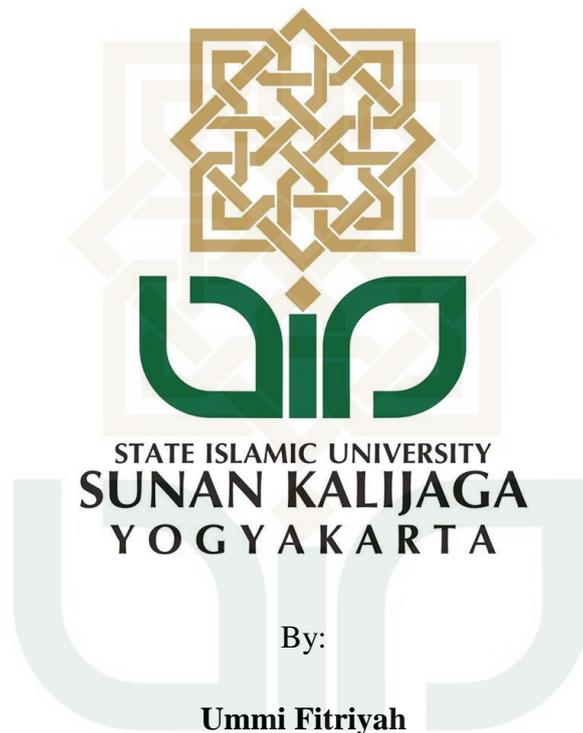


LANGUAGE FUNCTION IN MAYBELLINE ADVERTISEMENTS

A GRADUATING PAPER

Submitted in Partial Fulfillment of the Requirement for Gaining

The Bachelor Degree in English Literature



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2017

A FINAL PROJECT STATEMENT

I certify that this thesis is definitely my own work. I am completely responsible for the content of this thesis. Other researchers' opinions or findings included in the thesis are quoted or cited in accordance with ethical standards.

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Kami menyatakan bahwa skripsi tersebut sudah dapat diajukan pada sidang Munaqasyah untuk memenuhi salah satu syarat memperoleh gelar Sarjana Sastra Inggris.

Atas perhatiannya, kami ucapkan terima kasih.

Wassalamualaikum Wr. Wb.

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LANGUAGE FUNCTION IN MAYBELLINE ADVERTISEMENTS

By: Ummi Fitriyah

ABSTRACT

One of the function of language is for advertisements. Using appropriate language in advertisements has a big deal in getting consumers' attention. Especially in YouTube advertisements, an utterance is one of the needed elements used. Through the utterance, the advertisers or addressers can inform and promote about their products. Therefore, this research analyzes about the utterances in Maybelline New York advertisements. It is a descriptive qualitative research. This research provides a detailed descriptions of the data. The data collecting technique that is used in this research is documentation. Using language function theories from Roman Jakobson, this research aims to find the language functions used in Maybelline advertisements. The writer takes 20 videos from YouTube as the data. Among 173 utterances in the videos, 5 utterances use referential, conative, phatic, and emotive functions, 2 utterances use referential, conative, phatic, and poetic functions, 27 utterances use referential, conative, and phatic functions, 7 utterances use referential, conative, and emotive functions, 55 utterances use referential, conative, and poetic functions, 76 utterances use referential, and conative functions, and 1 utterance uses referential, conative, emotive and poetic functions. Since this research analyzes about advertisements, the writer find all utterances in the Maybelline advertisements use referential and conative functions. In the Maybelline advertisements, the addresser uses referential functions to describe about the products, conative functions to convince the addressees to buy the Maybelline products. Some of them use emotive functions to express addressers' feeling, and use phatic functions to attract addressees' attention, use poetic functions with aesthetic utterances to make it easy to remember.

Keywords: *utterances, advertisements, Maybelline NewYork, language function*

LANGUAGE FUNCTION IN MAYBELLINE ADVERTISEMENTS

Oleh: Ummi Fitriyah

ABSTRAK

Salah satu fungsi bahasa adalah untuk sebuah iklan. Dengan menggunakan bahasa yang tepat dalam iklan memiliki peran penting untuk menarik perhatian pembeli. Khususnya dalam iklan YouTube, tuturan adalah salah satu unsur yang penting. Melalui tuturan, pengiklan atau pembicara dapat menginformasikan dan mempromosikan produk mereka. Maka dari itu, penelitian ini meneliti tentang tuturan yang ada dalam iklan Maybelline New York. Penelitian ini adalah deskriptif kualitatif. Penelitian ini memberikan diskripsi data yang rinci. Metode pengumpulan data yang digunakan dalam penelitian ini adalah dokumentasi. Dengan menggunakan teori fungsi bahasa oleh Roman Jakobson, skripsi ini bertujuan untuk menemukan fungsi bahasa apa saja yang digunakan di dalam iklan Maybelline. Penulis mengambil 20 iklan dari situs YouTube sebagai data. Dari 173 tuturan, 5 tuturan menggunakan fungsi referensial, konatif, fatik, dan emotif, 2 tuturan menggunakan fungsi referensial, konatif, fatik, dan estetik, 27 tuturan menggunakan fungsi referensial, konatif, dan fatik, 7 tuturan menggunakan fungsi referensial, konatif, dan emotif, 55 tuturan menggunakan fungsi referensial, konatif, dan estetik, 76 tuturan menggunakan fungsi referensial, dan konatif, dan ada 1 tuturan yang menggunakan fungsi referensial, konatif, emotive dan poetic. Karena penelitian ini membahas tentang iklan, penulis menemukan bahwa semua tuturan dalam iklan Maybelline yang diteliti menggunakan fungsi referensial dan konatif. Dalam iklan Maybelline, pengiklan menggunakan fungsi referensial untuk menjelaskan tentang produk, konatif untuk meyakinkan calon pembeli untuk membeli produk Maybelline. Beberapa dari mereka menggunakan fungsi emotif untuk menunjukkan perasaan pengiklan dan menggunakan fungsi fatik untuk menarik perhatian calon pembeli, menggunakan fungsi estetik dengan menggunakan tuturan yang estetis sehingga mudah diingat.

Kata kunci: *tuturan, iklan, Maybelline NewYork, fungsi bahasa*

MOTTO

Just when caterpillar thought the world was over,

it became a butterfly

(unknown)



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DEDICATION

This paper is dedicated to:

My beloved mother and father,

My beloved sisters, and

My big family



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ACKNOWLEDGEMENT



In the Name of Allah, The Most Gracious, The Most Merciful

Assalamu'alaikum wr.wb

Alhamdulillah hi rabbil 'alamin, the writer would like to thank to Allah SWT who has been blessing and giving guidance so the writer can complete this research entitled *Language Function in Maybelline Advertisements*. Sholawat and salam to Prophet Muhammad SAW who brought us from the darkness to the lightness. The writer would like to thank for all who have helped and supported in accomplishing this research;

1. The Dean of Adab and Cultural Sciences Faculty, Prof. Dr. Alwan Khoiri, M.A.
2. The Chief of English Department, Dr. Ubaidillah, .S.S., M. Hum.
3. My academic advisor and second examiner Dr. Ubaidillah, .S.S., M. Hum.
4. My advisor, Mr. Bambang Hariyanto, S.S., M.A.
5. My first examiner, Mr. Arif Budiman, S.S., M.A.
6. All lecturers of English Department of State Islamic University of Sunan Kalijaga Yogyakarta.
7. My Parents alm.Wiji and Sumiyati, My sisters; Siti Aisyah and Fatimah

8. My sister, Fatimah S.Pd. who helps, understands and supports me to complete this research.
9. My uncle, Drs. Sukiyo M.Si. who prays and supports me to complete this research.
10. My big family who always prays for my best future.
11. My beloved friend, Anita Nur Hanifah S.Hum. who helps me to make better research.
12. My beloved friends; Nur Hayati, Nissa Fauziah, Siti Khodijah, Anin Luthfi M, Nur Hartati, Ari Wicaksono, Ahmad Tito B.
13. My friends of English Literature class A; Amel, Anin, Anita, Ari, Arif, Aya, Burhan, Choir, Desi, Dije, Dio, Dora, Hairul, Icha, Ida, Ifa, Ipung, Ishom, Kamal, Kinkin, Kukuh, Laila, Nash, Nisa, Qonita, Vivi, Tatik, Tito, Tya, Yuna, Zulfan.
14. My friends in LALA bordinghouse; Semes, Milla Mermaid, Ceu Widi, Ceu Oneng, Ceu Kim, Mbg Ainin.
15. Everyone whom helps me much or little that cannot mention one by one.

The writer realize that this research is far from being perfect. Therefore, beneficial criticism and comment are highly appreciated to make better research.

Yogyakarta, May 8, 2017

The Researcher

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Consuming product cannot be separated from human necessity. People need many kinds of product for fulfilling life needs. Moreover, people tend to use product consciously and unconsciously. For example, the consciousnesses which people used are clothes, cosmetics, shoes, food, etc. However, a service is consumed unconsciously. In general, a product is grown or produced, usually for sale. According to Kotler and Keller “product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas” (2012: 347). In a specific way, there are some experts who classify products into some categories; nondurable goods, durable goods, and services. Nondurable goods are tangible goods normally consumed in one or a few uses, such as cosmetics. Durable goods are tangible goods that normally survive many uses: refrigerators, machine tools, and clothing. Services are intangible, inseparable, variable, and perishable products that normally require more quality control, supplier credibility, and adaptability.

As one of durable goods, cosmetics become a significant product in social life used for dressing up. In modern era, electronic media influences people to concern for having a good appearance in any occasion, not only for working

demand but also a life style like their idol in TV shows. No wonder cosmetic products become one of the products that have big potential customers in this world. Moreover, appearance becomes one of the influenced factors for people in their job aspects and daily life. In job aspects, people demand to have a good appearance and to be a good looking person. In daily life, cosmetics are also used. It relates to islamic perspective in the hadits nnarrated by Ath-Thabrani, from 'Abdullah bin Salam;

قَالَ رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ، خَيْرُ النِّسَاءِ مَنْ تَسْرُكَ إِذَا
أَبْصَرْتَ، وَتُطِيعُكَ إِذَا أَمَرْتَ، وَتَحْفَظُ غَيْبَتَكَ فِي نَفْسِهَا وَمَالِكَ

Prophet Muhammad shallallahu ‘alaihi wa sallam said “The virtuous wife, if her husband bids her, she obeys him; if he looks at her, she pleases him; if he gives her an oath; she fulfils it, and if he is absent from her, she guards herself and his property.” (<https://almanhaj.or.id/>).

Based on the hadist above, it is explained that a wife is asked to treat and make up for her husband. A wife is required to have a good appearance and always look beautiful in front of her husband. One of the ways to have a good appearance and look beautiful is using cosmetics.

The success of selling cosmetic products can be correlated to cosmetic advertisements rule. Even there are many intensively cosmetic advertisements that have a big deal to promote the products. Generally, people know that an advertisement is one of media that is used to promote something to the public through television, internet, newspaper, magazine, etc. According to Oxford

dictionary, advertisement is “a notice, picture or film telling people about a product, job or service.” Cosmetic advertisement which is popular enough and easily to find is Maybelline. As one of international cosmetic products from New York US, Maybelline offers the products not only for American but for people all over the world, especially for women. Since the Maybelline offers the product for woman in over the world, Maybelline company produces a lot of products to cover women cosmetics such as, powder, lipstick, mascara, eyeliner and etc.

Maybelline is the founder of mascara and it is to be the first product made by Maybelline company. Maybelline was founded in 1915 by Tom Lyle Williams. Maybelline products are trusted since those are more than 100 years now. It can be proved by Maybelline with offering more than 200 products in over 129 countries worldwide. Maybelline’s product quality is not the only reason behind the brand’s early success. William’s niece said that her “great-uncle wanted to be remembered as the king of advertising” (<http://ppcorn.com/>). Those facts make the writer becomes curious to analyze the Maybelline advertisements. Maybelline releases many advertisements for the products in some language varieties and promotes them through some social media.

The writer takes the Maybelline advertisements from social media. The writer choose YouTube to get more utterances as the data. The data that used in this research is the most recently Maybelline video advertisement on the YouTube, they are around 2016 until 2017. This research focuses on twenty advertisements they are Vivid Matte Liquid Lip Color, Push Up Drama Mascara, Master Precise Curvy Liner, Super BB Cushion Fresh Matte, Maybelline Dream

Matte Mousse, New Master Precise Skinny The Rock Nudes Pallate, Dream Velvet Foundation, Colossal Spider Effect, New Brow Drama Pomade Crayon, 24hr Color Tattoo Eye Chrome Eyeshadow, Superstay Better Skin Powder, Dream Velvet and Dream Blender, New Brow Precise Fiber Volumizer, Lash Sensational Luscious, The Blushed Nudes Eyeshadow Palette, Master Contour Make Up Duo Stick, The Falsies Push Up Angel, Dream Cushion Liquid Foundation, 24k Nudes Palette.

The writer limits the study to make it more focused research. “Visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it” (<http://www.linguarama.com/>). Therefore, this research focuses on the utterances from the advertisements. The writer examines the utterances in the advertisements using language function theory by Roman Jakobson (1980). The purpose of this research is to know what the language function are used and applied in Maybelline advertisements.

In advertisements, advertisers make their advertisements as interesting as possible to attract people to use the products, through the use of words and the way to deliver them. Language can be used in many different ways. It has different functions. One of theories that concerns on language function is proposed by Roman Jakobson (1980). The theory is divided into six kinds of language function; referential, emotive, conative, phatic, metalingual, and poetic. It is interesting to analyze language in advertisements for finding what the advertisers want to deliver.

This research uses qualitative method and analytical and descriptive technique. Here, one of an example of a case that as a representation of analysis is provided briefly below;

“This is what I dream about.”

This utterance is taken from Dream Velvet and Dream Blender advertisement. In this advertisement, there are two products advertised. There are foundation and make up blender sponge. Dream velvet is a make up foundation made by Maybelline which offers matte result make up and also hydrate skin. Dream blender is a make up blending sponge that is used to help having smooth skin.

The utterance *“This is what I dream about.”*, in this advertisement has referential, conative and poetic functions. This utterance explains about the addresser’s feeling. In referential function, people are possible to deliver concrete and abstract things. In this utterance, the addresser tells her feeling to have a make up foundation as what her dream. That is why this utterance include in referential function. Using the utterance *“This is”*, it can be categorized into a referential function. The utterance *“This is”* can be a sign that this word is followed by an explanation or description about something. Another reason, the utterance *“what I dream about”* also belongs to a referential function because it points to something and fact. The addresser tells that it is her dream.

In this advertisement, the addresser tells that Maybelline Dream Velvet is a make up foundation that moisturizes and keeps smooth skin as her dream.

According to Cambridge dictionary, the word “*dream*” means “something that you want to happen very much but that is not very likely”. From the description, it can be seen that this utterance belongs to an emotive function.

By saying that this make up foundation is her dream, it can be seen that the addresser tries to convince the addressee/audiences to use this product. The addresser hope this dream velvet foundation is also the audiences’s dream. Therefore, it can be identified that the conative function appears in it.

This analysis of this research is *Language Function in Maybelline Advertisements* covered all language functions found in Maybelline advertisements.

1.2 Problem Statement

Related to the language function in the Maybelline advertisements, this research is aimed to answer the question below:

1. What are the language functions used in Maybelline advertisements?

1.3 Objective of Study

In relation to the previous problem statement, the objective of study are formulated as follows:

1. To find the language functions used in Maybelline advertisements.

1.4 Significant of Study

Theoretically, this study is expected to be an overview and an example of research that helps other students who also examine any other object of language function. In addition, this research also wants to show how language functions in Maybelline advertisements are applied in a research. Practically, this study is expected to encourage advertisers to create advertisements with concise and attractive words.

1.5 Literature Review

This research is a qualitative research. In this research, the writer analyzes Maybelline advertisements by using Roman Jakobson (1980) theory about language functions. In the point of literature review, the writer is expected to find some previous researches which have the same subjects or objects. The writer finds four researches that apply the language function theory by Roman Jakobson. However, the writer doesn't find the research that has the same object with the previous research.

The first research is "Language Function of Toyota India Website" by Istingatun 'Aliyah from State Islamic University Sunan Kalijaga Yogyakarta (2015). This research focuses on analyzing the headline taken from Toyota India website. This research is analyzed by using linguistic features and language function theory by Roman Jakobson using a descriptive qualitative research. It describes the linguistic features of the headlines; analyzes grammar (syntactic), lexical (semantic), phonology features. It also classifies the language functions of

the headlines. This research finds that the linguistic features that demonstrate the use of each language function in Toyota advertisement headlines can be seen from grammatical features, the lexical features and phonological features. Another result is a headline uses various combinations of language functions and throughout the analysis, all Toyota advertisement headlines use the conative function.

The second research is a thesis entitled “Language Functions Used by the Main Character in Sherlock Holmes II: A Game of Shadow Movie” by Sri Devi Arista from State University of Medan (2014). The aims of this research are to find the use of language functions and describe the dominant types of language functions used in Sherlock Holmes movie that used by the main character. The theory of language functions used is the language function theory from Roman Jakobson. This research is conducted by using a descriptive qualitative research. The result of the research are there are six types of language used in Sherlock Holmes II: A Game of Shadow Movie. The dominant type of language used is metalinguistic function followed by referential function.

The third is a thesis written by Noberta Nissa E. R and Maria Christina E. S (2012) from Satya Wacana Christian University Salatiga, entitled “Language Functions Used in the Clothing Advertisement in *Suave* Catalogue Magazine”. This research focuses on analyzing the slogans, headlines, or text body of the clothing advertisements *Suave* magazine volume 06 68th edition April 2010 by Roman Jakobson theory of language function. This research analyzes ten advertisements using a descriptive qualitative method. The result of this study

shows that advertisements' slogan/headline/textbody employs certain language functions that were used to deliver particular messages with different kinds of objectives.

The fourth is a research from Mahasaraswati Denpasar University. The title of the research is "An Analysis of Language Functions Found in English Used by Receptionist in Bali Brasco". The researcher, Luh Ayu Andayani (2013) analyzes four receptionists in Bali Brasco. Bali Brasco is an outlet bags and shoes boutique, coffee shop, spa with capacity 62pax, reflexology, salon and nail with Japanese technology, and also meeting hall in Bali. The researcher analyzes four receptionists in Bali Brasco that working in the morning, middle and afternoon shift by using language function from Roman Jakobson. This research uses a descriptive qualitative method to analyze the data. The result of the research describes that there are twelve language functions used by the receptionists.

All of the researches above have equation and diversification. They use the same theory to analyze the data. It is a language function theory from Roman Jakobson. However, they have different subjects of the researches. This research also uses the same theory of language functions by Roman Jakobson. However, the writer takes the utterances of Maybelline advertisements as the subject of the research. Since the writer uses utterances in Maybelline advertisements, so this research is different from the other researches previously stated.

1.6 Theoretical Approach

This research analyzes the selected utterance from Maybelline advertisement by using language functions from Roman Jakobson. One of the famed theories in language functions is introduced by Roman Jakobson (1980).

According to Jakobson “referential or denotative or cognitive function is an orientation toward the context” (1980: 82). Jakobson said “emotive or expressive function, focused on the addresser, aims a direct expression of the addresser's attitude toward what he is speaking about” (1980: 82). Jakobson adds that “conative function oriented toward the addressee” (1980: 83). It shows a language function that make someone, addressee, to respond to what the addresser says or wants the listener to do. Jakobson explains that “phatic function is a language function that the only one they share with human beings when conversing with them” (1980: 84). Jakobson said that “metalingual function focuses on the code factor” (1980: 86). Whenever the addresser and/or the addressee need to check up whether they use the same code, speech is focused upon the code. According to Jakobson “poetic function focusses on “message” for its own sake” (1980: 84-85).

1.7 Method of Study

1.7.1 Type of Research

This research is a qualitative research. Qualitative research is a kind of research which relates to the evaluation of humans’ attitude, behavior, and opinions (Kothari, 2004:5). The suitable type of research is qualitative since the

data is analyzed by explaining descriptively. This research will be provides a detailed descriptions of the data.

1.7.2 Data Sources

The primary source of the data used in this research is the utterances pronounced by the addresser of the Maybelline advertisement that are taken from YouTube. The writer analyzes twenty advertisements of Maybelline they are; Vivid Matte Liquid Lip Color, Push Up Drama Mascara, Master Precise Curvy Liner, Super BB Cushion Fresh Matte, Maybelline Dream Matte Mousse, New Master Precise Skinny The Rock Nudes Pallate, Dream Velvet Foundation, Colossal Spider Effect, New Brow Drama Pomade Crayon, 24hr Color Tattoo Eye Chrome Eyeshadow, Superstay Better Skin Powder, Dream Velvet and Dream Blender, New Brow Precise Fiber Volumizer, Lash Sensational Luscious, The Blushed Nudes Eyeshadow Palette, Master Contour Make Up Duo Stick, The Falsies Push Up Angel, Dream Cushion Liquid Foundation, 24k Nudes Palette by using the language function theory from Roman Jakobson (1980). Other sources such as internet, books, newspapers, journals, magazines relate to Maybelline advertisement become supporting data.

1.7.3 Data Collecting Technique

According to Ratna, there are several techniques in collecting the data; sampling, observation, interview, documentation, questionnaire, triangulation, and reading (2010: 209-245). The data collecting technique that is used in this research is documentation. The writer does several steps to collect the data:

1. Searching Maybelline advertisements video in YouTube.
2. Selecting the video of Maybelline advertisements around 2016 until 2017
3. Downloading Maybelline advertisements from YouTube.
4. Listening the utterance of Maybelline advertisements.
5. Write down the utterance of the advertisements.
6. Classifies the utterance into each type of language function.

1.7.4 Data Analysis Technique

The writer uses analytical descriptive method to analyze the data. Analytical descriptive method is a way for the writer to conduct their research by describing and analyzing the data all at once (Ratna, 2010: 336). There are several steps which are conducted by the writer:

1. Finding the language function cases appear in the Maybelline advertisements.
2. Analyzing and describing the situation when the language function in the Maybelline advertisements occurs.
3. Classifying the types of language function in the Maybelline advertisements.
4. Drawing the conclusion of all analysis in this study.

1.8. Paper Organization

This research consists of four chapters. The first chapter describes the general information of the research including background of study, problem statements, objectives of study, significances of study, literature review,

theoretical approach, method of research, and paper organization. The second chapter is the theoretical background that explains deeper about the theory. Besides discussing more deeper about the theory, this chapter also discusses about material related to the data sources. The third chapter is the analysis of the data by using language function theory in sociolinguistics approach. Then, the last chapter is conclusion of the analysis and suggestions of the research.



CHAPTER IV

CONCLUSION AND SUGGESTIONS

4.1 Conclusion

The objective study of this research is to find the language functions are used in the Maybelline advertisements. There are 173 utterances are found among 20 Maybelline advertisements. An utterance may have more than one language function. It is also found in this research. All of the utterances in Maybelline New York advertisements employ certain combination of language functions. The writer find 7 combinations in this research. These are as follow:

1. referential, conative, phatic, and emotive functions
2. referential, conative, phatic, and poetic functions
3. referential, conative, and phatic functions
4. referential, conative, and emotive functions
5. referential, conative, and poetic functions
6. referential, and conative functions
7. referential, conative, emotive and poetic functions

Among 173 utterances, 5 utterances use referential, conative, phatic, and emotive functions, 2 utterances use referential, conative, phatic, and poetic functions, 27 utterances use referential, conative, and phatic functions, 7 utterances use referential, conative, and emotive functions, 55 utterances use referential, conative, and poetic functions, 76 utterances use referential, and

conative functions, and only 1 utterance uses referential, conative, emotive and poetic functions.

Since this research researches about advertisements, the writer find all utterances in the advertisements use referential and conative functions. In the Maybelline advertisements, the addresser uses referential functions to describe about the products, conative functions to convince the addressees to buy the Maybelline products. Some of them use emotive functions to express addressers' feeling, and use phatic functions to attract addressees' attention, use poetic functions with aesthetic utterances.

4.2 Suggestions

This study analyzes one element of the advertisements. It is utterance. The writer suggests other researchers to research all the elements of the advertisements, so it will be deeper analysis. The writer also hopes that there will be other researchers develop this study in the future. Besides researching about utterances, other researchers also can analyze the expression or gestures model of the videos. Therefore, the analysis will be deeper.

The writer also suggests other researchers to analyze the language function of the different object. This research analyzes about Maybelline advertisements, therefore other researchers can analyze other cosmetic advertisements, such as L'oreal advertisement, MAC advertisement, Covergirl advertisement, etc. They can also analyze two brands cosmetic advertisements, so will get different result. They also can compare between the two advertisements analyzed.

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2017



APPENDICES

APPENDIX I

LANGUAGE FUNCTION IN MAYBELLINE ADVERTISEMENTS

No	Language Function	Utterances
1	Referential, conative, phatic, emotive	<ul style="list-style-type: none"> • Dare to rock nude pallate • I love to breath in • Now a dream comes true • Feels gap? • Dare to go nude and your gold
2	Referential, conative, phatic, poetic	<ul style="list-style-type: none"> • Meet the matte with vivid impact • Just got luscious
3	Referential, conative, phatic	<ul style="list-style-type: none"> • Forget false lash • I just push them up • Happening now • Curve you control • Close encountour • Bring it • Perfection • Eye always keep it on point • Make your dreams come true • Now our matte foundation that hydrates • The IT look in lashes • Bold sculpted volume • The perfect brow it's so easy now • Trending now • Metallican tensity • Meet the better skin powder • A matte foundation that hydrates • The volume eye brow • Britain's number one mascara • This nudes will make you blushed • The V-shape face • The new falsies look • Look the winged effect • Who needs for falsies?

4	Referential, conative, emotive	<ul style="list-style-type: none"> • Now lips go vivid with super saturated color, new sensuous feel • Dare to compare the push up effect with false lash • I'd like meet powder • This is what I dream about • Lashes feeling soft and conditioned • Dare to go nude with our lewdest • Gives perfect coverage for fresh-faced, luminous glow, with SPF 40
5	Referential, conative, poetic	<ul style="list-style-type: none"> • Maybelline Vivid Matte Liquid • Make it Happen <i>(20 times repeating)</i> • Maybelline New York <i>(20 times repeating)</i> • Apply responsibly • Make it dramatic • Are unique air whipped mousse, glides effortlessly, covers flawlessly • Let skin breath is oxygen-whipped with ultra multi fine powder for breatheable • Its liquid chrome • Maybelline Color Tattoo Eye Chrome • Only better • Maybelline Better Skin Powder • Maybelline New Lash Sensational Luscious • Brush refill stickier dense a look luscious • New Lash Sensational Luscious
6	Referential, conative	<ul style="list-style-type: none"> • New Vivid Matte Liquid Lip Color from Maybelline New York • Dream your lips and vivid matte • New Push Up Drama Mascara from Maybelline New York • Cup shaped bristles for bold, thick volume, styling wax for gravity-defying lift • New Push Up Drama Mascara • New Master Precise Curvy Liner from Maybelline New York • Our exclusive lid-hugging tip plus easy grip for precise curvy line you control • Maybelline New Master Precise Curvy • New Super BB Cushion Fresh Matte from Maybelline New York • Our first hydrating matte with sixty percent hydrating essence • Looks fresh flawless and matte • Three centimeters of close

		<ul style="list-style-type: none"> • BB Cushion Fresh Matte • Dream Matte Mousse Foundation from Maybelline New York • Matte Perfection Dream Matte Mousse • New Master Precise Skinny from Maybelline New York • Our first always sharp waterproof gel liner • Designed to master the most precise eye looks • Sleek defined on point • Maybelline Master Precise Skinny • New The Rock Nudes Pallate from Maybelline New York • Our 12-shadow collection is adited for edge • From quietly quartz to heavy metal • Maybelline The Rock Nudes • Rock it like no other • New Dream Velvet from Maybelline New York • Our gel with formula has two times more water for fresh coverage • No drying just 12 hour hydration • Velvet smooth perfection • Dream Velvet Foundation • New Colossal Spider Effect Mascara From Maybelline New York • Bristles grab and group lashes for bold sculpted volume and extreme lenght • Maybelline New Colossal Spider Effect • Find a colossal for every look • New Brow Drama Pomade Crayon from Maybeliine New York • Our first creamy wax crayon sculpts and tames as it colors • In one easy swipe • Maybelline New Brow Drama Pomade • New Color Tattoo Eye Chrome from Maybelline New York • Intense color glossy metallic • Liquid sexy powder stays much more all day • Superstay Better Skin from Maybelline New York • Covers like foundation • Control shine all day • Looks like your skin • New Dream Velvet Foundation From Maybelline New York • Our gel-wiped formula is induced with water for fresher coverage • Is velvet-smooth protection • Maybelline Dream Velvet For Hydrating Matte Foundation
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		<p>And for the ultimate dream finish Our new dream blender</p> <ul style="list-style-type: none"> • Smooth, perfect and blends effortlessly • New Brow Precise Fiber Volumizer from Maybelline New York • Our first brow mascara with fiber infused gel • Adds volume precisely • Maybelline Brow Precise Fiber Volumizer • Our first formula and matched with optimum precise oils leaves • And our lash multiplying reservoir • And now complete your look and make them blush with Maybelline • New Blushed Nudes Palette • Twelve rosy shadows inspire infinite blushed new look • From delicate rose to smooky shimmer • New The Blushed Nude Eyeshadow Palette from Maybelline New York • Delicate rose to bolder blush • Rose gold palette and the blushed nude lip collection • New Master Contour V-Shape Duo from Maybelline New York • Do steps in one stick • Contour for constructure highlight tone hands blends for sculpted V-shape face • Maybelline New Contour V-Shape Duo • New Falsies Push Up Angel Mascara from Maybelline New York • Lashes so winged out • Maybelline New Falsies Push Up Angel • New Dream Cushion Liquid Foundation from Maybelline New York • Liquid foundation reinvented • Maybelline New Dream Cushion • The New 24k Nudes Palette From Maybelline New York • Twelve pigments with shades from glided gleams to precious metals • Maybelline The 24k Nudes
7	Referential, conative, emotive, poetic	<ul style="list-style-type: none"> • No drying, just love our hydration

APPENDIX II

UTTERENCES OF THE MAYBELLINE ADVERTISEMENTS

Vivid Matte Liquid Lip Color

Meet the matte with vivid impact

New Vivid Matte Liquid Lip Color from Maybelline New York

Now lips go vivid with super saturated color, new sensuous feel

Dream your lips and vivid matte

Maybelline Vivid Matte Liquid

Make it happen

Maybelline New York

Push Up Drama Mascara

Forget false lash

I just push them up

New Push Up Drama Mascara from Maybelline New York

Cup shaped bristles for bold, thick volume, styling wax for gravity-defying lift

Dare to compare the push up effect with false lash

New Push Up Drama Mascara

Apply responsibly

Make it dramatic

Make it happen

Maybelline New York

Master Precise Curvy Liner

Happening now

Curve you control

New Master Precise Curvy Liner from Maybelline New York

Our exclusive lid-hugging tip plus easy grip for precise curvy line you control

Maybelline New Master Precise Curvy

Make it happen

Maybelline New York

Super BB Cushion Fresh Matte

Close encounter

Bring it

New Super BB Cushion Fresh Matte from Maybelline New York

Our first hydrating matte with sixty percent hydrating essence

looks fresh flawless and matte

three centimeters of close

BB Cushion Fresh Matte

Make it Happen

Maybelline New York

Maybelline Dream Matte Mousse

Perfection

I love to breath in

Dream Matte Mousse Foundation from Maybelline New York

Are unique air whipped mousse, glides effortlessly, covers flawlessly

Let skin breath is oxygen-whipped with ultra multi fine powder for breatheable

Matte Perfection Dream Matte Mousse

Make it happen

Maybelline New York

New Master Precise Skinny

Eye always keep it on point

New Master Precise Skinny from Maybelline New York

Our first always sharp waterproof gel liner

Designed to master the most precise eye looks

Sleek defined on point

Maybelline Master Precise Skinny

Make it Happen

Maybelline New York

The Rock Nudes Pallate

Dare to rock nude pallate

New The Rock Nudes Pallate from Maybelline New York

Our 12-shadow collection is adited for edge

From quietly quartz to heavy metal

Maybelline The Rock Nudes

Rock it like no other

Make it Happen

Maybelline New York

Dream Velvet Foundation

Make your dreams come true

Now our matte foundation that hydrates

New Dream Velvet from Maybelline New York

Our gel with formula has two times more water for fresh coverage

No drying just 12 hour hydration

Velvet smooth perfection

Dream Velvet Foundation

Make it Happen

Maybelline New York

Colossal Spider Effect

The IT look in lashes

Bold sculpted volume

New Colossal Spider Effect Mascara From Maybelline New York

Bristles grab and group lashes for bold sculpted volume and extreme length
Maybelline New Colossal Spider Effect
Find a colossal for every look
Make it happen
Maybelline New York

New Brow Drama Pomade Crayon

The perfect brow it's so easy now
New Brow Drama Pomade Crayon from Maybelline New York
Our first creamy wax crayon sculpts and tames as it colors
In one easy swipe
Maybelline New Brow Drama Pomade
Make it Happen
Maybelline New York

24hr Color Tattoo Eye Chrome Eyeshadow

Trending now
Metallican tensity
New Color Tattoo Eye Chrome from Maybelline New York
Intense color glossy metallic
Liquid sexy powder stays much more all day
Its liquid chrome
Maybelline Color Tattoo Eye Chrome
Make it Happen
Maybelline New York

Superstay Better Skin Powder

Meet the better skin powder
Superstay Better Skin from Maybelline New York
I'd like meet powder
Covers like foundation
Control shine all day
Looks like your skin
Only better
Maybelline Better Skin Powder
Make it happen
Maybelline New York

Dream Velvet and Dream Blender

Now a dream comes true
A matte foundation that hydrates
New Dream Velvet Foundation From Maybelline New York
Our gel-wiped formula is induced with water for fresher coverage
No drying, just love our hydration
Is velvet-smooth protection
(this is what I dream about)

Maybelline Dream Velvet For Hydrating Matte Foundation
Make it happen
Maybelline New York
And for the ultimate dream finish
Our new dream blender
Smooth, perfect and blends effortlessly
Maybelline New York

New Brow Precise Fiber Volumizer

Happening now
The volume eye brow
New Brow Precise Fiber Volumizer from Maybelline New York
Our first brow mascara with fiber infused gel
Feels gap?
Adds volume precisely
Maybelline Brow Precise Fiber Volumizer
Make it happen
Maybelline New York

Lash Sensational Luscious

Britain's number one mascara
Just got luscious
Maybelline New Lash Sensational Luscious
Our first formula and matched with optimum precise oils leaves
Lashes feeling soft and conditioned
And our lash multiplying reservoir
Brush refill stickier dense a look luscious
New Lash Sensational Luscious
And now complete your look and make them blush with Maybelline
New Blushed Nudes Palette
Twelve rosy shadows inspire infinite blushed new look
From delicate rose to smooky shimmer
Make it Happen
Maybelline New York

The Blushed Nudes Eyeshadow Palette

This nudes will make you blushed
New The Blushed Nude Eyeshadow Palette from Maybelline New York
Delicate rose to bolder blush
Dare to go nude with our lewdest
Rose gold palette and the blushed nude lip collection
Make it Happen
Maybelline New York

Master Contour Make Up Duo Stick

Happening now

The V-shape face
New Master Contour V-Shape Duo from Maybelline New York
Do steps in one stick
Contour for constructure highlight tone hands blends for sculpted V-shape face
Maybelline New Contour V-Shape Duo
Make it Happen
Maybelline New York

The Falsies Push Up Angel

The new falsies look
Look the winged effect
New Falsies Push Up Angel Mascara from Maybelline New York
Lashes so winged out
Who needs for falsies?
Maybelline New Falsies Push Up Angel
Make it happen
Maybelline New York

Dream Cushion Liquid Foundation

Liquid foundation reinvented
New Dream Cushion Liquid Foundation from Maybelline New York
Our liquid foundation in a compact
Gives perfect coverage for fresh-faced, luminous glow with SPF 40
Maybelline New Dream Cushion
Make it Happen
Maybelline New York

24k Nudes Palette

Dare to go nude and your gold
The New 24k Nudes Palette From Maybelline New York
Twelve pigments with shades from glided gleams to precious metals
Maybelline The 24k Nudes
Make it Happen
Maybelline New York

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