

LANGUAGE STYLE IN ADVERTISEMENT SLOGAN ON INSTAGRAM

Nurul Yuliana

Sastra Inggris, Universitas Muslim Indonesia
nurulyuliana45@gmail.com

Rusdiah

Sastra Inggris, Universitas Muslim Indonesia
rusdiah.rusdiah@umi.ac.id

Hadijah

Sastra Inggris, Universitas Muslim Indonesia
hadijah.hadijah@umi.ac.id

Abstrak

Penelitian ini bertujuan untuk mengetahui jenis-jenis gaya bahasa yang terdapat pada slogan iklan produk kecantikan di Instagram. Metode penelitian ini mengumpulkan sampel slogan iklan produk kecantikan dari beberapa akun Instagram dengan menggunakan teknik baca dan catat. Data penelitian berupa slogan pada iklan kecantikan yang diunggah di beberapa halaman akun Instagram produk kecantikan. Data dianalisis dengan membaca data yang telah ditemukan dalam mengamati iklan di Instagram. Hasil penelitian adalah 18 data slogan iklan yang mengandung 28 gaya bahasa. Hasil analisis terdiri dari 8 metafora, 7 aliterasi, 4 hiperbola, 2 anafor, 3 antitesis, 1 personifikasi, 1 simile, 1 kiasan, dan 1 eufemisme.

Kata kunci: gaya bahasa, produk kecantikan, slogan iklan.

Abstract

This study aims to find out the types of language style contained in the beauty product advertising slogan in Instagram. The research method was collects samples of beauty product advertising slogans from several Instagram accounts using the read and note technique. The research data was in the form of slogans on beauty advertisements uploaded on several beauty product Instagram account pages. The data were analyzed by reading the data that had been found in observing advertisements on Instagram. The result of the study was 18 advertising slogan data containing 28 language styles. The results of the analysis consist of 8 metaphors, 7 alliterations, 4 hyperboles, 2 anaphor, 3 antitheses, 1 personification, I simile, I allusion, and 1 euphemism.

Keywords: advertising slogan, beauty product, language style

INTRODUCTION

In the era of globalization, language plays a very large role in human life, especially to communicate, without language humans cannot interact with each other and carry out social relations. Likewise with advertising which has a very close relationship with language. Advertising has been implemented in commerce for numerous durations. that is one of the instruments to draw patron hobby and plays a crucial function in growing sales and advertising. advertising and marketing are a form of communicate to market a person's services or products by means of using numerous languages and attractive pictures. marketing is a news media to the general public. The tendency of classified ads to be persuasive manner inviting human beings to apply the advertised product through the style of language conveyed within the advertisement (Lazfihma, 2014). The language embedded in commercials units a strategy for manufacturers or advertisers to influence readers in order that humans know and consume services or products towards the commercials presented. advertising language has the goal of influencing humans to persuade them of what they have examine inside the advertisement.

Language style is a way author's expression than figurative language is an evaluation between component and figurative language refers to words, and businesses of phrases, that exaggerate or modify the standard meanings of the aspect words. Language fashion is a way which something is stated, achieved expressed or carried out and parent of language fall in the area of fashion (Nur, 2019). Language style and words have a reciprocal relationship (Mansyur, Umar., Rahmawati, Sitti., Muhajir., 2023). The richer a person's words are, the more diverse the style of language he uses. So, language style is spoken or written words that have a wealth of language that makes a literary work more beautiful. Social media has a vital position as a verbal exchange tool in which every consumer can percentage data, understanding and connect to every different. Social media is a digital space concept where each user can create a summary profile, describe himself to interact with people from different circles, both within the scope of individuals and with companies (Nia, 2019). All the types of social media that exist, the use of Instagram has been used by millions of users who actively use social media. By mid-2016, Instagram had recorded 500 million users worldwide, where growth had doubled in two years. Furthermore, as many as 300 million existing accounts are daily Instagram users. The quantity of worldwide social community users will increase from zero ninety seven billion to 2,44 billion in 2018, furthermore, growth is predicted to increase by 30 percent within eight years. Based on these facts, the popularity of social media including Instagram will continue to increase in various parts of the world.

Given its very speedy improvement, social media may be the most strategic medium for advertising a brand or advertising and marketing a company to reach purchasers in the future. Companies can upload (post) on social media to interact with current and potential consumers in the future. Not only large companies, Small and Medium Enterprises (SMEs) can also take advantage of the potential of Instagram to carry out business activities and activities to reach consumers. This research is centered on advertisements on social media, one of which is Instagram. The author wants to analyze the use of English in beauty product advertisements on Instagram by reviewing and revealing the types of language styles contained in the beauty product advertising slogans. The reason the author chooses beauty product advertisements is because in each advertisement there is a slogan with an interesting and unique style of language, so the researcher is interested in researching it.



METHOD













In this study the researcher used qualitative research with data presentation descriptive (gives an idea of language style). Qualitative studies technique changed into a research approach that produces descriptive records within the form of written or spoken words approximately the characteristics of individuals, instances, symptoms and signs and symptoms, from sure groups that can be determined. According to Daymon and Holloway (in Sanita, 2020), qualitative studies targeted on expressions of phrases even though every so often the numbers additionally seem and are used to indicate frequencies. this means that qualitative studies is centered on reading the records inside the form of words, and not about numerical statistics. The aspect defined is the result of the evaluation of the fashion of language contained in the slogan of beauty product classified ads on Instagram. The data used by researcher was in the form of phrases, clauses, and sentences contained in beauty product advertising slogans on Instagram. With two sources of data, namely primary data and secondary data. The primary data source in this study was beauty product advertising slogans uploaded on several different Instagram accounts, including @youbeauty_idn, @naturepublic.id, @nacifofficial.id, @scarlett_whitening, @wardahbeauty, @sahabatmarina, @makeoverid, @skintificid, @innisfreesingapore, @barenbliss_id. The Secondary data sources used in this research were articles from various journals, theses, and books related to language research, especially those related to language style and advertising slogans.

FINDINGS

Based on research that has been conducted on beauty product advertising slogans in Instagram, it was found that there were 18 advertising slogan data containing 28 language styles. The results of the analysis consist of 8 styles of metaphor, 7 styles of alliteration, 4 styles of hyperbole, 2 styles of anaphora, 3 styles of antithesis, 1 style of personification, 1 simile, 1 allusion, and 1 euphemism. Further, those slogans include four semantic meanings, consisting of conceptual meaning, connotative meaning, social meaning, and collocative meaning.

Table 1. The Language Style on Beauty Product Advertisement Slogans in Instagram

No	Advertisement	Slogan	No	Advertisement	Slogan
1.	@youbeauty_idn (2022) 	Clean Your Skin, Clean Your Soul Achieve Peacefulness of Skin, Body & Mind.	2.	@youbeauty_idn (2022) 	Luck Your Unlimited Youth
3.	@youbeauty_idn (2022)	Reduce The Appearance of Fatigue Eyes	4.	@naturerepublic.i d (2023)	Hydrated Deep Into 11 Layers Skin & Instantly Glow

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| <p>5. @nacifofficial.id (2023)</p>  | <p>Moisture Bomb In Fresh Herb Origin Revival Mist Serum</p> | <p>6. @nacifofficial.id (2023)</p>  | <p>It's Time To Shine</p> |
| <p>7. @scarlett_whitening (2023)</p>  | <p>Starter Pack For Your Bright And Shining Skin</p> | <p>8. @scarlett_whitening (2023)</p>  | <p>Happiness Comes With Healthy And Bright Skin</p> |
| <p>9. @wardahbeauty (2022)</p>  | <p>Lip Paint Lips Up Your Day</p> | <p>10. @wardahbeauty (2022)</p>  | <p>Shield Up The Game</p> |
| <p>11. @wardahbeauty (2022)</p>  | <p>Look Bold Look Sharp Look Alive</p> | <p>12. @wardahbeauty (2023)</p>  | <p>Finest Scent In Every Drop</p> |
| <p>13. @sahabatmarina (2022)</p>  | <p>Keep Your Skin Clean And Glowing</p> | <p>14. @makeoverid (2022)</p>  | <p>Future Flawless Skin-Type Specific Cushions</p> |
| <p>15. @skintifid (2022)</p>  | <p>Extra Light real Sunscreen Protection 24 Hour Oil Control</p> | <p>16. @innisfreeingapore (2022)</p>  | <p>All-In-One Care To Revitalise Skin</p> |

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| 17. @innisfreesingapore (2022) | Gentle Trouble Care In Your Hands | 18. @barenbliss_id (2023) | Triple Drama Proof! |
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DISCUSSION

Language Style Analysis on Beauty Product Advertising Slogans in Instagram

1. *Clean Your Skin, Clean Your Soul Achieve Peacefulness of Skin, Body & Mind*

Metaphor

The word "clean your skin" not only refers to physically cleaning dirt on the skin, but also gives a deeper meaning that cleansing the skin can help cleanse the soul or improve one's emotional state. The word "Peacefulness" not only refers to a state of physical or skin tranquility that is not troubled, but also denotes a more overall state of calm to one's body and mind. In other words, when one's skin is clean and healthy, it can help achieve peace in one's body and mind. In conclusion, both slogans use metaphors to show the deeper benefits of skin care products and describe a more positive experience for consumers.

Alliteration

The use of alliteration to the words "Clean" and "Skin" which appear sequentially in the first part of the slogan. The consonant sound "n" in these words is repeated and gives the effect of harmony and alignment in the sentence. The repeated sound creates an interesting impression and reinforces the "cleanliness of the skin" message that the slogan wants to convey. That way, consumers can easily remember and connect with the brand or product they want to promote.

2. *Lock Your Unlimited Youth*

Metaphor

In this slogan, the word "lock" is used metaphorically to imply the use of a product or treatment that can maintain or lock one's "unlimited youth". In this case, the metaphor "Lock your unlimited youth" describes a product or treatment that can lock or maintain a person's immortality like a key locking a door. The use of metaphors in these slogans has the aim of attracting consumers' attention and giving a stronger message about the benefits of the product or treatment. In addition, the use of the word "unlimited" also has a strong effect on the slogan, because the word illustrates that the treatment or product can maintain immortality and remove existing age limits. Immortality like a key locking a door.

Alliteration

In the slogan "Lock your unlimited youth", there is the use of alliteration in the consonant sound "L" in the words "Lock" and "unlimited", as well as the consonant sound "y" in the words "your" and "youth". The use of alliteration in the slogan aims to give a stronger effect and make the slogan easier for consumers to remember. In addition, the repetition of these consonant sounds also helps to emphasize the important words in the slogan, namely "Lock" and "Youth". By using alliteration, the slogan becomes more attractive and makes it easier for consumers to remember it.

3. Reduce The Appearance of Fatigue Eyes

Antithesis

In the slogan "Reduce the Appearance of Fatigue Eyes", there is an antithesis between "fatigue" which indicates fatigue and "reduce" which indicates reduction or reduction. The two words contradict each other and create a contrast, thus giving the impression that the product is able to treat and reduce signs of eye fatigue, such as eye bags, dark circles, and wrinkles in the skin around the eyes. In this case, the antithesis of the slogan aims to attract the attention of consumers who experience eye fatigue by emphasizing the product's ability to reduce signs of eye fatigue.

Euphemism

In this slogan, the use of euphemism lies in the word "fatigue" which is used to convey the condition of tired and lethargic eyes due to fatigue or lack of sleep. The word "fatigue" is used to replace the word "tired" or "tired" which sounds less elegant or impolite. By using euphemisms, the slogan sounds more attractive and less intimidating to consumers. This is expected to attract consumers to use the advertised product and give the impression that the product is able to deal effectively with the problem of tired eyes.

Allusion

In the slogan "Reduce the Appearance of Fatigue Eyes", there are allusions to physical conditions that are common to tired or tired eyes. This condition is something that is experienced by many people, especially those who often work with computers or do activities that require high eye concentration. In this case, the slogan contains an allusion to the physical condition that is common in tired or tired eyes, so that by using words such as "fatigue eyes" and "reduce the appearance", the slogan conveys the impression that the product can help solve the problem.

4. Hydrated Deep into 11 Layers Skin & Instantly Glow

Hyperbole

The use of hyperbole in the slogan gives the impression that the product is able to provide moisture to the skin down to the deepest layers of the skin, namely 11 layers. In fact, human skin only has 3 main layers, namely the epidermis, dermis, and hypodermis. Therefore, the use of hyperbole in "11 Layers Skin" may be construed as excessive language or exaggerating the product's performance. In addition, the use of hyperbole in the phrase "Instantly Glow" also gives the impression of exaggeration, because it is impossible for a product to have an instant, permanent effect on the skin.

5. Moisture Bomb in Fresh Herb Origin Revival Mist Serum

Metaphor

The term "Moisture Bomb" can be interpreted as an intense explosion of moisture, similar to a bomb that destroys and changes conditions. In this case, the moisture blast aims to repair and care for the skin. This metaphorical language style is used to strengthen the meaning and appeal of the slogan as well as to give a dramatic and attractive impression to consumers.

Alliteration

"Moisture" and "Mist" and the "R" sound in the words "Revival" and "Origin". The use of this alliteration provides a pleasant sound effect and gives a strong and convincing impression.

Alliteration can also make it easier for consumers to remember and differentiate products from similar products that may have less flashy slogans.

6. *It's Time to Shine*

Personification

The personification style contained in the slogan "It's Time to Shine" on beauty products is the use of human attributes or characteristics on non-living or abstract objects. In this case, the slogan personifies the concept of "time" by giving it the attribute of "shining" human nature that is usually associated with shining or hurting people. By using personification, this slogan gives the impression that time has an active role in providing opportunities for someone to shine or achieve success.

7. *Starter Pack for Your Bright And Shining Skin*

Antithetic

In this slogan, the antithesis is found in the contrast between "Starter pack" which describes the start or beginning, and "bright and shining skin" which describes the final result or desired state after using the product. By using an antithetical style of language, this slogan has succeeded in attracting the attention of potential consumers and conveying the message that the product can help improve skin conditions from the start and produce bright and radiant skin as the desired ending.

8. *Happiness comes with healthy and bright skin*

Simile

In this slogan, there is a parable "Happiness comes with healthy and bright skin", which equates happiness with healthy and bright skin. The use of parables in these slogans aims to make advertising messages more interesting and easier for consumers to remember. In addition, the use of the word "comes with" in the slogan can also give the impression that healthy and bright skin is the key to achieving happiness.

9. *Lip Paint Lips Up Your Day*

Alliteration

In the slogan "Lip Paint Lips Up Your Day", there is the use of alliteration to the sounds "L" and "P" in the words "Lip", "Paint", and "Lips". The use of alliteration on "L" and "P" gives an interesting repetition effect and reinforces the meaning of the sentence. In this case, the repetition of "L" and "P" sounds also gives a melodic impression and is easy for the listener or reader to remember. The repetition effect on the sentence makes it easier for people to remember the message the sentence wants to convey.

10. *Shield Up the Game*

Metaphor

The word "Shield" in this slogan refers to a shield or shield, which figuratively represents a product or service offered as a shield or protection for its users. Meanwhile, the word "Game" is also used figuratively to represent life or situations where the user needs protection and security.

Therefore, this slogan as a whole implies that the product or service offered will provide the protection needed by the user in any situation.

11. *Look Bold, Look Sharp, Look Alive*

Anaphor

In the slogan "Look Bold, Look Sharp, Look Alive", there is the use of anaphoric language in the repetition of the word "Look" at the beginning of each phrase. The use of anaphoric language style in the slogan aims to emphasize the three keywords namely "Bold", "Sharp", and "Alive" that the product wants to convey. By repeating the word "Look" at the beginning of each phrase, it makes the slogan easier to remember and gives a strong impression on the concept to be conveyed.

12. *Finest scent in every drop*

Metaphor

In the phrase "Finest scent in every drop", the word "scent" is used to compare the quality of a product with the fragrance it produces, so that it means that every drop of the product contains the best and quality aroma. In certain contexts, this phrase can be used as an invitation to choose products that are of high quality and provide a pleasant experience for the senses. This phrase can also be used as part of an advertisement for products related to fragrance, such as perfume, perfume or other personal care products.

13. *Keep Your Skin Clean and Glowing*

Metaphor

In this slogan, a metaphor is used to compare the skin to a clean and shining object. The words "clean" and "glowing" in this slogan describe the ideal condition of clean and shining skin. This metaphor aims to make the message about the importance of keeping skin clean and healthy more attractive and easy to remember by the target market. By using a metaphor, this slogan provides a clearer and more vivid picture of the benefits of a product or service offered for clean and glowing skin.

14. *Future Flawless Skin-Type Specific Cushions*

Metaphor

In this slogan, the style of metaphor is contained in the word "Cushions". The word "Cushions" in this slogan is used to describe cosmetic products in the form of bags that are commonly used to place makeup products in one container. This creates comparisons between cosmetic products and cushions. Furthermore, the words "Skin-Type Specific" in this slogan describe the benefits of the products offered by the brand, i.e. formulas specially designed for different skin types.

Alliteration

The alliteration style is found in the slogan "Future Flawless Skin-Type Specific Cushions" on the repetition of the "F" consonant sound in the words "Future" and "Flawless". In this slogan, the use of alliteration on the "F" sound creates a strong and interesting parallel effect. This helps make the slogan easier to remember and creates a strong impression in the minds of the target market.

15. *Extra Light Real Sunscreen Protection 24 Hours Oil Control*

Alliteration

In the slogan "Extra Light Real Sunscreen Protection 24 Hours Oil Control", there is the use of alliteration to the "L" sound in the words "Light" and "Real", and to the "O" sound in the words "Protection", and "Oil Control". The use of alliteration of the "L" sound in the words "Light" and "Real" gives the impression of being light and comfortable on the skin. In addition, the use of alliteration on the "O" sound in the words "Protection", and "Oil Control" gives a strong and firm impression. This "O" sound also reinforces the message of products that can provide sun protection and control oil on the skin.

Hyperbole

In advertising language, hyperbole is used to magnify and exaggerate the characteristics or advantages of a product so that it sounds more attractive and arouses consumer interest. In this case, hyperbole is used to indicate the product's ability to control oil on the skin for 24 hours. This statement may not be true literally, as there is no way a product can work for 24 hours without needing to be reapplied.

16. *All-In-One Care to Revitalise Skin*

Metaphor

In this regard, a comparison is made between skin care and revitalization that is, the process of bringing the skin back to life or making it fresher and brighter. This product is considered an "All-In-One Care" or comprehensive treatment, which has the ability to make the skin look and feel better. Using this metaphor, the slogan tries to show that this product can provide significant benefits in improving skin conditions and giving it a fresher, brighter appearance.

17. *Gentle Trouble Care in Your Hands*

Antithesis

In this case, the words "Gentle" and "Trouble" are combined to show the difference between gentle and effective skin care, and the skin problems consumers may face. The use of the word "Care in Your Hands" then gives the impression that the product can provide solutions to skin problems and can be relied upon for gentle and effective skin care. Thus, antithetical language style is used to highlight differences and focus on the benefits of the product.

18. *Triple Drama Proof!*

Hyperbole

The phrase "Triple Drama Proof" indicates that this product is able to provide triple protection from various kinds of drama or problems that may occur. This style is often used in cosmetic products, especially those that offer protection or resistance to water, sweat or weather. This phrase aims to attract consumers' attention and give the impression of a product that is tough and reliable in all situations.

CONCLUSION

From the findings and discussion in this study the researcher concluded that the style of language found in 18 advertising slogans for beauty products on Instagram is in the form of 28 styles of language, namely 8 styles of metaphor, 7 styles of alliteration, 4 styles of hyperbole, 2

styles of anaphora, 3 styles of antithesis, 1 style of personification, 1 simile, 1 allusion, and 1 euphemism. This research shows that the use of language style in advertising beauty products has an important role in achieving marketing objectives. Metaphors are used to create strong mental pictures and reinforce advertising messages. Alliteration gives a rhythmic effect and the beauty of language in advertisements, while hyperbole creates a dramatic impression and attracts consumers' attention by magnifying or reducing product characteristics. The use of anaphora provides a strong rhetorical effect and improves the recall of the advertising message, while the antithesis creates a contrast that accentuates the desired difference. Personification, similes, allusion, and euphemisms provide a deeper emotional dimension to beauty product advertisements and create a unique impression in product communication to consumers.

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