



INNOVATIVE: Journal Of Social Science Research

Volume 4 Nomor 1 Tahun 2024 Page 6776-6785

E-ISSN 2807-4238 and P-ISSN 2807-4246

Website: <https://j-innovative.org/index.php/Innovative>

An Analysis of Language Style Used in Skincare Product Advertisements on Youtube

Widiastuti

Sekolah Tinggi Ilmu Manajemen Lasharan Jaya

Email: widiastuti@stimplasharanjaya.ac.id

Abstrak

Tujuan penelitian ini adalah untuk mendeskripsikan: (1). Pemakaian Gaya Bahasa dalam iklan produk perawatan kulit ; (2). Mengetahui Tanggapan Masyarakat terhadap Bahasa yang digunakan pada tayangan iklan produk perawatan kulit di youtube. Penelitian ini menggunakan metode deskriptif kualitatif. Data dalam penelitian ini adalah iklan produk perawatan kulit di youtube pada bulan April – Juli 2023 serta informan yaitu Masyarakat selaku penonton youtube. Penentuan sampling yang dilakukan dengan purposive sampling. Berdasarkan hasil penelitian dapat disimpulkan bahwa: (1). Pemakaian gaya Bahasa yang digunakan dalam iklan produk perawatan kulit di Youtube meliputi gaya Bahasa pertanyaan Retoris, Asindeton, Klimaks Repetisi, Koreksio Mesodiplosis, dan Personifikasi. 2).Tanggapan Masyarakat terhadap pemakaian Bahasa iklan produk kecantikan perawatan kulit di youtube yaitu: Masyarakat berpendapat bahwa bahasanya menjanjikan dan membujuk, seolah-olah kecantikan yang dimiliki model adalah berkat pemakaian produk iklan kecantikan yang dibintanginya.

Kata Kunci: *Gaya Bahasa, Iklan, Perawatan Kulit, Youtube*

Abstract

The aim of this research is to describe: (1). Use of Language Style in advertising skincare products; (2). Knowing the public's response to the language used in skincare product advertisements on YouTube. This research used descriptive qualitative method. The data in this research are advertisements for skincare products on YouTube in April – July 2023 and informants, namely the public as YouTube viewers. Determination of sampling was carried out using purposive sampling. Based on the research results, it can be concluded that: (1). The use of language styles used in advertising skincare products on YouTube includes Rhetorical questions, Asyndeton, Climax Repetition, Mesodiplosis Correction, and Personification. 2). Public responses to the use of advertising language for skincare products on YouTube, namely: a). People think that the language is promising and persuasive, as if the model's beauty is thanks to the use of the beauty advertising products.

Keywords: *Language Style, Advertising, Skincare, YouTube*

INTRODUCTION

The role of language is very important in human life because it is used as a tool for interacting, collaborating and communicating between fellow language users. Through language, human language users can express thoughts, ideas, feelings, including ideas and exchange information with fellow language users. There are two ways to convey language, namely written and verbal, for example through advertising. Through advertising media, it can be easier to disseminate information to the wider community. Usually, advertisements use persuasive language, because advertisements aim to attract people's attention to buy the product being marketed. Currently, advertising makers must be clever in choosing the use of diction, language style and appearance that can attract attention and make consumers curious about the products being offered.

The presence of social media in society in the current era provides many enormous benefits. Social media can be understood as a digital platform that provides facilities for carrying out social activities for each user. Several activities can be carried out on social media, for example communicating or interacting, and providing information or content in the form of writing, photos and videos. Various information in the shared content can be opened to all users for 24 hours. According to Lewis, social media is a label that refers to digital technology that has the potential to enable everyone to connect and interact, produce and share messages¹. One of the most frequently used media is YouTube. YouTube is a media that provides information in the form of videos online. YouTube is a video sharing community, these videos can be in the form of advertisements, tutorials, entertainment, and so on. These videos are very useful for some people to support their lives. Information in the form of video will make someone more quickly grasp the information contained in it.

Therefore, YouTube has become one of the most popular online media today and is useful for meeting people's needs. One of them is skincare product advertisements which are often broadcast on YouTube social media. The language presented in each advertisement does not use standard Indonesian because this can actually make the advertisement less interesting.

Advertising, as a phenomenon found in various fields and various other cultural aspects in the present and future, is an interesting topic to study and research. Advertising can be researched from various scientific disciplines, including economics, management, communication, psychology and linguistics. In general, advertising uses language as the main tool for conveying the message it wants to convey. Language in advertising is persuasive. It is indeed impossible for advertisements to be delivered using standard Indonesian because that would actually make the advertisement less interactive and less interesting.

In an advertisement, the use of language style is interesting to research, because the language style used has the appeal of getting the attention of consumers. The use of social media, one of which is the YouTube application in advertising strategies, has become popular because the use of this application is growing rapidly in Indonesia, so that various large companies use YouTube advertising. YouTube is an application on Google Play that can provide facilities to make it easier for people to upload videos that can be seen by the wider community for free. In fact, by accessing this YouTube application, people can view various kinds of videos ranging from tutorials, reviews, and personal vlogs. Usually when you watch a video on YouTube there are advertisements in it. Advertising is a process of conveying information, so the target is to make people accept the message from the advertisement, either just to find out or to attract the interest of the audience. In general, the word style can be interpreted as a way of expressing oneself through language, behavior, clothing and so on. Style or style of language is known in rhetoric as style. The word style is derived from the Latin word *stylus*, which means a kind of tool for writing on wax tablets. Then, style changed to the ability or skill to write or use words beautifully Tarigan (1985). In Keraf (2006: 113) it is stated that language style is a way of expressing feelings through language in a unique way that shows the soul and personality of the writer or language user. A good language style must contain the following three elements, namely honesty, politeness and interest. Therefore, the choice of words or diction needs to be considered by the advertisement maker and have its own language style. The language style in an advertisement can enable us to assess a person's personality, character and ability to use the language conveyed. The better the language style, the better people will evaluate

it. Conversely, the worse a person's language style, the worse the assessment people will give him. Language style has several parts, for example hyperbole, which is a language style that expresses something excessively and even seems unreasonable.

Based on this explanation, researchers are interested in examining the use of language styles in skincare product advertisements on YouTube because the use of language styles in advertisements on YouTube, especially advertisements for skincare products, is very interesting and varied. Advertising language is said to be attractive because it uses a language style that has persuasive connotations and denotations.

RESEARCH METHOD

The type of research in this research is qualitative descriptive research. Researchers used the language style of advertisements for skincare products promoted via YouTube as research data. The data collected in this research is in the form of words that form language styles and not numbers so that descriptive methods can be used. The data collection technique is carried out by (a). Recording Technique, (b). Listen and Note Technique, (C). Interview. Researchers listened to the language style of advertisements for skincare products on YouTube for 27 products, then the data was analyzed using data reduction methods before the data was presented and conclusions were drawn. In presenting data, researchers present data in the form of words using informal methods and then draw conclusions. The descriptive method used in this research aims to obtain an accurate description of the data so as to simplify the analysis process. Likewise, researching the public's response to the language used in advertisements for skincare product on YouTube uses descriptive qualitative research methods.

RESULT AND DISCUSSION

Rhetorical Question Language Style

1. Pond's Age Miracle

Setelah bertahun-tahun menikah....

.....kini ia juga begitu romantic

Heran melihat suami yang tiba-tiba berubah?

Kecantikanmulah yang membuatnya berubah

Hanya 7 hari flek hitam dan keriput mulai tampak berkurangh secara nyata

Hidupkan Kembali cantik mudamu dan cintamu dengan Pon's Age Miracle.

(After many years of marriage....)

(.....now he is also so romantic)

(Are you surprised to see your husband suddenly change?)

(It was your beauty that changed him)

(In just 7 days, black spots and wrinkles start to appear reduced significantly)

(Relive your youthful beauty and love with Pon's Age Miracle)

The question sentence in the third sentence, "Amazed to see your husband suddenly change?", is a rhetorical question language style. This question is actually incomplete to be answered or does not require an answer because the aim is to achieve a good effect and a reasonable emphasis on an object. This question is to emphasize to the audience that the cause of the change in the husband towards the wife in the advertisement is due to the influence of the difference in the wife's facial skin after using Pond's Age Miracle facial skin care beauty products

2. Wardah White Secret

Apa yang membuat kulit cerah bercahaya?

Perjalanan selama tujuh tahun .

Telah menghadirkan sebuah terobosan.

Dan kini Wardah Skin Inovation mengungkap rahasianya. Wardah White Secret.

(What makes skin bright and radiant?)

(A seven year journey)

(Has presented a breakthrough).

(And now Wardah Skin Innovation has revealed the secret. Wardah White Secret)

In the first sentence of the Wardah White Secret advertisement there is a question sentence "What makes skin bright and radiant?", this question sentence includes the language style of a rhetorical question. The use of a rhetorical question language style in this advertisement actually does not require an answer because this question sentence is only to emphasize to the public to believe that the product being offered is the secret that can make skin bright and radiant.

Asyndeton Language Style

1. Garnier Express Cream

Baru pewarna rambut Garnier Express Cream.

Mudah dipakai hanya 15 menit.

Mengandung almond oil dan ekstrak shine serum.

Mewarnai, merawat rambut 5x lebih berkilau, warna tahan lama, rambut terawat, warna lebih indah.

(New Garnier Express Cream hair dye)

(Easy to use in just 15 minutes)

(Contains almond oil and shine serum extract)

(Coloring, caring for 5x shinier hair, long lasting color, well maintained hair, more beautiful color).

The Asyndeton language style in the advertisement above is found in the sentence "Coloring, caring for hair 5x shinier, long lasting color, well maintained hair, more beautiful color." In this sentence there is a collection of equivalent phrases, namely the phrases Coloring, caring for 5x shinier hair, long-lasting color, well-maintained hair, more beautiful color and there are no connecting words or conjunctions to connect them. In a sentence that contains asyndeton language style, it can be seen from the presence of several phrases that are the same but are not connected by conjunctions or conjunctions..

Climax Language Style

1. Garnier Sakura White Pinkish Glow Series.

Buat glowing satu langkah gak cukup.

Baru Pinkish Glow Series Garnier Sakura White.

Dengan ekstrak sakura dan 1000 glowing capsule dalam serumnya. Satu tepuk serum.

Dua oleskan krim. Kulit gak cuma mulus cerah merona tapi juga glowing.

(One step is not enough to glow)

(New Pinkish Glow Series Garnier Sakura White)

(With cherry extract and 1000 glowing capsules in the serum. One pat of serum)

(Two apply cream. Skin is not only smooth, bright and radiant but also glowing).

The climax language style is found in the sentence "skin is not only smooth, bright and rosy but also glowing". In this sentence there is a sequence of ideas that increase in intensity of importance. The product owner uses climactic language to attract people's attention by explaining that the product has two advantages, namely that it is not only smooth, bright, rosy, but can also make it glow.

Repetition Language Style

1. Melanox

Noda di baju banyak ahlinya

Noda di wajah, melanox ahlinya

Melanox skin bleaching

Secara bertahap mampu menghapus noda

Melanox skin Bleaching

Whuus noda, no way

(Many experts have stains on clothes)

(Blemishes on the face, melanox is an expert)

(Melanox skin bleaching)

(Gradually able to remove stains)

(Melanox skin bleaching)

(Whoa, no way)

Repetition is the repetition of the sound of a syllable or part of a sentence that is considered important to provide emphasis in an appropriate context. The repetitive language style in the advertisement above is "melanox skin bleaching". This repetition is to convince viewers that Melanox skin bleaching is able to remove blemishes on the face.

Corrective Language Style

1. Fair & Lovely Multivitamin

Fair and lovely multivitamin dengan triple sunscreen.

Lindungi dari sinar matahari, kulit jadi cerah merata.

Bye bye belang, cerah datang

(Fair and lovely multivitamin with triple sunscreen)

(Protect from sunlight, skin becomes evenly bright)

(Bye bye stripes, sunshine is coming)

The corrective language style is found in the sentence "Bye bye striped, bright is coming". In the advertisement, it first begins with the phrase Bye bye stripes to emphasize goodbye to a face whose color is uneven due to stripes, then it is corrected to the next phrase, namely bright, comes to emphasize the results of using the product which can make the skin bright.

Mesodiplosic Language Style

1. La Tulipe Acne Series

Aku malu jerawatku nggak ilang-ilang
Kan, mama udah bilang, ngatasin jerawat nggak cukup satunlangkah
Nih, La Tulipe Acne Series
Tuntas atasin jerawat kamu
Ah.... La Tulipe Acne Series ahh...
Ngatasin jerawat nggak cukup satu Langkah.

(I'm embarrassed that my acne doesn't go away)

(Right, mom already said, getting rid of acne isn't enough in one step)

(Here, La Tulipe Acne Series)

(Completely treat your acne)

(Ah.... La Tulipe Acne Series ahh...)

(Overcoming acne is not enough in one step)

There is a mesodiplosic language style, namely repetition in the middle of a line or several consecutive sentences. This part of the sentence is considered important for placing emphasis in an appropriate context. The word that is always repeated is the word "acne".

Personification Language Style

1. Wardah Exclusive Matte Lip Cream

Aku selalu red dicted menghabiskan waktu bersamanya.
Di sela-sela kesibukanku untuk menikmati indahnya alam.
Bersamanya, setiap moment jadi inkredible.
Hari-hari tak terlupakan hingga membuatku speechless.
18 varian warna Wardah Exclusive Matte Lip Cream.
Sahabat setia untuk warnai hariku.

(I always red dictated spending time with him)

(In between my busy schedule to enjoy the beauty of nature)

(With him, every moment becomes unbelievable)

(Unforgettable days that made me speechless)

(18 color variants of Wardah Exclusive Matte Lip Cream)

(Loyal friends to color my day)

In the Wardah exclusive matte lip cream product advertisement above, researchers found the use of personification language styles. This personification language style is found in the sentence loyal friend to color my day. The use of the personification language style in this sentence is a description of an inanimate object that seems to have similar characteristics to humans. The inanimate object in this case is the Wardah exclusive matte lip cream product, but it has similar characteristics to humans which are characterized by the word loyal. Then, as we know, friendship involves emotional contact, so it can only be done between living objects.

Several things that make people interested in trying after watching skincare product advertisements on YouTube include the use of language. The main goal of an advertisement is so that the advertised product sells on the market. In an effort to attract attention, the advertisement is made as attractive as possible, starting from the use of very attractive language to being supported by the beautiful appearance of the advertisement models.

CONCLUSION

Based on the research results, it can be concluded that: (1). The use of language styles used in advertisements for skincare products on YouTube includes the language styles of Rhetorical questions, Asyndeton, Repetitive Climax, Mesodiplosis Correction, and Personification.2). Public response to the use of advertising language for skincare products on YouTube, namely: a). People think that the language is promising and persuasive, as if the model's beauty is thanks to the use of the skincare advertising products in which she stars. This really influences people to buy advertised products in order to have skin like the model in the advertisement.

REFERENCES

- Bai, Z. 2018. The Characteristics of Language in Cosmetic Advertisements. Theory and Practice in Language Studies, 8
- Cook, G. 2001. The Discourse of Advertising. Routledge.
- Handerson, G. 2020. The Importance Of Social Media Marketing.
- Keraf, G. 2019. *Diksi dan Gaya Bahasa*. Jakarta : PT Gramedia Pustaka Utama
- Ke, Q., & Wang, W. 2013. The Adjective Frequency in Advertising English Slogans. ResearchGate
- Mahsun. 2017. *Metode Penelitian Bahasa*. Depok: PT Rajangrafindo Persada
- Moleong, L.J. 2017. *Metode Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya
- Nurgiyantoro. 2019. *Stilistika*. Yogyakarta: Gajah Mada University Press.

- Oktavia,A.S. 2017. *Mengenal Gaya Bahasa dan Peribahasa*. Bandung: Cv Rasi
- Sugiyono. 2019. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: CV Alfabeta.
- Sullivan, B. 2008. Personification in advertising.
- Tarigan, H.G. 2013. *Pengajaran Gaya Bahasa*. Bandung: CV Angkasa
- Widyahening, E. T. 2015. *The Role Of Language In Advertisement*. Unisri Solo.