CRITICAL DISCOURSE ANALYSIS ON L'OREAL BEAUTY PRODUCT ADVERTISEMENT IN YOUTUBE

THESIS

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ENGLISH DEPARTMENT
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Submitted in Partial to Fulfillment of the Requirements for the Bachelor Degree of Sarjana Sastra

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The thesis has been approved to be examined on the data as indicated below

Batam, 7th July 2019

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ABSTRAK

Penelitian ini meneliti tentang iklan produk kecantikan dari perspektif Analisis Wacana Kritis. Penelitian ini pada dasarnya fokus pada penggunaan bahasa, strategi dan ideologi yang digunakan oleh pengiklan produk untuk mempengaruhi dan menarik pembeli untuk membelinya. Ujaran adalah Wacana yang membuat iklan menarik dan mudah diingat. Analisis Wacana Kritis cenderung mengeksplorasi berbagai teori sosial yang menganalisis interaksi bahasa, kekuasaan dan ideologi dalam berbagai konteks. Penelitian ini adalah penelitian kualitatif dan untuk mengumpulkan dan menganalisis data penelitian ini menggunakan teori dari Sudaryanto: metode observasi dan metode identitas. Analisis ini didasarkan pada model analisis wacana tiga dimensi Fairclough yaitu Teks, Praktik Wacana dan Praktik Sosial yang berfokus pada representasi dan dominasi. Penelitian ini menggunakan teori-teori dari Norman Firclough dan Van Dijk. Wacana iklan kecantikan yang dianalisis berasal dari merek L'Oreal. Selanjutnya, penelitian ini memberikan deskripsi dan interpretasi yang kaya tentang konsep ideologis kecantikan yang terjadi di masyarakat. Penelitian ini mengungkapkan bagaimana ideologi kecantikan dibangun dan diterapkan melalui iklan dengan stereotip bagaimana produk kecantikan identik dengan orang yang sempurna. Bahasa adalah wacana yang membuat iklan menarik dan mudah diingat, Kemudian, juga ditemukan bahwa ideologi konsep kecantikan sepertinya memiliki batasan bahwa seseorang dianggap cantik ketika menggunakan produk dan tampak seperti gambar pada produk iklan. Bahasa periklanan digunakan untuk mengendalikan pikiran orang. Di era ini, teknologi adalah sarana untuk mempromosikan suatu produk. tetapi, iklan bukan hanya sarana promosi, iklan juga menyampaikan bagaimana konsep kecantikan yang telah diterima oleh masyarakat.

Kata kunci*: Analisis Wacana Kritis; Bahasa; Ideologi; Produk Kecantikan; Iklan.*

ABSTRACT

This research examines advertising of beauty products from the perspective of Critical Discourse Analysis. This research basically focuses on the use of language, the strategy and ideology used by product advertisers to influence and attract buyers to buy it. Utterance is a discourse that makes ads interesting and easy to remember. Critical Discourse Analysis tends to explore various social theories that analyze the interaction of language, power and ideology in various contexts. This research is qualitative research and to collect and analyze data of this study using the theory of Sudaryanto: observation method and identity method. This analysis is based on Fairclough's three-dimensional discourse analysis model, namely Text, Practice Discourse and Social Practice which focuses on representation and dominance. This research uses theories from Norman Firclough and Van Dijk. The discourse of beauty advertisements analyzed comes from the L'Oreal brand. Furthermore, this research provides a rich description and interpretation of the ideological concepts of beauty that occur in society. This research reveals how beauty ideology was built and applied through stereotypical advertisements on how beauty products are synonymous with perfect people. Language is a discourse that makes ads interesting and easy to remember. Then, it is also found that the ideology of the concept of beauty seems to have a limit that someone is considered beautiful when using a product and looks like a picture on an advertising product. Advertising languages are used to control people's minds. In this era, technology is a means to promote a product. However, advertising is not only a means of promotion, advertisements also convey how the concept of beauty has been accepted by the community.

Key words: Critical Discourse Analysis; Language; Ideology; Beauty Product; Advertisement.

MOTTO AND DEDICATION

MOTTO

The Most Beautiful Makeup of a Woman is a Good Manner

DEDICATION

This thesis is dedicated to my beloved family and friends who give me support, caring, motivating, and love. The researcher expect this thesis can make you all proud

ACKNOWLEDGMENT

All praises to the Allah SWT by his grace and inclusions that endless to the researcher. Thus the researcher finishes the thesis which is one of the requirements to complete the bachelor degree S1 in the English Department of Putera Batam University.

The researcher realizes that this research is far from perfect as the beginner. Thus, all suggestions and critics are welcomed warmly to improve this research. Not forgetting that the researcher finishes the researcher by all the people who contribute to the researcher. The researcher would like to express sincerely the gratitude to:

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151210118

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CHAPTER I

INTRODUCTION

1.1   Background of the Research

Beauty is power. Beauty can be seen various ways, because it is a wide concept. Concept of beauty is always seen with assessment of physical beauty. Nowadays, to be define as beautiful, women must have a clean face, white skin, tall body and slim. Because beauty is measured by physical appearance not inner beauty. But there are still many who are busy beautifying the physical while the inner has never been developed. In fact, to be called beautiful must have characteristics such as: smart, easy to get along and have good behavior.

Donne (2010) stated beauty is fascinating, interesting, great, maybe funny or inspiring to us. Beautiful things cause pleasure, and this pleasure can be more or less intense and perceived in different ways. In this case, being a woman seems to be required to have a physical beautiful to be recognized and accepted by society. Women's beauty is more viewed through the physical. Some say beauty is something that is relative to each person. However consciously or unconsciously, in fact the meaning of beauty seems to have been generalized and become a truth that is believed.

To attract buyers, cosmetic brands do various innovations and promotions to introduce their products to audiences. And, the presence of famous beauty blogger and popular Beauty Vlogger who often review or review of makeup products are

recommended to give a positive contribution to the beauty brand. Because generally well-known and popular beauty products have good quality and safe. Some famous beauty brands are Wardah, Emina, Sariayu, L'Oréal and many more.

Companies have to persuade and attract the consumers to buying their products and services. In other hand, advertising has important role for communication. Advertisement pop up on various websites. Advertising becomes increasingly popular as more and more individuals and companies turn to it as a tool for getting their products or services known by consumers. There are basic features of advertising; advertising create an awareness of consumers, it gives an information and also it can persuade consumers. It includes various creative strategies and tactics also but in advertising nature it is trying to convince consumers to make a purchase.

According to Terkan (2010) advertising help to selling goods and services. Meanwhile, consumers can learn every detail of information from the advertisements that are displayed. This affects the price of the product and also the quality. On the other hand, consumers can define products and services in their minds according to the advertising of goods and services. It is clear that advertising affects consumers' views.

Indeed social media that can present the product attractively will be better able to convince buyers. One of them is YouTube. The advantages of YouTube over other social media are the videos show not only visual information, but also audio about the products being sold. That way YouTube can present the product being sold. The growth of YouTube video Indonesia is very rapid and become the largest in Asia Pacific. The increase in Indonesia from year to year reaches 600% based on the third quarter of 2015

compared to the previous year. This growth is 3 times larger than other countries in Asia Pacific.

The research found thesis from Nugrawirdhanti (2016) A Critical Discourse Analysis on Oriflame Beauty Product Advertisements, from her thesis, she used Critical Discourse Analysis method. The reasearch of data is Oriflame beauty prouct. She used Fairclough critical discourse analysis journal. In this researach, the reasercher used Critical Discourse Analysis method. The Reasearch of data is L'Oréal Beauty Product. The second research by Kääriäinen (2018) "The world belongs to Charlie": Representation of women in Revlon's advertising. The thesis shows that the women's image of Revlon's advertising campaigns has followed the changes in society, especially as feminism gained popularity in the 1970s. However, women are often seen as advertisements in passports or in admiration or in the role of a friend, giving the consumer tips on how to achieve the desired result. However, a brand-specific study does not fully cover the changes in the advertising of beauty products, so further research on this topic is needed. Representations could be explored in the future by comparing female photos of different brand ads with each other.

According to Van Dijk (1995) critical discourse analysis is a special approach for text and speech research. This approach arises from critical linguistics, critical and socio-political semiotics which investigates language, discourse and communication.

It conclude that beauty always start with assessment of physical beauty. Being a woman seems to be required to have a physical beautiful to be recognized and accepted by society. Women's beauty is more viewed through by physical. Some say

beauty is something that is relative to each person. Through advertisement, products can be easily marketed so as to make buyers curious and can attract buyers to buy products.

1.2   Identification of the Problem

Based on the background, it can be identified that:

1.   People still believe if the concept of beauty is seen from physical beauty so they don't see from inner beauty, behavior and intentions

2.   Lack of knowledge about the hidden meaning of the advertisement sent to the buyer which aims to make the buyer feel curious and not to consider the good and bad of a product.

3.   Social media has an important role to promoting advertising so that newspapers and magazines are no longer needed

1.3   Limitation of the Problem

The limitation of the study focuses only on beauty concept and meaning in advertisements. In doing so, the researcher takes L'Oréal products as the subject of research and the discourse strategies used in beauty product advertisement L'Oréal as well social implication. This study describes how advertisements are created to attract people to use that products and how created the concept of beauty is offered by the brands.

1.4   Formulation of the Problem

From the back ground and identification of the problem above, the formulation of the problem can take is as follows:

1.   What the textual features and discourse practice are used in the Beauty Product Advertisement?

2.   How is ideology of Critical Discourse Analysis reflected in beauty product advertisement?

1.5   Objectives of The Research

Based on the formulation of the problem, the objectives of this study are as follows:

1.   Find out the textual features and discourse practice in beauty product advertisements that include the vocabulary used including adjectives, verbs and pronouns that can attract consumers' attention about the advertised product

2.   To analyze the ideological reflected in beauty product advertisement, which can build beauty perceptions in society.

1.6   Significance of the Problem

This study is expected to give practical and theoretical contributions. Theoretical contribution can often lead to a deeper understand in beauty cosmetic advertisement which investigates the ideological concepts of beauty through the language used from the products. Practically this researcher mean is useful for the researchers in the field of Critical Discourse Analysis. Practical contribution can be used and applied for learning. The practical is learned through the reality of life.

1.7   Definition of Key Term

Advertisement	advertising help to selling goods and services. Meanwhile, consumers can learn every detail of information from the advertisements that are displayed. This affects the price of the product and also the quality. On the other hand, consumers can define products and services in their minds according to the advertising of goods and services. It is clear that advertising affects consumers' views. Terkan (2010)
Beauty	is fascinating, interesting, great, maybe funny or inspiring to us. Beautiful things cause pleasure, and this pleasure can be more or less intense and perceived in different ways. (Donne,2010)
CDA	Critical Discourse Analysis is a field that analyzes written and oral texts to express power, dominance and inequality through certain social, political and historical contexts. (Van Dijk,1998)

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL

FRAMEWORK

2.1 Critical Discourse Analysis

According to Van Dijk (1998) critical discourse analysis is a field that analyzes written and oral texts to express strength, dominance and inequality through certain social, political and historical contexts. Fairclough (1995) also explains the purpose of the critical discourse analysis to explore causality and commitment, including (a) discursive practices, events and texts, and (b) broader social, cultural, relations and proces structures to investigate how such practices, events and texts arise from and ideologically the relationship between discourse and society itself.

Another definition from Rahimi (2011) critical discourse analysis has influenced branches and sub-branches of humanities and linguistics. Critical discourse analysis views language as a means of analyzing ideology, identity and certain cultures so that they become dominant in society. Critical discourse analysis also identifies and studies specific areas of injustice, inequality, racism, danger, suffering, and prejudice.

2.1.1 Fairclough's Three-Dimensional Models

Fairclough (1995) developed the concept of critical discourse analysis in 3 dimensional models, they are text, discourse practice, and social practice. Every dimensions consist of description, interpretation and explanation.

Texts

Discourse Practice
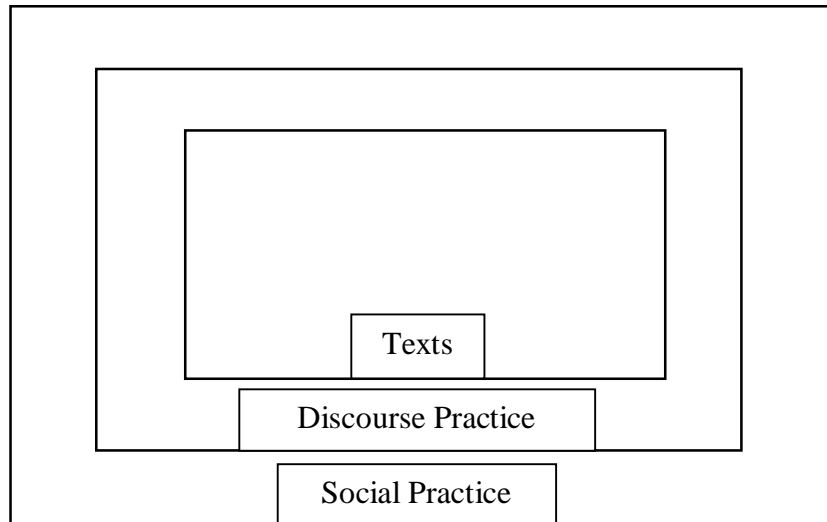
Social Practice

2.1.2 Textual Features

Fairclough (2003) stated that text is a social event that is formed from the causes of social structure and social practice. There are two text relationships, namely external and internal. Relational views of text and text analysis relate to "internal" texts (semantics, grammatical, lexical (vocabulary)) and "external" (about social events, social practices and social structures)

2.1.3 Discursive Practice

The Second Dimension is discursive practice. In this dimension include produced, consumed and received of text. The practice of discourse involves how the media produce a text. Some aspects of these aspects related to the institution. Fairclough refers to institutions related to texts that exist in the media. This relates to the language of journalism itself, the nature of the journalist, how to cover the news, write the news obtained, until the news is in the media. Discursive practices focus on

the text that is on the object, how the text is produced so that the text can be consumed and received by the recipient.

2.1.4   Social Practice

The third dimension is Social Practice. In social practice, it analyzes three aspects of micro aspects, namely economics, politics and culture which are part of cultural institutions. Thus through discourse analysis this model can find out the meaning of a text that contains an ideology that can cause perceptions for the community.

2.1.5   Relationship between Text, Discourse Practice and Social Practice

According to Fairclough (1995) advertising is used as a medium for language processes and social practice. Therefore in critical discourse analysis uses Fairclough's three dimensions which show the relationship between text, discourse practice and social interpretation. To solve the first problem, the researcher analyzed the text features of the ad. This analysis focuses on the words used in advertisements to persuade buyers. Then, the second problem focuses on ideology which is the concept of beauty applied by the product brand. The textual features consist of linguistic aspects, they are grammar, vocabulary, punctuation. Text gives us an idea of the facts that are happening. Then advertisers will make innovations to fix a problem. Therefore advertisers make promotional discourses so they can influence the community. Second, discursive practices focus on the text that is on the object, how the text is produced so that the text can be consumed and received by the recipient. The third is social practice,

focuses on the procedures for promotional discourse that is needed by the community, where the condition of the community makes advertisers innovate in offering their products.

2.1.6 Ideology

Van Dijk (1998) stated the use of discourse turns out to contribute to the formation of imbalances in the social such as social class, gender, ethnicity and others. This imbalance is due to the effects of ideology. The ideology in CDA means "trust" which is a statement that has been trusted and believed by society. But ideology can be interpreted as a production process in everyday life that is taken for granted and unwittingly creates injustice. In other hand, CDA aims to critically investigate the injustices that occur in the community in the form of social change so as to make power unbalanced.

According to Fairclough, Language is embedded in ideology which makes it a tool of structure and events. The way to find out is to find the dialectic satisfaction of structure and events. The purpose of this statement is like advertising. Events experienced by the public will get a solution from advertising. Advertising can offer a variety of products and services. Advertising has the power to influence the audience, thereby affecting the audience's mindset about that understanding. Nor does the audience have the tools to break the understanding of advertising. Firclough stated that the power of language is like a doctor with a patient. Doctors have experience in the

health field and take education paths for their profession. So what the doctor says will influence the patient to apply what the doctor asks.

2.2   Previous Research

The researcher uses some people's work which have related the topic that is going to discuss as comparison and references. The first previous research by (Asma Iqbal, 2013*) "Exploitation of Women in Beauty Products of "Fair and Lovely": A Critical Discourse Analysis Study"*. This study is basically focus on the use of language in fairness cream Fair & lovely and the strategies used by product advertisers to influence and exploit the women. Language is a Discourse so Advertisements are form of media discourse. CDA tends to explore various social theories that analyze the interaction of language, power and ideology in various context. This analysis is based on Fairclough's three-dimensional model of discourse analysis which focuses on the representing and dominating "Ideology" of beauty in women through advertisement of both print media and mass media.

The findings indicates the different approaches, life styles, texts by advertisers to manipulate and exploit the beauty, ideology of women by forcing the point of view that product is giving you the everlasting beauty. The study also explore how social actors use specific structures and situations in construction of reality and highlighting of stereotypes, to control the mind and maintain power over the audience.

The second research by (Zaharah, 2018) The Ideological Concept In Beauty Product Advertisements Of Wardah this study investigates the application of Critical

Discourse Analysis to the face treatment and make-up advertisements. In this study, the focus is on the discourse and the text of advertisement which creates the ideological concept of beauty. The theory used is Fairclough's three dimensional framework which concentrates on the textual features, discursive practice, and discourse as social practice. The first dimension is considered as description, the second dimension is interpretation and the third dimension is explanation. The discourses of fifteen beauty advertisements which are analyzed on one brand Wardah. This study gives rich description and interpretation about the ideological concept of beauty happened in the society.

The third researcher by (Najihah, 2016) The Ideological Concept Of Beauty Reflected On Body Care Advertisements this study investigates the application of Critical Discourse Analysis to the body care advertisements. In this study, the focus is on the discourse and the text of advertisement which creates the ideological concept of beauty. The theory used is Fairclough"s three dimensional framework which concentrates on the textual features, discursive practice, and discourse as social practice. The first dimension is considered as description, the second dimension is interpretation and the third dimension is explanation. The discourses of twelve beauty advertisements which are analyzed are from three brands, Oriflame, Wardah and Nivea. Furthermore, this study gives rich description and interpretation about the ideological concept of beauty happened in the society.
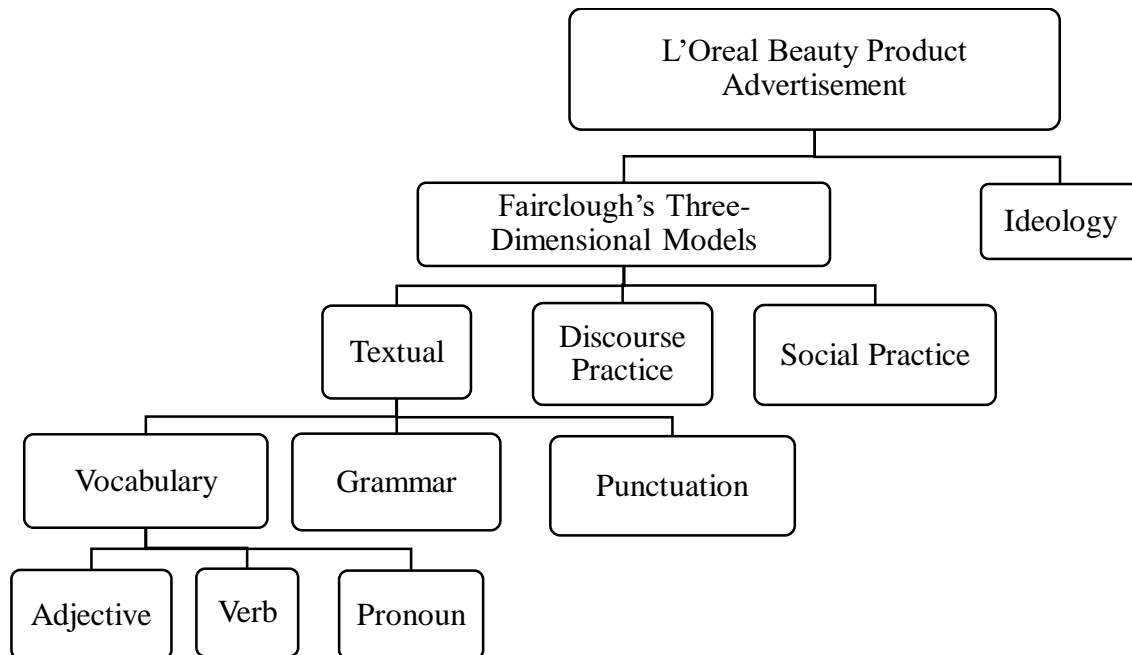
2.3 Theoreticl Framework

Figure 2.1 Theoretical Framework

CHAPTER III

METHOD OF RESEARCH

This chapter discusses the research method. It covers discussion about Research Design, Object of The Study, Method of Collecting Data, Method of Analyzing Data, Method of Presenting Research Result.

3.1 Research Design

This research used qualitative method. By using a qualitative method, it means that data is collected from notes, researchers' memos, and other supporting official documents. This research analyzes the text and ideology in beauty advertisements. The purpose of this method is to describe the facts behind the current phenomenon in detail. Meanwhile the used in this study is Method of Collecting Data, Method of Analyzing Data, and Method of Presenting Research Result.

Creswell (2009) said qualitative method to analysis the data. Qualitative method means that collection of open-ended data, analysis of text or pictures, representation of information in figures and tables, and personal interpretation of the findings all inform qualitative procedures. This method tries to designing qualitative procedures into a research.

3.2 Object of the Research

The object of this research is Critical Discourse Analysis. The data source of this research is taken from advertisement which contain the discourse strategies used in

beauty product advertisement L'Oréal as well social implication. This study describes how advertisements are created to attract people to use that products and how created the concept of beauty is offered by the brands.

3.3 Method of Collecting Data

In this research, the researcher used Observation technique to collecting data. According to Sudaryanto (2015) the observation method divides into two techniques, they are participant and non-participant techniques. In this research used observation to aim observe the subject and object of research, so that researchers can understand the actual conditions. Observation is non-participant, where the researcher is outside the observed system. Based on the explanation above, it can be concluded that observations are activities of observation and recording carried out by researchers in order to perfect research and achieve maximum results.

The followings are few steps the researcher used:

1. The researcher watched the advertisement for several times in YouTube.

2. The researcher listened to the sentences used in the advertisement.

3. The researcher transcribed the sentences used in the advertisement

4. The researcher classified and analyzed the sentences that contains textual features and ideology of critical discourse analysis reflected in advertisement

5. The researcher analyzing the data

3.4 Method of Analyzing Data

In analyzing data, researchers use the method of identity (padan). According to Sudaryanto (2015) the identity method is used to determine languages that are not part

of one language itself. So in this study researchers used the identity method to analyze data in L'Oreal Paris advertisements.

In analyzing data, researchers used several steps, as follows:

1. The researcher collected the data in L'Oreal Paris advertisements.

2. The researcher selected the data that contain textual feature used in L'Oreal Paris advertisements.

3. After that the researcher analyzed the ideology which have found in L'Oreal Paris advertisements.

3.5   Method of Presenting Research Result

After doing the analysis, the next step is to present the results of data analysis. The researcher presents data with informal methods. According to Sudaryanto (2015) the presentation of data is in two ways they are informal and formal. This research is a qualitative research that uses words and sentences. Therefore, researcher present data that is easy to understand in natural words.