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A Critical Discourse Analysis on Beauty Product Advertisements

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Abstract

This research is aimed at describing the use of language in beauty ads (Pantene and Garnier ads), elaborating the way of the strategy are used in persuading the consumers and investigating the reason for the use of strategies. This is a descriptive qualitative method in which the data were collected from the advertisements of Pantene and Garnier. The collected data are the words, phrases, clauses, sentences that are used in ads. The data were analyzed according to Fairclough's three dimensional approach of discourse analysis; they are textual features, discursive features, and social feature. The findings of this study show that the language used in Pantene and Garnier advertisements appear very interesting in building image to the audience and were successful in utilizing the various discourse strategies to gain people's attraction to buy the product being advertised. For the social practices, the words found in their advertisement are considered have control or power over people.

Keywords: advertisements; CDA; discourse strategies; social practices; textual analysis

Abstrak

Penelitian ini bertujuan untuk mendeskripsikan penggunaan bahasa dalam iklan kecantikan (iklan Pantene dan Garnier), menguraikan cara/strategi yang digunakan dalam membujuk konsumen dan menyelidiki alasan penggunaan strategi tersebut. Peneliitian ini menggunakan metode kualitatif deskriptif di mana data dikumpulkan dari iklan Pantene dan Garnier. Data yang dikumpulkan adalah kata, frasa, klausa, dan kalimat yang digunakan dalam iklan. Data dianalisis sesuai dengan pendekatan analisis yang dikemukakan oleh Fairclough; yaitu aspek tekstual, diskursif, dan sosial. Hasil penelitian ini menunjukkan bahwa bahasa yang digunakan dalam iklan Pantene dan Garnier tampak sangat menarik dalam membangun citra iklan untuk para audiens dan berhasil memanfaatkan berbagai strategi dalam iklan untuk menarik perhatian orang-orang untuk membeli produk yang diiklankan. Untuk praktik sosial, kata-kata yang ditemukan dalam iklan dianggap memiliki kontrol atau kekuasaan atas orang.

Kata kunci: iklan; CDA; strategi wacana; praktik sosial; analisis tekstual

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INTRODUCTION

Nowadays, people are accustomed with media. Media are the collective communication outlets or tools used to store and deliver information or data (wikipedia). Media use language in communicating to public; it can touch public in constructing people attitudes. Advertisement as one of mass media, it can be found everywhere in form of digital or printed ads. The advertisers can convey their intention through language and signs in ads.

Advertisement is considered as 'persuasive discourse' because the language used in advertisement are heavily influenced by linguistic communicative means (Villarino & Marina 1997). The words used in advertisement reflect the product on language, meaning on audiences and social practice (Cook, 2001). Cook also claims that ads can give information, persuade, remind, influence people and perhaps change their opinions, emotions and attitudes. It can be concluded that advertisements do not only give information on a product being advertised for selling products but also it can change people's perspective on society, or in other words, advertisement can persuade people to buy things which they do not need. In conclusion, advertisements can construct people's identities and attitude. Jhally (1991) has some opinion; he argues that advertisement is the most influential institution of socialization in modern society".

As advertisement is an interesting topic, the writer found that there are many studies concerning the discourse analysis of advertising, but there is not yet sufficient study on comparing ads in order to find out the different way used by advertisers in promoting their product. So, the findings of this research can make a contribution in the studies dealing with the discourse analysis of advertising.

Due to this fact, this study was designed to compare and analyze the discourse used in Pantene and Garnier advertisement which advertise beauty product, Pantene ads advertises shampoo product, while Garnier advertises facial cream product. This study seeks to find out:

- 1) What are the linguistic features used by the advertisement of Pantene and Garnier?
- 2) What are the discourse strategies used in advertisement of Pantene and Garnier to persuade the consumers?
- 3) What are the social features used in the advertisement of Pantene and Garnier?

The theoretical framework employed in this study is Critical Discourse Analysis framework. Critical discourse analysis (CDA for short), is an analysis on the relationship between language and all the components involved in the usage of language or context of its use. Fairclough (2001) proposed that in analyzing linguistic aspects of advertisements; there are three-dimensional frameworks of analysis:



Figure 1. Fairclough's three-dimensional model, 2001

Firstly, the textual analysis deals with the linguistic analysis, the description of content and form in language. (Titscher et al, 2000, p. 150). Language texts (spoken and written) are considered as textual analysis. The language is one of the social practices that describe a certain reality. In this study, the textual analysis will be limited on the use of pronoun, adjective, disjunctive syntax, conjunction, parallelism, repetition, mood choice, and modality.

The use of pronoun in the advertisement is to show the advertisers' position in delivering their message in the product in order to attract and persuade people to use their product. The advertisers may use person personal or possessive pronoun in addressing the message to consumers directly or indirectly. According to Fairclough (1996), the use of pronoun is kind of relational value which helps create a friendly atmosphere to persuade the audience. For example, advertisements typically use personal pronoun we and you. Fairclough (1996) said that the use of the second-persons pronoun (we and you), is the relationships of power and solidarity (p. 127).

Adjectives play an important role in advertisement as “they convey a positive or negative affective meaning” (Delin 2000: 133). The word ‘Affective meaning’ means that the adjectives will show the people’s evaluation of an advertisement, which lead to be positive or negative evaluation. Adjectives are used by advertisers to describe their views on their belief about the product. Kaur, Arumugam, and Yunus (2013) said: “There is two kinds of adjectives, that are gradable adjectives (they describe qualities that can be measured in degrees; they can be used in comparative or superlative forms) and non-gradable adjectives (“they describe qualities that are completely present or completely absent”) (p. 64).

The disjunctive syntax is a sentence without verbs or subjects. According to Kaur, Arumugam, and Yunus (2013) “This is the way or strategy by advertisers to simulate conversational style. This is an informal form of a sentence that shows the close relationship between advertisers and customer. These sentences consist of one or two grammatical items only. The purpose of the use disjunctive syntax is more simple, do not spend a lot of space but the message can be conveyed, attract the attention of the audience”. It can be conclude that the use of disjunctive syntax is to show the close relationship by using two or more words (grammatical items) which convey message.

Cohesion is a connection between sentences. According to Faiclough (1996), Cohesion can involve vocabulary links between sentences (repetition of words) or use of related words (p. 130). It is used to make the words, ideas, and paragraphs stick together tightly. Halliday (2014) called cohesion as a conjunctive adjunct.

Example:

- Additive: and, also, moreover, nor
- Adversative: but, yet, however, on the other hand
- Conditional: [positive] if ... then; in the event of; when [negative] otherwise, if not
- Causal: so; then; because; as a result; that’s why; that means

Parallelism is the use of two or more phrases or clauses in sentence that are grammatically same. The use of parallelism in the advertisement is for aesthetic, simplicity, effectiveness, and persuasive purpose.

The mood is the major interpersonal system of the clause. It provides interactants involved in the dialogue with the resources for giving or demanding a commodity, either information or good and services (Halliday 2014:73). In the mood, there are subject positions in identifying of clause (Fairclough 1996:126). He also pointed out that the kinds of moods, they are declarative grammatical question, and imperative. In declarative, the subject position of the speaker is someone who gives information, and the addressee's position is a receiver. In imperative, the position of speaker is asking the addressee to do something. In a grammatical question, a speaker asking something (on the purpose) to addressee, the addressee is in the position of giving information.

Modality indicates the status and power of the speaker. Fairclough (1996:127) said: "Modality can be modal auxiliaries (may, shall, must, etc.) which mark relational modality and expressive modality (simple present tense form). Relational modality is a matter of the authority of one participant in relation to others, whereas expressive modality is a matter of the speaker or writer's authority with respect to the truth or probability of a representation of reality. Modality is the degrees of uncertainty". So in other word, modality refers to speaker attitude in communicating.

Secondly, the discursive practice analysis concerns to the interpretation of "the relationship between the productive and interpretative processes of discursive practice and the text." (Titscher et al, 2000 p. 153). This level of analysis involves studying the text's production and consumption. (Kaur, Arumugam, and Yunus 2013). In conclusion, this analysis of strategy used in advertisement related to how the text is produced, how it is consumed, and how the power relations are enacted. Thirdly, analysis of the sociolinguistic feature is related to statement of the problem number 3. It deals with the socio-historical conditions that govern the productive and interpretative processes (Janks 1997, p. 26). In other words, it explains the relationship between the discursive and the social practice. It can be concluded that the analysis of the spoken text is the study which concerns to the relationship between language and social ideologies. This level of analysis explains the advertisements' impact on society. It deals with intertextual understanding, which are words are used in order to attract and appeal to consumers to buy or use the product.

RESEARCH METHODOLOGY

In this study, the researcher applied the descriptive-qualitative method. A descriptive qualitative method used in this study, because the data of this research are in the form of spoken text. Through purposive sampling, shampoo and skin whitening product advertisement was chosen to be analyzed using the framework of CDA. Those advertisements are in the form of video that taken from you tube, and then they were transcribed to ease the process of analysis.

After transcribing the advertisement, the writer analyzed the data based on the three levels of critical discourse analysis; textual features, discursive features, and social features. The data are the words, phrases, clauses, sentences found in advertisement. In this present study, the writer presented the data through interpretation and the description. The writer also took some words of quotation rather than numeric as the data.

FINDINGS AND DISCUSSIONS

This part presents the findings of the research and the discussion on the main points in the findings. The textual analysis, discursive strategy analysis, and social feature analysis are described.

1. Textual Analysis The Use of Pronoun

The examples of the use of pronoun found in the advertisements are shown in the table below:

Table1. The Use of Pronoun

Example in the text	Type of Advertisement
<ul style="list-style-type: none"> I strengthen my hair, like I strengthen my body <p>..... when my hair is strong giving my hair ...</p>	Pantene
<ul style="list-style-type: none"> Her skin is so radiant and flawless my skin dull <p>..... give your skin up to 60 % now you can</p>	Garnier

In this finding, it was found that the first ads (Pantene) contains personal pronoun and possessive pronoun, as the producers use first personal person and possessive pronoun such as “I” and “my” to convince and persuade people to use it as it a recommendation from the public figure ‘Selena Gomez as the ambassador/model in the ads’. Advertiser provides proper information about the product, using the point of view of Selena’s experience in using the product. According to Myers (1994, 83), in advertising the pronoun ‘I’ generally refers to “the potential customer, the endorser or the sceptic”. Cook (2001, 157), who recognizes additional functions for this pronoun, states that the word ‘I’ of advertisements can also be “the adviser, the expert, the relator of experiences and motives leading to purchase of the product”. This advertisement do not build a close relationship with the audience, but in order to influence the audience they present the information of the product well by using public figure’s experience.

Unlike ‘Pantene’ the ‘Garnier’ builds a close relationship with the audiences. It can be seen that advertiser uses the pronoun ‘her, my, your, and you’. The word ‘you’ and ‘your’ (second person personal) is considered to address the consumers directly and personally (Rashid, Rahman, & Rahman, 2016). This also refers to address people on individual basis is referred as ‘synthetic personalizations’, (Fairclough, 2013).

The Use of Adjective

The examples of the use of adjective found in the advertisements are shown in the table below:

Table2. The Use of Adjective

Example in the text “Positive adjective”	Example in the text “Negative adjective”
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<p>“Pantene” ads</p> <ul style="list-style-type: none"> • my hair is strong.... • silky smooth shampoo giving my hair the strength to be smooth because strong is always beautiful <p>“Garnier” ads</p> <ul style="list-style-type: none"> • Her skin is so radiant and flawless pinkish radiance flawless skin, 	<p>“Pantene” ads</p> <ul style="list-style-type: none"> •its pro-vitamin formula fights frizz <p>“Garnier” ads</p> <ul style="list-style-type: none"> • my skin is dull with visible pores.
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Pantene and Garnier ads contain positive and negative adjective. The positive adjectives are related to the qualities of the product, e.g: strong, smooth, beautiful, radiant, flawless, and pinkish. Those positive adjective refer to the value that can be experienced by the consumers if they use that product or what people will get if they buy the product. When advertisers use adjective word in illustrating the product, those positive adjective will be inserted in the mind of people/audience. It refers to Cook’s opinion; he said that the adjective words refer a ‘fusion’ that will imbue the characterless product with desirable qualities’ (Cook 2001:108).

While, for the negative adjective, are linked to the problems existed before having/using the product being advertised. The negative adjective found in the ads are: “frizz” and “dull”. The word “frizz” refers to hair, and the word “dull” refers to the skin. Undoubtedly, no one wants the negative conditions (negative adjective) in their hair (frizz hair) and their skin (dull skin). In order to avoid this negative adjective (condition) people /audience are expected to buy or use the product. In conclusion, through adjectives advertisers try to give answers to what people expectations on the product. So it’s found that the advertisers use a lot of positive adjective rather than negative adjectives.

The Use of Syntax (Disjunctive)/Phrasal Sentence

The examples the use of syntax (disjunctive)/phrasal sentence found in the advertisements are shown in the table below:

Table3. The Use of Syntax (Disjunctive)/Phrasal Sentence

Example in the text	Type of Advertisement
<ul style="list-style-type: none">the all new Pantene silky smooth shampoo	Pantene
<ul style="list-style-type: none">New Pantene silky smooth care.	Garnier
<ul style="list-style-type: none">New Garnier Sakura white serum cream,	

The Use of Conjunction/ Cohesion

To analyze how a sentence is interconnected (linked) together, I listed conjunctive adjuncts that are used in advertisements. Cohesion is used by advertisers to express their idea in which give the reason why the product should be bought. It can be seen as the way advertisers in building image their product/ companies. The examples of the use of conjunction/ Cohesion found in the advertisements are shown in the table below:

Table4. The Use of Conjunction/ Cohesion

Example in the text	Type of Advertisement
<ul style="list-style-type: none">I strengthen my hair like I strengthen my body because only when my hair is strong, because strong is always beautiful.	Pantene
<ul style="list-style-type: none">Her skin is so radiant and flawless even up close (taking picture close up) and give your skin up to 60 % more pinkish,	Garnier

From the table above, it's found that there are three kinds of conjunction found. They are additive, causal and adversative type of conjunction found. First, the additive type 'and' is used for completing and enriching information in ads when advertiser presents the information of the product. Then the causal conjunction (because) is used to present the fact about anyone who have already used and the reasons why they should use. And the last, adversative conjunction (even) promise to the audience the benefit of using the product.

The Use of Repetition

Repetition is also used in some advertisements in this study. The examples of the repetition found in the advertisement are presented in the table below:

Table5. The Use of Repetition

Example in the text	Type of Advertisement
<ul style="list-style-type: none"> I <u>strengthen</u> my hair like I <u>strengthen</u> my body because only when my hair is <u>strong</u>, can it stay <u>smooth</u>? the all new Pantene <u>silky smooth</u> shampoo its pro-vitamin formula fights frizz giving my hair the <u>strength</u> to be <u>smooth</u> because <u>strong</u> is always beautiful New Pantene <u>silky smooth</u> care. 	Pantene
<ul style="list-style-type: none"> Her <u>skin</u> is so <u>radiant</u> and <u>flawless</u> even up close (taking picture close up) my skin dull with visible <u>pores</u>. New Garnier <u>sakura</u> white serum cream, (it) contains for tightening serum with <u>sakura</u> essence to tighten <u>pores</u> instantly and give your skin up to 60 % more <u>pinkish radiance</u> now you can have pinkish <u>radiance flawless skin</u>, 	Garnier

The underlined words show the repetition words that show repeat twice until three times. The use of repetition is to emphasize the benefit of the product being advertised.

The Use of Parallelism

From the table above (the finding of conjunction) it's show that there are some parallelisms found. Parallelism is repeated use of similar grammatical structures. It can be seen in the use of coma (,) and the additive conjunction which is found in the ads. The purpose of the use of parallelism in the advertisement is for simplicity, effectiveness, and attractiveness. So it makes the audience capture the ads' intention easily.

The Use of Mood Choice

In advertisement, there are two participants; they are advertisers and consumers (audience). The position of participants is characterized by **moods**. So the role of mood is to determine the position of the participant. It shows the power relationships among participants. The examples of the use of mood choice found in the advertisements are presented in the table below:

Table6. The Use of Mood Choice

Example in the text	Type of Advertisement
<p>I <u>strengthen</u> my hair like I <u>strengthen</u> my body (declarative form) S V because only when <u>my hair is</u> strong, S F(finite) <u>can it stay smooth?</u> (grammatical question) <u>its pro-vitamin formula fights</u> frizz S V because <u>strong is always</u> beautiful S F</p>	<p>Pantene</p>

The Use of Modality

Modality is also found in the advertisement as shown in the table below:

Table7. The Use of Modality

Example in the text	Type of Advertisement
<ul style="list-style-type: none">• Can it stay smooth?	Pantene
<ul style="list-style-type: none">• Now you can have pinkish radiance flawless skin,	Garnier

The above show that both of ads used the modal of ‘can’ to show ability. As the use of modal to show the speaker attitude, the modal ‘can’ in ads is to show that those products have ability to bring positive impact after using the product.

From the findings, it shows that advertisement of Pantene and advertisement of Garnier have a different way in constructing language features. Fairclough mentions that communication task which is made only limited to presenting a definition and information about products. So the relationship of advertisement and the audience is a formal relationship and the expression used in ads is to respect to the people (audiences). In advertisement of Pantene, the advertiser uses language feature in order to give information about their product as clear as possible. Advertiser try to convince and persuade people to use it as it a recommendation from the public figure ‘Selena Gomez’ as the ambassador/model in the ads. Advertiser provides proper information about the product, using the point of view of Selena’s experience in using the product. Thus, This advertisement do not build a close relationship with the audience, but in order to influence the audience they present the information of the product well by using public figure’s experience.

While the Garnier builds a close relationship with the audiences. It can be seen that the advertiser uses second person personal which is addressed to the consumers directly and personally in order to attract the people/audience.

Both of ads contain positive and negative adjective word in illustrating the desirable qualities of product and the problems existed before having/using the product being advertised. In adjectives advertisers try to give answers to what people expectations on the product. In the modality analysis, advertisers present strong claims about the product to inform the products being advertised, in order word they promise the good result after using the products to the audiences.

In conjunction analysis, it can be seen as the way advertisers in building image their product which presents the information of the product, gives the reasons why they should use and promises to the audience the benefit of using the product. And parallelism analysis, it's used to show simplicity, effectiveness, and attractiveness. So it makes the audience capture the ads' intention easily. For the use of mood, it's found that the both advertisements use declarative, grammatical question and imperative is to determine the position participant (the power relationships among participants). They use simple present tense in presenting the reality (information) of the product. They face the audience directly and build a conversation using grammatical question. Then they persuade people (listeners) to use or buy their products using imperative. This shows the power of advertisers over their audience.

2. Discourse Strategies

Analysis of strategy used in advertisement related to statement of the problem number 2 focuses on how the text is produced, how it is consumed, and how the power relations are enacted.

Strategy used in advertisement	Example in the text
<ul style="list-style-type: none"> Positive representation 	<ul style="list-style-type: none"> - I strengthen my hair like I strengthen my body - its pro-vitamin formula fights frizz - giving my hair the strength to be smooth because strong is always beautiful (Pantene) <p>Her skin is so radiant and flawless now you can have pinkish radiance flawless skin, (Garnier)</p>
<ul style="list-style-type: none"> Scientific evidence/ clinical test proof 	<p>new Pantene silky smooth shampoo its pro-vitamin formula fights frizz (Pantene)</p> <p>New Garnier sakura white serum cream (it) contains for tightening serum give your skin up to 60 % more pinkish radiance (Garnier)</p>

<ul style="list-style-type: none">• Irrealist representation	with sakura essence to tighten pores instantly give your skin up to 60 % more pinkish radiance (Garnier)
<ul style="list-style-type: none">• Emotive words	strength to be smooth, strong is always beautiful (Pantene) visible pores, pinkish radiance flawless skin (Garnier)

From the findings, it can be seen that the advertisers apply various discourse strategies in promoting their product. The strategies such as irrealiss representation, scientific evidences, and emotive words are used to influence the people.

The advertisers manipulate women by giving facts about their beauty products through words which provide ‘positive representation’, the positivity of the product is encouraged by providing such scientific evidence words to present their professionalism of product and make perception because the products are proven with a scientific evidences and provide many benefits. Then, advertisers also use ‘emotive words’; this kind of language is used to connotes their power over beauty to overcome unattractiveness.

The irrealiss representation strategy is used to create an unrealistic condition or a delusion toward their consumers’ mind which aims to persuade the consumers by influencing them to buy the products. In order to convince the readers about the product, the advertisers use beautiful celebrities as models for the representative of their products as the models get their present appearance because of using the product. Besides beautiful model is presented, the advertisers also convince the readers through words which provide ‘positive representation’ and ‘scientific evidence’. Those words give a power toward the consumers’ delusion that their product can make them become beautiful.

Code switching/ mixing is also used to increase a number of consumers and establish the power relationship in all communities that have a different language. The advertisers switch their language to establish a positive discourse among various communities. This is the way how the advertisers use various techniques to establish a power relationship and increase their production, consumption, and distribution in the society.

4.3. Sociolinguistic Analysis

Through the words used in advertisement, the advertisers attract people to be customers. The example of the word used in Pantene advertisement: “smooth and strength hair”, “strength to be smooth”, “strong is always beautiful”. And the words used in Garnier advertisement: radiant and flawless skin, pinkish radiance flawless skin, tighten pores instantly. All these words have social significance to people in or it can be said that ads can affect public in term of social. Since Pantene and Garniers advertisement are one of the popular ads, so it can be seen in public. After seeing/hearing many times, ads will influence public in such a way of thinking. People will agree that those products in ads will enhance their appearance. They also agree that the term of ‘beauty’ is what the ads displayed. Additionally, the advertisers present the beautiful public figure (celebrity) as the model of the product. The model’s representative can evoke the power towards people in the perception of beauty among people in society. In conclusion, the ads being studied are able to have control or power over people. After analyzing the language used in ads, the writer take conclusion that the advertisers of ads being studied has successfully used a variety of discourse strategies in order to promote their product.

5. CONCLUSION

This study uses Critical Discourse Analysis as an approach of the study that lead to the analysis of three levels of discourse structure: textual, discursive, and social analysis. Based on the topic being analyzed, for the textual analysis, the writer concludes that the advertisers have a different way in constructing language feature, such as: the use of pronoun in advertisement of Pantene and Garnier determine advertisers’ position in delivering their message in the product. Pantene builds a recommendation from the public figure ‘Selena Gomez’ as the ambassador/model in the ads. While the ‘Garnier’ builds a close relationship with the audiences as it uses second person personal pronoun which is addressed to the consumers directly and personally. Both of ads contain positive and negative adjective word in illustrating the desirable qualities and the problems existed before using the product. Those words have a strong role in influencing people in manipulating them as the adjective words construct the ideal identity of hair and skin. Both of ads use disjunctive syntax but in different purpose, it is used to attract the audience attention.

There is modality (e.g. can) to show a promise of good result after using the products to the audiences. The advertisers use conjunctive and parallelism to makes it beautifully rhyme and nice effectiveness in words. It makes the audience capture the ads' intention easily. For the use of mood, it's found that the both advertisements use declarative, grammatical question and imperative is to determine the position participant. They use simple present tense in presenting the information and grammatical question to involve the audience directly. And the last, the use of imperative is to persuade people to use the products. Thus, we know that these features are presented in ads; in order to make the advertisement appears very interesting in building image and relation to the audience.

The discursive analysis, writers found that both ads use various powerful discourse strategies such as promoting through implication, irrealistis representation, scientific evidence/ clinical test proof, and motive words. The use various discourse strategies are used to attract people to buy the product being advertised.

In term of social features analysis, the advertiser used words and phrases which have social significance to people and they also can affect public in term of social. After seeing/hearing advertisement many times, it will influence public, such as the way of thinking when people agree that products in ads will enhance their appearance. The advertisers present the term of 'beauty' in their product. Additionally, the beautiful public figure (celebrity) is used as the model of the product to clarify people's perception of beauty in society. In conclusion, the ads being studied are able to have control or power over people.

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APPENDIX

Script of P	Script of P
<p>I strengthen my hair like I strengthen my body because only when my hair is strong can it stay smooth? the all new P silky smooth shampoo its pro-vitamin formula fights frizz giving my hair the strength to be smooth because strong is always beautiful New P silky smooth care.</p>	<p>Her skin is so radiant and flawless even up close (taking picture close up) my skin dull with visible pores. New G sakura white serum cream, (it) contains for tightening serum with sakura essence to tighten pores instantly and give your skin up to 60 % more pinkish radiance now you can have pinkish radiance flawless skin, even up close new G sakura white serum cream. Come closer</p>