

CRITICAL DISCOURSE ANALYSIS AT INSTAGRAM'S CAPTION IN ADVERTISEMENT OF PONDS

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ABSTRACT

Critical discourse analysis (CDA) provides theories and methods for the empirical study of the relations between discourse and social and cultural developments in different social domains. CDA is not only a description and interpretation of discourse in context, but also offers an explanation of why and how discourses work. The writer interests in discussing Critical discourse analysis (CDA) because by using the critical discourse analysis (cda) this can express how community ideology about an event. The aims of the research are : (1) to elaborate of textual features of the advertisement, (2) to find out of discursive thecnique of the advertisement, (3) to find out social feature of the adevertisement. In this research, the writer applies the theory of Fairclough with three dimensional models by as supporting theory to answer the problem of the research. This research is qualitative research that focused on qualitative research by Hill Way in Kaelan and uses technique purposive sampling by Sugiyono. The writer found on the research that: (1) there are four textual features in the advertisement, (2) the techniques of discursive found in the advertisement are two techniques, with celebrity endorsement and scientific evidence, (3) to know how ideology and consumers views of this advertisement.

Keywords: *CDA, Instagram, advertisement of Ponds*

Background of The Problem

In Indonesia, advertisement as the media's promotion of product and service is becoming norm. Promotions are done not only to attract consumers but also to inform, educate and gain competitive advantage over competitors and increase overall market share and sales. D. Wilson and Eiriz, V. (2006). The promotion of the products is made as attractive as possible. Through textual and visual aspects, advertisers try to attract the attention of the audiences as the consumer to buy their products by giving a clear perception.

The emergence of advertising refers back to the 1950s and 60s. In those days

the goal of this new industry was hard selling; with not very subtle strategies. These days, it has changed into a commercial tool. Bazergan mentioned that advertising is news to pushing; persuade order that the general public interested in the goods and services offered; notice to the public concerning goods or services which sale; putting in the mass media (such as newspapers and magazines) or in a public place.

Other case, advertisings have been involved with our everyday lives: it's mirroring of society and vice versa, it's transmitting of meaning and message, and its social significance has lead people to consider it as a discourse type. Cook (2001) also remarks that advertising is a part of discourse which concerned both of text and context. Advertising is not concerned with language alone. It also examines the context of communication; who is communicating with whom and why; in what kind of society and situation; though what medium; how different types and acts of communication evolved, and their relationship to each other. Discourse of advertising plays a central role in shaping and constructing our attitudes as the audience and consumer. The advertisement has a language which implicitly constructs the public roles to make decision between right and wrong. With language, discourse producers can create an image to the audience as the most good and powerful figure. Any discourse that is produced can be seen as the way producers convey their ideology and power.

In the era which the beauty become the main object of commodity, for many people beauty products become a primary necessary that should be completed. This condition makes the companies of beauty product produce a creative promotion strategy to attract the audiences. The promotion of their products is commercialized through the television, magazines and online mass media. Through textual and visual aspects, advertisers present a stereotypical ideal women to persuade their audience to buy their product.

For the reason above, this study explains about the ideal identity that is constructed by advertiser in the beauty product advertisement of Ponds's by

investigating textual, visual or social aspects. To analyze the problem above, this study uses Critical Discourse Analysis (CDA) as useful tool. The differences were on the object, media advertisement and the way the writers show the finding. The writer used CDA to analyze the language in beauty advertisement and the strategies used by product advertisers. The analysis was based on Fairclough's three-dimensional model. The findings indicated the different approaches, life styles, texts by advertisers to manipulate and exploit the beauty; ideology of consumer by forcing the point of view that product is giving you the everlasting beauty.

Discourse is text and context together, interacting in a way which is perceived as meaningful and unified by the participants (who are both part of the context and observers of it). The task of discourse analysis is to describe both this phenomenon in general and particular instances of it, and to say how participants distinguish one type of discourse from another. To do this, it needs to pay close attention not only to human cognitive processes in general, but also to features specific to a given culture. Understandably, discourse analysis is sometimes accused of being large and rather messy, for it cannot bring to analysis the precision of approaches which isolate one facet of communication from others. It is a premise of this book, however, that the precision of such methods is bought at the price of misrepresenting the complexity of human communication.

Critical discourse analysis (often abbreviated to CDA) provides theories and methods for the empirical study of the relations between discourse and social and cultural developments in different social domains. CDA is not only a description and interpretation of discourse in context, but also offers an explanation of why and how discourses work. According to Fairclough, Critical discourse analysis (CDA) is a form of research that analyses the relationships between discourse, society, power and ideology. It unveils the interests of particular class enacted in the discourse. The term "critical" in CDA is an attempt to describe, interpret, and explain the relationship between the form and function of language. The form of language consists of grammar, morphology, semantics, syntax, and pragmatics.

Then, the function of language includes how people use language in different situations to achieve an outcome. Fairclough's analytic procedures include a three-tiered model that includes description, interpretation and explanation of discursive relation and social practices at local, institutional, and societal domains of analysis. The local domain may include a particular text (e.g., a newspaper, political speech, or school board meeting). The institutional domain is the next level of abstraction and includes the social institutions that enable and constrain the local domain (e.g., political affiliation of the newspaper company, schools). The societal domain is the next level of abstraction and includes the policies and meta-narratives that shape and are shaped by institutional and local domains. Each of these domains is in an ongoing dialogue with each other.

The basic principles of CDA can be found in the approaches of former analysis of this field. They are Norman Fairclough, Teun van Dijk, Ruth Wodak, Gurrer kress, and Theo van Leeuwen who deal with language, power, and ideology and analysis the social order as well as the social makeup of society to reveal the unseen structures and issues embedded in the particular society¹⁰. The principles of CDA, outlined by the CDA practitioners can be summarized as follows: Language is a social practice through which the world is represented.

Discourse language used as a form of social practice in itself not only represented and signifies other social practices but also constitutes other social practices such as the exercise of power, domination, prejudice, resistance and so forth. Texts acquire their meanings by the dialectical relationship between texts and the social subjects: writers and the readers, who always operate with various degrees of choice and access to texts and means of interpretation. Linguistics features and structures are not arbitrary. They are purpose whether or not the choices are conscious or unconscious. Power relations are produced, exercised, and reproduced through discourse. All speakers and writers operate from specific discursive practices originating in special interest and aims which involve inclusion and exclusions. Discourse is historical in the sense that texts acquire

their meanings by being situated in specific social, cultural and ideological contexts, and time and space.

Fairclough focuses on ideology as contributing to the meaning of advertising discourse. He also criticizes the Advertising Standards Authority which is in charge of the British Code of Advertising Practice for ignoring the “societally more important ideological work of advertising”, for it is believed that advertising constructs consumption of commodities “through ideology” or “implicit assumption”. Following this, Fairclough (1989) gave a detailed explanation of the mechanism of ideology in advertising with reference to a washing machine advertisement: building images, building relations, building the customers. Building images is one part of ideological process in which the product image is constructed ideologically to be a frame of modern life style.

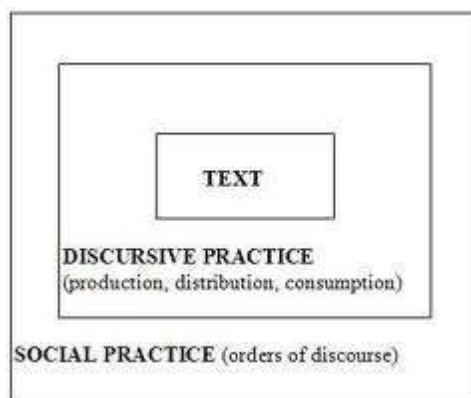
The major and final ideological work of advertising is to construct the consumers of the commodity which is based on the other two parts of work (i.e. building images and relations). The object of building the customers is to make the reader of the advertisement into a customer of “commodity which is preoccupied with the easification of life at the least possible costs”. This naturalized common sense is generally accepted by consumers. The formation of ideological process of advertising is not merely to construct people into consumers whose relationship with producers are just sellers and passive buyers but to provide them with lifestyles which are more fantastic than they expect.

According to Chong Wang (2014) advertising discourse is made up of properties perpetuated in the world: languages, images, sound and products. But these are not valuable without meanings, which are closely related to our views, ideas, beliefs of the world. It is even possible to make advertising analysis merely through linguistic approach which could offer us some insight into the superficial mechanism and denotative meaning of the object but separate us from the world out there.

Based on Fairclough (1989) Fairclough proposes three dimensions for every discourse analysis, notably a spoken or written text, a discursive practice and a social

practice. The three dimensions consist of description, interpretation and explanation which have been mentioned in the previous explanation. Text and discursive practice represent two different dimensions in Fairclough's model and should be separated analytically. the case of advertisement the description is required to examine the textual features, such as vocabulary, grammar, syntax, sentence coherence and so on. Then, discursive practice focuses on how authors of texts draw on already existing discourses and genres to create a text, and on how receivers of texts also apply available discourses and genres in the consumption and interpretation of the texts, Louise Phillips, Jorgensen, M. (2002).

The general purpose of the three-dimensional model Louise Phillips, Jorgensen, M. (2002) is to provide an analytical framework for discourse analysis. The model is based on the principle that texts can never be understood or analyzed in isolation; they can only be understood in relation to other texts and in relation to the social context.



1. Textual Features (Description)

According to Fairclough (1989) The textual features consists a range of linguistic features; features of vocabulary, grammar, punctuation, turn-taking, types of speech act and the directness or indirectness of interactions. In Jorgensen and Phillips, Fairclough proposes a number of tools for text analysis.

Those with a background in linguistics will probably recognize the following selection:

- a. Interactional control – the relationship between speakers, including the question of who sets the conversational agenda;
- b. Ethos – how identities are constructed through language and aspects of the body;
- c. Metaphors; a figure of speech that makes an implicit, implied, or hidden comparison between two things that are unrelated, but which share some common characteristics.
- d. Wording
- e. Grammar

There are two important grammatical elements in the analysis of textual features Louise Phillips, Jorgensen, M. (2002); transitivity and modality. When analyzing transitivity, the focus is on how events and processes are connected (or not connected) with subjects and objects. Then Norman Fairclough (1989), analyses of modality focus on the speaker's degree of affinity with or affiliation to her or his statement. The chosen modality has consequences for the discursive construction of both social relations and knowledge and meaning systems. This research focused on vocabulary, grammar and punctuation to answer the problem.

2. Discursive Features (Interpretation)

Fairclough (1989) says "interpretation is concerned with the relationship between text and interaction with seeing the text as the product of a process of production, and as recourse in the process of interpretation". In the interpretation stage, the relationship between the discourse and its production and its consumption should be interpreted. Besides, discourse is not only regarded as text but also a discursive practice in this stage, which means apart from analyzing linguistic features and text structure, attention should be drawn to other factors such as speech act and

intertextuality. This levels deals with level of text's production, distribution and consumptions that gives a glance on how power relations are established through text. As Fairclough mention all these sub categories of discursive analysis in his model of CDA analysis.

Strategy used in advertisement are:

- a. Celebrity endorsment
- b. Scientific evindence
- c. Code switching/mixing
- d. Emotive words

The main audiences of beauty advertisements are women so producers consciously used the discourse strategies of introducing famous celebrities, models, scientific evidences, code mixing, daily influencing materials, challenges, demands, skin problems and weaknesses. As shown in the example presented in the table that how they establish the power relationship and they presented actresses in such a way in their advertisements that it seems like their beauty is just because of the use of this brand and they capture the minds of their viewers that they are not able to think negative about it they establish such a relationship between the presenters and viewers that they are not able themselves for becoming the part of that discourse. They use such emotive words in their advertisements, that the interpretation of their viewers is positive and they establish their place in a society and promote their brand by using such devices and brands Logos that one specific community must use it.

They also establish a strong relationship by adding scientific evidence in their brands and present them in such a way that it always establish positive discourse in the society about that brand. Code switching and code mixing is also used as a terminology in the advertisements but it also leave a strong impact of the viewers and the number of users will increase through this technique. Code switching and code mixing is also used to increase the number of users and establish a power relationship all communities having different languages. They switch their Language to establish

a positive discourse among various communities with relevance to their Language to establish power relationship in community. This is the way how they use various techniques to establish a power relationship. And increase their production, consumption and distribution in the society and exploit women by presenting them in all these various techniques.

3. Social Features (Explanation)

According to Fairclough, "Explanation is concerned with the relationship between interaction and social context with the social determination of the process of production and interpretation, and their social effects". On the other hand, the analysis in explanative part is in reference to the historical, social, and cultural contexts. Since news discourse can be considered as a kind of social practice, sociality and institution in fact, exert huge influence on news reports.

In discourse analysis, especially news reports, the undiscovered information of power, ideology and language will be investigated and explained in this part by two contexts, institutional context and societal context (Fairclough, 1995). The explanation stage corresponds to the dimension "discourse as social practice," more precisely "socialcultural practice." In this stage, factors like ideology or power are taken into account so as to fully explain the interaction between social-cultural context and the production and consumption of texts.

The objective of this phase is to portray a discourse as part of a social process, as a social practice, showing how it is determined by social structures and what reproductive effect discourses can cumulatively have on those structures, sustaining them or changing them (Fairclough, 1989: 163). In this case, we analyze the text as text and as discursive practice; our focus turns to the broader social practice of which these dimensions are part. It is here that questions relating to change and ideological consequences are addressed. Does the discursive practice reproduce the order of discourse and thus contribute to the maintenance of the status quo in the social practice? Or has the order of discourse been transformed, there by contributing to

social change? What are the ideological, political and social consequences of the discursive practice? Does the discursive practice conceal and strengthen unequal power relations in society, or does it challenge power positions by representing reality and social relations in a new way?

Fairclough (1989) distinguishes two dimensions of explanation, depending on whether the emphasis is upon process or structure; upon processes of struggle or upon relations of power. On the one hand, discourses are seen as arts of social struggles, and contextualize them in terms of these broader (non-discoursal) struggles. On the other hand, we can show what power relationships determine discourses; these relationships are themselves the outcome of struggles, and are established by those with power.

According to Arens (2006) advertising is “the structure and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods, service and ideas) by identified sponsor through various media.” Arens explains that these two definitions include a lot of aspects. First of all, advertising is a type of communication. Actually, it is a very structured form of applied communication using composed verbal and non verbal elements. Second, advertising is typically directed to a group of people. Therefore, it is a mass or non personal communication. Third, the nature of typical advertising is persuasive. Even though some advertisement, such as legal announcement, are intended merely to inform, they are still advertisement because they have other requirements of definition. Fourth, most advertising is paid by sponsor. Companies pay mass media to publish their advertisement. These companies are the sponsor for the advertisement. Some sponsors do not have to pay for the ads because of their non profit status.

However, the ads are still advertisements because they are structured Arens (2006), non-personal and persuasive in nature. Fifth, advertisement not only promote tangible products, but also help publicize intangible services and ideas. Advertising may perform various functions. These functions include economic and social functions. In the economic aspects, Arens mention functions of advertising as a

marketing tool are to identify products and differentiate them from others, to communicate information about the product, its features and its place of sale, to induce consumers to try new products and to suggest reuse, to stimulate the distribution of a product, to increase product use, to lower the overall cost of sales and to build value, brand preference and loyalty.

Therefore in this research, the writer had three purposes, as follow: to describe the textual features used in the advertisements of Pond's; to describe the discursive techniques employed in product advertisements of Pond's to interested the consumers to buy the product; to describe the social feature used in the advertisement of Pond's.

Method

Qualitative research is an approach for exploring and understanding the meaning of individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participants setting, data analysis inductively building from particular to general themes, and the researcher making interpretations of the meaning of the data. The final written report has a flexible structure. Those who engage in this from inquiry support a way of looking at research that honors an inductive style, a focus on individual meaning, and the importance of rendering the complexity of a situation. Creswell, John W, (2014),

To describe how the consumer's ideology towards this product, the author has participants. The participants are 6 consumers who are friends of a boarding house. The participants were given 15 questions about how they thought after using the product, from there how do we know the consumer's ideology of a product. And to answer about textual features and descriptive features, the authors took some sample captions from this product's Instagram, and get 50 samples for textual features and 20 for descriptive features.

Analysis

Textual features

The textual features used in the advertisements of Pond's is the writer analyzed linguistic features in the advertisement. The linguistic features such as : vocabulary, grammar and punctuation. In the study there was a great use of direct address in the advertisements for both ideological and practical reasons. The use of the second-person personal and possessive pronouns such as 'you' and 'yours' seek to address the readers directly and personally. When people are addresses individually rather than as part of mass audience it is considered highly valued. This handling of people on an individual basis is referred as 'syntheticpersonalization'.⁴⁴

a. Vocabulary

In textual analysis, the author analyzes linguistic features, one of which is vocabulary. Vocabulary is is a set of familiar words within a person's language. A vocabulary, usually developed with age, serves as a useful and fundamental tool for communication and acquiring knowledge. Acquiring an extensive vocabulary is one of the largest challenges in learning a second language. The writer find some types of vocabulary, such as: pronouns, imperative, syntax/(Disjunctive)/ Phrasal Sentence. In addition, the use of "our" does reflect a certain "us" versus "them" feel to it. In the these Ads of Pond's the second person pronouns are extensively used which hides the actual actors, and presentation of phenomenon is reflected as natural process, the presentation of ads on media is as much establish discourse in a way that audience seems themselves in that phenomena in a way to be like those actresses. They set this discourse in a society in such a way that no one feels it. And they use such type of pronouns in the advertisements like *you*, *us* and other. such types of pronouns which present the phenomena that they are presenting the experience and views of every layman in their advertisements and they also use pronouns at the place of verbs to establish the strong relationship between the presenter and the

viewers.⁴⁶ Fairclough called this process as nominalisation; where noun and pronoun is used instead of verb. Based on the beauty product advertisement analyzed, the use of direct address is shown below:

Datum 1:

Example in Text	Type of Advertisement
It's simple, pond's has <u>your</u> skincare needs covered	Cold cream cleanser – uplodged 3/2/2020
..... when it comes to removing tough makeup and leaving <u>your</u> ski nourished and moisturized!	Cold cream cleanser – uplodged 1/7/2020
Proctecting <u>your</u> beautiful face from harmful uv	Daily moisturizer sunscreen – uplodged 12/8/2019
<u>Our</u> rich formula hydrates and moisturize	Dry skin moisturizer – uplodged 10/20/2019
Protecting <u>your</u> glow this summer	Dry skin moisturizer – uplodged 10/15/2019

The use of pronouns in advertisements helps create a friendly atmosphere to persuade the audience. Women will easily accept a product if a good friend recommended them. Hence advertisements that seem to talk with friends bring the readers closer. In the beauty advertisements in this study, it was found that the advertiser use second possessive pronoun such as “**you**” and “**your**” to address the consumer directly. The use of word “**you**” (or the possessive form, “**your**”) is considered as high value than the word “I”, because the use “I” is more personal and too individualized. The use of first and second person pronoun seems to indicate as if the advertiser is making promises that are sincere and honest. The use of personal pronouns establishes a certain type of relationship between the advertisers and the readers (Smith, 2004). For example, the pronoun “we” is regarded as authoritative and implies power while “you” reflects a personal engagement as the reader is addressed directly.

1) Use of imperative

A type of sentence that gives instructions or advice, and expresses a command, an order, a direction, or a request.⁴⁷ In advertisement, advertisers must make these advertisement more attractive, one of which is by using imperative, the writer found some imperative words in this advertisement of pond's. The following are the examples of imperatives used in the advertisements analyzed in this research:

Datum 2:

Example in Text	Type of Advertisement
You can find our fragrance free cold cream at cvs!	Cold cream make up remover – uplodged 10/5/2019
Remove though makeup while deep cleansing and moisturizing!	Cold cream cleanser – uplodged 3/2/2020
Snag yours today don't wait!	Cold cream cleanser – uplodged 2/13/2020
It's no wonder it one of our favorites!	Cold cream cleanser – uplodged 1/7/2020
Leaving my skin feeling soft and clean!	Cold cream cleansing – uplodged 12/3/2019

The advertisers need to persuade their consumer to buy or take an action about their product. Thus advertisement usually uses imperative. By using imperative, the advertiser tries to make a closer relationship with their consumer.

2) Use of syntax (Disjunctive)/ Phrasal Sentence

Another feature is the use of syntax (Disjunctive) in sentences, The advertising English focuses on drawing attention of readers with high readability and try its best to be clear at a glance, rendering deep impression with the goods to sell by customers. All of this is contributed to the important specialty of advertising English, which is short sentence.⁴⁸ that is use of

phrase without verb and subject, such as:

Datum 3:

Example in Text	Type of Advertisement
❖ Cleansing and moisturizing	❖ Cold cream cleanser – uploded 3/2/2020
❖ Smoothing fine lines	❖ Cleansing balm – uploded 1/14/2020

3) Use of specific vocabulary (positive adjective, negative adjective)

Vocabulary is the means for advertisers to express ideological opinions about people and events. Adjectives are pertinent in advertising as they convey a positive or negative affective meaning. Affective meaning will display reader's positive or negative evaluation of an item shown. The advertisements in this study contained adjectives with both positive and negative connotations. The positive adjectives are related to the qualities of the product whereas the negative adjectives are linked to the problems which existed prior to using the products or due to not using the problem. Below are examples of adjectives used in the beauty product advertisements. These adjectives are related to quality of products, brand connotations etc. In this advertisement writer find many words of positive or negative adjective such as:

Datum 4:

Positive adjective	Negative adjective
❖ Authentically beautiful	❖ skin cells
❖ Feeling its best	❖ clogs your pores
❖ Youth glow	❖ cause acne
❖ Smooth and glowing	❖ skin dryness
❖ Smoothness	❖ stubborn makeup

The ways the adjectives are used, illustrate the positivity of the product. the use of emotive word or adjectival phrases can stimulate fantasy, dream and desire. When consumers listen to these types of words, they want her/him to be there indirectly. From the use of positive and negative adjectives above, it is perceptible that the ideal women and men in the term of beauty and handsome should have the criteria below: **beautifull, glowing, smooth, Cleansing and moisturizing.**

Like vocabulary grammar has three values: “experiential, relational and expressive values”. In communicating textually about affairs, social events, personal opinions and relationships with others, choices can be made between different grammatical features which consist of processes, participants, modes and components of clauses. “The selection of what is made can be ideologically significant”.

This section analyses the ideologically significant values that are embedded in the grammatical elements. In this advertisement, the writer found and focused on several types of grammar, such as: present tense, future tense and Conjunctive adjunct.

Datum 5:

1) Present tense

Example in Text	Type of Advertisement
❖ Cream moisturizers while gently removing dull surface skin cells and smoothing fine lines	❖ Rejuvenesi anti wrinkle cream – uploded 2/19/20
❖ This hydrating cream puts so much moisture back into your skin without leaving it oily!	❖ Dry skin cream – uploaded 01/31/2020
❖ The cream moisturizer your skin and also romoves your makeup	❖ Cold cream cleanser – uploded 01/23/2020

❖ Protecting your face from harmful UV with SPF's 30	❖ Sunscreen's ponds – uploded 12/18/2019
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2) Future tense

Example in Text	Type of Advertisement
❖ I can't believe i have used this more than 10 years!	❖ Cold cream cleanser – uploded 5/24/2019
❖ Your skin will feel revitalized and looking its very best!	❖ Ponds hydrate and glow sheet mask – uploded 10/5/2019
❖ Our removing cleansing balm will leave your skin feeling cleansed	❖ Cleansing balm – uploded 4/19/2019
❖ Your skin will look and feel hydrated with a more youthful glow!	❖ Sheet mask – uploded 10/14/2019

3) Conjunctive Adjunct

In the advertisement of this research, conjunctive adjuncts are used in the text. Thw writer have some type conjunctive in this product, such as:

Datum 6:

Type of conjunctive adjunct	Sub-type	Item
❖ Extending	❖ Additive	❖ And, also
❖ Causal Conditional	❖ Causal	❖ For, so

b. Repetition and Punctuation

1) Repetition

There is also use repetition and punctuation of exclamation point (!) in some advertisements in this study. The example of the repetition such as:

Datum 7:

Example in Text	Type of advertisement
❖ “ i am so excited for their new <u>cleansing</u> balm makeup remover! This cleanser is a unique blends oils and <u>cleansing</u> essence pressed into a solid balm “	❖ Cleansing balm – uploded 2/24/2020
❖ “ im very much about letting other people <u>shine brighter</u> , because it make us all <u>shine brighter</u>	❖ Lasting oil control – uploded 4/30/2019

2) Punctuation

The punctuation is also evident in the advertisement. One of them is the use of exclamation point (!).

Datum 8:

Example in Text	Type of Advertisement
❖ Removing tough makeup while deep cleansing and moisturizing!	❖ Cold cream cleanser – uploded 3/2/2020
❖ Our dry skin cream is rich with hydration and suitable for even sensitive skin!	❖ Dry skin cream – uploded 2/13/2020

❖ This hydrating cream puts so much moisture back into your skin without leaving it oily!	❖ Dry skin cream – uploded 1/31/2020
❖ Protecting your face from harmful UV rays is such an important step in keeping your skin looking its very best!	❖ Clarant B3 sunscreen – uploded 9/18/2029

3) Use of Number

Datum 9:

Example in Text	Type of advertisement
❖ Since its made with 50% moisturizer.	❖ Cold cream cleanser – uploded 7/12/2018
❖ Now say that 3 times fast.	❖ Cold cream makeup cleanser remover – uploded 5/23/2019
❖ Wacth darks marks fade away in just 7 days.	❖ Pond's perfect colour complex, 2/23/2020
❖ With 100% morocean clay	❖ 10/19/2020

2. Discursive Technique

The discursive techniques employed in beauty product advertisements of Pond's to interested the consumers to buy the product is, in the discursive technique focuses on how the text is produced, how it is consumed and how the power relations are enacted. The advertisers used various strategies in their discourse to attract consumers. the writer find some strategy such as: celebrity endorsement, sciencetific evindence, emotive words.

a. Celebrity Endorsement/ Pond's Partner

The first strategy is to use public figures in an advertisement. this is very important because consumers who use a product will be attracted to a product by only seeing celebrities users of that product. advertisers on this product use several beauty bloggers to attract consumers to buy their products. The example is:

Datum 10:

Celebrities	Example in Text
❖ Serene (beauty blogger)	❖ “ i am so excited for their new cleansing balm makeup remover!it’s an absolute delight! Perfect for my sensitive skin” – uploded 2/24/2020
❖ Gabby Male (coaching of fitness)	❖ “ this hydrating cream puts so much moisture back into your skin without leaving it oily!” – uploded 1/31/2020
❖ Rubired / Janet (beauty blogger)	❖ “ the cleansing balm removes makeup gently and effectively leaving skin clean and soft. It’s very affordable!” – uploded 12/30/2019

❖ Graciela Ruiz (blogger)	❖ Not removing your makeup at night before bedtime. Clogs your pores and causes acne. After i discovering the cleansing balm, i will not go back to removing my makeup with towels, it removes all the makeup in a matter of seconds” – uploded 10/9/2019
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To interesting consumens to buy the product one of the ways is used celebrities endorsement. In this product, advertiser uses some celebrities such as Serene, Rubired / Janet and Graciela Ruiz as famous beauty blogger. Which at present, beauty bloggers are widely used as role models, especially women for loveliness.

b. Scientific Evindence

The advertisers also establish a strong relationship by adding scientific evidence in their brands and present them in such a way that it always establish positive discourse in the society about that brand.⁵¹ The example such as:

Datum 11:

Example in Text	Type of Advertisement
❖ SPF 30 protecting your skin from UV rays	❖ Clarant B3 Sunscreen – uploade 6/14/2019

❖ Made with papaya extract , your skin will feel revitalized and looking its very best!	❖ Hydrate Glow Sheet Mask – uploded 29/8/2019
❖ Formulated with a gave extract, collagen , and nyaluronic acid . Your skin thanks us later.	❖ Cold Cream Cleanser – uploaded 5/16/2019
❖ Vitamin B3 and E , leaves your skin looking and feeling hydrated an refreshed !	❖ Clarant B3 Sunscreen – uploade 5/10/2019

For our skin, SPF very important to protecting our skin from UV rays. For protecting our skin, the minimum SPF is good for the skin is SPF 30. Meanwhile papaya extract, many people believe extract papaya is good to skin. Because papaya contains vitamin B3 and vitamin E which are good for healthy skin to keep its moist.

c. Emotive Words

In advertisement the advertiser used emotive words, use emotive language in order to have a greater emotional impact on their audience. The following are the examples of emotive words used in the advertisements analyzed in this research, such as:

Datum 12:

❖ Shine brighter	❖ Smoothing fine lines
❖ Authentically beautiful	❖ Silky oil
❖ Youthful glow	❖ Nourished and moisturized
❖ Smoothness	❖ Radiant glow
❖ Beautiful skin	❖ Vitamin mask

3. Social Features

The social features used in the advertisement of Pond's is, the writer focus on how ideology and consumer views of this ponds product by asking a few questions and interviews. That way the author can find out how consumers perceive this product. *Dalam penelitian kualitatif tidak menggunakan istilah populasi, tetapi oleh spradley dinamakan "social situation" atau situasi sosial yang terdiri atas tiga elemen yaitu : tempat (place), pelaku (actors), dan aktifitas (activity) yang berinteraksi secara senergis*⁵²

The writer make fifteen questions for consumers the author makes fifteen questions that will be asked to consumers, The informan to answer kuisisioner is the writer's friends in rental house. Which is the writer's friends is a consumer of this product. to get opinions and results from users of pond's products. Questions and answers will be displayed in the appendix. The following are the results of the consumer assessment table for ponds products used:

Datum 13:

consumens	Safe	Match	Effective
A	Not really	Not really	Not really
B	Yes	Yes	Yes
C	Yes	Yes	Yes
D	Yes	Yes	Yes
E	Yes	Yes	Yes
F	Yes	Yes	Yes

Fairclough has mentioned that discourse is just a particular form of social practice, which in its center power and ideology influence and interact with one another. Discourse involves social conditions, which can be specified as social conditions of production, and social conditions of interpretation. These social conditions relate to three different levels of social organization: the level of the

social situation in which the discourse occurs; the level of the social institution which constitutes a wider matrix for the discourse; and the level of the society as a whole. In this case, discourse relates with the texts, interactions and contexts.⁵³

The influence of advertising, especially advertising beauty products are very large and have a good impact on the advertisers themselves. the ideological power of society or consumers is very influential on a product. because beauty itself for women is a very important identity, therefore an advertisement for a beauty product is very influential on its consumer ideology whether it is a good product or not. therefore, the results from the table above prove this study.

Conclusion

The advertiser assured consumers often use positive adjective sentences, such as youth glow, beautiful skin, smoothness, etc. In the beauty advertisements in this study, it was found that the most common pronoun used is "you", "your". The use of first and second person pronoun seems to indicate as if the advertiser is making promises that are sincere and honest. This will make consumers confident and trust the product because of the use of friendly language. To attract consumers dvertisers use someone who is influential in entertainment to be used as a consumer attraction. and the writer also found advertisers convincing that the content of a product consisted of ingredients that consumers believed were ingredients that made the skin look clean and bright, such as papaya extract, SPF 30, collagen, vitamin B3 and E. By using the questionnaire writer concluded that the advertiser was very successful in advertising the product, because several samples of the consumer's product gave a positive impression when using this ponds product. by using language that is friendly, convincing and contains many ingredients that most people believe can produce beautiful and bright skin.

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