CRITICAL DISCOURSE ANALYSIS OF SOCIAL MEDIA ADVERTISING FOR SKINCARE FROM THE PERSPECTIVE OF NORMAN FAIRCLOUGH

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Abstract

Language is not only used to communicate in everyday life; it can also be used to implement a power strategy. This study aims to conduct a critical discourse analysis of social media advertisements for skincare. The critical discourse analysis theory of Norman Fairclough is applied in this study. The following are the research focuses that the authors of this paper describe:1) The construction of discourse in Instagram and Facebook advertisements for local skincare brands.2) On Instagram, advertisements for local skincare brands operate the ideological construction.3) On Instagram, consumer perceptions are influenced by skincare advertising ideology. Researchers employed qualitative and descriptive methods for this study. There are indicators that can construct discourse, including persuasion, argumentation, and narrative, in the construction of local skincare brand advertising discourse on Instagram. Regarding the first advertisement, the advertisement's language has a comprehensive discourse construction. The advertiser places less emphasis on the discourse of persuasion than in the second advertisement. The advertisement does not pique the interest of many consumers because the language used is less persuasive. There are two indicators that can construct ideology in local brand skincare advertisements on Instagram: the first is the patriarchal ideology, which states that women use skincare to look more beautiful and to be liked by men, and the second is the ideology of women's resistance, which states that women use skincare for the health and pleasure of their skin. In fact, the only patriarchal ideology in advertisement number three is that women or customers use skincare to look beautiful and be liked by men. In reality, beauty can be more than just a blushing, white face; it can also be found within every person.

Key words: Critical discourse analysis, skincare, social media, Norman Fairclough

INTRODUCTION

Social media advertising is a type of digital marketing that delivers paid advertisements to your target audience through social networks like Facebook, Twitter, and Instagram (Cahyaningsih & Pranoto, 2021), (Muliyah & Aminatun, 2020). Advertising on social media is a quick and efficient way to connect with customers and boost marketing efforts (Suprayogi, Samanik, Novanti, et al., 2021), (Al Falaq & Puspita, 2021). Advertisers can hyper-target their audiences and provide personalized content based on demographics and user behavior by utilizing a variety of data sources (Pranoto & Afrilita, 2019), (Mandasari & Aminatun, 2020). Advertisers may experience an increase in interactions and sales when

a brand is introduced to an audience via social media (Pradana & Suprayogi, 2021), (Kardiansyah, 2019). Ads on social media are also cheap and have the potential to bring in a lot of money back (Setri & Setiawan, 2020), (Aminatun, 2021).

According to (Pranoto, 2021) the media's increasing sophistication can influence social behavior and social policing. Anyone can be caught in the act of passing on his ideas by information, which is like lightning (Wahyudin & Sari, 2018). The so-called social media are well-known to the vast majority of people because they make it simple for anyone, anywhere, at any time (Simamora & Oktaviani, 2020), (Mandasari & Aminatun, 2019), to browse the web and communicate with others (Kuswanto et al., 2021). It is no longer widespread in society, particularly among adolescents who use Instagram. As asserted by (Handayani & Aminatun, 2020) with smartphone, people frequently quickly upload photos, short videos, and status updates.

Languages are typically used in advertisements not only as messengers and speech in straightforward terms and forms (Puspita & Amelia, 2020), but also to empower the public to effectively communicate commercial messages to satisfy their emotional need for economics (Gulö & Rahmawelly, 2019), (Maskar et al., 2020). Especially with advertisements appearing so frequently in our day-to-day lives. We, on the other hand, are either customers or patrons who appreciate the goods offered. Because advertising can provide all members of the public with information, and because such advertisements can benefit us (Sartika & Pranoto, 2021), (Afrianto et al., 2021). The application of the critical discourse analysis of advertising is also beneficial because it requires the use of products in the context of advertisements and must be attractive in advertising language (Suprayogi, Samanik, & Chaniago, 2021), (Kardiansyah, 2021). The study of text, speech, or speech as visual images to express any meaning and to represent social structures and ideologies is known as critical discourse analysis (Suprayogi, Puspita, et al., 2021), (Ivana & Suprayogi, 2020).

LITERATURE REVIEW

While some retailers, distributors, and manufacturers only dabble in the skin care industry, others go all out and create or offer entire skin care product lines. Skin care is important for people of all ages (Amelia & Dintasi, 2019), (Kardiansyah & Salam, 2020), so different product lines are made for different ages (Al Falaq et al., 2021). Professionals who take a

few key considerations into account when advertising skin care lines will see the best results (Ahmad et al., 2020), (Journal et al., 2021). Skin care products are needed in different ways by different consumer markets (Yulianti & Sulistiyawati, 2020). The best products are determined by a number of factors, including age, income, skin type, skin conditions, budget, and lifestyle (Iriawan & Fithriasari, 2018), (Yulianti & Sulistyawati, 2021). Adult customers may be searching for anti-aging treatments, whereas teenagers typically seek acne treatment products. The budget, shopping habits, and ingredients that are thought to be important when researching the target audience for a particular skincare advertising or product line are discovered.

Marketers should emphasize the active ingredients of each skin care line because people use skin care products to improve their skin (Putri & Ghazali, 2021). Customers are helped to understand the significance of comprehensive skin care by distinguishing the contents and highlighting the distinct advantages of each product in the line (Febrian et al., 2021), (Ahluwalia et al., 2021). They will be more likely to purchase both products if they realize that a toner will enhance the effects of a cleanser. It's possible that having the best ingredients and competitive pricing won't be enough to entice all of the target audience's customers (*Strategi Pengembangan Bisnis Usaha Mikro Kecil Menengah Keripik Pisang Dengan Pendekatan Business Model Kanvas*, 2020). Even if a skin care line has a reasonable price, some people prefer to try the products out before buying them. Customers are able to get a firsthand understanding of the advantages of skin care products by receiving free samples in direct mail, at beauty shows, and at counters in cosmetic departments (Novita & Husna, 2020), (Nani et al., 2021).

When a sale is made, marketing does not end. Keeping in touch with customers encourages repeat business, may result in referrals, and offers product development-relevant information (Anggarini et al., 2022). With skincare advertising, businesses learn what customers like and don't like about a product line by asking for feedback from customers. Customers' responses to surveys may reveal novel uses for the product and suggest alternative distribution channels. When you ask satisfied customers for testimonials, you get free word-of-mouth that can be used in marketing campaigns across all media.

METHOD

The type of research that the writer discussed in this paper was descriptive qualitative. Qualitative descriptive research is one of the types of research included in the type of qualitative research. The purpose of this study was to reveal events or facts, circumstances, phenomena, variables and circumstances that occurred during the study by presenting what actually happened. This research interpreted and described the data related to the current situation, attitudes and views that occur in a society, the conflict between two or more conditions, the relationship between variables that arise, the differences between existing facts and their effect on a condition, and so on.

RESULTS AND DISCUSSION

Based on the analysis of the research that has been done, the researcher can show and answer the research focus.

Advertisement :

"Your face is still black and dull ??? Oh no way! Let's make your facial skin white and smooth. Just apply day cream every morning before you do your activities. Guaranteed to be white and glowing immediately !! Extremely real. White and glowing faces make us confident and make our husbands feel at home. And certainly safe for pregnant and lactating women. "

In the advertisement above, the discourse construction of skincare advertisements on social media shows that advertisers convey a persuasive discourse to readers or consumers who are currently reading the products offered or advertised. Also appears argumentative discourse in the advertisement, with a statement :

"And certainly safe for pregnant and lactating women."

Increasingly convincing readers or consumers who are pregnant or breastfeeding to immediately use these skin care products without any doubt.

And at the very end of course the advertiser does not forget to also include a narrative discourse, where one of the testimonials from consumers who have used their superior products is with the following statement :

"This is my skin before using gloglowing skincare, sis, the result of using mercury skincare, but using gloglowing is very different, products that contain mercury if you don't use it, then your skin will immediately have problems. but when I use gloglowing, I forgot to use it because the package hasn't arrived yet, but my skin doesn't matter. Thank you, gloglowing has made my skin healthy. Natural bright results. No pale white. What is certain is that it is not addictive and safe in the long term. "

In these advertisements, advertisers do not use persuasive discourse, because the advertiser's words and language are less convincing about the products offered. And for the discourse of argumentation it is deliberately displayed by advertisers, so that anyone who reads the ad will believe without any hesitation in using the product. In the consumer's testimony that the advertiser did not forget to upload, one of the consumers sent a review of the use of the skincare product being offered, saying that he really loves the product package, because he stopped using it for between three to four days, it turned out to be nothing, meaning nothing problems that come to the skin. In fact, it is proven that the products offered are not addictive and are safe for long-term use.

"Your face is still black and dull ??? Oh no way! Let's make your facial skin white and smooth. Just apply day cream every morning before you do your activities. Guaranteed to be white and glowing immediately !! Extremely real. White and glowing faces make us confident and make our husbands feel at home. And certainly safe for pregnant and lactating women. "

In the skincare product advertisement above, the ideology construction operates in a patriarchal ideology, where women use a series of skincare products to make them look more beautiful and liked by the opposite sex. Meanwhile, the ideology of women's resistance has not been too prominent in the advertisement, because it is not explained in the sentence or language in advertising for the benefit of skin health.

For advertisements, currently only reviews from one consumer are uploaded by the advertiser.

"I am Ningrum, this is a review about me using MS Glow skincare, the photo before using it was around the beginning of January 2019 and before December 2018 I used MS Glow

for the first time, indeed in the first month there were no changes which made me even less confident and everywhere you have to wear a mask. I thought it took longer after 2 months, there were still a lot of acne, but after I consulted and returned to the MS Glow clinic, and the doctor there said that I had a severe breakout. Thanks to the patience I used MS Glow, after a long time after using it for 5 months and arrived now 6 months my acne is gradually gone away and there are still a few scars left. I use the acne series package every month. Happy and very grateful to get skincare that is suitable for my skin."

In the review of one of the consumers uploaded by the advertiser above, there are indeed two ideological constructs that appear at once. First the patriarchal ideology, it is very visible because the consumer is really not confident about the condition of her facial skin with acne, so she took the initiative to consult a dermatologist and over time, with routine use and diligence using a series of skincare products offered by advertisers there are changes in consumer skin conditions. . And secondly, the ideological construction of women's resistance because in the reviews displayed by advertisers it is clear that consumers don't only want a beautiful face, but also the interests of their skin health and pleasure

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In this advertisement, the influence of ideology affects consumer perceptions can be said to be successful, because it appears in a review of one consumer who feels that he is compatible with the use of a series of skincare products offered by the advertiser, that he does not experience skin problems even though he has never used it because the product ordered has not arrived.

"Women fall in love with gloglowing facial skincare packages. A blushing white face, smooth, free of blemishes, shiny glowing, youthful tight and smooth like a baby's skin. Want to have glowing skin that is clear as glass? Let's take care of your skin with a

gloglowing face pack. It must make your surroundings jealous, fascinated by your glowing face even without make-up, you know !!"

In the advertisement presented above, the advertising discourse construction that advertisers display is persuasion, argumentation, and narrative discourse. In the discourse of language persuasion that attempts to influence consumers is very excessive, so that not a few women are tempted by the products advertisers offer.

In the discourse of argument, advertisers inform readers or consumers that the product being offered is a product that is loved by women. Why not? Because, advertisers here use language that is really tantalizing and influences anyone to immediately own and do facial skin care with its products.

And for the narrative discourse in the advertisement, the advertiser also uploads a review photo of one of his consumers who uses his skincare product, reinforcing the statement :

"Sis, please be responsible. My face uses skincare for 4 days and woke up, why is it this glow. I will subscribe."

That is, consumers expressed the satisfaction they received from using these skincare products.

"Testimonials from customers who use a series of treatments from MS Glow. Proven, real results, acne healed, glowing face glow. Products are safe for pregnant women and pregnant women and have BPOM, beauties ..."

In the advertisement presented above, it can be clearly stated that the advertisement still uses the construction of an advertising discourse, because persuasion, argumentation and narrative are still created in the language used by the advertiser. For persuasion, not many advertisers display words, only through an image review of one of the successful consumers and it is clearly proven that their use of the products offered is successful and there are changes. While the argument is, the advertiser is very confident that the products offered are truly safe for use by pregnant and nursing mothers, because not a few women or consumers who are pregnant or breastfeeding still want facial skin care and look

beautiful. And the narrative discourse, one of the consumers who sent a review of his image to the advertiser has used a series of facial treatments from the product that the advertiser offers and changes occur in the condition of his facial skin.

"Women fall in love with gloglowing facial skincare packages. A blushing white face, smooth, free of blemishes, shiny glowing, youthful tight and smooth like a baby's skin. Want to have glowing skin that is clear as glass? Let's take care of your skin with a gloglowing face pack. It must make your surroundings jealous, fascinated by your glowing face even without make-up, you know !!"

In the advertisement, the ideological construction that is built in an advertisement consists of patriarchal ideology and women's resistance. All ideologies are in the language of the advertiser. In fact, women or consumers using the skincare they offer look more beautiful and in the ideology of women's resistance the resulting skin remains smooth and youthful like baby skin. Indeed, the delivery looks too excessive, but it does not rule out that the facial skin of teenage and even adult women can be supple again like baby skin. But still on regular use.

"Testimonials from customers who use a series of treatments from MS Glow. Proven, real results, acne healed, glowing face glow. Products are safe for pregnant women and pregnant women and have BPOM, beauties ..."

For the ideological construction in this advertisement, only the ideology of women's resistance is visible, for the patriarchal ideology it is actually also visible, but not too prominent.

CONCLUSION

The following conclusion and description can be drawn from the aforementioned research result. There are indicators that can construct discourse, such as persuasion, argumentation, and narrative discourse, in the construction of local brand skincare advertising discourse on Instagram. The language of the advertisement has a complete discourse construction for the first advertisement. The advertiser places less emphasis on the discourse of persuasion than in the second advertisement. Because the language used has less of an impact, few

customers are interested in the ads. There are two indicators that can build ideologies: the first is the patriarchal ideology, which says that women use skincare to look more beautiful and be liked by men, and the second is the women's resistance ideology, which says that women use skincare for the health and pleasure of their skin. The ideology of women's resistance is not really emphasized in this second advertisement because consumers only care about their looks and don't care about their skin's health. This is very different from advertisement number four, where all indicators of ideological construction are contained in consumer reviews of the advertisement, indicating that consumers pay attention to the beauty and health of their skin for pleasure and self-satisfaction. Because every woman aspires to have a beautiful, bright white, and glowing face, the ideology of skincare advertising influences consumer perceptions on Instagram and Facebook. Of course, it is safe to use and beneficial in the long run.can be used in any circumstance. Not only adolescent girls, but also women who are pregnant or breastfeeding can still look their best with the various skincare products that many advertisers offer.

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