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**LANGUAGE CHARACTERISTICS OF
BEAUTY PRODUCT ADVERTISEMENTS**

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ABSTRACT

The objectives of this study are to describe the linguistics characteristics of beauty product advertisements, to investigate the influence of buyer behaviors towards the beauty products advertisements. The data for the study were phrases, and sentences drawn from selected beauty products advertisements. The linguistics characteristics of language are analysed based on Chaer theory and the influence of the consumer behaviors is based on Rapp and Collins theory. The results showed that (1) Based on the sentence, which is divided into (a) naturalness and unnatural (b) Number of sentence forming clauses (c) active and passive sentence. (2) based on phrase, which is divided into (a) basic phrase and derivative phrase, (b) phrase function, which divided into nominal phrase, verbal phrase, adjective phrase, and prepositional phrase. (3) Based on language function which divided into (a) evocative, informative, persuasive and powered language. Based on the result of study, it can be seen that the number of no advertisement factors presentations on consumer buying behavior was 62,6 %, while the advertising language factors was only 37,4 %. This means that the language of beauty product advertising does not have a strong relationship with consumer buying behavior. The language is only able to trigger consumer to look for more detailed explanation and find more information from more trusted sources. Therefore, the language of advertising has a relationship that is not strong and indirect with buying behavior by consumers.

Keywords: Linguistic Characteristics, Consumer Behavior, Beauty Products, Advertisement.

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INTRODUCTION

Today, advertising has probably become one of the most powerful communication tools used by marketers to communicate their message to the target audience. Language is as important in to advertisement as visual images or catch music. Many advertising messages are posted through many channels of media such as television, radio, magazines, or other printed media. It is also related to the rapid advanced of technology and the quick spread of worldwide communication and marketing which triggers people to be critical toward the information of advertisement.

Advertising is known as a powerful communication strategy ad vital marketing tool helping to promote goods, services, images and ideas through channels of information and persuasion. Advertising performs an important role in today's informational society, which is characterized by a heavy competition.

Beauty product is one of product which is always found in many kinds of advertisements. Advertisement is a tool for selling ideas, goods, or services to a group. It employs paid space or time or uses a vehicle to carry its message which does not disguise or hide identity or advertiser or his relationship to the sales effort (Gaw, 1961: 19).

Weilbacher (1984: 8) said that advertising is a marketing tool that helps sells brands of products and helps to build confidence in companies and institution by conveying accurate information about brand or company and institution. The objectives of the study are :

1. to describe the linguistic characteristics of beauty product advertisements.
2. to investigate the influence of consumer behaviors towards the beauty product advertisement.

METHODOLOGY

The research design used in this research is descriptive qualitative design. In descriptive qualitative research the data is in the form of words rather than numbers. Bogdan and Biklen (1992) states that descriptive qualitative research which has natural setting and the researcher is the key instrument, qualitative means to find out how a theory works in different phenomena

whose data collected are in the form of words rather than number. qualitative descriptive research is used to describe the linguistics characteristics of beauty product advertisement and investigate the influence of consumer behaviors towards the beauty products. The data of this research were the utterances (sentences and phrases) which are found in the 32 beauty product advertisements (shampoo, lipstics, skin care). The utterances of the advertisement was transformed into data transcription which was recorded from YouTube.

FINDINGS AND DISCUSSION

Based on the results of an analysis of the language characteristics of beauty product advertisements, it can be concluded: The language characteristics of beauty product advertisements can be seen from three sides, namely: (1) Based on sentences, which are divided into (a) naturalness, which consists of 118 (85,5%) natural sentences and 20 (14,5%) sentences unnatural, (b) number of sentence forming clauses, consisting of 73 (83,9%) single sentences and 14 (16,1%) compound sentences, and (c) sentence theme composition, consisting of 79 (93%) active and passive sentence 6 (7%); (2) Based on Phrases, which are divided into (a) The composition of phrases, consisting of 2 (8%) basic phrases and 23 (92%) derived phrases, (b) Phrase function, consisting of 15 (60%) nominal phrases , no verbal phrases, 9 (36%) adjective phrases, 1 (4%) prepositional phrases ; (3) Based on language function, which consists of 9 (36%) evocative languages, 16 (64%) informative languages, no persuasive languages and no language powered languages.

1. Phrase in Beauty Product Advertisement

Refer to its arrangement, phrase is divided into two, namely: frasa dasar (basic phrase) and frasa turunan (derivative phrase), while based on its core, a phrase divided into four, they are frasa nomina (noun phrase), frasa verba (verbal phrase), frasa adjectiva (adjective phrase), frasa preposisional (prepositional phrase) (Chaer,2015).

The result of the data analysis found out that the beauty product advertisement use all of these types. Each of them is described in the following parts:

Based on its arrangement phrase can be devided into,

a. Basic Phrase

The basic phrase is a combination form of keywords consisting of basic words and usually consist of two words, namely phrases that are classified as simple phrases (Tarmini, 2012: 229). With the introduction of the concept, it was found that phrases in Beauty Product Advertisement use basic phrases, as can be seen in the data below:
Data 1: Inovasi baru (Citra sakura fair uv powder cream)
The phrase in data 6 is called basic phrase as mentioned above that the basic phrase is a combination form of keywords consisting of basic words and usually consist of two words. so it is called basic phrase because the phrase is still a basic word and consists of only two words, the word "Inovasi " and "baru".

b. Derivative Phrase

Derivative phrase is the development of basic phrase. The basic phrase which usually consists of two words is then developed by this phrase, so this phrase becomes a phrase consisting of three to more words. Thus, this phrase becomes longer and more complicated compared to basic phrases (Tarmini, 2012: 229). Referring to the concept, it was found that phrases in Beauty Product Advertisement use derived phrases, as can be seen in the data below:

Data 2: Pixy lip cream

The phrase in data 2 is a derivative phrase because as mentioned above that phrase becomes a phrase consisting of three to more words. Thus, this phrase becomes longer and more complicated the phrase is developed from the basic phrase "lip cream" to "Pixy lip cream" and has exceeded three words. Based on its core phrase can be divided into:

a. Nominative phrase

Nominative phrase is a phrase that has the core of nouns in its elements of the formation and can be functioned as noun substitution. (Tarmini, 2012: 229). With the reference to the concept, it is found that the phrases use nominative phrase can be seen in the data below:

Data 3. "Nivea Extra White Body Serum" (Nivea Extra White Body Serum)

The phrase on data 8 is a nominal phrase because it has a noun core in its element formation, the word "Nivea Extra white" as a noun described by the noun "Body Serum" and the phrase can be functioned as a substitute for nouns.

b. Verb Phrase

Verb phrase is phrase that has the essence of doing a task in structures that can also be used as the verbs in sentence. (Tarmini, 2012: 229). By looking up at this concept, it was found that the data below is a verb phrase

Data 4 : Berkilaulah seharian, sunslik (Sunslik)

The phrase in data 4 is a verb phrase because the phrase has a verb core in its element of formation, namely the word "berkilau" as the verb is explained by the adverb "seharian".

c. Adjective Phrase

Adjective phrase is phrase that has a main function to form an adjective in the element of its formation. (Tarmini, 2012: 229). With the reference to this concept, it was found that use adjective phrases can be seen in the data below:

Data 5: Long lasting intense, wardah lip cream (wardah lip cream)

The phrase in data 5 is an adjective phrase because the phrase has an adjective word in the form of an element of the word "long lasting" and "intense" as an adjective.

d. Prepositional Phrase

Prepositional phrases are phrases that the word are used in front word in the element of its formation (Tarmini, 2012: 229). By referring to the concept, it is found that phrases in advertisements use prepositional phrases, as seen in the data below:

Data 6. Dengan color pigmented matte (wardah exclusive matte lip cream)

The phrase in the data 12 is a prepositional phrase because it is a phrase that the word in it uses the preposition on the element of its formation that is the word "dengan" as a preposition that describes the noun word and is explained by the adverb.

2. Sentence in Beauty Product Advertisement

Refers to its form sentence is divided into two, namely: (1) the naturalness of the sentence, (2) the number of the clause, (3) active passive of the sentence, while based on its function sentence is divided into (1) Evocative , (2) Informative, (3) Persuasive and (4) Motion driven. Sentence is defined as syntactic units built by basic constituents and final intonations (Chaer 2009: 39). The language of beauty product advertisements in sentence form can be seen from several point of view namely: (1) The naturalness of the sentence, consist of natural and

unnatural sentence, (2) Number of clause that form the sentence, that consist of single and compound sentence, (3) active or passive sentence. Each of them will be explained below:

(1) The Naturalness of the Sentence

a. Natural Sentence

Natural sentence is a sentence which uses word and has natural structure of the word, it means that the words and the structure of word are used according to the structure and grammar. Refer to the concept above, it can be found that sentence in beauty products advertisement use natural sentence as can be seen in the following :

Data 8. Aku ingin kulit cerah merona yang bersinar

The sentence above is natural because the structure of the sentence follows the rules of natural language and it is based on the grammar. The words that correspond with the grammar has minimal consist of subject and predicate, and the arrangement of the sentence consist of subject(S), predicate(P), object (O), and compliment (C). In the sentence above, it can be seen that “aku ” as subject , “ingin” as predicate, “kulit cerah yang merona” as object. From the explanation above it can be concluded that the sentence follow the rules of structure of sentence.

b. Unnatural Sentence

Unnatural sentences is sentence that use word and structure of sentence unnaturally, when the verb or part of the verb comes before the subject that is called unnatural or inordered sentence. By referring the concept, it can be found that the sentence in the beauty product advertisement use unnatural sentence that can be seen in the sentence below:

Data 9: Baru, Biore body lotion dengan teknologi anti-pollution melembapkan mencegah kulit kusam akibat debu dan kotoran, tidak lengket cepat menyerap

The sentence in data 9 is called unnatural because the structure of the sentence doesn't follow the rules of the sentence naturally. The word “baru” should be put after the words of “Biore lotion” because the the word “baru” explain that the “Biore lotion” is new. The advertiser does that intentionally to show that the product is really new, by doing this, the advertisement will be more interesting to the consumer.

(2). The Number of Clause that Form the Sentence

- a. Single Sentence Single sentence is sentence which consists of one clause (Chaer, 2009: 43). By referring to that concept, it can be found that the sentence in beauty product advertisements uses single sentence, like the sentence below:

Data 10. Warnamu warnai dunia (Wardah Exclusive matte lip cream) (Ap2/Ads10/L3)

The sentence in data 10 isn't called compound sentence because that sentence only uses one clause. "warnamu" as subject, "warnai" as predicate, "dunia" as object.

- b. Compound Sentence

Compound sentence is a sentence which has more than one clause (Chaer, 2009 :43). By referring to that concept, it can be found that sentence in beauty products advertisement use compound sentence like the sentence below:

Data 11. Kamu bahkan selalu bersembunyi di tempat yang teduh tapi sinar matahari masih bisa merusak kulit cerahmu.

The sentence in data 11 use compound sentence because that sentence consists of two clauses, they are: "Kamu bahkan selalu bersembunyi di tempat yang teduh" and "tapi sinar matahari masih bisa merusak kulit cerahmu". In the first clause can be found that, "kamu" as the subject, "bahkan selalu bersembunyi" as predicate, "di tempat yang teduh" as object. In the second clause it is found that, "tapi" as conjunction, "sinar matahari" as subject, "masih bisa merusak", as predicate, "kulit cerahmu" as object.

(3).The Arrangement of Sentence

- a. Active sentence

Active sentence is a sentence which shows that the subject do the action. Subject is the beginning of the sentence, followed by predicate then object. (Alwi,1998:32). By referring to that concept, it can be found that the sentence of the beauty product advertisements uses active sentence, like the data below:

Data 12 : SUNSLIK baru dengan diamond shine technology and urang aring membuat rambut hitammu berkilau mengagumkan sepanjang hari.

The sentence in data 12 is active sentence because it can be found that subject done something on the predicate and subject's position is in front of predicate."SUNSLIK baru dengan

diamond shine technology and urang aring” as subject, “membuat” as predicate “rambut hitammu berkilau” as object “mengagumkan sepanjang hari” as compliment.

b. Passive Sentence

Passive sentence is when the subject of the sentence has an action done to it by someone or something else. By refereing to that concept, it can be found that the sentence of beauty products advetisement, like the data below:

Data 13: Hijab Fresh baru,

Sachetnya bisa ditutup lagi.(Ap2/Ads3/L4) The sentence in data 13 is pasive, because it can be seen that the subject doesn't do the action but it is done by someone.

3. Sentence Function in Beauty Product Advertisement

Language on beauty product advertisements based on the function can be seen from these views: (1) Evocative , (2) Informative, (3) Persuasive and (4) Motiondriven. Each section is explained in detail in the following sections:

1. Evocative

Evocative language is a language that looks at the consumer needs, provides solutions, and gives attention (Rapp and Collins, 1995: 15). Referring to the concept, it was found that the language function which use the evocative language to upload function can be seen in the data below:

Data 14. Bebaskan pedemu (Hijab Fresh and Body Lotion)

The language function in data 14 is a function of language as evocative language because the language in the advertisement expresses the consumer's needs and gives attention to consumers who wants to express their confidence.

1. (Informative)

Informative language in Beauty Product Advertisement is conveying information and the words must be clear, friendly and communicative (Rapp and Collins, 1995: 15). Referring to the concept, it was found that the language function in advertisements uses informative language functions, as seen in the data below:

Data 15. Dengan kekuatan extra Citra Sakura Jepang dan Vit B3 bekerja hingga ke dalam.

Language function in data 4 is an informative language because the language in the advertisement conveys information or informs the consumer that Citra Sakura has extra power that can beautify the women.

2. Persuasive

Persuasive language means that a series of words persuade and ensures the customer to buy or do something (Rapp and Collins, 1995: 15). With reference to the concept, it was found that the language function in the beauty product advertisement uses persuasive functions can be seen below:

Data 16 : Rasakan kesejukan extra dengan instant Cooling Burst

Language function in data 1 is a persuasive language because the language in the advertisement persuades the customer to feel the extra freshness of instant Cooling Burst by using this product.

3. Powerful motivational, powerful motivational language means the word composition appreciates the limitation of time during a particular supply period (Rapp and Collins, 1995: 15). With reference to the concept, there is no powerful motivational language found in the data analysed.

Tabel 4.7 Characteristic of Language Function of Beauty Product Ads

Characteristic of Language Function	Number
Evocative	59
Informative	67
Persuasive Powerful in Motion	13
Total	139

By analyzing the table 4.2 it can be seen that informative is the most used in the language characteristics of the beauty products advertisements based on its function.

CONCLUSION

Based on the data analysis, it is concluded that:

- (1) The advertisement of beauty products use language in the forms of phrase and sentence. All types of phrases in terms of form they are noun phrase, verbal phrase, adjective phrase, and prepositional phrase are used in the language advertisements. All types of sentence such as natural sentence, unnatural sentence, single sentence, and compound sentence are also used in the language advertisement. The types of phrase and sentence characterize the use of language in the beauty product advertisement.
- (2) The language with those characteristics used in the advertisement does not provide significant effect on the consumer behavior of the consumer. The language effect is limited to the informative function. The language simply trigger the consumer testimonies and from trying out the quality of the product. The latter factors mostly affect the consumers' buying behavior.

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