

Analysis of Lexical Features in Makeup and Skincare Video Advertisements

Analisis Fitur Leksikal dalam Iklan Video Makeup dan Skincare

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ABSTRACT

Most of video advertisements used certain linguistic styles, including lexical features in order to attract and persuade audiences. This paper investigates the use of lexical features in successful makeup and skincare video advertisements. The data sources used in this research were L’Oreal Paris and Rare Beauty as the makeup video advertisements. Then, Nivea, and Curology as the skincare video advertisements. The research design used is case study which is a form of qualitative research. This study attempted to investigate what linguistic styles (lexical dan syntactical features) are used in the makeup and skincare video advertisements. Based on the result analysis, the researcher found that makeup and skincare video advertisements used 7 out of 10 types of lexical features, namely hyperbole, weasel word, familiar language, simple vocabulary, repetition, euphemism, and glamorization.

Keywords: video advertisements, make up and skincare, linguistic features, lexical features

ABSTRAK

Sebagian besar iklan video menggunakan fitur linguistik, termasuk fitur leksikal untuk menarik dan membujuk audiens. Artikel ini meneliti penggunaan fitur leksikal dalam iklan video make-up dan perawatan kulit yang sukses. Sumber data yang digunakan dalam penelitian ini adalah iklan video make-up L'Oreal Paris dan Rare Beauty. Kemudian, video dari Nivea, dan Curology diambil sebagai iklan video perawatan kulit. Desain penelitian yang digunakan adalah studi kasus yang merupakan bentuk penelitian kualitatif. Penelitian ini mencoba menemukan gaya linguistik apa yang digunakan dalam iklan video make-up dan skincare yang Sukses. Berdasarkan analisis hasil, peneliti menemukan bahwa Berdasarkan analisis hasil, peneliti menemukan bahwa iklan video make-up dan skincare menggunakan 7 dari 10 jenis fitur leksikal, yaitu hiperbola, weasel word, bahasa yang akrab, kosakata sederhana, pengulangan, eufemisme, dan glamorisasi.

Kata kunci: iklan video, make-up, skincare, fitur linguistik, fitur leksikal

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Introduction

Language serves as a fundamental tool of communication, connecting individuals and

societies through spoken and written forms. According to Rahayu (2017), spoken language conveys information from speaker to listener, while written language transfers information

from writer to reader. Written language encompasses various forms such as memos, letters, manuals, and reports, allowing information exchange without direct face-to-face interaction. The advantage of written language lies in its capacity for easier recall.

In contrast, spoken language, as described by Horowitz and Samuels (Thanh, 2015), unfolds within face-to-face interactions, allowing participants to respond verbally and non-verbally. This direct form of communication, emphasized by Munawaroh (2014), carries significant impact due to its immediacy. While both spoken and written language share the function of message delivery, Tarbiyah (2017) expands on language's roles, highlighting its practical, artistic, and philological functions. It facilitates daily interactions, expresses aesthetics, and preserves cultural and linguistic history.

Language's relevance extends to marketing, where it serves as a vital component for effective communication. A mastery of language is crucial for successful marketing efforts, aiding businesses in conveying messages in an impactful manner (Pizarno, 2017). Advertising, a form of impersonal communication, presents information about products, services, and ideas (Bovee, 1992). It acts as a promotional medium for various entities and holds commercial as well as moral purposes. Effective advertising relies on the attractiveness of language, capturing audiences' attention and influencing their perceptions of products.

With the advent of technology, advertising has diversified across various media, with social media platforms gaining prominence. Otero and Gutiérrez (2016) emphasize the indispensability of social media in contemporary business practices, enabling global outreach. Social media platforms such as Instagram, Facebook, Twitter, and YouTube play pivotal roles in marketing and advertising. Video advertisements have become a significant medium, particularly on platforms like YouTube. For instance, makeup and skincare video advertisements draw substantial viewership, leveraging persuasive

techniques and linguistic styles to attract attention.

However, not all brands employ appropriate linguistic and persuasive techniques in their advertisements. Some lack the understanding of language nuances needed to capture public or potential consumer attention. This underscores the necessity for research to analyze the linguistic styles and persuasive techniques employed in successful makeup and skincare video advertisements. Existing studies have examined the use of language in video advertisements but have not focused on specific brands like L'Oreal Paris, Rare Beauty, and Curology. Given the popularity of these brands and their intriguing concepts, this research aims to fill the gap by examining linguistic styles and persuasive techniques used in makeup and skincare video advertisements, potentially offering a model for effective advertising in this domain. Therefore, this study aims to investigate what persuasive techniques are used in the makeup and skincare video advertisements.

Review of related literature

Language Style of Advertisement

According to Grey in Melynda (2017), language style of advertisement is categorized into two parts. The first one is lexical feature, and the second type is syntactic feature. Only the first one is reviewed here.

Grey (2008) stated that lexical features are about all the words in language that have a grammatical function and meaning. Grey also mentioned that the use of these features in advertisements is to make it more unique. Lexical features are divided into ten types, discussed as follows.

a) Hyperbole

Hyperbole is a language used by people to express their opinion or feeling in excessive sentences or words. Grey (2008) also mentioned that hyperbole is known as figurative language that is used in exaggerating something. Leech (1983) stated that hyperbole is also included as a feature of everyday conversation. The purpose of hyperbole is to

affect audiences as well as emphasize the meaning delivered (Mc Arthur, 1992).

b) Neologism

According to Grey (2008), neologism is a combination of two or more words into new words. Moreover, it means that neologism is literally new words. Therefore, maybe the words will give novelty impact for the audiences. As an example, the word "Vanquility" which is Honda Odyssey tagline. Vanquility is a combination of Van and Quality.

c) Weasel Word

According to Grey (2008) weasel word implies a meaning without necessarily being very specific. Douglas (2018) stated that weasel words were used to misinform or mislead words intentionally. This type of lexical feature is usually used to make audiences or consumers curious about the product advertised. A weasel word is a perfect choice in advertising something, it is because it's not necessary to prove what they claim in the advertisement by the advertisers (Yemima, 2016). Therefore, in advertisements, they usually used words that can affect audiences' curiosity feelings.

d) Familiar Language

The familiar language aims to give a feeling to audiences that they are involved in the advertisement. As well as Grey (2008) statement familiar language is using a second-person pronoun. The use of second-person pronouns is to give a sense of friendly attitude to the audiences. Therefore, the use of 'you' in an advertisement shows that the audiences are involved.

e) Simple Vocabulary

Simple vocabulary is usually used in an advertisement. The purpose of using simple vocabulary in an advertisement is to make audiences understand the ads easily. Advertisement languages also need to enable audiences to recall the words, tagline, or slogan. Therefore, the audience will keep remembering the advertisement (Grey, 2008).

f) Repetition

Cited in Grey (2008) repetition is generally used in the advertisement. The purpose of this lexical feature is to make the slogan and name of the product or service advertised more

interesting. Repetition is divided into three types there are alliteration, rhyme, and rhythm. Alliteration is a repetition of the initial consonant sound of a word. The repetition will produce a rhythm as well as a musical effect. Then, rhyme is a pattern of sound identity between words that are extending from the end to the last fully accented vowel. The last is rhythm, it is a regular pattern that produces by varying the unstressed and stressed syllables of the words.

g) Euphemism

Euphemism is an evasive expression, the purpose of using euphemism is to avoid or replace an unpleasant word. Euphemism also has an indirect effect on the word used (Mc Arthur 1992). Grey (2008) mentioned that euphemism is also known as figurative language, which conducts a connotative meaning.

h) Humor

Humor is very useful in entertaining and attracting audiences' attention. Sense of humor in advertisement will make the product or service advertised more interesting. According to Gulas and Weinberger (1992) studies have shown that 94% of advertising practitioners see humor as an effective way to gain attention.

i) Glamorization

Glamorization is a way to modify words by combining the word with uncommonly daily speaking words. Glamorization aims to show and emphasize the advertised product and service. The touch of glamour in advertisements will make the product or service more valuable. Grey (2008) also stated that glamorization is used as an excessive effect towards the advertisement.

j) Potency

According to Grey (2008) potency is the use of some potential words that can influence the audience and can be able to give novelty, immediacy, or new value. Ogvivly as is mentioned by Grey (2008) categorized the words *now, how, suddenly, to, announcing, introducing, just arrived, free, it's here, important, development, sensational, amazing, miracle, remarkable, and offer* as the potential words.

Review of Previous Research

Several research studies have explored various aspects of persuasive language and techniques in advertisements. Permatasari (2014) examined linguistic features, persuasion techniques, and consumer-brand relations in Magnum video advertisements. Hamzah et al (2019) analyzed how ethos, pathos, and logos synergistically influenced audiences in a hijab video advertisement from the Aidijuma brand. Melynda (2017) investigated linguistic features and persuasion techniques in Maybelline New York's written advertisements. Hasanah (2019) focused on persuasive techniques in Traveloka's video advertisements on YouTube, employing both Aristotle's and Gorys Keraf's theories. Rahmat and Aisyah (2019) analyzed the use of rhetorical elements in a scary delivery advertisement by McDonald's in Malaysia. Setyomurti (2018) delved into linguistic features and persuasion techniques in Pantene video advertisements. Kubro and Suyitno (2019) explored persuasive language and techniques in business advertorials.

The current study analyzes linguistic styles in makeup and skincare video advertisements by L'Oreal Paris, Rare Beauty, Nivea, and Curology, contributing a model for effective advertising in this domain.

Research method

Research Design

The research design employed in this study is a case study, a form of qualitative research. Case study research involves analyzing a phenomenon using multiple sources of data to provide an in-depth and comprehensive understanding. The chosen approach ensures a thorough exploration of the use of persuasiveness in makeup and skincare video advertisements, with each of the four brands represented by two videos, resulting in a total of eight videos analyzed. This design aligns with the study's objective to examine linguistic styles and persuasive techniques in these advertisements.

Data Collection

The research process began by selecting video advertisements from official YouTube channels of makeup and skincare brands, including L'Oreal Paris, Rare Beauty, Nivea, and Curology, with two videos chosen from each brand. The videos were then downloaded using savefrom.net to facilitate repeated analysis. The researcher closely watched each video multiple times to become familiar with the content. Following this, the videos were transcribed to aid in identifying linguistic styles and persuasive techniques. The linguistic styles were categorized into lexical and syntactic features, drawing from Grey's framework. To address the second research question, which concerned identifying persuasive techniques, Aristotle's classifications (ethos, pathos, and logos) were applied. Lastly, after completing these steps, the researcher summarized the findings and created a model or output of the research, represented as an infographic detailing the characteristics of an effective makeup and skincare video advertisement.

Data analysis

The analysis of the study's data involved several stages: data identification, categorization, and drawing conclusions.

Result and discussion

The researcher analyzed the linguistic style according to Grey (2008) statement. Grey (2008) mentioned that there were two types of language style used in advertisement. There were lexical and syntactic features. The following is a description of the analysis result on the linguistic style used in the makeup and skincare video advertisement.

Lexical Features

It was found that various lexical features are used. The following are the findings.

Hyperbole

The use of hyperbole in the makeup and skincare video advertisements is presented in Table 1.

Table 1 Hyperbole in Makeup and Skincare Video Advertisements

No	Makeup Advertisement	Hyperbole
1	L'Oreal Paris I	- It's really feels like a second skin
2	L'Oreal Paris II	- Ready to blow away the rules of volume
		- The mega impact
		- Mega volume yet mega light
		- Blow away the expected
3	Rare Beauty I	-
4	Rare Beauty II	-
No	Skincare Advertisement	Hyperbole
5	Nivea I	-
6	Nivea II	-
7	Curology I	-
8	Curology II	-

Hyperbole is used by people or even advertisers to show their opinion or feelings in excessive way. Hyperbole is used in daily conversations, but it is also found in an advertisement. The purpose of using hyperbole in advertisement is to persuade audiences. Hence, the audiences would buy the products. According to the eight video advertisements above, the researcher found two videos advertisement used hyperbole. The brands are from makeup advertisements which were L'Oreal Paris I and L'Oreal Paris II. In total, there were five sentences that were categorized as hyperbole in makeup video advertisement.

L'Oreal Paris I is a makeup video advertisement, the products advertised is foundation namely 'True Match'. In L'Oreal Paris I, the speaker said, "It's really feels like a second skin". Those sentences wanted to emphasize that the product is really good, and very light for skin. So, by using the foundation from L'Oreal Paris it will make the audience's skin feel like a second skin. In this case, the advertisers used sentences "feels like a second skin", which is actually impossible in real life and it sounds excessive. However, those sentences are capable of persuading audiences to buy the products advertised.

The other hyperbole sentence was also found in the L'Oreal Paris II video advertisement. The product advertised by L'Oreal Paris II is mascara, namely 'Air Mascara'. The researcher found four sentences which contain hyperbole which can be seen from the table above. The first sentences "ready to blow away the rules of volume" sound very excessive for mascara. The purpose of the sentence is to show that mascara is different from the others. It seems like the advertisers want to show audiences that the mascara could blow away the rules of volume. So, it must be very puff, thick, and long lasting. The sentences may sound very excessive, but "ready to blow away the rules of volume" could persuade audiences by changing the way they think about the product.

Besides, hyperbole also can be identified by seeing whether the sentence contains adjectives and adverbs or not. An adjective word was found in the next sentences of L'Oreal Paris II video advertisement. The sentences were "the mega impact" and "mega volume yet mega light". The word "mega" was categorized as an adjective. Moreover, the word "mega" means excellent, great, or highest level of rank. Thus, the word "mega" in the advertisement show that the mascara is the best. Moreover, the advertisers chose the word "mega" is to give exaggerative meaning for the product advertised. Hyperbole sentences was also found in the last dialog of L'Oreal Paris II video advertisement it is "blow away the expected". This word aims to tell the audiences that the mascara is beyond their expectation. Meanwhile, most of mascara sold in the market has same result, like puffs up lashes effect, long lasting, and thick. However, L'Oreal Paris advertisers narrated into "blow away the expected" to give exaggerative meaning and attracts audiences' attention.

Neologism in Makeup video advertisement

The use of neologism in the makeup and skincare video advertisements is presented in Table 2.

Table 2. Neologism in Makeup and Skincare Video Advertisements

No	Makeup Ads.	Neologism
1	L'Oreal Paris I	-
2	L'Oreal Paris II	-
3	Rare Beauty I	-
4	Rare Beauty II	-
No	Skincare Ads.	Neologism
5	Nivea I	-
6	Nivea II	-
7	Curology I	-
8	Curology II	-

Neologism is one of lexical features that give novelty impact to the audiences. Neologism is a form of word by combining two or more words into a new word. Unfortunately, the researcher did not find any neologism in makeup and skincare video advertisement.

Weasel Words

The use of weasel words in the makeup and skincare video advertisements is presented in Table 3.

Table 3. Weasel Word in Makeup and Skincare Video Advertisements

No	Makeup Ads.	Weasel Words
1	L'Oreal Paris I	-
2	L'Oreal Paris II	-
3	Rare Beauty I	-
4	Rare Beauty II	- I think rare beauty can be more than beauty brand
No	Skincare Ads.	Weasel Words
5	Nivea I	-
6	Nivea II	-
7	Curology I	- And they'll mix three active ingredients into one custom formula for your skin
8	Curology II	-

Weasel word is a lexical feature that makes audiences curious about the product or service advertised. Weasel word is also known as misinform or mislead words intentionally. Weasel words are usually found in advertisements to gain audience attention. Unfortunately, not all advertisements used weasel word as their language in advertising

their product or service. Based on the table and four brands above, there are two brands containing weasel word. It is Rare Beauty II from makeup brand and Curology I from skincare brand. The researcher found that each of them consists of one sentence which is classified as weasel word.

The first is Rare Beauty II, the video advertisement is not about one specific product, but more into the brand advertisement. In Rare Beauty II video advertisement, the researcher found a sentence that is categorized as weasel word. It was "I think rare beauty can be more than beauty brand." Based on the video advertisement and the full dialog, this sentence aims to tell the audiences that Rare Beauty could be a place where everyone can get access to support and self-acceptance. Moreover, the statement can also be seen through the fashion magazine website who interviewed the owner namely Selena Gomez. Instead of explaining in a long sentence, the advertisers choose to explain it with weasel words. The sentence "I think Rare Beauty can be more than beauty brand" in Rare Beauty video advertisements create curiosity feelings among the audiences. Thus, the audiences will start to feel curious and try to figure out the meaning of the sentence by accessing Rare Beauty products through the provided platform.

The second weasel word was also found in Curology I video advertisement which was "And they'll mix three active ingredients into one custom formula for your skin." The word which indicated as weasel word is "mix three active ingredients". It is because the advertiser seems to mislead intentionally by not telling the audience what those three active ingredients are. This sentence will create curiosity, and questions may arise from the audience about the three ingredients that Curology use. Then, the audiences will inevitably start looking for ways to get rid of their curiosity. This kind of curiosity could push the audiences to buy the product advertised.

Familiar Language

The use of familiar language in the makeup and skincare video advertisements is presented in Table 4.

Table 4. Familiar Language in Makeup and Skincare Video Advertisements

No	Makeup Ads.	Familiar Language
1	L’Oreal Paris I	-
2	L’Oreal Paris II	- Blow up <i>your</i> lashes
3	Rare Beauty I	- It’s basically saying <i>you’re</i> authentic and <i>you’re</i> meant to be who <i>you</i> are
		- And <i>you’re</i> Rare.
		- It’s a brand that really is all about accepting who <i>you</i> are and loving who <i>you</i> are
		- However <i>you</i> love, however <i>you</i> look
		- <i>You</i> just have to know who <i>you</i> are
		- <i>You</i> know doing what floats <i>your</i> boat
4	Rare Beauty II	- They beauty is not about other people see <i>you</i>
		- It’s about, how <i>you</i> see yourself
5	Nivea I	- Nivea men, it starts with <i>you</i>
6	Nivea II	- Did <i>you</i> know putting on layers of makeup
		- <i>Your</i> skin is so soft!
7	Curology I	- Just tell <i>your</i> Curology provider about <i>your</i> skin concerns,
		- One custom formula for <i>your</i> skin through
		- With Curology <i>you</i> can get <i>your</i> own custom formula
		- Get good skin, and let <i>you</i> shine
8	Curology II	- Curology mixes a custom skincare formula for <i>you</i>
		- Not <i>your</i> roommate
		- Just share <i>your</i> skin goals, snap some selfies
		- It’s custom skincare straight to <i>your</i> door
		- “Ahh” that feeling when <i>your</i> skincare just clicks
		- Shipped right to <i>your</i> door

Familiar language is a lexical feature which is often used in advertising. The purpose

of familiar language is to make audiences feel involved in the advertisement. The use of second person pronouns can indicate familiar language. Based on the data collected, the researcher found that seven out of eight video advertisements used this feature. The familiar language sentences can be seen through the table above. In each video advertisement, the number of sentences with familiar language was varied. In total there were twenty-four sentences from seven video advertisements.

Those advertisements used the word “you/your/yours” as the second person pronoun. According to the video advertisement, the second person pronoun “you/your/yours” refers to the audiences. Therefore, the second person pronoun in the seven video advertisements belongs to familiar language. Furthermore, the use of second person pronouns in video advertisements can create a good image, making audiences feel close to and well understood by the brand or advertisers.

Simple Vocabulary

The use of simple vocabulary in the makeup and skincare video advertisements is presented in Table 5.

Table 5. Simple Vocabulary in Makeup and Skincare Video Advertisements

No	Makeup Ads.	Simple Vocabulary
1	L’Oreal Paris I	All
2	L’Oreal Paris II	All
3	Rare Beauty I	All
4	Rare Beauty II	All
No	Skincare Ads.	Simple Vocabulary
5	Nivea I	All
6	Nivea II	All
7	Curology I	All
8	Curology II	All

The use of simple vocabulary in spoken or even written advertisements is important. It is because advertisements need to be easy, simple, and understandable in delivering its message. Most of the audience only see the advertisement at glance. Therefore, the use of simple vocabulary is effective, and the audience could understand the advertisement easily. In the data collected from the video advertisement, the researcher found that all of

the video advertisements used simple vocabulary in advertising their products.

One example of simple vocabulary from L'Oreal Paris I video advertisement is "True match adds love to the love I already have in my skin". The example shows that L'Oreal Paris I video advertisement use simple vocabulary. It could be seen that familiar words were used. In addition, the sentences gave a clear and brief statement about the product.

Repetition in the advertisements

The use of repetition in the makeup and skincare video advertisements is presented in Table 6.

Table 4.6 Repetition in Makeup and Skincare Video Advertisements

No	Makeup Ads.	Repetition
1	L'Oreal Paris I	- It feels like me, it feels like my true self
2	L'Oreal Paris II	- The mega impact, mega volume, yet mega light
3	Rare Beauty I	- And you are rare, rare to me..
		- Rare is..
		- I'm rare, I'm rare, I'm rare, I'm rare, I'm rare
		- Rare beauty..
4	Rare Beauty II	-
No	Skincare Ads.	Repetition
5	Nivea I	-
6	Nivea II	-
7	Curology I	-
8	Curology II	-

The use of repetition in advertisement helps the audience remember the advertisement easily. Repetition is also divided into three types there are alliteration, rhyme, and rhythm. According to the data collected, there were three video advertisements consisting of repetition. The three video advertisements are from make-up brands such as L'Oreal Paris I, L'Oreal Paris II, and Rare Beauty I. Unfortunately, none of the three videos were categorized as alliteration, rhyme, or rhythm yet it still categorized as repetition.

In L'Oreal Paris I and L'Oreal Paris II there was only one sentence in each brand that categorized as repetition. The repetition sentences are "It feels like me, it feels like my

true self" and "The mega impact, mega volume, yet mega light." Those sentences were not categorized as alliteration, rhyme or rhythm. However, those two sentences were still categorized as repetition. It is because repetition is defined as the action of repeating something that has already been written or said at least twice or more.

Meanwhile, in Rare Beauty I video advertisement the researcher found some lines that categorized as repetition. As it can be seen through the table above, the advertiser in Rare Beauty I repeated the word "rare" more than twice. Therefore, it was still categorized as repetition features.

Euphemism in Makeup video advertisement

The use of euphemism in make-up and skincare video advertisements is presented in Table 7.

Table 7. Euphemism in Makeup and Skincare Video Advertisements

No	Makeup Ads.	Euphemism
1	L'Oreal Paris I	- Everyone's skin has such different <i>nuances</i>
2	L'Oreal Paris II	-
3	Rare Beauty I	-
4	Rare Beauty II	-
No	Skincare Ads.	Euphemism
5	Nivea I	-
6	Nivea II	-
7	Curology I	-
8	Curology II	-

Euphemism is one of the lexical features to help the advertisers in replacing an unpleasant word. The researcher found one sentence which was categorized as euphemism. The sentence was found in a video advertisement of L'Oreal Paris I. The sentence is "Everyone's skin has such different *nuances*". The word which was categorized as euphemism is *nuances*. Based on the context of L'Oreal Paris video advertisement, the word *nuances* is used to define a person's skin color which has many variations. Unfortunately, it can be difficult to discuss skin color. Some words are extremely offensive and will make you sound like a racist.

Therefore, instead of using the word skin color that can be controversial, advertisers

choose to use the word nuances. The word nuance also refers to variation. The meaning of nuance is variation. So, it is suitable and understandable in the context of L'Oreal Paris video advertisement

Humor in the advertisement

The use of humor in the makeup and skincare video advertisements is presented in Table 4.8

Table 4.8 Humor in Makeup and Skincare Video Advertisements

No	Makeup Ads.	Humor
1	L'Oreal Paris I	-
2	L'Oreal Paris II	-
3	Rare Beauty I	-
4	Rare Beauty II	-
No	Skincare Ads.	Humor
5	Nivea I	-
6	Nivea II	-
7	Curology I	-
8	Curology II	-

The sense of humor is usually found in an advertisement. Humor could help the advertisers attract audience's attention easily and entertain them. Unfortunately, in the eight videos above, the researcher did not find any sense of humor in the dialogue. It is because the advertisers tended to deliver the message simple and understandable. Moreover, the eighth video is about makeup and skincare. Therefore, the dialogue in the advertisements is more focused on appealing to the emotions of the audience. Furthermore, the dialogue is based on the facts and concerns of most women regarding makeup and skincare.

Glamorization in the advertisements

The use of glamorization in make-up and skincare video advertisements are presented in Table 9.

Glamorization is the way advertisers arrange the dialogue by combining uncommon words with daily words. Even though glamorization employs uncommon words, it has the potential to influence how customers perceive the advertised product. Glamorization was found in two video advertisements from different brands. The first glamorization word was found in L'Oreal Paris I. The researcher found two words which were categorized as glamorization.

Table 4.9 Glamorization in Makeup and Skincare Video Advertisements

No	Makeup Ads.	Glamorization
1	L'Oreal Paris I	- It's a mosaic of all the faces before
		- Everyone's skin has such different nuances
		-
2	L'Oreal Paris II	-
3	Rare Beauty I	-
4	Rare Beauty II	- and start embracing our unique
No	Skincare Ads.	Glamorization
5	Nivea I	-
6	Nivea II	-
7	Curology I	-
8	Curology II	-

It is, "It's a **mosaic** of all the faces before". The glamorization word is "**mosaic**" because "**mosaic**" is rarely used in daily speaking. Moreover, from the advertisement the word "**mosaic**" is used to define people. Meanwhile, mosaic itself is used to define an art. Hence, the researcher found that mosaics have other meanings. Based on thesaurus dictionary, mosaic means something made up variety different things, people. Therefore, the researcher used the word "mosaic" to define people since every people are different and have their own characteristic.

The other glamorization word found in L'Oreal Paris I is "Everyone's skin has such different **nuances**". The word nuances are categorized as glamorization. In the context of L'Oreal Paris video advertisement, nuances are used to describe a person's skin color. Meanwhile instead of using "**skin color**" which is very common to hear, the advertisers chose to used "**nuances**" to give glamour effect to the dialogue.

The second brand that consists of glamorization words is Rare Beauty II. It is "and starts **embracing** our unique." The word that is categorized as glamorization is "embracing." The word "embracing" itself has the same meaning as "cherish." In the context of the video advertisement, the word cherish is also appropriate, common, and understandable. However, the advertiser wanted to add a

glamorous touch to the advertisement, so the word “embracing” was chosen.

Potency in the advertisements

No examples of potential words were found in the data.

Based on the result analysis of linguistic style, the researcher found that familiar language and simple vocabulary were mostly used in makeup and skincare video advertisements. This could be because the use of familiar language helps audiences to get involved with the advertisement. Moreover, using familiar language in video advertisement can give a sense of friendly gestures to the audience. Besides familiar language, simple vocabulary was also found in all of the makeup and skincare video advertisement. The use of simple vocabulary helps audiences understand and remember the advertisement easily.

Conclusion and Suggestion

The first research question was related to linguistic styles used in makeup and skincare video advertisements. The researcher used Grey's (2008) theory to analyze the lexical features. She found that makeup and skincare video advertisements used 7 out of 10 types of lexical features which were hyperbole, weasel word, familiar language, simple vocabulary, repetition, euphemism, and glamorization. Based on the Grey's (2008) theory, makeup and skincare video advertisements lacked neologism, humor, potency, ambiguity, simple and colloquial language, association and ellipsis.

During the analysis, the researcher realized that there were several weaknesses in analyzing makeup and skincare video advertisements. The researcher found difficulties in finding makeup and skincare video advertisements that contain a lot of video narration to be analyzed. Most of these types of video advertisements focus on visualization. Therefore, future researchers are advised to choose other types of video advertisements from different brands. It is also highly recommended to research video advertisements using theories or classifications from other experts.

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