

A Critical Discourse Analysis on Lily by Tsana Beauty Product Advertisements

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ABSTRACT

This study examines the ideologues' language used in the Lily by Tsana beauty product advertisement. The study is intended to depict the connection between Tsana's popularity significantly affecting and influencing Lily by Tsana's branding. The study takes the quote and slogan that the advertisers used as a text and then analyzes each advertisement's meaning and ideology. The study applies a textual analysis to the motto and slogan that the advertiser used in the product's advertisements as its research method. It adopts Fairclough's concept of three-dimensional critical discourse analysis as its approach method. The textual analysis involves interpretation of the beauty product advertisements of Lily by Tsana and how the ideology of Lily by Tsana beauty products composed with the stereotypes and slogan "Makeup should never be used to hide yourself. It should be used to enhance your natural beauty." In addition, this study revealed how Tsana, known as Rintik Sedu, influences the beauty product by using bait to specify the target market for Lily by Tsana itself. The advertisements of Lily by Tsana offer an idealized lifestyle of how natural beauty can make you love yourself more and assume that the audiences are unable to decide rationally and then consider the words of the advertisement are indeed valid. Thus, the founder of Lily by Tsana used her language power to gain control over her fans and consumers. Ideological language is used to control people's minds, and so is the popularity and social standing of the founder. The analysis results in the analysis of personal pronouns, positive adjectives, the declarative mood in clauses, cohesion, parallelism, modes, social relations, and the connection between the founder's social standing and beauty products.

Keywords : beauty product advertisement, critical discourse analysis, Lily by Tsana, Rintik Sedu, Tsana

INTRODUCTION

Advertisement is one of the most important things in the marketing way. In other word, advertisement is the heart of marketing. Advertisement has many functions such as give information about product, to attract consumer, and to increase sales volume. The existence of advertisements is very influential on the product because attractive advertisements certainly make visitors pay more attention to them. No wonder that nowadays many companies are looking for the skilled workers to work on their product advertisements. The demand for making advertisements is even more attractive, especially now that advertisements are not only made in the form of leaflets but can be digital versions such as 3D version. The advertising function is also getting a wider not only in economic aspect. Linguistically, elements in advertising provide other functions, namely increasing user confidence, increasing spiritual emotions, and trust in the product. According to Ringrow (2016), "The majority of cosmetics are marketed using the message that the female appearance can be improved with the aids of the products, the one that has the opportunity to look younger, slimmer, prettier, and so on. As a form of social communication, advertising respect a society culture and value, thus messages and intentions in the media mirror social and psychological beliefs and attitudes about value associated with beauty which can affect customer perspectives of their ideal beauty." Thus, advertising is one of whole important matters to be considered when one is trying to gain and collect customers and audiences, particularly in beauty products advertisements.

Type of advertisement that fulfills economic and linguistic aspects is cosmetic advertisement. Cosmetics is one of the most important products in society, especially women. Captivating and convincing words, as well as images that support trust in the product are things that women pay attention to when choosing a cosmetic. They want a product that has been validated and known to many people so that the original level is not in doubt.

In this paper, researcher will elaborate Tsana's cosmetic advertisement with Fairclough theory that is social purpose. In the previous study, it found that advertisements are considered to have control or power over people (Susanti, 2019). In this research the social practices that control people is Tsana's personal branding. Her popularity increases the confidence of buyers to buy her products.

METHOD

This paper used the Fairclough's theory approach on the sense that discourse is an important form of social practice which reproduces and changes knowledges, identities, and social relations including power relations, social practices, and structure. Thus, this theory is concerned and focused on the investigation of the relation between two functionalities of language in texts, it says "Language use is always simultaneously constitutive of (i) social identities, (ii) social relations, and (iii) systems of knowledge and beliefs." And thus, it correlated with the relation between two assumptions about language use. According to Halliday in Haratyan (2011)., "Language use is both socially shaped and socially shaping." In this study, the authors used a descriptive qualitative method to build the analysis of the topics and therefore, the linguistics features of advertisements are modality, personal pronoun, adjectives cohesion, parallelism, and mode will be analyzed thoroughly in this paper. Then, the authors will interpret the results and findings and its feature's context to identify the topic and the point itself. Then, to conclude the conclusion, the authors will identify the social determiners, the ideology, and the effect purposely expected by the social determiners themselves, to highlight the intention of Tsana or known as Rintik Sedu in her self-discovery journey to express herself in a new light.

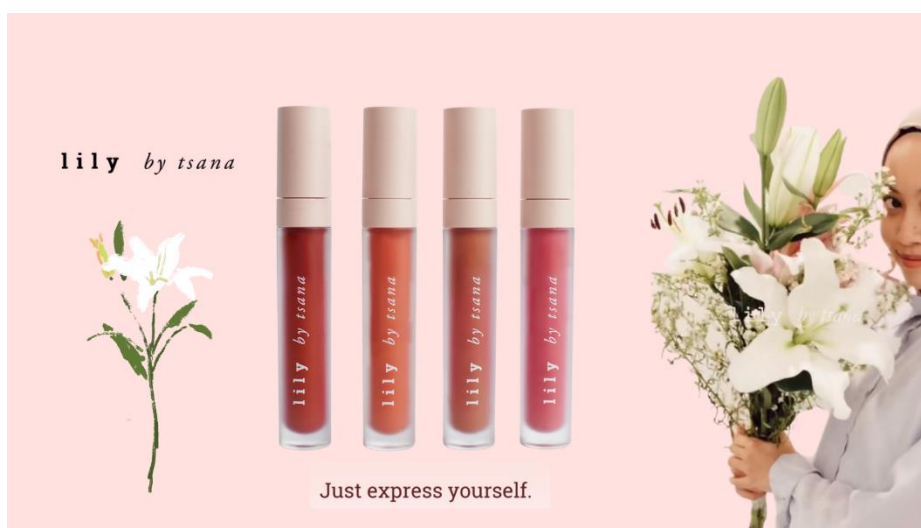
FINDINGS AND DISCUSSION

The advertisers applied the used of personal pronouns 'we, they, your, our, them' as demonstrated in the following examples:

- *Some people may be too afraid to show **their** feelings, not because **they're** not sure what it is, but **they** force **themselves** to hide it from the world.*
- *Some of **them** said that **they** are afraid of what other people will say about themselves and **their** feelings. Are you too?*
- *Gang, finally **we** are here to support **you** to be honest with **yourself** and the world. Just. Express. **Yourself**.*
- *Tsana serves Rintik Sedu as a place to pour out **your** emotions and feel happy, confused, angry, and even cry together. And here **we** are, **your** next comfort zone. **Your** stepping stone.*
- ***We** are here to remind **you** that it's okay to let **your** emotions out as long as it's still in the right way. Just like what **our** families do. Let's encourage each other to dare to express who **you** really are in any way **you** want. From the bottom of **our** hearts, **we** will present **you** a package of love.*
- *Beauty begins the moment **you** decide to be **yourself**. Just. Express. **Yourself**.*

It can be seen that this text built a close relationship with the audiences, because the advertisers purposely use the pronoun 'we, they, our, us, it'. The word 'we' and 'they' or second person personal pronoun is considered to address the consumers directly and personally while at the same time refers to address people on individual basis, or referred as synthetic personalizations. The use of personal pronoun "we" is intended to gain the trust from the customers or the viewers of the advertisement that everybody who works for Lily by Tsana cosmetics to do the hard work to guarantee the quality of Lily by Tsana cosmetics. Talking about personal pronoun "we" means the whole aspects of the corporation. It started from the lowest level to the highest level of Lily by Tsana. The use of the personal pronoun "we" is also considered to be friendly and closer to the customers. The relations can be interpreted that between Lily by Tsana and the people on it, or also between Lily by Tsana and the customers.

Picture 1:



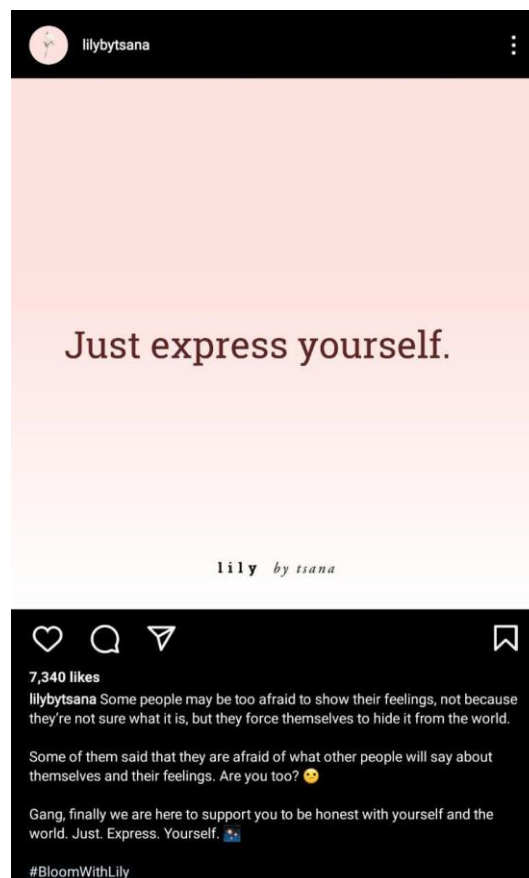
Source: Lily by Tsana's Official Website. Retrieved from <https://lilybytsana.com/home>

The advertisers applied the use of highlighting the name of the product and its concept, from the picture above, it can be seen that the advertisers or the companies wanted to give highlight and or spotlight to the name of the product so that the customers or audiences can remember the product and everything about it such as quality, design, and etcetera without mentioning the name of the product over and over again. In addition to that, the advertisers also gave the word 'express yourself' and 'Lily by Tsana' spotlights to state its urgency and importance of the text itself.

Next, is the use of adjective. The advertiser intended to only use positive adjectives. The use of positive objective refers to the value that can be experienced by the consumers if they use that product or what people will get if they buy the product. When advertisers or company use adjective word in illustrating the product, the uses of positive adjective will be inserted in the mind of the audience, it will give the audience these hazy imagination about the quality and the looks of the product itself as demonstrated in the following examples:

- ***Gang, finally we are here to support you to be honest with yourself and the world. Just. Express. Yourself.***
- ***We are here to remind you that it's okay to let your emotions out as long as it's still in the right way. Just like what our families do. Let's encourage each other to dare to express who you really are in any way you want. From the bottom of our hearts, we will present you a package of love.***
- **Beauty begins the moment you decide to be yourself. Just. Express. Yourself.**

Picture 2:



Source: Lily by Tsana's Official Instagram. Retrieved from <https://instagram.com/lilybytsana?igshid=YmMyMTA2M2Y=>

All of these examples highlight the same topics, and that is to express oneself to the fullest without any fear and to just be oneself. These advertisements are considered an adjective, and it means an abstract value. The connection between the word "express yourself" and other positive adjectives such as "beauty, honest, support, encourage" makes it believable because the word "express yourself" is associated with these positive adjective words. The word "express yourself" followed by another positive adjective makes and creates the perspective that the condition or term of "good, beauty, honest, love, bravery" will go well with the term "express yourself" while also act as a media to explain the functions that the product has.

Next, is the use of conjunction and cohesion. Cohesion is used by advertisers to express their idea in which give the reason why the product should be bought, and it can be seen as the way advertisers in building image of their product or companies, as demonstrated in the following examples:

- *Gang, finally **we are here to support you to be honest with yourself and the world.** Just. Express. Yourself.*
- ***We are here to remind you that it's okay to let your emotions out as long as it's still in the right way.** Just like what our families do. **Let's encourage each other to dare to express who you really are in any way you want.** From the bottom of our hearts, we will present you a package of love.*

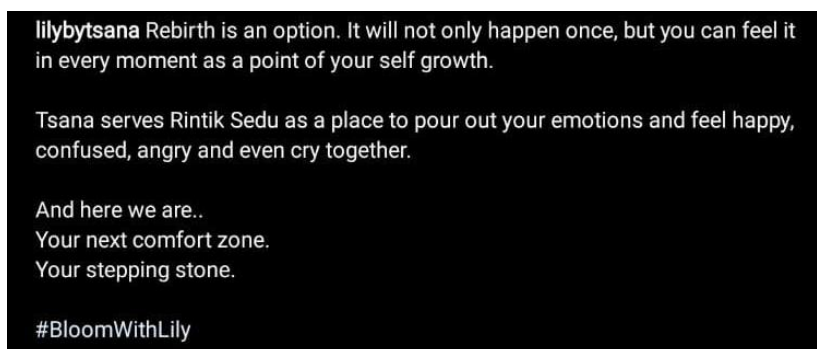
Cohesions are therefore to give explanation and extend the single purpose. For example, in pairing express yourself with emotions and bravery. The advertisement intends to share the idea that to express oneself is not only to express, but it sure goes well with the competency to controls emotions and bravery.

The additive type such as 'and, but' is used for completing and enriching information in an advertisement when advertiser presents the information of the product, as demonstrated in the following examples:

- *Gang, finally we are here to support you to be honest with yourself **and** the world. Just. Express. Yourself.*
- *Some people may be too afraid to show their feelings, not because they're not sure what it is, **but** they force themselves to hide it from the world.*

- *Tsana serves Rintik Sedu as a place to pour out your emotions and feel happy, confused, angry, and even cry together. **And** here we are, your next comfort zone. Your stepping stone.*

Picture 3:



Source: Lily by Tsana's Official Instagram. Retrieved from <https://instagram.com/lilybytsana?igshid=YmMyMTA2M2Y=>

An adversative conjunction type expresses opposition or contrast between two statements. Such as:

- *Some people may be too afraid to show their feelings, not because they're not sure what it is, **but** they force themselves to hide it from the world.*

Next, the use of parallelism. Parallelism is repeated use of similar grammatical structures, it can be seen in the use of coma (,) and the additive conjunction such as the word 'and' which is found in the ads. Therefore, the advertiser applied the use of parallelism in the caption in their official Instagram account of @lilybytsana as demonstrated in the following examples:

- **#BloomWithLily**
- **#ExpressYourselfWithLily**

Thus, the purpose of the use of parallelism in the advertisement is for simplicity, effectiveness, and attractiveness. So that it makes the audiences capture the advertisement intention and will remember it easily.

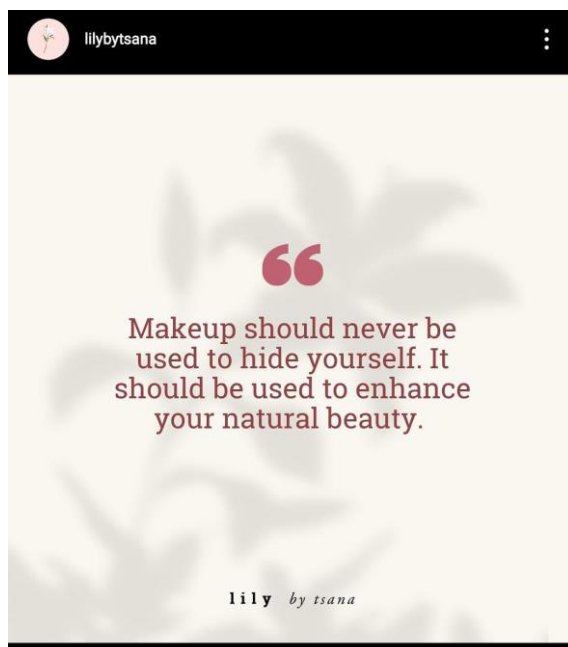
Next, is the use of mood choice. In an advertisement, there are two participants, advertisers and consumers or audiences. The position of participants is characterized by moods and the role of mood is to determine the position of the participant. It shows the power relationship among participant and it can be found in the text, such as:

- *Gang, finally we are here to **support** you to be honest with yourself and the world. Just. Express. Yourself.*
- *We are here to remind you that it's okay to let your emotions out as long as it's still in the right way. Just like what our families do. Let's **encourage** each other to dare to express who you really are in any way you want. From the bottom of our hearts, we will present you a package of love.*

The word 'support and encourage' act as a declarative form. The declarative form is found in the advertisement, it is used in order to declare, give information, and give the detail of the product. Moreover, information presented by advertiser should be interpreted by audiences till they get the clear information of the advertisement. The function of declarative mood is therefore to share information. In a very simple word, it is giving information. The information contains in Lily by Tsana is something real and need to be true.

Next is the sociolinguistics analysis and components. Through the words used in advertisement, the advertisers attract people to be customers. The social relation can be seen from the advertisement is between a concern cosmetics provider and their valuable costumers. These advertisements put Lily by Tsana as the ones who take the mission of securing women since they deserve the best they can get from beauty products. All these words have social significance to people in or it can be said that ads can affect public in term of social. After seeing or hearing many times, ads will influence public in such a way of thinking. People will agree that those product in ads will enhance their appearance. So, the advertisement is able to have control or power over people. After analyzing the language used in ads, the writer take conclusion that the advertisers of ads being studied has successfully used a variety of discourse strategies in order to promote their product.

Picture 4:



Source: Lily by Tsana's Official Instagram. Retrieved from <https://instagram.com/lilybytsana?igshid=YmMyMTA2M2Y=>

The textual analysis involves interpretation of the beauty product advertisements of Lily by Tsana and how the ideology of Lily by Tsana beauty products composed with the stereotypes and slogan "Makeup should never be used to hide yourself. It should be used to enhance your natural beauty." In addition, the textual analysis revealed how Tsana, known as Rintik Sedu, influences the beauty product by using bait to specify the target market for Lily by Tsana itself. The advertisements of Lily by Tsana offer an idealized lifestyle of how natural beauty can make you love yourself more and assume that the audiences are unable to decide rationally and then consider the words of the advertisement are indeed valid. Thus, the founder of Lily by Tsana used her language power to gain control over her fans and consumers. Ideological language is used to control people's minds, and so is the popularity and social standing of the founder. To sum up, it can be interpreted that most of Lily by Tsana consumers is a fan of Tsana, her work, or her lifestyles, thus creates a loyal customer within the realm of beauty business and influencer world.

Next, mode of the text in the advertisement. In every word choice that the advertisement uses in the ads contains effective and positive effect that will attracts the customers to purchase the product. Also, the use of positive objective will gives and helps the customers to portrays what kind of the

product with its quality and the design that the advertisement promoted. The use of positive objective such as strong, smooth, elegant, etcetera refers to the value that can be experienced by the consumers if they use that product or what people will get if they buy the product. The mode of the whole advertisements are declarative. Those declarative clauses seen from the surface serve merely the congruent form of declarative modes, which give information. However, the ultimate purpose of these modes are more likely to be imperative or demanding services. Thus there one, two, or more ways of communication.

Next, the field of the next in the advertisement. With simple word choices, the advertisers intend to build a reputation and to inform the possible customers about the quality of the product. With the choice of words that are simple and direct, also the use of positive objections, it is somewhat gives the customers and buyer to imagine how good their product is, without any difficulty. Moreover, the advertisers also use the bold and italic with beautiful font to give the important details spotlight and highlight, so that the customers will notice and remember the highlighted text easily. It will give the customers this unconscious feeling and urge to purchase the product. Next, tenor of the text that focused on the use of pronoun that the advertisers use built a close relationship with the audiences.

CONCLUSION

The purpose of this study is to analyze the beauty campaign of Lily by Tsana, and to see what types of representations and social changes that this brand made. In addition, the aims for writing this study is also to see how advertisers and marketers construct reality to maintain its power, in this case, using Tsana's popularity in literature to gain audience and loyal customers, and thus manipulating the fans' ideology of how they see this brand. By analyzing how the advertisers try to promote this brand, it can be concluded that the promotions and campaigns that this brand made, use some linguistics features such as adjectives, cohesion, personal pronouns, modes, and parallelism. To sum up, the use of vocabularies in Lily by Tsana campaign and promotions, is ideologically costed by 'Makeup should never be used to hide yourself. It should be used to enhance your natural beauty.'" In addition, this study revealed how Tsana, known as Rintik Sedu, influences the beauty product by using bait to specify the target market for Lily by Tsana itself. The advertisements of Lily by Tsana offer an idealized lifestyle of how natural beauty can make you love yourself more and assume that the audiences are unable to decide rationally and then consider the words of the advertisement are indeed valid.

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