

LANGUAGE STYLE IN TASYA FARASYA'S ADVERTISEMENT VIDEO YOUTUBE

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Abstract

Language style in advertisement was conduct on Tasya Farasya's YouTube Video. The article aimed to investigate the types and describe the realization the language style in Tasya Farasya's advertisement video YouTube. This research using William Well's theory and qualitative descriptive method. The data source is YouTube videos and 50 styles of English advertisements were found as data. The result emerged with nine types of language style advertisement: Hard Sell (8%), Soft Sell (4%), Lecture and Drama (2%), Straightforward (10%), Demonstration (24%), Problem Solution (20%), Slice of Life (6%), Spokeperson (12%), and Comparison (14%). Each language style has a different communication style, the hard sell style shows promotional language, the soft sell style shows more subtle promotional language such as lots of stories, the lecture and drama language styles show the language of drama stories created by advertisers, the straightforward style shows honest language. A style shows the language influences the audience by promoting products while using it. The problem and solution style indicates language that points out the problem and then suggest a solution. Lifestyle dramas show language that involves their personal lives through the products they advertise. The spokesperson's style indicates the advertising language that advertisers usually use. Finally, comparative style shows the language of comparing one product with another.

Keywords: *Advertisement, Language Style, Tasya Farasya, YouTube*

INTRODUCTION

The language style is the form of language used by speakers, which are usually measured on a formal-informal scale. The Style of language used differs depending on the context in terms of subject matter, our listeners, the mode of discourse (speaking or writing), and the formality of the event. When someone talks informally with a friend, he or she uses a different style than one would use in a job interview. Keraf (2010) explains that language style can be observed from various points of view. Language styles can be studied from both linguistic and non-linguistic perspectives. Keraf (2010) believed that there are four language styles based on linguistic point of view: lexical choice (diction), tone of writing, structures, and semantics. In nonlinguistic perspective, language is diverse and everyone has their own style of language, as well as people on social media, one of which is the YouTube application.

In the current era of globalization, there are many ways to advertise a product. The most widely used way to advertise a product is by using social media, one of which is YouTube. In advertising style language is very influential on the goods to be advertised. The language used in advertising is different from that used in everyday life, the difference exists because when an advertiser makes an advertisement, advertiser tries to change the behavior of his audience/followers. Advertising language is usually clear, communicative, attractive, and persuasive (Umam in Haqqo, 2016). To attract audiences to be interested in the advertised product, advertiser must use language that is clear and easily understood by the audience, and specifically explain the product being promoted in a language style that makes the audience feel that the product is very interesting, good, and usable.

Advertisements can be seen anywhere, and all types of goods can be advertised. To promote a product, social media accounts are needed, and most people like to see various kinds of reviews from YouTube videos. YouTube is a website that is popular video-sharing service that allows users to load, watch and share video clips for free. Since its launch in December (2005) and acquired by Google in (2006), YouTube users have continued to increase to more than one billion per day. Through YouTube statistic 2023 show that more than 4 billion YouTube videos are watched every day. This media is popular because it can function as a place for advertising, a source of information, entertainment and self-expression which can be accessed widely 24 hours a day in 39 countries in 54 languages. In 2011, YouTube represented over 1 trillion or nearly 140 views for every person on earth. In today's era, YouTube can be a great opportunity to do business,

one of which is to advertise a product. Skincare is very much advertised through the YouTube application, lots of people do skincare advertising on YouTube, but the audience will look for people who can make the audience understand the product being advertised, to do advertising also requires a good language style and is also easy for the audience to understand audience. In this case, Tasya Farasya is one of the influencers that is being widely discussed by the public, and she is also well-known among young people.

Tasya Farasya is an influencer who is quite famous among teenagers. Tasya Farasya works as an influencer and promotes various products through her YouTube account. Many people are interested in the advertisements he makes, because when promoting the product, she tries the items to be advertised so that the audience becomes interested because the results from using Tasya Farasya are very good. Besides that, Tasya Farasya uses a good language style when promoting a product and the language used by her is very easy to understand so that the audience is interested and buys the product that has been advertised.

Based on the researcher's observations, there are several advertising language styles used by Tasya Farasya. Advertising language style uses Wells' (1995) advertising language style theory. Therefore, it is important to discuss how the advertising language is realized by the advertiser and how the audience responds when they see the style of language in the video, because what is present and seen in the video can ultimately be used as a standard for the attention of the audience. This research focuses on defining the types of advertising style contained in Tasya Farasya's video, and finding out how the audience reacts to the advertiser's language style.

LITERATURE REVIEW

1. Sociolinguistics

Sociolinguistics is a subfield of linguistics that focuses on the study of language use in social contexts. Sociolinguistics was formerly referred to as the sociology of language (sociology of language) or language in society. Sociolinguistics, according to Trudgill (1974), is the branch of linguistics that examines language as a social and cultural phenomenon. Sociolinguistics is the study or discussion of language-speaking members of communities. Sociolinguistics investigates and explores all facets of social language, particularly linguistic changes resulting from social circumstances. Sociolinguistics often describes the link between

languages and language users as social members. This circumstance pertains to the role of language, generally as a communication tool.

According to Chaer (2012), sociolinguistics includes language, society, and the relationship between language and community. Never will language be separated from those who use it. People and language are complementary. If no one used language, it would be meaningless. Sociolinguistics investigates the relationship between calculation and language in society, particularly within the speaking community. Consequently, it is evident that sociolinguistics considers the relationship between languages from the perspectives of language and sociology. In conclusion, sociolinguistics is a branch of linguistics that examines language in conjunction with the community's speakers. Relationships between sociolinguistic perspectives and language are extremely close and intertwined with social life.

2. Language Style

The language style is the manner in which individuals use language to communicate, whether orally or in writing since it relates to the thoughts or messages of speakers or writers. It makes it simple for listeners or readers to comprehend the provided information. The styles of a person's language reveal the formality or informality of the manner in which they express their ideas. Circumstances and conditions determine formality or informality (Wardhaugh & Fuller, 2015). The formal style is often employed in ceremonial situations, whereas the informal style is used in casual conversations. In addition to this, age, social, and emotional variables often impact language style.

The speaker's linguistic style is informative or interrogative. Style is the aspect of writing that describes the author's use of language inside a sentence. Renkema claims that the term "style" is derived from the Latin word *stylus*, which means "pen" in English. The cut of the pen affects the form of the letters, although the same letter may be written with multiple pens: the letters change only in style. This shows that the language styles are distinct, which makes it challenging to communicate with others. Consequently, language style relates to how individuals interact with one another. Language style is a strategy of managing interpersonal relationships via the use of one's words and voice. According to Chaika, language style is the use of language in written or spoken communication. The language style is the linguistic choices utilized to indicate social implications and function as a set of instructions. Depending on the circumstance and whether the listener is supposed to take what is being said seriously, sarcastically, or playfully, people commonly use formal

or informal language while talking with others. Even if they speak in the same language, language style is a crucial part of communication to consider while using a variety of themes. Language style is the method in which ideas and messages are communicated. When we comprehend the speaker's manner, it is simpler to accept their views.

According to Byrne (2004) Using various language styles relies on the context in which the message is delivered; for example, language used in an upper-class setting differs from language used in a lower-class setting. The division, such as age, gender, and other societal standing, is also referred to as the environment.

3. The Language Styles in Advertisement

According to Wells Theory (1995), advertising language uses an innovative idea to convey a message to the viewer or audience. Additionally, the use of ads in product marketing. To succeed in the commercial element, it should provide something to society using a variety of linguistic forms. The term "style" describes how English is used in a particular situation, by a particular individual, for a particular goal, etc.

Advertising uses a variety of concepts or presentation styles to effectively market products, which helps achieve the goal of the commercial. The notion is brought to life by the inventive use of advertising terminology. Since strategy is the foundation of successful advertising, it is crucial to comprehend how various strategies affect the reader's imaginative perception. The Language Style in Advertisement are discussed below. William Wells Theory (1995) divided types of language variations as follows:

3.1. Hard Sell

A hard sell is a logical informative message intended to appeal to reason and elicit a reaction. This technique is straightforward and places an emphasis on the features, advantages, and practical aspects of the product. The purpose of hard sell communications is to persuade the buyer that the product is excellent, superior, or the best.

Example: "Limited promotion! Immediately make a smart decision by choosing this product. Today only, get huge discounts and enjoy amazing benefits. *Come on, don't miss this special opportunity to buy it now before it runs out of stock!*"

3.2. Soft Sell

A soft sell makes use of an emotional message and is built around a picture that is meant to connect with the audience and elicit an emotional and/or behavioral reaction. The subliminal, interesting, and confusing message demonstrates how commercials sell feelings and aspirations rather than specific product features. Clearly, the hard sell approach is more convincing than the soft pitch. Hard and soft sell techniques might combine at times.

Example: "Enjoy the comfort and softness of this product with every use. *A calm and stress-free shopping experience awaits you. If you are looking for a friendly and quality solution, consider choosing this product.* The decision is yours, and we are ready to provide a satisfying experience."

3.3. Lecture and Drama

The most of advertising combines two fundamental literary devices, such as lecture and drama. A lecture is a formal, organized teaching that a teacher delivers verbally. A drama is a play or tale that centers on individuals under specific circumstances. The direct address takes the form of lectures. From a stylistic perspective, the speaker addresses the listeners via the textual or visual medium. The speaker gives proof (generally speaking) and uses an argument to persuade the audience. The audience gets the message "from a distance."

Example: Hi guys! Come on, think clearly. Can you still be enthusiastic about doing activities under the hot sun? Sitting around like a confused person, huh, that's really boring, isn't it? In fact, looking at flowing water makes you thirsty, with a bottle of sprite can make your mind clear again.

3.4. Straightforward

The straightforward language style is one that targets direct information through an advertisement and delivers messages. Direct marketing tactics include both the hard pitch and being truthful. In terms of how advertisements are delivered, there is a difference between straightforward and hard-sell language styles. Straightforward language only expresses the meaning and objectives of advertisements, whereas hard-sell strategies carry out a marketing strategy by emphasizing the benefits of a product that is being targeted. According to Wells, an advertisement often provides information in a plain factual manner

without the use of gimmicks or embellishments. In other words, the messages in this type of commercial are presented more logically than emotionally.

Example: *“This product provides high speed and performance. With innovative features, you can easily increase your daily productivity. Simple design and intuitive use make your experience more efficient and enjoyable. Get the benefits now by choosing this product.”*

3.5. Demonstrations

When a concept or message is presented in a demonstration-style, the emphasis is on how to utilize the product and what it can achieve for you. The benefits of the product are highlighted. In the demonstration, participants are persuaded to accept the advertiser's claims. Furthermore, the speaker delivers the words with vigor and excitement, as though what has been said is genuine and factual. This demonstration has the potential to be highly compelling.

Example: *let's see how effective this product is in solving everyday challenges. Check out the responsive touch screen and intuitive navigation that makes it easy to use. With practical steps, you can quickly master the various features offered. Prepare to be amazed by the incredible performance of this product.*

3.6. Problem Solutions

The message starts with a problem and the product is then portrayed as a solution to that problem in the problem solution style, which is also known as the product as hero technique. Advertisers frequently employ this approach to facilitate the smoother operation of the product being promoted.

Example: *“If you often have difficulty managing your time, this product provides an effective solution. With advanced reminder and task management features, you can overcome time organization challenges with ease. This product provides practical solutions to common problems, helping you achieve maximum efficiency in your daily activities.”*

3.7. Slice of Life

Slice of life is a sophisticated presentation of a problem-solution message disguised as a little drama. It makes use of various everyday circumstances and "ordinary individuals"

discussing the issues. The audience is placed in the position of listening in on the discussion of the issues and their solutions.

Example: *In everyday life*, we are often faced with simple, precious moments. Like when you enjoy a cup of warm coffee in the morning or share small stories with friends. This product is designed to become an integral part of your life, providing an experience that faithfully follows your daily rhythm.

3.8. Spokesperson

Another well-liked communication strategy is having the individual talk for the good. It is thought that spokespersons and endorsers increase credibility. They are "just like us," celebrities we look up to, or respected experts.

Example: "As spokesperson for this product, I am proud to introduce our newest innovation. With an elegant design and superior features, this product meets your daily needs perfectly. I am sure that the experience of using this product will be a satisfactory choice for you. *Take a look at its advantages, and you will be convinced that this is the best solution for you.*"

3.9. Comparison

Comparison one product to another in an advertisement is one approach to convey a concept or message. It distinguishes between two or more items and often elevates the advertiser's brand. Direct comparisons, in which rivals are named, or indirect comparisons, in which just other top brands are mentioned, are both acceptable.

Example: "Compare product A with product B, and you will see significant differences. *Product A offers superior performance with advanced features, while product B is still lagging behind in terms of innovation.* With competitive prices, A products are the clear choice for those who want the best combination of value and quality."

4. Influencer

An influencer is someone who promotes brands to their social media followers on channels such as Instagram, Facebook and TikTok. It even translates to other platforms like Twitter and as of late, LinkedIn.

However, what separates an average influencer from a great one is their skill at content creation. Great influencers can provide creative images, captions, videos and blogs that really show a brand in its best light, while staying authentic to themselves and true to their followers. One of the famous influencers among teenagers is Tasya Farasya, she is known as an influencer and also a beauty vlogger who is quite diligent in providing product reviews and make-up tutorials, both natural and not, on her social media accounts. With a beautiful face, Tasya Farasya also doesn't hesitate to share reviews about beauty products. Tasya Fasya's real name is Lulu Farasya. Born on May 25, 1992, she is the daughter of the rich businessman Alawiyah Alatas, the owner of PT. Tifar Admanco, is a training and manpower supply company to the Middle East. Tasya Farasya studied at SMAN 8 Jakarta. She then studied at Trisakti University majoring in Dentistry with Tasyi Athasyia. Currently, Tasya is pursuing her career as a beauty vlogger. Tasya is starting to be known for frequently making product review videos which are uploaded through her YouTube account.

YouTube is an accessible website. According to YouTube's official site, they share the benefits they offer. YouTube's core values are based on four fundamental freedoms: freedom of expression, freedom of information, freedom of opportunity and freedom of work. YouTube is the most popular video sharing website worldwide. Some people also refer to YouTube as a video-focused social media. Because YouTube is undoubtedly the first website that people visit when they need a particular video. YouTube is an online media that can be used for learning speaking skills, according to Maskar & Dewi (2020) and E. Putri & Sari (2020).

RESEARCH METHODOLOGY

A. Research Design

This study uses a qualitative descriptive method because aims to describe and provide details about persuasive techniques and linguistic features used in local fashion advertising on YouTube. According by Bhandari 2020 Qualitative research involves collecting and analysing non-numeric data (for example, text, video or audio) to understand concepts, opinions or experiences. Therefore, qualitative research methods are suitable to be applied in this research. The data source is collected from the YouTube channel Tasya Farasya.

B. Data Sources

In this study, skincare commercials are used as a source of data. The researcher will limit the data by selecting 10 videos that posted by Tasya farasya from January until December in 2020. The title of videos is; “Botol magic 100 ribuan dari SAFI – youth elixir”, “Paling di Tunggu-tunggu! -Kimuse One Brand Tutorial dan Review”, “Ada Makeup Ekonomis dari Y.O.U! Simplicity Collection Review”, “Rekomendasi Skincare untuk Remaja! Total Cuma 150 Ribu”, “Safi Beauty? Review dan Swatch!”, “Semua di bawah 50 Ribu! Skincare Natural Azarine Must Try”, “Foundation Manusia Tanpa Pori2 ! Dear Me One Brand Tutorial”, “Scarlett Body Care Kenapa Heboh? Ini Menurutku!!”, “Satu Bulan Pake Skincare dari Joylab dan...”, “1 Bulan pake Nature-e dan...”. The videos are taken from the website <https://www.youtube.com/@tasyafarasya25/channels>.

C. Data Collection Techniques

In this study, documentation techniques utilized to collect data. Documents are evidence of the past. Documents may consist of text, images, massive creation. The document is a source of data such as films, images, and anything else that gives research-related information.

This study's data collection procedure needed multiple steps:

1. Find Tasya Farasya on YouTube
2. Watch the selected videos
3. Listen and transcripts advertisements on YouTube, and then easily analyse the stylistics of video advertising.
4. Use every basic word

The researcher produces data notations regarding language, remarks, and information in advertisements relevant to this study.

5. Data identification

After listen and transcript, the data and taking notes, researchers distinguish data from words or phrases, as well as all pertinent claims and facts in advertisement video.

D. Data Analysis Techniques

Data analysis is the process of organizing, categorizing, and describing data in order to derive hypotheses suggested by the data. In this study, descriptive analysis techniques were utilized. Consequently, following data collection, the researcher employs the following steps to analyse the data and draw conclusions:

1. Data Reduction

Data reduction is the process of selecting, centralizing, simplifying, abstracting, and transforming data that occurs when writing field notes.

2. Data Display

The data must then be displayed. A data view is a well-organized and condensed collection of data that can be used to draw conclusions. Most frequently, narrative text is used to present qualitative data.

3. Conclusion/verification

According to Miles and Huberman, the third step in the qualitative analysis consists of drawing conclusions and confirming them. These findings can be descriptions of previously obscure objects or images that become clear upon examination, or they can be interactive or causal relationships, hypotheses, or theory.

FINDINGS AND DISCUSSION

A. Findings

After identifying the data, researchers analyzed Tasya Farasya's language in her YouTube videos using Wells theory. Researchers found that there are nine of the nine types of language styles used by Tasya Farasya. They were Hard Sell, Soft Sell, Lecture and Drama, Straightforward, Demonstration, Problem and Solution, Slice of Life, Spokesperson, Comparison.

1. Types Of Language Style Are Used on Tasya Farasya's Advertisement Video YouTube

No	Types of Language Style in Advertisement	Frequency	Percentages
1.	Hard Sell	4	8%
2.	Soft Sell	2	4%
3.	Lecture and Drama	1	2%
4.	Straightforward	5	10%

5.	Demonstration	12	24%
6.	Problem and Solution	10	20%
7.	Slice of Life	3	6%
8.	Spoke person	6	12%
9.	Comparison	7	14%
	TOTAL	50	100%

Table 4. 1Types of Language Styles Used On Tasya Farasya's Advertisement Video YouTube

The table shows that there are nine types of language styles used by Tasya Farasya in her YouTube videos namely, Hard Sell in four languages (8%), Soft Sell in two languages (4%), Lecture and Drama in one language (2%), Straightforward in five languages (10%), Demonstration in twelve languages (24%), Problem and Solution in ten languages (20%), Slice of Life three languages (6%), Spoke person six languages (12%), and Comparison seven languages (14%). The number of Tasya Farasya languages is 50. From the data above, it can be seen that Tasya Farasya uses the Demonstration language style more often in her YouTube videos, and from this data Tasya Farasya uses the Lecture and Drama language styles and soft sell is the least frequently used by Tasya Farasya's advertisers.

2. The Language Style of Tasya Farasya realized in the Advertisement Video based on YouTube

a. Hard Sell

In advertising, a "hard sell" is when a product or service is directly pushed by forceful and convincing methods. This strategy frequently uses urgency, loud calls to action, and high-pressure tactics. A hard sell, for example, can highlight time-limited offers, discounts, or special deals in an effort to compel a quick and firm decision from the customer.

No	Utterance	Meaning
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1.	<p>“Jadi kalau ada diskon menurut aku ini worth it banget sih, <i>kalian harus beli kalau harga highlighternya 30 ribuan, 67 ribu juga murah banget sih sebenarnya.</i>”</p> <p>(So, if there is a discount, I think it's really worth it, <i>you have to buy it if the highlighter price is 30 thousand, 67 thousand is also really cheap, actually</i>)</p>	<p>This sentence can be categorized as a hard sell style, in this sentence there is hard sell language "67 thousand is also really cheap, actually" in this sentence there is a hard sell language style because the advertiser speaks advertising language that is to the point about the product itself. This sentence falls into the hard sell category because advertisers promote their products to the public in a rational and to the point way.</p>
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Table 4. 2 Types of Language Styles Used On Tasya Farasya's Advertisement Video YouTube

b. Soft Sell

In advertising, a "soft sell" refers to a more delicate and nuanced method of persuasion. It emphasizes establishing a connection with the audience through storytelling, comparable circumstances, or emotions rather than employing forceful approaches. The goal of soft sell commercials is to leave a favorable impression; they frequently showcase the lifestyle or advantages of a commodity or service. The intention is to have a more indirect impact on customers by building confidence and promoting a voluntary, carefree response.

No	Utterances	Meaning
1.	<p>“Aku akan pakai yang warna kuning dari pallete yang gambar kucing. <i>Lumayan sih untuk warna kuning, biasanya warna kuning tuh agak susah untuk di blend terus agak susah keluar warnanya</i></p>	<p>This sentence uses the language style of soft cell advertising because soft sell is an element that states the advantages of a product or provides an indirect explanation. in the sentence there is "Not bad for the color yellow, usually yellow</p>

	<p><i>dan ini engga sih menurut aku, Dan harganya di bawah 100 ribu jadi ini emang worth it sih.”</i></p> <p>(I will use the yellow one from the palette with the cat on it. <i>Not bad for a yellow colour, usually yellow is a bit difficult to blend and the colour is a bit difficult to get out and this isn't the case in my opinion, and the price is under 100 thousand so this is really worth it.</i>)</p>	<p>is a bit difficult to blend and the color is a bit difficult to come out and this didn't happen to me. opinion, and the price is under 100 thousand so it's worth it." which is where the advertiser explains the advantages of his product and then at the end the advertiser states the price so that the audience is convinced that the advantages of the existing product will be worth the price.</p>
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Table 4. 3 Types of Language Styles Used On Tasya Farasya's Advertisement Video YouTube

c. Lecture and Drama

An interesting narrative that emphasizes both performance and innovation is created in an advertisement that blends lecture and drama. The narrator gives an educational speech about the cutting-edge features of a new car model, and the visuals show the vehicle navigating difficult terrains.

No	Utterance	Meaning
1.	<p>“Orang itu mikirnya natural berarti yang lebih bagus padahal belum tentu kaya gitu juga guys, <i>kaya misalnya gini ya kalian meras lemon terus kalian totolin di jerawat kalian apakah itu lebih aman di banding kalian menggunakan skincare yang ada</i></p>	<p>The sentence above can be categorized as a lecture and drama language style, because lecture and drama include elements lectures and drama in an advertisement can create an interesting narrative. The “lecture” aspect can convey important product information, while the “drama” adds emotional</p>

<p><i>lemon extract untuk menghilangkan jerawat jawabannya belum tentu, karena kalau yang udah di rangkai di laboratorium itu pastinya udah di periksa dulu, udah di test dulu.”</i></p> <p>(People think that natural means better, even though it's not necessarily like that, guys, <i>like this, for example, if you squeeze a lemon and then put it on your acne, is that safer than using skincare that contains lemon extract to get rid of acne? The answer is not necessarily, right? because if what has been assembled in the laboratory must have been checked first, tested first.</i>)</p>	<p>involvement, making the message more memorable. advertisers promote their products by starting to give something. The "lecture" is in the sentence "like this, you squeeze a lemon and then rub it on your acne. Is that safer than using skincare that contains lemon extract to get rid of acne? the answer is not necessarily" here the advertiser gives a lecture stating that real lemons cannot used directly on the skin.</p>
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Table 4. 4 Types of Language Styles Used On Tasya Farasya's Advertisement Video YouTube

d. Straightforward

The term "straightforward" in advertising describes a direct and unambiguous method of information presentation. A clear and simple advertisement avoids ambiguity and complexity. It emphasizes the important details without adding extras, conveying its message in an understandable and straightforward manner. The goal of this strategy is to effectively convey information and make it available to the audience.

No	Utterance	Meaning
1.	<p>“semua rangkaian nya ada <i>glutathione, dan vitamin E, emang intinya itu untuk efek brightening.</i>”</p> <p>(All the series contain <i>glutathione and vitamin E, which is essentially for the brightening effect.</i>)</p>	<p>The sentence above can be categorized as a straightforward language style, because the advertiser promotes it in a way of delivery that is without gimmicks, such as the sentence above "glutathione and vitamin E which are essentially for a brightening effect". The advertiser explains all the ingredients listed on the product, and basically products containing glutathione and Vitamin E are very good for brightening the skin, therefore the language style used by the advertiser is straightforward.</p>

Table 4. 5 Types of Language Styles Used On Tasya Farasya’s Advertisement Video YouTube

e. Demonstration

A commercial including a demonstration, a chef shows off how versatile a kitchen tool is by cooking a range of dishes with ease. The images provide a useful and compelling demonstration of the appliance's capabilities by highlighting its time-saving features and emphasizing its user-friendly design.

No.	Utterance	Meaning
1.	<p>“<i>Sekarang aku akan pakai yang rose and honey, dia buat moisturizing dan nourishing.</i>”</p> <p>(<i>Now I will use the rose and honey one, it is moisturizing and nourishing.</i>)</p>	<p>The sentence above can be categorized in the demonstration language style, because use of demonstrations in advertising involves showing how a product or service works, emphasizing its features and benefits. This visual presentation helps consumers understand the practical application and value of the offering. the advertiser uses</p>

		the words "now I will use" which means she will promote the product while using it.
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Table 4. 6 Types of Language Styles Used On Tasya Farasya's Advertisement Video YouTube

f. Problem and Solution

An advertisement for a problem solution might show a scenario that is relatable, like a busy professional who is having trouble managing their time. Subsequently, the advertisement presents a productivity app that saves time by effectively organizing tasks and streamlining the user's schedule. Presenting the product as a workable solution to a typical issue is the main goal.

No.	Utterance	Meaning
1.	<p><i>"Menurut aku ini cocok banget formulanya untuk kondisi para remaja yang setiap hari kena polusi kena matahari, pokoknya kulitnya jadi minyakan, kulitnya jadi sensitive banget, menurut aku ini sangat amat cocok banget untuk kalian para remaja dan sebenarnya buat aku juga cocok sih. Karena apa? Karena si micellar water ini sifatnya dia oil free trus dia tidak akan menyumbat pori-pori. Terus kenapa aku bilang bisa cocok juga buat kulitnya yang kering karena ada aloevera extract nya. "</i></p> <p><i>(In my opinion, this formula is really suitable for the condition of</i></p>	<p>The sentence above can be categorized as a problem and solution language style, because advertisers promote their products by citing existing problems and then providing solutions to the source of the problems that arise. In the sentence quoted "I think this formula is really suitable for teenagers whose hearts are exposed to solar pollution" where the advertiser states a problem that often occurs in teenagers. Advertisers also provide solutions to the problem</p> <p>"Because of what? Because micellar water is oil free, it won't clog pores. "Then why do I say it can also be suitable for dry skin because it contains aloe vera extract." The advertiser provides a solution to the audience that</p>

	<p><i>teenagers who are exposed to pollution every day in the sun, basically their skin becomes oily, their skin becomes very sensitive, I think this is very, very suitable for you teenagers and actually it is suitable for me too. Because of what? Because micellar water is oil free, it won't clog pores. So why do I say that it can also be suitable for dry skin because it contains aloe vera extract.)</i></p>	<p>micellar water does not clog pores, making the face clean and does not worsen skin problems.</p>
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Table 4. 7 Types of Language Styles Used On Tasya Farasya’s Advertisement Video YouTube

g. Slice of Life

A slice-of-life advertisement portrays a family enjoying a lazy Sunday morning, gathered around the breakfast table. The scene showcases a brand of coffee as an essential part of their morning ritual, emphasizing the product's role in everyday moments and creating a relatable connection with the audience.

No.	Utterance	Meaning
1.	<p>“Nah selanjut nya disini ada moisture bomb facial toner, <i>Seperti yang kalian bisa lihat aku lumayan intens dalam menggunakan produk ini, karena feeling yang aku rasakan.</i>”</p> <p>(So, next here is Moisture Bomb Facial Toner. <i>As you can see, I am</i></p>	<p>The sentence above can be categorized as slice of life language style, because the advertiser relates the product, he is advertising to his personal life. Like using products that are advertised as products for daily use.</p> <p>The advertiser uses the words "I'm quite intense" and "because of the feeling" which the advertiser says because he</p>

	<i>quite intense in using this product, because of the feeling I get.)</i>	has included the product as part of what he often uses in his daily life.
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Table 4. 8 Types of Language Styles Used On Tasya Farasya's Advertisement Video YouTube

h. Spokesperson

An athlete with widespread recognition acts as the spokesperson in an advertisement for a new fitness tracker. The representative enthuses about the features of the gadget and highlights how it has transformed their training regimen. The goal of the athlete's credibility and endorsement is to convince viewers of the fitness tracker's worth and efficacy.

No.	Utterance	Meaning
1.	<p>“Made in Indonesia guys, dan ini semua produk makeup nya safi yang pastinya halal juga sama kaya skincarenya, <i>Jadi halal, Natural, teruji.</i>”</p> <p>(Made in Indonesia guys, and these are all Safi makeup products which are definitely halal and just like their skincare, <i>so they are halal, natural, tested.</i>)</p>	The sentence above can be categorized as a spokesperson's language style, because the advertiser uses advertising language that conveys the main messages, qualities associated with the brand. In the quoted sentence "So halal, natural, tested" the advertiser mentions the advantages of the product so that the audience is interested in the product being advertised.

Table 4. 9 Types of Language Styles Used On Tasya Farasya's Advertisement Video YouTube

i. Comparison

A comparison approach is used in an advertisement where two smartphones are shown side by side. The advertisement makes a strong case for why customers should select the promoted product in order to have a better and more superior experience by highlighting

the one device's better camera quality, longer battery life, and advanced features over the other.

No.	Utterance	Meaning
1.	<p>“Nah terus disini aku ada 3 eyeshadow pallete, ini yang pertama ada new nude eyeshadow pallete. <i>Yang ini bener-bener seperti eyeshadow nya HUDA Beauty, sesuai ya dengan namanya juga. Huda Beauty juga punya eyeshadow yang namanya New Nude dan warnanya persis seperti ini.</i>”</p> <p>(So here I have 3 eyeshadow palettes, this is the first new nude eyeshadow palette. <i>This one is really like HUDA Beauty's eyeshadow, according to the name too. Huda Beauty also has an eyeshadow called New Nude and the color is exactly like this.</i>)</p>	<p>The sentence above can be categorized as a comparison language style, because the sentence quoted by the advertiser uses a comparison where the product being advertised is compared with other products. as in the sentence that has been quoted "This one is really like HUDA Beauty's eyeshadow" in this sentence it is very clear that the advertiser is comparing the product being advertised with other products.</p>

Table 4. 10 Types of Language Styles Used On Tasya Farasya’s Advertisement Video YouTube

B. Discussion

This research has differences and similarities with previous related research where the second research was conducted by Dennaya & Bram (2021) in a journal entitled Language Style in Fashion Advertisement of Online Vogue Magazine to determine the

types of advertising language styles. What this research has in common with research conducted by Dennaya & Bram is that both studies use Wells' theory and the research results show meaning. However, the difference with previous research is that this research only focuses on several types of advertising language styles.

CONCLUSION

Based on the research problem and research findings of the data analysis, the conclusion can be seen as follows:

1. This research discusses finding out the types of language styles used in Tasya Farasya's YouTube videos, describing the language styles used in YouTube videos, and explaining the reasons why the language styles used by Tasya Farasya can have an influence on people who watch them. Data was collected from Tasya Farasya's language style in her YouTube videos. Then classify the data and group it based on each type. There are nine types of advertising language styles and all of these types were discovered by researchers, namely hard sell, soft sell, lecture and drama, straightforward, demonstration, problem and solution, slice of life, spoke person, and comparison.
2. The language style used varies depending on the context. The hard sell style shows promotional language, the soft sell style shows more subtle promotional language such as lots of stories, the lecture and drama language style show the language of drama stories created by advertisers, the straightforward style shows honest language. The demonstration style shows that language influences the audience by promoting the product while using it. The problem and solution style shows language that shows the problem and then suggests a solution. The slice of life style shows language that involves his personal life through the product being advertised. The spoke person style shows the advertising language often used by advertisers. Finally, the comparison style shows the language of comparing one product with another.

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