

Beauty Advertisement Products in Forming the Reality of Society: A Critical Discourse Analysis

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Abstract

Through advertisements aired on television, electronic media, online, and printed media, it is easy for the public to obtain product information from various brands displaying attractive images, visuals, and texts. Indeed, the most significant influence in advertising is the use of text that can change potential consumer communities' perceptions and perspectives. The study aims to analyze the advertisement of two competing brands' advertisement of beauty products in gaining sympathy from the potential public customers. Despite the fact that some research studies have attempted to reveal the beauty advertisements' ideology from a Critical Discourse Analysis perspective, little has been done to uncover the comparative studies on local and international beauty products. To obtain the data, this study examined the advertisements of two competing beauty products that have been displayed on online media (YouTube). These advertisements were analyzed by using Critical Analysis (CDA) by Norman Fairclough. CDA was divided into three interrelated dimensions: texts, discourse practices, and socio-cultural practices. The findings revealed that the texts in the advertisements were formulated in such a way to persuade and attract the sympathy of potential buyers. In addition, the texts were also created by elevating existing realities and shaping certain realities in society so that the advertisements achieved the ultimate goal of reaching the sympathy of the potential buyers.

Keywords: Beauty advertising, critical discourse analysis, sociolinguistics, social reality.

1. Introduction

Discourse studies are generally used to analyze texts to understand the messages contained. The term discourse analysis is a general term used in various disciplines with various meanings (Fairclough, 2003). The point of contact of discourse analysis is the study of language use through media assistance. According to Carvalho (2000), there are three paradigms of discourse analysis in viewing language. First, the positivism-empirical view; second, the view of

constructivism; and third is the critical views. Renkema (2004) defines the study of discourse as a discipline that studies the relationship between form and function in the form of verbal communication (both oral and written). The purpose of the discourse study is to explain the convoluted relationship between discourse elements and their function in communication. Discourse analysis is seen as critical or known as Critical Discourse Analysis (CDA) because it emphasizes the constellation of forces that occur in the process of production and reproduction of meaning (Maier & Jäger, 2016).

An analysis of discourse study by Gee (2005) revealed that discourse has two main elements, namely internal (internal) and external (external) elements. The internal elements of discourse are related to the formal aspects of language. In contrast, the external elements of discourse are related to elements outside of language, such as language users' cultural background. Two elements form a cohesive in one complete and complete structure (Wahyuni & Nurwahyuni, 2017). The internal elements of discourse consist of units of words or sentences. Unit words are one-word utterances. To become a larger discourse arrangement, word units or sentences will be linked and joined together (Jørgensen & Phillips, 2002; Meyer & Wodak, 2001). An external element of the discourse is also part of the discourse, but not explicitly, something outside the language unit of discourse. Fairclough (2003) views CDA as a combination of text analysis, analysis of the process of production, distribution, and consumption of text, and analysis of culture from discursive practices. According to Fairclough (2003), the text can be described and analyzed from three elements: representation, relations, and identity. Representation wants to see how a person, group, action, and activity is displayed in the text. Representation in the meaning of Fairclough is seen from two things, namely how a person, group and ideas are displayed in a clause, and the combination or summary of sentences between sentences. The relation shows from how participants in the media are related and displayed in the text. Meanwhile, in the analysis of identity, it can be seen how the identity of a journalist (as a text maker) is displayed and constructed in the news text. This identity is seen through how the journalist identifies himself in the news, whether he sides with one participant or whether he puts himself as a free party. In the discourse practice section, this analysis focuses on how it is produced.

This text element's description is based and extracted from Fairclough (1995; 2003) writings and consumption of texts. According to Fairclough, there are two sides to the practice of discourse; text production (in media) and text consumption (in public). Both of these are related to complex networks involving various discursive practices.

In the socio-cultural practice section, the analysis is based on the assumption that the social context outside the media is influenced by how discourse appears in the media. According to Fairclough (2003), this practice is not related to the production of texts but rather determines how texts are produced and understood. This practice illustrates how the power of society interprets and spreads dominant ideologies within the community itself.

Several research studies relate to the beauty products advertisements. Xu and Tan (2020) examine the advertising campaign of a beauty product SK-II through the critical discourse

analysis lens. They adopt Kress and Leeuwen (2006) framework of reading images and systematic functional grammar by Butt et al. (2012) to analyze the texts and visuals in the ads. Another research study is written by Kaur et al. (2013), where they examine beauty advertisements in local English magazines from a critical discourse analysis perspective. In this case, they use Fairclough's three-dimensional framework to reveal how the ideology of beauty is constructed and reconstructed through magazines by stereotyping how beauty products are synonymous with a better life. Another research that relates to this research is written by Iqbal et al. (2014). They examine beauty advertisements of a Fair & Lovely products from the perspective of critical discourse analysis. This analysis is based on Fairclough's three-dimensional model, which focuses on the representing and domination ideology of beauty in women through advertisement.

Several researchers have attempted to reveal the ideology of the beauty advertisements from a critical discourse analysis perspective. However, few compare between two beauty products, particularly between local and international products. Therefore, this paper will critically analyze beauty product advertisements on online media (YouTube): Wardah and Maybelline. As we know, advertisements for beauty products are usually aimed at persuading the public, especially women, to buy the products. Through their advertisements, the companies display the superiority of their products using certain discourse texts assisted by certain media. Finally, whether we realize it or not, the reality in certain societies is formed or shaped through the text of reality as what is formed through this advertisement until the question arises what are the implications for the community of potential buyers of beauty products?

Therefore, the researchers tried to use Fairclough's theory to analyze the ad text of beauty products to understand how ad text makers compose words to persuade and attract people to buy them by shaping certain realities. For this reason, the research on advertising uses the Critical Discourse Analysis approach to understand the issues asked in this study.

2. Method

To understand how these two beauty products compete for public sympathy, this study used the CDA method pioneered by Fairclough to collect the data and analyze the text of advertising beauty products (Titscher et al., 2000). The reason is that Fairclough has sought to develop a model of discourse analysis that contributes to social and cultural analysis so that it combines the tradition of textual analysis that always sees language in a closed space with the broader context of society. The main concern is seeing language as a practice of power. Therefore, the analysis must focus on how language is formed and shaped by certain social relationships and contexts.

Furthermore, Fairclough (2003) divides discourse analysis into three dimensions; texts, discourse practices, and socio-cultural practices. This study used three advertisements from "Wardah & Maybelline" beauty products as a data set downloaded from the site www.youtube.com. The data were chosen because it has text that is the product's identity. This ad has a unique characteristic because the text arranges sentences in such a way as to attract

people, especially women, to shape the reality of society, which always needs a beautiful and attractive appearance.

3. Results and Discussion

In this section, this paper will present the results of the analysis of the two competing beauty product advertisements, Wardah, and Maybelline by using text on their product packaging to lure the sympathy of potential buyers. The data of the ads text products for the two beauty products will be analyzed using the Fairclough CDA theory in three dimensions, namely the dimensions of the text, effective practices, and socio-cultural practices.

The representation wants to see how a person, group, action, and activity are displayed in the text that is easily understood by readers. Representations are displayed in clauses and are combined or summarized between sentences and in the paragraph. The following is an analysis of the three advertisements text for beauty products:

a. Representation Analysis in Clause Sentence

Gaal (2012), in an analysis of representation at the level of clauses, the analysis will be directed towards vocabulary and grammar that can show the views of the creator of the ad text behind it. This section focuses on how text makers represent someone, group, action, or event through vocabulary and grammar. By analyzing this section, the ideology of the discourse marker can be seen. For example:

Wardah ads wrote:

*Selamat pagi untukmu yang selalu memulai dengan yang halal
Memulai yang pertama dengan semangat
Memulai menyebarkan inspirasi
Memulai dengan percaya diri tanpa menunggu
Memulai dengan motivasi sebelum didahului
Kecantikan sejati dimulai dari inovasi tanpa henti
Kebaikan dimulai dari yang halal
Wardah halal dari awal.*

Good morning to you who always start with halal
Start with spirit
Start to spread inspiration
Start with confidence without waiting
Start with motivation before being overtaken
True beauty starts from endless innovation
Kindness starts from halal.

Wardah starts from halal

In the bolded clause above, there is a use of metaphor. The metaphorical phrase, Wardah, from halal, is used to refer to Muslim women, especially in its use. The word halal here at the beginning of its introduction is still considered taboo because it is closely related to food and drinking in the view of the Indonesian halal community. With halal text, Wardah can change Indonesian women's minds, especially from a broader perspective, so Wardah is one of the best-

selling beauty products in Indonesia. The broad impact in Indonesian society's reality, said halal changes the broader perspective, halal departs from food and now to beauty tools, especially Muslim women. Hashim and Musa (2014) suggested some factors have influenced the women attitude on halal cosmetic products among young Muslim.

According to Sukei and Hidayat (2019), Halal industry's issue is currently becoming a global trend, and it has become the lifestyle of the Muslim world. As he cites from Jawa Pos (2019), The Global Muslim Travel Index 2019 has released the statement that "The Republic of Indonesia is the center of global halal industry" with halal tourism in the first rank and Muslim fashion models in second place. This statement implies that the increasing of muslims awareness in using halal products in their life has proliferated of halal industries in various sectors, not only limited to the food industry but also extends to the pharmaceutical and cosmetics industry.

Another sample from advertisement 2 Maybelline in New York:

Maybelline New York
This one is for the girls
Who makes it happen
The ones who look at the mirror with confident
Take on the street and own needs
Who applies the passion for everything they do
Speak their mind and
Make it Happen!

The text above, "Make It Happen," implies the message, do not hesitate to make everything that is impossible possible. With the display of ads being so organized, supported by a model that gives a message that women can do whatever they want, by choosing their career path, the message is supported by Maybelline products that convince women to appear more optimally and improve from society. It was stated that the advertisement told us about the progress of women in the current era that could not be limited in their movement. According to Budgeon and Currie (1995), in the journal about women's liberation, Maybelline's ads in Seventeen magazine always confront gender equality. "Make It Happen" slogan implies the strength of women, and reality is built on the ideology of a society of gender equality and proves that women can play a role and be whatever they dream of. The implication for women builds women's confidence and self-esteem, so that women are known to emancipate. In this era, some women can play an important role even without being hindered by gender differences. TThe ad with the text "Make It Happen" motivates teens to pursue their dreams until they come true.

b. Relationship & Identity

Relationship analysis relates to the discussion of the relationship between participants in a text. According to Fairclough (2003), there are three main categories of participants in the text; journalists (text makers), media hearings, and public participants.



Figure 1. Figure of Sandra Dewi in Wardah advertisement

In this advertisement, it can be seen that the participants are text makers, media audiences, and public participants (artists who become the natural models of this advertisement are Sandra Dewi). According to Kasiyan (2008), the concept of advertisement is a part of the promotion mix and marketing mix. So, it can be concluded as the message which is offering products to the public through media. In this case, the ad text creator is a representative of Wardah's team because he got the task to create an ad, then distribute it to the public through electronic media, in this case, online (YouTube). Kasiyan (2008) states that advertisements must attract public sympathy by using audiovisual and text aspects.

In the visual aspect, text makers use the services of artist/model Sandra Dewi Killick to deliver messages. The selection of artists to deliver messages is chosen based on the advertisement's criteria to be delivered, in this Wardah ad, the message "Halal". The figure of Sandra Dewi, who is considered capable of representing the message's delivery in advertisements for Muslim women who wear the hijab, is always helpful, full of enthusiasm, creative, and inspiring. According to Tribunnews (2018), Dewi Sandra is such a good influencer for Muslim women in Indonesia. Her decision to wear a hijab in 2012 makes her a role model for Indonesian women, especially Muslim women. In the entity ID analysis, the creator of this ad text is Wardah's team, who understands the concepts to be conveyed according to Indonesian Muslim women's real conditions as the main target of this ad.



Figure 2. The figure is Gigi Hadid model and other models in the Maybelline Newyork ads

These participants' advertisements can be seen, namely; text makers, media audiences, and public transportation parties. Participants or the main model "Gigi Hadid" and several other models in this ad act as women who can make all their wishes "Make it happen" without restrictions. According to Ibrahim (2019), the choosing of Gigi Hadid as the model has a significant impact on the targets. Maybelline products are perceived as high-quality products with a rating of 8 on average. The creator of the ad text is also a representative of the Maybelline New York cosmetics team. The task is to create a theme-based advertisement, "Make It Happen," supported by several models that play several jobs according to their respective hobbies. Then, the advertisement is spread to viewers through electronic media, in this case, online (YouTube). In identity analysis, the creator of the ad text is the Maybelline New York team.

4. Conclusions

The results of the three-dimensional analysis of Fairclough's theory can be concluded that on the text dimension, the analysis of the representation in the clause and the two ad text of beauty products gives two descriptions. The first description of certain words, vocabularies, phrases, or slogans emphasized in the ad text is dominated to persuade and invite people, especially women. Introduction to the first advertisement for halal products and from something halal inspired by sharing the goodness of "Wardah starting from halal" to fellow Indonesians. Meanwhile, the second advertisement's text is displayed in the form "Make it Happen" to form a bold mentality without a doubt becoming what is dreamed. This is following the conditions of Western society, which prioritizes individual freedom and the emancipation of women.

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