenced by linguistic communicative means, it is regarded as "persuasive discourse" (Villarino & Marina, 1997).

A.6.3 Beauty Product

There are numerous television advertising and women's magazines that market beauty items inspired by women, and we pressurize them to maintain their attractiveness by utilizing various beauty products at all costs (Baudrillard, 2005). According to the Cosmetics Europe website, the aim of beauty products is to help improve our mood, beautify our appearance and increase our self-esteem. They can

also help demonstrate personal style and, as such, are an important means of social expression.

A.7 Organization of the Research Report

In this study, researcher organized the sections into five chapters:

1. Chapter I: INTRODUCTION

This chapter contains Background of the Research, Problem of the Research, Objectives of the Research, Significance of the Research, Limitation of the Research, Definition of Key Terms and Organization of the Research Report.

2. Chapter II: REVIEW OF LITERATURE

This chapter include a review of the literature. Then it also explains the theories used to support this research such as Theoretical Framework and Review of Related Studies.

3. Chapter III: RESEARCH METHOD

This chapter describes what methods were used in this research. It contains type of research, data and source of the data, method of collecting data, technique of collecting data, method of analyzing data.

4. Chapter IV: DATA ANALYSIS

In this chapter present finding result and discussion of this study.

5. Chapter V: CONCLUSION AND SUGGESTION

This chapter contains conclusions on this research and also about the writer's suggestions for further research.