

DISCOURSE ANALYSIS OF SKIN CARE ADVERTISEMENTS ON SOCIAL MEDIA BASED ON LANGUAGE STRUCTURE AND FUNCTION

Widiastuti¹, Abdul Hakim², Hamzah A. Machmoed³, Harlinah Sahib⁴

Faculty of Cultural Sciences, Hasanuddin University, Makassar, South Sulawesi, Indonesia

ABSTRACT

This research describes the structure and function of skincare advertisements on social media. This research uses a discourse analysis approach, this type of research is qualitative. The method used in this research is descriptive analysis. The source of research material is skincare product advertisements on social media both Facebook and Instagram which includes the structure and function of advertising language. The results of the study describe the structure of skincare product advertisements on social media consisting of language functions including: (a) informational function, (b) persuasive function and creating a positive image for potential consumers.

Keyword: *Discourse Analysis, Advertisement, Skincare*

1. INTRODUCTION

Language cannot be separated from human life in society, because language is a means of communication. One of the functions of language is as a means of association and cooperation with fellow humans. Language allows people to exchange information about themselves and the products they make. The process of exchanging info can occur orally or in writing. language is communicated verbally directly to the interlocutor. Conversely, in writing, it must be communicated through the media in the form of writing that can be read by the wider community. One form of writing in today's society is print media in the form of television and social media instgram (Eriyanto, 2006).

Instagram social media provides information about many things, including products made by manufacturers. Product information is better known as advertising. Through advertising, manufacturers present their products to the wider community as potential consumers. The purpose of advertising is to generate interest in using the product among potential customers. The use of Indonesian language in advertising should be more attractive because the product is offered in that language. In order for buyers to want to buy the advertised product, the language often used in advertising is persuasive.

The human need for information offers an excellent opportunity for producers to offer products produced through advertisements throughout social media accounts. Many products are advertised and appear on various social media, one of which is beauty products in the form of skincare. Skincare advertisements are shown by women, ranging from teenagers to adults.

Producers do this in the hope that when someone watching opens their social media, be it Facebook, Instagram, etc. they will also listen and see the ad. So it is clear that the use of language in advertising is very important because it influences readers to want to buy the products offered. The appeal of advertising usually lies in the structure of the language it contains.

Based on this background, researchers have strong and interesting reasons to continue to study aspects of discourse analysis related to the structure and function of language used in skincare advertisements on social media.

Based on the findings of research conducted by Vida Gessy Zerlina (2011). Where is the Ad Structure and Discourse Structure in Gogirl Magazine Cosmetic Ads: A Discourse Analysis Study", the study has a similar research object, namely the form of structure used in television advertisements for cosmetics. The difference lies in the object studied. The study studied is more about lipstick products. The language used in

advertisements certainly aims to arouse consumer interest, through social media (facebook and Instagram), advertisements become more familiar to the public, because almost all people cannot be separated from social media, from children to adults, The subject of this research is the discourse analysis of cosmetic advertisements on social media (facebook and instgram) based on language structure and function.

Mulyana (2005) argues that discourse is the most complex and comprehensive linguistic element. Linguistic units include phonemes, morphemes, words, phrases, clauses, sentences, paragraphs, and entire essays. Discourse is the most complete, highest or largest language unit above phrases or sentences, which has continuous coherence and coherence and has a correct beginning and end, both oral and written. Furthermore, discourse is a complete language unit with a complete concept or idea. As a whole linguistic unit, a discourse can be understood if it is read as a whole, because if it is read only partially or only a small part, there may be differences in understanding between the writer and the reader. Interesting language with the right choice of words can encourage readers to buy the goods offered, including cosmetics. However, there are people who do not understand the product advertisement because they have been influenced by the attractive advertising language.

Advertising discourse has a structure as a linguistic form. The structure builds the announcement into a complete language structure. The arrangement of words and sentences greatly affects the listener's understanding, and the arrangement of the parts of the advertising structure so that it can influence the listener in such a way that the advertising language can persuade the listener. Therefore, it is necessary to conduct a study to see the structure, how the structure can affect the listener.

In addition to a good structure, one must also look at the context surrounding the conversation, so that the listener really understands the intent of the announcement, so that they are not easily persuaded by the language of the announcement. To study the language of advertising, it is necessary to conduct a thorough study of advertising as a whole. This can be studied through discourse analysis. Discourse analysis provides a clear picture of the overall structure,

function, and context of language, leading to correct understanding.

2. LITERATURE REVIEW

2.1. Ad Structure

Advertising is one of the most talked about forms of sales promotion. This is because the range of its power is very wide. Advertising is a very important sales promotion tool, especially for companies that produce goods or services aimed at the public (Halim, 2017). In general, advertising is a medium used to convey information where advertised. There are various types of advertisements, including: advertisements depending on their nature, the media used and the content. This also includes TV advertisements, types of advertisements based on the media used, ie. electronic media advertisements. Electronic media advertising in the form of television advertisements aims to make the advertised product better known because ordinary people watch television, and social media such as Facebook and Instagram every day. from children to adults. The more recognized the product is in the wider community, the greater the chance of the product being caught on social media. The announcement structure consists of certain proposals in each section. The ad structure also has several purposes, including: First, advertising discourse is to attract the attention of potential consumers, in addition to attracting the attention of consumers, advertisements must also arouse interest and awareness among potential consumers or buyers. In addition, the last goal in the discourse of advertising communication is to change certain actions in consumers.

The results of Sumasari's research (2014) reveal that the content of advertisements consists of two aspects, namely visual and language aspects. Both aspects are designed or processed to make the fish look clear and focused. However, most of the creativity in the visual presentation of advertisements is seen more from the linguistic aspects which are heavily burdened by various linguistic and ethical regulations.

2.2 Discourse Ethics

Discourse is any form of communication whose realization depends on the social context surrounding the communication practice (Musaffak, 2015: 225). Discourse analysis can be defined as the study of language order as a whole

above the level of sentences or sentences. Therefore, it studies larger linguistic units, such as conversations or written texts. In addition, it also studies the use of language in a social context, including interactions between language speakers. Discourse analysis clearly describes the entire structure, the role of language and the following situation to get the correct interpretation (Sumarlam, 2009). Personalized creative discourse consists of the following parts: (1) Abstract, (2) Orientation, and (3) Code. Thus, discourse analysis can be equated with: (1) prefix or opening, (2) orientation, and (3) ending or ending (Tarigan in Setiawan, 2012).

Discourse analysis is the study of words, sentences, their use and interpretation. Discourse analysis aims to find the meaning that is exactly the same or closest to the speaker's intention in oral discourse (Musaffak, 2015). Meanwhile, Badara (in Ariesta et al., 2012) said that discourse is the use of language in communication both orally and in writing. Discourse has the main supporting elements, namely internal and external elements. Internal elements are elements related to aspects of the language structure of discourse. Foreign elements are elements that refer to something that is part of the discourse but does not appear explicitly. Discourse is the use of language in communication both oral and written (Cook 2006). Discourse is any form of communication whose realization depends on the social context surrounding the communication practice. Discourse is said to have structural integrity. The whole itself consists of components that are intertwined in a discursive organization (Wicaksono, 2019). The integrity of this writing can include coherence, consistency and grammatical elements of writing "reader messages". Cohesion and consistency are absolute elements that must be present in writing.

3. METHODOLOGY

This research uses qualitative research, which is a research method that examines the state of natural objects that are used as tools for researchers. This research highlights the structure and function of language in skincare advertisements on social media, both Facebook and Instagram. In this study, qualitative research methods are used whose purpose is to obtain truth based on empirical research for theory development. Judging from the presentation of data, this research uses descriptive research. Point

is a research method that aims to describe and interpret objects according to what they are. This model leads to the interpretation of the structure and description of the function of advertising language. Information is obtained through documentation, viewing and recording. The data source of this research is skincare advertisements on social media which includes the structure and function of advertising language, including information in the form of skincare advertisements for Wardah, Y.O.U Radiance Up, Avoskin, Cetaphil brands.

4. RESULT AND DISCUSSION

4.1 Wardah skincare advertisement

Wardah skincare is a cosmetic brand that is often advertised both on tv and on social media. Wardah skincare advertisements have the following language structures and functions:

4.1.1. Propositional Structure of Subjective Reason

Subjective reasons in the form of things that can invite potential consumers to use the products advertised on social media both on Facebook and Instagram. The subjective reasons for advertising beauty products in the form of skincare on social media appear in the following data.

Data 1

Wardah renewyou night cream is available in two packages, namely tube and jar, which you can choose according to your needs.

Data 2

One of the products that can make you look young is Wardah renew you night cream. Where this best skincare cream is formulated with an advanced recover system that can help you overcome premature aging such as fine lines, wrinkles, dark spots and dry skin.

The data above is advertised on social media by Wardah products. The advertisement uses subjective reasons. The subjective reasons in the ad body are shown in data 1, namely "available in two tube and jar packaging that can be selected as needed" and in data 2 "able to make you look young, Wardah renew you night cream. Where this best skincare cream is formulated with an advanced recover system that can help you overcome premature aging such as fine lines,

wrinkles, dark spots and dry skin. consumers will be more interested in buying it because it can keep them young.

4.1.2. Informative Function

The function of language communication in this skincare beauty product advertisement from Wardah is included in the Informative function. The information function presented in this skincare product advertisement from Wardah provides information about the advantages and informs new products.

4.2 Y.O.URadiance Up Skincare Advertisement

Skincare Y.O.U Radiance Up is one of the beauty products that is often advertised on television. Maybellin Listik advertisements also have a structure that is a subjective reason proposition, while the language function of Skincare Y.O.U Radiance Up advertisements is an informative function. Below is each explanation.

4.2.1. Propositional Structure of Subjective reasoning

Subjective reasons are things that can invite potential customers to use the products advertised on social media. The subjective reasons for advertising skincare beauty products on social media appear in the following data.

"Dull facial skin is one of the factors that can reduce one's confidence. However, this problem can be solved by using the best skincare product Y.O.U Radiance Up! Antioxidant Serum. As the name suggests, this is an antioxidant serum that is specially formulated to brighten the face.

The data above, which is advertised on television by skincare, uses subjective reasons. The subjective reason in the ad body is shown in the data, namely, "Dull facial skin is one of the factors that can reduce one's self-confidence. However, this problem can be solved by using the best skincare product Y.O.U Radiance Up! Antioxidant Serum. With a comfortable product to wear that feels soft and light, it will make consumers interested in buying the advertised product. That way the ad audience will feel curious about the advertised product. From that curiosity, people will be interested in buying it.

4.2.2. Informative Language Function

The information function presented in Maybellin Lipstick product advertisements can be in the form of advantages and skincare product information as shown in the following data.

"This best skincare product from Y.O.U has ingredients that are strong enough to brighten the skin, namely Symwhite377, Niacinamide, and Licorice Extract. In addition, there are also ingredients that can protect the skin from free radicals, namely Korean Camellia Extract, and ingredients that can reduce collagen damage, namely Carnosine.

The data above shows an information function that informs potential buyers about skincare products advertised on social media. The information function is conveyed through the phrase "Y.O.U has ingredients that are strong enough to brighten the skin, namely Symwhite377, Niacinamide, and Licorice Extract. In addition, there are also ingredients that can protect the skin from free radicals, namely Korean Camellia Extract, and ingredients that can reduce collagen damage, namely Carnosine. The data above also informs about the advantages and products of Y.O.U skincare, so that ad viewers will be interested in buying the product if they know the advantages of the advertised product.

4.3 Avoskin Skincare Advertisement

Avoskin is one of Avoskine's beauty products that is often advertised on social media. This ad also has a structure that is a subjective reason proposition, while the language function of the skincare ad is an informative function. Below is each explanation.

4.3.1. Subjective Proposition Structure

Subjective reasons are things that can invite potential consumers to use the products advertised on social media. The subjective reasons for this skincare product advertisement can be seen in the following data:

"If you are looking for the best exfoliating toner product, then Avoskin Miraculous Refining Toner can be the answer. This best skincare product from Avoskin is often recommended by many beauty influencers, not only because of its benefits, but also because this product is free of perfume, parabens, alcohol, silicone, and even no animal testing.

The data above, which is advertised on social media, uses subjective reasons. The subjective reasons in the ad body are shown in the data, namely "The best skincare products from Avoskin are often recommended by many beauty influencers, not only because of their benefits, but also because these products are free of perfume, parabens, alcohol, silicone, and even no animal testing. which the benefits displayed on this skincare product will further increase consumer attractiveness, so consumers will be more interested in buying it.

4.3.2. Informative Language Function

The information function presented in avoskin skincare product advertisements can be in the form of the advantages and information of this product as shown in the following data.

"Avoskin's best skincare product contains 5% AHA, 1% BHA, 2% PHA, 2% Niacinamide, 2% Tea Tree, Witch Hazel, Aloe Vera, and Raspberry. All of these ingredients can exfoliate the skin well, as well as fade dark spots, even out skin tone, shrink pores, prevent acne, and maintain skin elasticity and moisture.

The data above shows an information function that informs prospective buyers about avoskin skincare products advertised on social media. The information function is conveyed through the phrase. "All of these ingredients can exfoliate the skin well, as well as fade dark spots, even out skin tone, shrink pores, prevent acne, and maintain skin elasticity and moisture. The data above also informs about the advantages and products of avoskin skincare, so that ad viewers will be interested in buying the product if they know the advantages of the advertised product.

4.4. Cethapil Skincare Advertisement

4.4.1. Subjective Proposition Structure

Cethapil skincare is one of the skincare that often appears on social media. This ad has a structure that is a proposition that gives commands or orders to potential consumers, while the language function of this ad is a persuasive function. Below is each explanation.

"This skincare has become a favorite cleanser for women, why? Because it is friendly and suitable for all skin types especially if you have allergic skin. The texture also seems soft and free of

excessive foam so that the skin does not dry out easily.

The data above is an advertisement for cethapil skincare, the advertisement delivered uses propositions that give orders to potential consumers to buy the skincare in the sentence "friendly products and suitable for all skin types. The audience is invited to buy the skincare product.

4.4.2. Informative Language Function

Persuasive function is the function of persuading, seducing or moving potential consumers to do something. The persuasive function found in cethapil skincare advertisements on social media is an invitation to buy this cethapil product. As explained in the following data. "There are various sizes available, so for those of you who want to try it, you can first buy the smallest size. This best skincare is also safe to use and has minimal risk of irritation and allergies. In addition, this product is also free of alcohol, perfume and even able to clean the remaining makeup on your face and soften the skin after use.

The data above is a cethapil skincare advertisement. The data above displays a persuasive function in the form of an invitation to buy this skincare, the invitation is seen in the sentence "There are various sizes, so for those of you who want to try it, you can first buy the smallest size.

5. CONCLUSION

The structure of an advertisement is all parts of the advertisement structure consisting of special offers in each part. The structure consists of a main point, an explanation point and a closing point. The purpose of these sections is to get the reader's first attention. Skincare ads in the promotion of cosmetic products consist of several proposals. In addition to structure, advertisements also have linguistic functions which consist of three functions, namely informative, persuasive and imaging functions. From the results of the discussion above, it can be concluded that each skincare brand advertisement has a different structure and linguistic function. Wardah skincare ads have a propositional structure for subjective reasons, while the linguistic function is informative. Y.O.U Radiance Up skincare ads have a propositional structure that arouses the curiosity of potential consumers,

while the linguistic function is informative. Avoskin skincare ads have a subjective reasoning structure and an informative language function. Cetaphil skincare ads have a propositional structure that gives commands or orders to potential consumers.

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