



Language Use in Skincare Product Advertisements Found on Instagram to Persuade Buyers Based on Fairclough's Three-Dimensional Frameworks

Auha Amalina

English Education Program, Faculty of Teacher Training Education, University of Mataram, Indonesia

<http://dx.doi.org/10.18415/ijmmu.v10i7.4782>

Abstract

This study examines e-platform Instagram advertisements of skincare products from the perspective of Critical Discourse Analysis proposed by Fairclough's theory of three-dimensional model, which are text analysis, discursive practice, and social practice analysis. This study uses a qualitative method in which data is taken from the advertisements of various skincare products (brands and types) on Instagram. This analysis mainly focuses on language use by taking on phrases, clauses, and sentences in several skincare advertisements and advertisers' strategies to promote their brands since advertising is a media discourse involving language and social processes to inform into public. This study indicates several linguistic devices used by advertisers as a marketing technique to promote their brands to empower and attract consumers. Those linguistic features are working as strategies, manipulators, and controllers of consumers' minds. Since the better words in advertisements the better result it would be to persuade and make the customers believe in those ads.

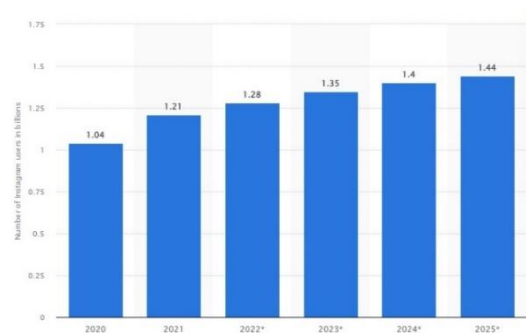
Keywords: *Critical Discourse Analysis; Fairclough's Frameworks; Advertisement*

Introduction

Mass media is one of the places used by some people in activities to express what will be shown. Some of the mass media currently available can be in the form of print media, such as magazines, newspapers, and various channels of communication between readers and writers. Over time, communication tools are no longer in the form of print media, in the 5.0 industry era, the development of technology is one of the ways that people use to provide information easily. Several accessible electronic platforms can be easily accessed by all people such as Facebook, Instagram, Snapchat, Twitter, and many others. Where users can be given information not only about monotonous writing, but some people who share information can insert photos and be creative as possible to convey information with these e-platforms. The Internet and social networks, as well as the advancement of information and communication technologies, have fundamentally altered businesses' marketing and advertising landscape (Khudher, 2020). Compared to traditional mass media, social media has proven to be an interactive platform with many opportunities to enhance the audiovisual presentation of goods and services, increase user control over their advertising experience, and provide a more attractive and aesthetically pleasing view.

According to user statistics, Instagram is the fourth most widely used social networking site in the world as of January 2022 (Statista: 2022). According to data found in Statista 2022, Instagram users are predicted to continue to grow every year. Here is the table of active accounts on Instagram.

Table 1. Number of Instagram Users Worldwide from 2020 to 2025 from Statista



With the increase in the number of social media users, one of which is Instagram, sellers have started marketing their brands and products by uploading advertisements through these online media. Cook (2001) argues that advertisements may impact people's beliefs, feelings, and attitudes by informing, persuading, reminding, and influencing them. In short, it can affect people's way of thinking. The advertisements that are widely found on the electronic platform Instagram today are skincare trends. So many types of beauty products being sold today cannot be separated from the selection of phrases, clauses, and sentences that are full of meaning so that the brand sells well. Advertising for this skincare product aims to deceive consumers into believing that they can treat a variety of issues, including acne-related skin issues, wrinkles, dullness, and other issues. The advertising aims to trick people by employing compelling language and tempting pictures.

The language is intended to urge customers to buy and utilize the advertised product in order to get the desired attractiveness, Kaur et.al (2013) mention that to persuade their audience, advertisers employ both language and visual techniques. Persuasion is a communication tactic in which the communicator attempt to influence others to alter their views or behaviors towards a subject by communicating a message in a setting of free will. This study will discuss the critical discourse analysis of skincare products contained in the official skincare brand account on Instagram. Fairclough (2001) asserts that CDA is a key field for examining any phenomenon involving linguistic variations in social settings. A framework for studying the connections between society and discourse, text and context, and power and language. CDA not only reveals the contents of the texts but also underlines the process production of the text from its context, intertextual, relations with power, and socio-cultural aspects. Although analysis of advertisements is very important, there are not many studies that include the perspective of Critical Discourse Analysis in investigating the text and its relation to society with advertisements. Therefore, this study is required to examine how language use and other CDA components that are used in skincare product advertisements are found on the specific electronic platform which is Instagram since its use becomes wider every year. The outcome of this study may advance the field of advertising, linguistics, and society.

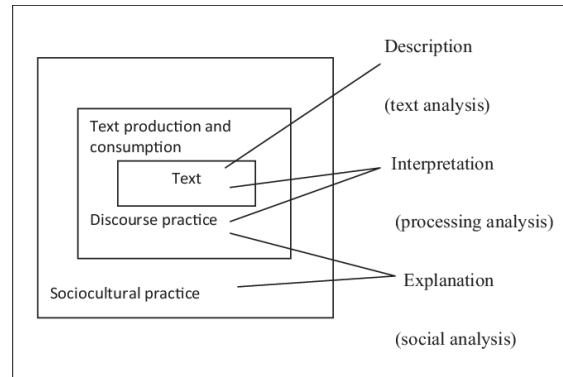
This study hinges on the following questions:

1. What linguistic features are used in advertisements of skincare products on Instagram?
2. What discursive practice is used by advertisers to persuade consumers?
3. What are the social features used in the advertisement of skincare products on Instagram?

Based on the research problems, this study tries to analyze the linguistic features and non-linguistic features which are how the advertisers' tactics for seducing consumers both male and female through advertisements uploaded via Instagram. Language serves as the primary message carrier in

advertisements, making the act of advertising itself a discourse (Khasanah:2021). According to Fairclough (1995), he claimed there are three major frameworks of Critical Discourse Analysis, those are text analysis (description), process analysis (interpretation), and social analysis (explanation).

Table 2. Fairclough's (2001) CDA Frameworks Model



The first framework is text analysis (micro-analysis). The overall linguistic/semiotic features contained in the text are included in the micro-analysis in CDA (Fairclough:2001). This part analyzes every grammatical form, vocabulary, cohesion, modality and rhetoric parts of the text. Text analysis can contribute to finding out general processes of 'aestheticizing' social life, including everyday life by analyzing aesthetic (including 'rhetorical') aspects of texts and values in texts (Fairclough:2003). Moreover, Wodak and Meyer (2001) state that Grammatical, pragmatic, interactional, stylistic, rhetorical, semiotic, narrative, or similar forms of verbal and para verbal organization of communicative events are all examples of detailed structures, strategies, and functions of text and talk that must always be taken into account by Critical Discourse Analysis as a specific form and practice of discourse analysis. The second framework is discourse practice (meso level), it is dealing with the process of production of text. The strength of the text can influence take an action on what they have listened to or reads. The third framework is social practice (macro level), it takes a broader level of Critical Discourse Analysis, which takes the interaction between society and its context. This level of analysis also addresses intertextual comprehension, which aids in comprehending the larger sociocultural currents that have an impact on the text under study. In this study, opinions on skin health from people throughout the world are carefully included.

Studies related to the use of Critical Discourse analysis to analyze the language used in advertisement have been conducted by several people, first Kaur et.al (2013) discussed how advertisers manipulate consumers through a magazine. Second is Renaldo (2017), who analyze the linguistic features in magazine beauty product advertisement. The third is Lestari (2020) who conducted a study on how people see the ideology of beauty through Japanese beauty advertisements on the internet. This current study evaluates how skincare product advertisements on Instagram take an effort to persuade consumers to take an action to purchase their brands.

Methods

A descriptive qualitative research method was used to analyze the data since qualitative describes the phenomenon and is written in the form of text. The data was taken from advertisements of skincare products on brands' official Instagram accounts. The use of purposive sampling by choosing a study sample that fits/suits the intended criteria only several skincare advertisements. Etikan et.al (2015) mention the purposive sampling technique which is judgment sampling, the choice of a participant due to the qualities the participant possesses (randomly selecting units) or based on the individual's traits.

The method of collecting the data is by using the CDA approach by analyzing every element of the text which is the caption on advertisements that is written in English. Those brands are Laneige, Cosrx, Skintific, Somebyme, Dior, The Ordinary, SKII, Esqa, Loreal. Then link the text to the social context and how it can persuade the consumers.

Results and Discussion

A. Text Analysis in Skincare Advertisements

The text analysis is including the linguistic features used by the informant (Fairclough:2001). The used of every linguistic feature by the advertisers in their captions on Instagram is discussed in the following sections.

Positive and Negative Adjective, both positive and negative adjective have their own function. Positive adjectives indicate the results after customers use the products, and negative adjectives refer to the condition of not using the products.

Table 3. Positive and Negative Adjectives

Positive	Negative
Smooth, plumps, smoothen, moisturizing, bright, powerful, anti-aging, stronger.	Dry skin, dryness, dull, wrinkled, dark circle, breakout skin, blackheads, dark-spots.

Imperative Sentence, in order to manipulate their consumer, the advertiser made use of imperative sentences.

“**Try** a daily anti-aging formula that helps to reduce early signs of aging”. (COSRX Retinol).

“**Get** ready to glow with healthy-moist skin 🌸”. (Moisturizer Skintific)

“**Apply** this soothing overnight lip mask” (Laneige lipmask)

Apply 2-3 drops in the AM and PM for best results. (TheOrdinary Serum).

Modality, there are many types of modalities in grammar. The use of modal is a way the advertisers to express the relationship between reality and the truth for their products. The advertiser employs a modality to engage with potential customers as a direct message recipient. As an illustration, it seeks to encourage potential customers to utilize the product (Lestari:2020).

Table 4. The Use of Modality in Skincare Advertisements

Caption	Modal
It will help you find the best peeling (Somebyme)	Will
Well, maybe you just need to be a little gentle to your skin (Skintific)	Maybe
Mugwort inside is effectively can cleanses..	Can

Pronoun, the possessive adjective used in most the advertisement of Skintific, Dior and Laneige, SKII, Somebyme, Esqa, Loreal, COSRX, The Ordinary product “*take care of **your** skin even during pregnancy*” “*protect **her** skin barrier with skintific products*” “*helps your skin better absorbs the rest of*

your skincare”, to express possession. On the other advertisement, the use of personal pronoun like “I” in somebyme “*I choose something that has calming and hydrating effect like this AHA BHA PHA 30 Days Miracle*”. The use of possessive adjectives addresses the readers directly in order to build the close relationship between the advertiser and their customers.

Rhetoric, Simile, simile is a kind of figurative language which equalizes one thing with another, which is different. (Lestari:2020). The use of simile in this study is to inanimate an object to something to make it similar.

“Absorbs quickly like a serum” (Skintific)

“Blurs pores as it acts as the perfect primer” (Esqa cosmetics)

Repetition and Parallelism, are the reuse of some phrases, words, or ideas in spoken or written form.

“Our plastic packaging will be refillable, reusable, recyclable or compostable” (loreal)

“For clearer, brighter, and smoother skin” (The Ordinary).

“All of us waiting to be discovered, cherished and treasured”. (SKII)

Slogan, in every advertisement, every product raises a hashtag as its slogan. The slogan is the main identity of a product which signifies it is their symbol (Kohli et.al: 2007). Slogans serve as brand awareness.

#ForBeautyWithoutAnimalTesting (Loreal Beauty)

#HydratewithLaneige (Laneige)

Discover Miss Dior Make it yours. (Dior Beauty).

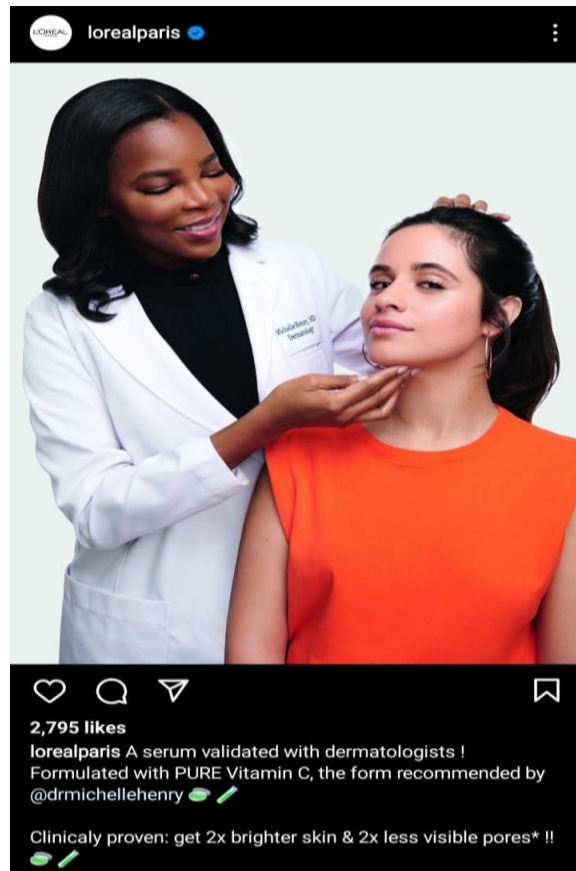
Miracle in me (SomebyMi)

B. Discursive Practice in Skincare Advertisements

This session identifies the several strategies used by advertisers to manipulate their consumers. As discursive practice mentioned how the process production of text, it can be concluded in the following section:

Dermatologist Proof





The product uses scientific evidence in order to persuade consumers to believe the product is already well made, and hygienist, through all the tests of the technology. The readers will feel more confident and at ease after reading the documented clinical test because it demonstrates that the product is effective in resolving their problems their issues (Renaldo:2017).

Positive Representation, a holistic view, seeing the good, and thinking positively and easily give meaning to oneself to start making changes to a better path.

“Reverse your skin age, for deeply hydrated and plumped skin,

“Eliminate flaws”

“Reduce acne scars- dark spot and repair skin texture, fade acne scars, no more blackheads dark spots”.

Limited Time Sale, when an offer is constrained by time or availability, customers find it more appealing since they won't want to miss out on the campaign's best opportunity.

Shop these limited edition seasonal Lip Sleeping Mask flavors at @sephora @amazon and us.laneige.com, (seriously, so many of you guys called in to check on the last stock!)

👉 A very special 🦄LIMITED EDITION 🦄 Reti Duo kit

Discounts and Give Away, are also usually given for stock or for introducing new products. This is indeed effective because it is able to give advice to consumers that the product is indeed cheaper, thereby increasing their desire to buy the products. Giveaway is one of the current types of promotions that provide prizes with certain conditions, this type of promotion is currently one of the most common marketing strategies found on the advertisement.

*"#GIVEAWAY with AC Collection Blemish Spot Drying Lotion as a prize! FREE FOR YOU!"
(COSRX)*

"So from October 11th to October 17th at 11:59pm EST, enjoy 40% off our "Buffet" serum!" (The Ordinary).

Costumer proof, is something that significantly affects consumer decisions to buy and use the products and services offered and it becomes the attraction of other consumers to try the products.

This little serum helps brighten my dull skin in only 7 days! try @skintificofficial Niacinamide brightening serum and the barrier protect sunscreen today.,

Famous Celebrity Endorsement, advertising brands with famous celebrity increase brand recognition and make fans of the celebrity will start to follow using the item being advertised.

Get a natural, glowing complexion like @Sooyaaa with Dior Forever Skin Glow Foundation. #Jisoo wears ON Neutral.

@Sydney Sweeney wears Berry Lip Sleeping Mask for smooth, soft & hydrated lips

The artist used to endorse the skincare is a member of the blackpink one of the girl groups from Korea that is known by people from inside and outside Korea. the skincare brand Dior uses the services of Jisoo black pink as a promoter of the brand being sold. The Laneige lip product made use of Sydney Sweeney as their model to promote their brands, she is a famous American Artist.

C. Social Practice in Skincare Advertisement

The social practice is talking about how language is interrelated with society, by means of the power of society to interpret their understanding within the text. This study analyzes how the text (caption) in the advertisement affects buyers. The language used of advertisers is to manipulate their customers to see the different points of view of the word "skin" by producing those linguistic features, and strategies and attaching some pictures of the well-known celebrity. The skincare advertisements are showing flawless skin is skin that is bright, smooth, smooth and looks youthful. To increase the confidence level of buyers, the best results from their products are displayed in order to change the buyer's perception that ideal skin health is what is shown in the ad. Like celebrity beauty in advertisements, buyers will start to think that their inner beauty is beautiful as in the advertisement. As what asserts in Kaur et.al (2013), Successful people are people who are both handsome and beautiful, resulting in people starting to improve their appearance according to the standard that is considered attractive in social life.

Conclusion

It can be concluded from the three-dimensional examination of Fairclough's theory that from the field of text analysis, there are several linguistic devices employed by advertisements in the caption to draw customers. Take the use of a possessive adjective to establish a connection between two objects which are the advertiser and buyers. The second conclusion is that the product effect will be delivered by Instagram mass media advertising. There are many strategies to persuade buyers through language. The power of language may influence consumers by a variety of means, including discounts, giveaways, celebrity endorsements, and many more. Images and social standards in the caption also affect buyers' minds to create the perfect skin is what is involved in the skincare advertisements. In short, the language used in advertisement consciously and unconsciously manipulate buyers' minds.

References

- Dixon, S. (2022, May 23). *Statista*. Retrieved 10 14, 2022, from Statista: <https://www.statista.com/statistics/183585/instagram-number-of-global-users/>.
- Etikan, I., Musa, A. S., & Alkassim, R. S. (2016). *Comparison of Convenience Sampling and Purposive Sampling*. American Journal of Theoretical and Applied Statistics. doi:10.11648/j.ajtas.20160501.11.
- Fairclough, N. (1996). *Critical Discourse Analysis The Critical Study of Language*. New York: Pearson Education Limited.
- Fairclough, N. (2003). *Analysing Discourse Textual Analysis for Social Research*. London: Routledge.
- Fairclough, N. (2003). *Analysing Discourse Textual Analysis for Social Research*. Canada: Routledge.
- Kaur, K., Arumugam, N., & Yunus, N. M. (2013). Beauty Product Advertisements: A Critical Discourse Analysis. *Asian Social Science*, 62-69.
- Khasanah, L. (2021). A critical discourse analysis of the beauty advertisement by . *LINC-ED: Linguistics and Education Journal*.
- Khudher, A. A. (2020). The use of digital technology in commercial advertising and its impact on Baghdad audience / field study. *Journal of Xi'an University of Architecture & Technology*.
- Renaldo, Z. A. (2017). ANALYSIS OF LINGUISTIC FEATURES OF BEAUTY PRODUCT ADVERTISEMENTS IN COSMOPOLITAN MAGAZINE: A CRITICAL DISCOURSE ANALYSIS. *TELL*.
- Cook, G. (2001). *Discourse of Advertising*, New York, NY: Routledge.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).