ADVERTISING FOR WHITENING PRODUCT: A CRITICAL DISCOURSE ANALYSIS

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Abstract

A person's perspective on life and how they experience it can also be altered by advertising language.Women's perceptions of the standard of beauty have changed as a result of corrective products.The advertisements' persuasive language and display of beautiful models set the standard for excellence.It may be a common misconception that beautiful women are expected to have flawless skin. As a result, women purchase and use a variety of whitening products to adorn themselves. The language of promotion "colonizes" women and kills the idea of what a woman is made of.It marginalizes a few women who maintain their normal appearance without using whitening products.A corrective company may use phrases and words like "whitening" to entice customers to make purchases and spend money.This study utilizes critical discourse analysis to examine and critique the language-imposed excellence standard for women.The conclusion asserts that women's mindfulness is required to resist the beauty standard, a societal generalization about sexual orientation.

Key words: Critical discourse analysis, Whitening products, Language on advertisement

INTRODUCTION

Language not only transmits information but also gives people the ability to carry out actions (Amelia, 2021). It changes people's minds and almost entirely persuades them (F. M. Sari & Putri, 2019). Women are compelled to alter their appearance in order to appear more beautiful as a result of the enticing words that appear in advertisements for teeth-whitening products (Istiani & Puspita, 2020). Women have become so obsessed with enhancing their appearance (Agustina et al., 2021). They became a target for the restorative industry (K. Sari & Pranoto, 2021), which "creates" beautiful women to a certain standard (Kuswoyo, Sujatna, Rido, et al., 2020), to have skin that is white and shines (Asia & Samanik, 2018). Businesses selling whitening products are expanding rapidly all over the world (Sartika & Pranoto, 2021).

With the assistance of mass media (Pranoto, 2021), particularly through promotions (Fithratullah, 2019), they became larger and more successful (Samanik, 2018). In Indonesia, restorative advertisements typically feature attractive models and words that

women will find appealing (Nababan & Nurmaily, 2021). Most Indonesian women must have white skin, just like people in the West (Ngestirosa et al., 2020).

The Indonesians' email habits have changed as a result of colonization (Oktavia & Suprayogi, 2021). A Critical Discourse Analysis on Whitening Products Advertisements 2 is something to think about (Fakhrurozi & Puspita, 2021). They believe that white people are significantly superior to Indonesians (EWK, 2018). As can be seen from its political perspective on gender (Nuraziza et al., 2021), critical discourse analysis (CDA) involves critiquing the relationship between gender (Kuswoyo, Sujatna, Indrayani, et al., 2020), power (Wahyuni et al., 2021), and ideology in discourse (Qomariah & Sucipto, 2021). Discourse is part of social Aaction because it consists of writing and speaking that reflect both acting and interacting (Suprayogi, Samanik, et al., 2021). It suggests that words can serve as a medium for interaction between the actor and the target, or consumers and businesses (Fithratullah, 2021). Words used in writing have the power to both illuminate things and influence people (Kuswoyo et al., 2021). The powerful language used by businesses to promote restorative products marginalizes and applies sexual orientation stereotypes to women (Pradana & Suprayogi, 2021), instilling the idea that women must be beautiful.As a result, women's activist CDA seeks to criticize dialect control as a manifestation of social oppression against women's normal looks (Aminatun, 2021). According to (Puspita, 2021), advertisements have sentences that indicate a problem-solution relationship. The text addresses the problems of customers (Isnaini & Aminatun, 2021), including their needs and desires (Aminatun et al., 2021), before offering a solution through the products offered (Afrianto & Inayati, 2016). Meaning is also abundant in the text. It includes not only letters but also semiotic modalities like gestures, sounds, visual images, and layouts. Feminist critical discourse analysis focuses on how social practices, interpersonal relationships, and individuals' social and personal identities are (re)produced (Suprayogi, Pranoto, et al., 2021), negotiated, and contested by gender ideology and gendered power relations. As a result, the marginalization of women's distinctive looks can be discovered through content analysis. It shows how women are still overwhelmed by the patriarchy or society through language (Afrianto & Ma'rifah, 2020).

LITERATURE REVIEW

Advertising language can convey social and cultural perspectives (Oktaviani et al., 2022). A cosmetics company may use specific words and phrases to entice customers to purchase

and consume a product (Wahyudi et al., 2021). People's perceptions and experiences of life can also be altered by the language . Women's perceptions of what constitutes beauty have changed as a result of cosmetics. The advertisements' persuasive language and use of beautiful models serve as evidence for the beauty standard (Purwaningsih & Gulö, 2021). The idea that a woman should have white (Puspita & Amelia, 2020), glowing skin is a common misconception (Yulianti & Sulistiyawati, 2020). As a result, women purchase and use numerous whitening products to enhance their appearance (Yulianti & Sulistyawati, n.d.). Advertising language "colonizes" women and destroys the idea of a woman's nature.It marginalizes some women who maintain their natural appearance without using whitening products.However, in order for women to accept themselves for who they are (Kuswoyo & Rido, 2019), they need to be aware of this issue and not be influenced by the language used in advertisements. This study uses feminist critical discourse analysis to examine and criticize the language-based beauty standard that has been imposed on women. In the end, women need to be aware of the beauty standard, which is a socially constructed gender stereotype.

In Filipino society, there has always been a strong desire to have white skin. The Spanish and American colonizations are the historical roots of this white mentality. The desire to whiten one's skin is fueled by the stigma associated with darker skin. In addition, people who use whitening products to achieve a lighter complexion do so "with expectations of improved income (Mandasari & Aminatun, 2020), less discriminatory treatment, and greater social acceptance of people."When it comes to their physical habits, it is not unusual to see Filipinos using an umbrella and wearing long sleeves even during the hottest months of the year not only to protect their skin from the heat of the sun but also to ensure that their skin does not become too dark. These outward manifestations of Filipinos' feelings of inferiority include using whitening products, avoiding the sun, and being afraid of becoming too dark. Filipinos still adhere to the symbolic meaning of being white today (Oktaviani & Mandasari, 2019). Mendoza asserts that the over-representation of white beauty in digital and print media as well as the overwhelming messages in advertisements of whitening products have persuaded Filipino women to change their natural tanned/brown complexion. According to Natividad, the continuous association of white skin with beauty and the nourishment of Filipinos' yearning to be white through skin whitening commercials is reproduced and reinforced by the Philippine mass media.

METHOD

The purpose of this inquiry is to investigate and depict the use of powerful language and show in brightening restorative item notices using an expressive and subjective approach. The use of enticing language in the establishment of a beauty standard for women appears to be the focus of this study's investigation. The author employs a sociological method to support the investigation. According to Saukko (2003), the work of the sociological approach is to clarify the individual and social perspectives on the enabling and disempowering perspectives of conversations. It is important that the author examine the social wonder, specifically the impact of brightening corrective product terminology on women's beauty standards.

Collecting the data The researcher looked for three well-known online advertisements for brightening corrective products—POND'S, GARNIER, and L'OREAL—that used powerful words for excellence and used a flawless woman as their model. The analyst chose western brands to show how they set the excellence standard based on western standards. In addition, the analyst hired Asian models and on-screen characters with flawless skin to represent their brands and show that their products are suitable for Asian skin types.

Feminist basic talk investigation (CDA) was used to analyze women's lack of empowerment during the talk. The analyst began by reenacting the history and impact of dialect use in brightening restorative items. The inquiry question was also defined and the issue was distinguished. After that, the author distinguished the hypothesis that was used to analyze the data, specifically the CDA hypothesis about women's activist.

RESULTS AND DISCUSSION

The three notices (advertisements) constructed a theme through dialect. The objects, in this case makeup products, were characterized and informed by the dialect. The serious and normal discussion of the items was coordinated by the dialect. The dialect affected how a concept was put into practice and used to control behavior—in this case, the behavior of customers. The sentences used in the POND'S, GARNIER, and L'OREAL brightening corrective product promotions have a dynamic voice. The majority of the words used were verbs and adjectives. Increase, esteem, switch to, induce, celebrate, blur out, and indeed out were the verbs. The adjectives were more mellow, delicate, idealistic, and shining. The quality of the items was bolstered by the positive and appealing choice of verbs and

adjectives. They used descriptive words and verbs to convey the benefits of the products and convince women to buy them for their quality (delicate) and results (they can make women's faces more pleasant, culminate, and gleam).They established the view that the items successfully contributed to the final skin condition. The performer in the dynamic sentences was not straightforwardly displayed. Therefore, neither who the speaker is nor what is being communicated in the dialect were explicitly stated (Gee, 2011).In order to pique the interest of women and encourage them to purchase and use their product, as depicted in Figure 1, the company communicated with them using powerful language.Should you use soap to clean your face if you are proud of it?Make the switch to Pond's White Magnificence Face wash, which contains 50% white cream actives, and notice a difference in your complexion right away.

By recommending POND'S White Excellence Face wash over standard cleanser, the company also made an effort to consider women's skin.By showing the results of using the whitening product right from the start, the encouragement was too strengthened;get skin that looks better right after the first wash.The sentence, "Not at all like cleanser, it's delicate everywhere as well," suggests that POND'S has a stronger quality than common cleanser.Similar to POND'S advertisement, GARNIER and L'OREAL also displayed the same motivation: to encourage women to shed their past selves, get rid of dull spots, and celebrate modern skin flawlessness.

Customers were promised flawless skin in the advertisements, as demonstrated by the models' flawless and lightly cleansed faces in the three ads. When we looked at the language used in the ads, we could tell that they portrayed women as the object of beauty.

CONCLUSION

It can be deduced from the three promotions that being white or having fair skin might be a form of social development. White women have been portrayed as the most wonderful people by a authority. The language used in the advertisements has the power to alter people's perspectives, particularly those of women.Dialect can exert control, causing individuals to shift their mindset and unwittingly remain subservient to authority and sex stereotypes.

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