

THE BEAUTY PROPAGANDA IN BODY CARE ADVERTISEMENTS

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Abstract

This study investigates the application of Critical Discourse Analysis to the body care advertisements. 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 discourses of body care advertisements analyzed are; Oriflame, Wardah and Nivea. By using a descriptive qualitative design, the findings of the research reveal that the use of adjectives has two main functions, to describe the product and to describe the result after using the product. In addition, the presence of the verbs has function to describe the work and the quality of the products advertised. Furthermore, the most pronouns used in the advertisements is "your" which has function to directly point at the reader so the reader will feel engaged to the advertisement. In discursive techniques the finding shows there are nine techniques used to promote the products advertised. It is also found that the ideological concept of beauty is emerged by the limitation of the concept beauty on the discourse and image of beauty advertisements. The concept of beauty is divided into 3, the concept of eyes, ideal skin, and ideal lip.

Keywords: Beauty, Propaganda, Body Care, Advertisement

INTRODUCTION

In today's society, advertisement plays an important role in communicating messages. According to Kannan and Tyagi (2013), advertisements are media to promote products or service by which the main tools to deliver its language. Advertising is the best way to communicate to the customers. Advertising helps to inform the customers about the brands available in the market and the variety of products useful to them. Furthermore, advertising is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited. Kannan and Tyagi (2013) also stated that everything matters in an advertisement. The kind of color, background, people who are appearing, the words used by the people are all matters in advertisements.

In advertising the products, producers try to convince the consumer by using creative language. The choice of language to convey specific messages with the intention of influencing people is vitally important (Kannan & Tyagi, 2013). Therefore, visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it. Advertising language obviously uses a style of rapid persuasion that aims to persuade the consumer to use particular products or services (Belch & Belch, 2003). Cook (2001) points out that the function of advertisement is to inform, persuade, remind, influence and perhaps change opinions, emotions and attitudes. In other words, the goal of advertisement itself do not only sell the product but also change society and make people buy things that actually they do not want or need much. Qadafi & Wahyudi (2014) also stated that the aim of advertisement is to provoke and manipulate viewers. So, advertisements can easily influence and change people attitude in order to believe in the products advertised.

The writer specifically chooses the standard advertisements which focus on the body care products in order to find the tendency of body care advertisements in creating the concept of women's beauty through the discourse and the picture. It is also important to see the intentions and techniques of the companies used to sell their products through the language used. Nowadays, There are so many television commercials and women's magazines which commercialize body care products influenced by women, and through this they must hold their beauty by using various that beauty products at any cost (Baudrillard, 2005). Furthermore, according to Blech and Blech (2003) to make the advertisement strength, commonly they are supported by the brand ambassador and endorsement in advertising that products which mostly the model is well-known figure or celebrity. Therefore, people will not only see advertisements from the promising products but also it will be from the influence of picture and the person portrayed in the product.

Unfortunately, the person portrayed in the advertisement makes the society assumes and construct about beauty image. Therefore, people may have the beauty image shown on media of the products. Generally, this study investigates the concept of beauty existing in advertisements of body care products. It is argued that the function of body care products is to support performance to be more attractive, and the advertisement is used as a medium to attract the society to finally get the products. Therefore, the concept of beauty is needed to persuade and to provoke the readers. It is assumed that the combination of text and image in cosmetic advertisement is exploited and stereotyped to create the concept of beauty that will construct the society in seeing beauty. In beauty advertisement, women are intentionally shown to represent the beauty offered by the beauty products (Gill, 2007). However, the concept of beauty is not merely presented through the image of women involved. It can be inferred that the concept of beauty can be shown through the discourse of the advertisements. Additionally, in conducting this study, the writer takes the advertisements of three body care brands.

In this study, the writer intentionally chooses 3 brands of body care advertisements which are Oriflame, Wardah, and Nivea as the subject of the study. The purpose of choosing Oriflame advertisement is because it has received a certificate as the most favorite products in 2016. Then choosing Wardah advertisement is because it also has received a certificate as the most popular products in 2015. Furthermore, the intention of choosing Nivea advertisement is because it is the old products advertisement which always exists every year.

THEORETICAL FRAMEWORK

According to Bissell and Chung (2009), beauty is an important concept used in advertisements to help sell products. It is because beautiful people also are judged as more persuasive and credible (Goodman, Morris, & Sutherland, 2008). Some researchers have shown that beauty is expressed with youthful attributes, including big eyes, full lips, flawless skin, and high cheekbones (Goodman et al, 2008).

Furthermore, Bittner (nd.) classifies advertisements into two types. They are standard advertising and public service advertisements. A standard advertisement is the advertisement which is created specifically for the purpose of introducing the goods, services to consumers. This type of advertisement commonly refers to commercial advertisements. This kind of advertisements can be seen in the media that exist around us such as television, radio, newspapers, internet, and more. While, Public service advertisement is a non-profit advertisement whose goal is just give the profit in society and not an advantage in the form of money and other such materials. The examples of public service advertisements are such as advertising the dangers of smoking, the dangers of promiscuity advertising, advertising the dangers of drugs, and more.

The approach uses in this study is Critical Discourse Analysis (CDA) in the purpose of analyzing the advertisements employed. CDA is the study between discourse and power (Van Dijk, 2008) and according to Fairclough (1995), CDA is an attempt to synthesize language study and social theory. Subsequently, Fairclough (1995) formulates that discourse is controlled by social structure and at the same time controls social convention. The approach selected is Critical Discourse Analysis with the research tools of Norman Fairclough's three-dimensional model of discourse. It allows focusing more on the production and reception processes of the discourse than just examining the discursive text. In that way the discursive context can be viewed from different theoretical perspectives such as social or historical sciences.

Some previous studies concerning to the discourse analysis of advertising is used to support this study. The first previous study does research about the CDA on Dove campaigning the real beauty (Hoepfner, 2006). She concludes that there are a lot of indications appear as in analyzing the text, she not only takes the linguistics units, but all semiotics items. The next previous study is also discussing beauty products advertisements in English magazine in Malaysia, using Fairclough's three dimensional frameworks as the approach (Kaur, Arumugam, and Yunus, 2013). They analyzed in every

dimensional frameworks from the Fairclough in the beauty products advertisements selected.

The third previous study discusses the Thai health and beauty advertisement in magazine by Phadeephassook (2009). He also uses CDA approach. Here, he elaborates the ideology of femininity on the advertisement of magazine and the strategies. The fourth previous study examines the women portrayals and stereotyping in commercials on MTV done by Signorielli, McLeod and Healy (1994). Then, the fifth previous studies done by Lazar (2009) discusses the critical analysis of feminist identity in beauty advertisement. She argues that there are some major discursive themes identified.

There are many studies concerning to the discourse analysis of advertising through beauty advertisement which can represent the ideological concept of beauty. However, the difference of this study with the previous studies is this study gives the detail textual features analysis start from the adjective used, vocabulary used and the pronoun used to describe the products advertised. Then, the discursive techniques used by the advertiser to attract reader's attention. Therefore, it is important to conduct this research to see how the language power and picture on body care advertisements can instigate the audiences to use the products. Besides, it is important to understand how language as social practice (Fairclough, 2003) can participate to persuade the audience especially woman to believe and finally use that products. Moreover, it is also important to see how the discourse in advertisement has indirectly shown that there is narrowing of the concept of women's beauty that is started by discussing the textual features of the advertisements.

Exploring the ideological concept of beauty, this article attempts to find out the out the textual features in the body care advertisements which cover the vocabulary used including adjective, verb and pronoun that finally can attract readers' attention about those products advertised. Then, it attempts to find out the discursive techniques used in promoting the products of body care advertisements to captivate reader's attention about the products advertised. and the last, To describe the ideological concept of beauty in body care advertisements which finally builds the perception of beauty in society.

METHOD

The data sources of this study are from posters attached on the website pages of the body care products. Then, the data used in this study is the utterances or the discourse of the body care products brands advertisements. Therefore, the data are taken from the website (uk.oriflame.com/products/digital-cataloguecurrent?p=2016, <http://www.wardah.com>, www.NIVEA.co.uk). The intention of those beauty products brands involved is due to the fact many consumers used those three brands products. Moreover, those three brands have different language uniqueness in advertising the products. The writer also considers that the three brands show the dynamic of the brand due to the time the brands are published. In this case, the writer analyzed based on the first dimension of Fairclough's three dimensional frameworks. In the first dimension, the data are described according to its textual (vocabulary and grammar) as the first

dimension is discussing discourse as a text. The writer is doing this for answering my first research question. Afterwards, to undergo the second dimension, the writer interpreted the relation between the discourse of advertisements and the social and culture context that involves the processes of text consumption. It is done to answer my second research question. Thirdly, the writer explained the discourse as social practice as the third dimension of Fairclough's three dimensional frameworks in relation to power or hegemony and ideology. In this dimension, the analysis correlates to the discourse of the ideological concept of the beauty and the representation created by the products. This step is aimed for answering my third research question. Fourthly, the discussion is formulated supported by the theory and the previous studies. The last, the writer gave conclusion of this study.

DISCUSSION

In case of the textual analysis, according to Fairclough it discusses three aspects, those are, vocabulary, cohesion and the order of discourse. The absence of cohesion in this study is intended since the language of advertisements has simpler language that television advertisement. In this study, the finding shows that the use of adjectives on body care advertisement is mostly significant as it can increase people or readers' interest to use the product. There are two main functions of adjectives. The first is to describe the results that people will get after using the product and the second is to describe the products advertised. Some advertisements mostly use adjective such as, *new* to introduce the product which is found in three products' from the data analyzed. In addition, the adjective which is frequently used is *smooth*, *beautiful* and *good*, to promote the product. Furthermore, it is argued that in describing the concept of beauty through the discourse of advertisement, the company and the advertiser tend to use the adjectives.

Furthermore, the use of verb on body care advertisements also as much as the presence of the adjective. The function is to show to the readers about the work of the products. It is also found the commonly pronoun used is *your*, it is argued that direct address is used to connect to the readers personally and also it can ease the stand of the company to make communicative communication. Another common pronoun which is used is *we* by which according to Cook (2001), the use of pronouns *we*, *our* and *us* are regarded as authoritative and implies the power of the brands.

To make the analysis more convincing, I also analyze the picture of the advertisement. It is argued that the combination of text and image will give a greater effectiveness to the promoted products (Richins, 1991; Belch and Belch, 2003). There are two kinds of pictures attached on the cosmetic advertisement, the product and the model involved. The first is functioned to give the illustration of how the package of the product which has been described in the discourse. Also, it is used to give the additional information related to the package of the product which is not mentioned in the discourse. Most of the model or celebrity involved in advertisement is functioned to show to the

readers how the result after using the product. It can support the discourse by illustrating the discourse. However, it also may narrow the concept described in the discourse.

Discussing the discursive practice of the advertisement, this study found there are nine discursive techniques by which the discourses strongly relate to the social context in consuming the text. The first is scientific evidence or natural resource ingredient: it contains discourse conveying that the product is safe and health to use. Attaching the scientific evidence on the advertisement is needed to support the discourse of advertisement to convey the reader. The second is the exposure of the existing content in product. It contains discourse informing what kinds of content in the product. Cook (2001) argues that giving the information relates to the content of the product is important as it gives what the consumer's need before using the product. The third is self-representation. It implies the power of the brands and is used to build the image of the company (Kaur, et al, 2013). The fourth is unrealistic representation. It is presented through unrealistic and exaggeration language, but is functions to provoke the readers. It is argued that to give the persuasive impact, an exaggeration language is needed to be attached in advertisement (Cook, 2001).

The fifth is puffery. It contains discourse which is subjective without giving credible evidence. The sixth is celebrity endorsement. It is the discourse used to give fact that famous women also use the product. In addition, the famous women are considered to be 'highly attractive model' that will support the promotion and the sales of the product which the advantage is not only obtained by the company but also the celebrity involved (Bower & Landreth, 2001). Seventh is emotive words. It provides the words which imply to the concept of beauty and/or the ideal shape of particular part of body. Eight is by using a simple and clear discourse to make the reader easy to get the point of the advertisements. The last is by giving discount from the product.

For the discussion of the ideological concept of beauty in body care advertisements, this study employs one concepts of Fairclough (1992) explaining the Discourse as Social Practice, hegemony. The discussion is started by discussing the concepts of beauty found in three brands of body care advertisements that lead to the concept of beauty that builds the perception beauty in society. Those are the concepts, of ideal eyes from the mascara products, men facial wash, skin lightening, skin protection, anti-aging cream, and hair treatment, and lipstick cosmetic. Oriflame mascara products advertisements conceptualized that it is ideal that women have eyes with extreme deep, volumising and lengthening. Men facial wash from Oriflame promotes botanical resources for healthy, sooth, and fresh skin while Nivea formulate the concept clean and taut skin after using facial wash.

Skin lightening advertisements from Oriflame and Wardah Foundation product formulate the concept of ideal skin which is natural but flawless and good coverage; bright and light; and healthy, smooth and comfortable. Anti-aging cream create that beauty is young, so it must be prevent with the ultimate product from Oriflame. Hair treatment from Oriflame offer hair curly style which also can be beautiful with perfect smooth, soft

and flexible look. Sun protection from oriflamme conceptualized the gentle skin for the health skin Lip color product advertisement offers fabulous and exclusive color in order to keep good looking.

CONCLUSION

Due to the criteria of how women should be look like, the formulation of the concepts of beauty in body care advertisements creates the limitation of concept of beauty. The concept of beauty is mostly described by the use of adjectives cannot be neglected in favor of the existence beauty in body care advertisements. From the data analyzed, it is found that the concept of beauty in advertisement is illustrated by words and the picture of person/model involved. Therefore, the idea on the discourse of body care advertisements dealing with the concepts of beauty has hegemonized people mind to possess the similar concepts of beauty that the body care advertisements offer.

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