A CRITICAL DISCOURSE ON EMINA COSMETICS AND OTHERS COSMETICS ADVERTISEMENT

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Abstract

This research will be discuss the study of advertisements about different beauty product from critical discourse analysis perspectives. This research mainly concern with use of language in the beauty product such as make up, skincare, and other products advertisements and how these ads influence the costumers. This study is basically focused on Fairclough's there are three dimensional frame works. The qualitative research was conducted on Emina and others beauty product advertisement of famous beauty product. The advertisements offer on idealized lifestyle and assume the readers unable to decide rationally, so the readers consider the advertisement are indeed true. The main reason to choose this topic was my interest in advertising, for the most part of linguistic point of view. The advertising has become an indispensable part of life today. Everywhere around us, various types of advertisements invade our privacy. Apart from that there is an attractive force, capable of controlling the consumer, with the invisible voice of advertising advocating, encouraging, announcing and ingrained in people's minds.

Key words: Emina cosmetics advertisement, different beauty products, critical discourse analysis.

INTRODUCTION

Advertising is an inevitable part of our modern capitalist consumer society whose outstanding feature its competitive fight (Al Falaq & Puspita, 2021), (A. G. M. Putra & Qodriani, 2017), (Lina & Ahluwalia, 2021), (Syambas et al., 2018). Advertising is not some external curiosity which we examine, from which we are separate and superior, but something of which we are part, and which is part of us (Fitrianto et al., 2020), (Febria Lina & Setiyanto, 2021), (Bhara & Syahida, 2019), (Novanti & Suprayogi, 2021). Advertising is a "tool" to sell and to offer products because advertising has gained the attention and interest of a large number of individualism different societies in the world (Rahman Isnain et al., 2021), (Darmawan, 2020), (Ahdan et al., 2019), (Kurniawan et al., 2018), (S. D. Putra et al., 2022). The Particularly in cosmetics advertisement, proposed that the majority of cosmetics are marketed using the message that the female appearance can be improved with the aid of products: one has the opportunity to look younger, slimmer, beauty and so on (Lubis et al., 2019), (Sedyastuti et al., 2021), (Kasih, 2018), (Yusuf, 2021), (Fitrianto et al., 2020).

Indonesian local brand Emina is known to formulate their cosmetics by halal ingredient because this product is the same for Emina and Wardah the company is from PT. Paragon Technology Innovation (PTI) the CEO is Nurhayati Subakat. Further they also use the halal label in their advertisement as the main icon of their products. The previous studies above are conducted in social behavior which is less attention to the process of the realization of language which result the ideology of halal in the way they transformed into advertisements. In the case there need an intention the using way which suited to the work of Fairclough in doing critical discourse analysis. The demand for halal products of Emina is rapidly increasing since the customers are becoming more religious through knowledge

and information on concern toward halal studied (Anisyah, 2018), (Fauzi & Lia Febria, 2021), (Sulistiani et al., 2019), (Sulistiani & Tjahyanto, 2016). So, there are many platforms used by advertising. So, back in the 1950s and 1960s where technology has not been as advanced as it is now, the use of posters and catalogues was considered quite popular, and different in nowdays. Because, in the 1950s and 1960s there is not have much the technology so is not popular.

LITERATURE REVIEW

Critical discourse is methodology that enables a vigorous assessment what is mean language is used to describe and explain (Eklesia & Rido, 2020), (Ivana & Suprayogi, 2020), (Evayani & Rido, 2019), (Woro Kasih et al., 2019). So, in critical discourse analysis, discourse analysis is not viewed only as a language study (Nadya et al., 2021), (F. M. Sari, 2015), (Suprayogi, 2021), (Kuswoyo, 2016), (F. M. Sari & Wahyudin, 2019). Language is analyzed not only from the perspective of language aspects, but also need to have the trust context (Keanu, 2018), (Apriyanti & Ayu, 2020), (Nurmala Sari & Aminatun, 2021), (Diharjo et al., 2020), (Keith et al., 1974).

Advertisement is seen as media discourse as they involve language and social processes (Nuraziza et al., 2021), (Nugraha et al., 2021), (Lina & Permatasari, 2020), (Juliarti et al., 2021), (Schrape, 2018), (Megawaty & Setiawan, 2017). The sense that discourse is an important form old social practice which both reproduces and changes knowledge, identities, and social relations including power relations, and the same modern technology is also shaped by other social practices and structures (Tarik Rashid, B. Q. Huang, 2006), (Ambarwari et al., 2020), (Pratiwi & Ayu, 2020), (Erya & Pustika, 2021), (Huang & Fitri, 2019). Hence furlough's framework is used to show the link between the nature of social practice and properties of language "texts" (Heaverly & EWK, 2020), (Syambas et al., 2018), (A. D. Putra et al., 2019), (Kurniawan et al., 2019), (Kuswoyo et al., 2020). Beauty product advertisement in English Language will be the analyzed the products (Sedyastuti et al., 2021), (Adiyanto & Febrianto, 2020), (Aldino & Ulfa, 2021), (Damayanti et al., 2019).

METHOD

Critical Discourse Analysis for Fairclough is concerned with the investigation of the relation between two assumptions about language use that the language use is both socially shaped and socially shaping. Based on the idea of Halliday's systemic functional linguistics (SFL) (Kiswardhani & Ayu, 2021), (Ambarwati & Mandasari, 2021), (Qodriani, 2021), (K. Sari & Pranoto, 2021), (Agustina et al., 2021).

In this study, the linguistics features of advertisements as proposed are modality, personal pronounce, adjectives cohesion, parallelism, and mode will be describe. The next step is to interpreted the context of the features to identify the topic and point of this research.

RESULTS AND DISCUSSION

Emina has created the new ideology for woman reference of choosing cosmetics. It can be seen from the using of Halal in pairing with the positive adjectives. It demonstrated by the following for the examples :

- *Emina, Wardah, and others cosmetic from PT. Paragon is formulated halal and well qualified The products are halal cosmetics and safe*

- *Emina provided safe, natural, and teenagers cosmetics.*

Halal is the advertisements are threaten as adjective. Adjective itself it is an abstract value. It can be positive and also negative. The only way to dicided the positive or negative is by identifying the word is associated with. This research discuss a contains the linguistic features employed by the advertisers of beauty product and strategies used by the advertisers in Cosmopolitan Magazine to shape the ideology of beauty cosmetics towards the reader. For the data is presented by analyzing the text and classify them to which linguistic features and strategies they belong to. For the example is halal and well qualified.

The pair will be create the perspective that the condition or term of well qualified is only the cosmetics of Emina has halal label. In addition, the way of advertisement associates, safe, natural along with halal are therefore to lock the costumers interested in all the products, they need in a cosmetics are complete. So, the safe means that it will not give harm to health, and natural means the ingredients are far from over chemical process. The advertisement chooses halal to explain lot of functions of the cosmetics. The following in addition, using the personal pronounce such as:

- *We believe halal and safe are for body and soul*
- *We understand every woman's dream*
- *We also can it inspiring beauty for another brand of the products.*

A employed of the features by the advertising in the data is positive adjective that can be seen in the text of ingredients product is Cucumber-fresh, vitamin-charged. As we know, the cucumber can give the effect of freshness when applied to our skin or eyes. By reading the text, the readers can feel the sensation of healthy eyelashes. The vitamin-charged gives the effect to trust the customers since it carries positive meaning. So, for the example is :

- *Maybe she's born with it. Maybe it's Maybelline.*
  (Lipstick, Maybelline)
- *Dove's moisturizing cream, you can have softer, smoother, and more radiant skin, every time you want cleanse.*
  (Soap, Dove)

The second discussion is contain the strategy use by advertiser is unrealistic representation which means showing the out of our comprehension. From the text we also love about the color of lipstick. So, seen that the advertiser mentioned something unrealistic as lipstick is a non-living matter but it does something that only owned by human.

The declarative clauses seen from the surface serve merely the congruent form of declarative modes, which give information. However, the ultimate purpose of mode is more likely to be imperative or demanding services. Cohesions are therefore to give explanation and extend the single purpose. For the example, in paring beauty body and soul. The advertisement intend to share the idea that halal is not only good for body, beut serve goodness of soul as well. Its mean because the customers should not pay attention towards the body need, they must also consider the need of their soul. And also the used of parallelism such as #Halaldariawal (#halalfrombegining) create the idea that Wardah always being halal from the moment is it formulated. It is also purposely there as the claim that the purpose of Wardah cosmetics are to secure the halal of cosmetics.

This makes the muslim women will feel secure that they can apply the product to their body without being afraid of breaking their religion rule. The point of these advertisements is set the idea of the importance of halal. So, if the cosmetics label is halal not only the muslim women can use but also the all women in the world can use these cosmetics.

CONCLUSION

The purpose of this study was to analyze some beauty campaigns of Emina and others products to see what types of representations are there and how producers construct reality and maintain their power by manipulating women's ideology. By analyzing these research of campaigns, it is conclude that the campaigns use some linguistics features such as adjectives, cohesion, personal pronouns, model and parallelism. From the research data analysis, it can be concluded that in shaping the ideal concept women's beauty, advertising apply the several linguistic features such as positive and negative adjective, and modality. In another marketing their products, the advertiser also employ several strategies such as celebrity endorsement, unrealistic representation, clinical test proof, and positive-self representation.

There are a lot more analysis that can be done regarding the use of language in advertisement. The sellers also can be expanded to the use of linguistic features in other media such as Television advertisement, social media, etc.

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