THE LANGUAGE CHARACTERISTICS OF COSMETIC PRINT ADVERTISING IN ENGLISH MAGAZINE ‘SEVENTEEN’

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Abstract
Advertising is one way to convey information about the cosmetic product. The purpose of this study is to explain the elements of cosmetics advertising discourse. This thesis used the theory of Jakobson that describes the language characteristics of discourse. The methods used to analyze the data is the method of sorting techniques and paraphrasing. Data analysis started from analyzing the language characteristics of advertising discourse which contained in the data. From the research conducted, the characteristics possessed by the cosmetics advertising discourse certainly differ from other discourses. In the discourse of cosmetic advertising there are several characteristics that can be found, namely advertising as a persuasive discourse, the type of sentence used, the emergence of absorption and addition of elements. Repetition of forms and meanings and the use of language styles.

Keywords: advertising, discourse analysis, semiotic, linguistic characteristics

Introduction
Advertising is one way for product manufacturers to convey information about the latest products released. Dissemination of product information through advertisements can be disseminated in various media. The media is one tool to convey information. The media can be divided into three types (Mondry (1998) via Nurhikmawati), namely print media, electronic media and online media. One example of print media that is still in great demand by the public is magazines. Magazines are not only in demand by adults but also teenagers, especially young women. In addition to providing information about gossip artists, magazines also become a field for cosmetic products to advertise their products. This advantage is certainly exploited by ad makers.

This research discussed the elements that build an ad discourse in which the elements cannot be separated from one another. When an advertisement discourse is formed, the elements build a combination of cohesion and coherence. Cosmetic advertising discourse also has a forming structure that forms the ad discourse into an ad discourse that attracts readers. The characteristics of the cosmetic advertising discourse are certainly different from the characteristics of the news discourse so this research discusses more deeply about the characteristics of the cosmetic advertising discourse. Based on the background of the above research, the problem discussed in the study is the characteristics of the advertising language contained in cosmetics advertisements in seventeen magazines in English.
Language Characteristics
Language style is a way of how someone uses language. Language style is a language that is beautified to increase effects by introducing and comparing certain things with other things that are more general. Larson said that language style is the use of words or a collection of words that describe the expression, feeling and explanation of a thing (1998: 121). Kerf distinguishes linguistic styles based on whether or not meaning directly into two groups namely rhetorical linguistic styles and figurative linguistic styles. Rhetorical style is a style of language whose meaning must be interpreted according to its birth value, namely language which contains an element of continuing meaning. The types of language styles that are rhetorically referred to are alliteration, asonance, anastrophe, apofasis, apostrophe, asyndeton, polysindeton, chiasmus, ellipsis, euphemism, litotes, hystereone proteron, pleonasme and tautology, periphrasis, prolepsis, erotesis, silotesis, silepse and silepse, hyperbol, paradox and oxymoron (1984: 116).
Metaphorical language is a style of language whose meaning cannot be interpreted according to the meaning of the words that form it (Kerf, 1984: 112). The types of figurative language styles referred to are equality or simile, metaphor, allegory, personification, allusion, eponymy, epithet, sinekdoke, metonimia, antonomasia, hypalase, irony, satire, innuendo, antifrasis, and paronomasias. While Larson said that figurative language is a style of language whose meaning has meaning that can be interpreted differently by each individual (1998: 17).
Larsen translates figurative language into several types namely Metonymy or Metonimia, Synecdoche or Sinekdoke, Idiom, Euphemism or Euphism, Hyperbole or Hyperboles, Metaphor or Metaphor, and Simile (1998: 121).

Advertising Language
Jakobson (1960) states that language has several functions, namely refrential functions, emotive functions, conative or persuasive functions, metalinguistic functions, fatigue functions and poetic functions. Advertising language besides that has an informative function, which also contains a persuasive function (quoted from Mulyana, 2005: 65). The persuasion power of advertising language can be seen in the choice of a word. So, it can be said that the language of advertising plays a very vital role in conveying the intended purpose of the advertisement.

Method
The research approach used in this study is a qualitative approach because researchers are the main means of collecting data with data collection methods based on observations on the internet media. In addition, the data collection was done descriptively, and the data obtained in the form of words, pictures and not in the form of numbers. Sampling from cosmetic advertisements contained in Seventeen magazine in English and no samples from other communities.
The data analyzed in this study are cosmetic advertisements found in Seventeen in English. Researchers use the documentation method as a method of collecting data. The steps that the researchers took in collecting data were a number of cosmetic advertisements from the English-language magazine Seventeen. Then
the identification process and data clarification process are carried out. Dyer (1982: 87) states that there are two major groups of ad analysis, namely non-textual analysis and textual analysis. Non-textual analysis is an analysis of advertisements involving third parties in analyzing an ad, while textual analysis is an analysis conducted directly by researchers to be able to interpret an advertisement through certain stages of analysis without involving third parties (producers and consumers). The method used to analyze the data is a matching method with sorting and paraphrasing techniques.

**Findings and Discussion**

**Advertising as a Persuasive Discourse**

According to Jacobson (1960) via Mulyana, language has several functions, namely (1) referential function, emotive function, conative or persuasive function, metalinguistic function, fatigue function and poetic function. The language of advertising aside from having an informative function, also contains a persuasive function. This function is precisely emphasized to get the real effect of a speech (2005: P65). The persuasive function of advertisements can be felt from the choice of words in advertisements, cosmetic advertising discourse using adjectives more often than other types of words. The choice of adjectives "Bouncy" (spirit), "Sheen" (sparkling), "Freshest" (fresh) is intended so that the public or reader is interested in seeing the product being advertised, in this case it can be said that the language of advertising uses persuasive language to advertise the product. While often the words "New", "Lots", "lasting", "dare", "Meet" appear is to inform that the product being advertised is the newest, most durable product and so on.

In addition to choosing adjectives, the persuasive function of ad discourse is shown from the choice of words used in the ad. Ad makers often look for words that match the name of the product being advertised, for example in New Dream Bouncy Blush ads, in these ads often seen the word bounce which when seen literally means bouncy or bounce. The word bounce appears in the phrase "blush has bounce" which when interpreted in context is the blush now has tenderness. The word soft can actually be translated using the word soft or tender, but ad makers prefer variations of the word from bouncy, bounce. The word bouncy itself has a literal meaning that is joy or excitement, the word joy or excitement is usually used to describe the feelings of a person or individual, but in New Dream Bouncy Blush ads the word bouncy is used as a word that can explain the texture of the blush.

**Vocabulary on Ads**

The choice of words in advertisements is one of the important characteristics of the English cosmetics advertising discourse. The choice of words that often appear in cosmetic advertisements such as New, Great, Genius, and First are adjectives that indicate that the cosmetic product is the latest cosmetic product and has the best quality. These words usually lie in the headline structure. The choice of words is expected to attract the interest of readers to buy these cosmetic products. In addition to using adjectives in the headline structure, verbs often appear in the headline structure, for example the words dare, wear, and meet, these words are
words that often appear in the headline structure. The use of the word aims to encourage readers to try cosmetics products that are advertised.

In the choice of words in the discourse of cosmetics ads, it usually occurs the absorption and addition of elements in words and repetition of words.

**Sentences in Ads**

Discourse unit consists of elements in the form of sentences. Minor sentences or clauses are syntactic levels which are syntactic units in the form of predictive constructs of words (Chaer, 2012: 231). Although in its sense it is said that a predictive construct clause must have a subject, but there are types of clauses that have incomplete elements, namely bound clauses. The elements contained in this clause may be only subjects or only objects or only in the form of information. Chaer said that the clause could potentially be a single sentence because in it there was already a mandatory syntactic function, namely subject and predicate (2012: 232). However, Parera (1976) states that a language order can be said as a minor sentence if the language order is the maximum form of language in speech or in the discourse. Ramlan (1981) based on its function, sentences can be classified into news sentences, Question sentences and command sentences. The news sentence functions to tell something to others so that the expected response is in the form of attention, while the Question sentence functions to ask something and the command sentence functions to expect a response in the form of an action from the person being spoken to (42-45). In cosmetic discourse, the types of sentences that are often used are news sentences and command sentences.

**Use of Language Style**

Language style is a way of how someone uses language. Language style is a language that is beautified to increase effects by introducing and comparing certain things with other things that are more general. Keraf distinguishes linguistic styles based on whether or not meaning directly into two groups namely rhetorical linguistic styles and figurative linguistic styles. Rhetorical style is a style of language whose meaning must be interpreted according to its birth value, namely language which contains an element of continuing meaning. Metaphorical language is a style of language whose meaning cannot be interpreted according to the meaning of the words that form it.

Advertising discourse especially cosmetics advertising discourse, many use the style of language in it. This is intended so that readers are interested in seeing the ad. This study looks at the style of language used in ad discourse based on the continuity or absence of meaning. Figurative language or figurative language is a language that is often used in cosmetics advertising discourse, as said by Larson (1998).

"Figurative languages refer to words, and group of words, that exaggerate or alter the usual meanings of the component words. Another definition is that figurative languages are diverges from its usual meaning, or a phrase with a specialized meaning not based on the literal meaning of the words in it such as a metonymy, synecdoche, idioms, euphemism, hyperbole, metaphor, or simile."
Verhaar (1996) revealed that the metaphor was formed due to a deviation in the application of meaning to another referent. This deviation in the application of meaning is not arbitrary, but is based on certain similarities, such as the similarity in nature, form, function, place or combination of them (via Wijana, 2008: 37).

The use of language styles contained in the cosmetics advertisement discourse as follows simile, hyperbole, personification, metonymy, and polysemy.

Conclusion

The language characteristics possessed by the cosmetics advertising discourse are certainly different from other discourses. The characteristics of language in advertisement discourse can be seen from the ad as persuasive discourse, the choice of words in the ad, the type of sentence used, the type of speech act used and the use of language style.

References


