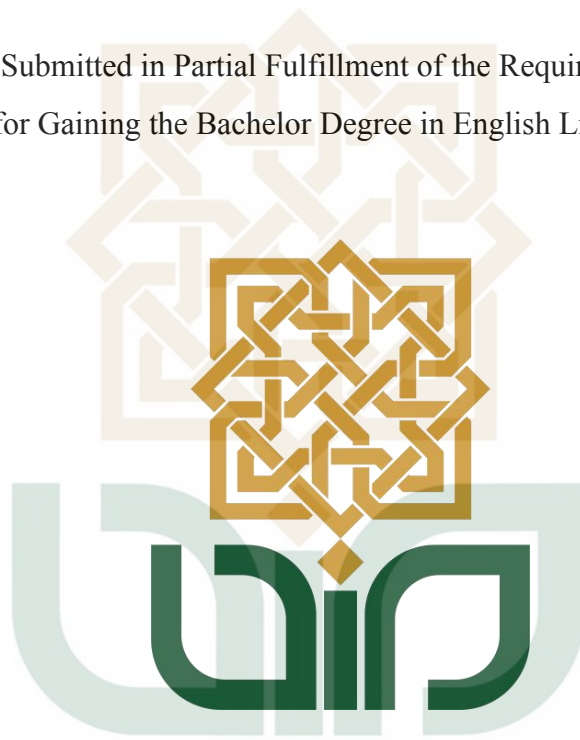


**A CRITICAL DISCOURSE ANALYSIS ON *TALENT COSMETICS*
ADVERTISEMENTS**

A GRADUATING PAPER

Submitted in Partial Fulfillment of the Requirements
for Gaining the Bachelor Degree in English Literature



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Assalamu'alaikum Wr. Wb

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

Atas perhatiannya, kami mengucapkan terima kasih.

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A FINAL PROJECT STATEMENT

I certify that this graduate paper is definitely my own work. I am completely responsible for the content of this graduating paper. Other researcher's opinion or finding included in this research is quoted or cited in accordance with ethical standards.



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The researcher,



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MOTTO

“And Allah has sent down rain from the sky and given life thereby to the earth after its lifelessness. Indeed in that is a sign for a people who listen.”

Q.S. An-Nahl [16:65]



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DEDICATION

This graduating paper is dedicated to:
My beloved parents and everyone who wants to read this from any era.



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Assalamualaikum Wr. Wb.

All praise belong to Allah, The Most Gracious and Merciful, The Lord of the world and may peace be upon our prophet, Muhammad. With His blessings and guidance I can finish my graduating paper entitled “A Critical Discourse Analysis on Talent Cosmetics Advertisements”. May Allah’s peace, mercy, and blessing be upon you.

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Yogyakarta, February 2022

Nilal Alfarah

TABLE OF CONTENTS

| | |
|---|------|
| TITLE | i |
| VALIDATION | ii |
| NOTA DINAS | iii |
| A FINAL PROJECT STATEMENT | iv |
| MOTTO | v |
| DEDICATION | vi |
| ACKNOWLEDGEMENT | vii |
| TABLE OF CONTENTS | viii |
| LIST OF TABLES | x |
| ABSTRACT | xi |
| ABSTRAK | xii |
| CHAPTER I INTRODUCTION | 13 |
| 1.1 Background of Study | 13 |
| 1.2 Research Questions | 15 |
| 1.3 Objectives of Study | 15 |
| 1.4 Significances of Study | 16 |
| 1.5 Literature Review | 16 |
| 1.6 Theoretical Approach | 18 |
| 1.7 Method of Study | 20 |
| 1.7.1 Type of Research | 20 |
| 1.7.2 Data Sources | 21 |
| 1.7.3 Data Collection Techniques | 21 |
| 1.7.4 Data Analysis Technique | 23 |
| 1.8 Paper Organization | 24 |
| CHAPTER II THEORETICAL FRAMEWORK | 25 |
| 2.1 Discourse | 25 |
| 2.1.1 Critical Discourse Analysis | 26 |
| 2.1.1.1 Text | 29 |
| 2.1.1.2 Discourse Practice | 31 |

| | |
|--|----|
| 2.1.1.3 Socio-cultural | 33 |
| 2.2 Advertisement | 35 |
| 2.2.1 Beauty advertisement | 36 |
| 2.2.2 Halal beauty advertisement | 37 |
| CHAPTER III FINDING AND DISCUSSION | 40 |
| 3.1. Findings | 40 |
| 3.2. Discussion | 41 |
| 3.2.1. Linguistic Features used in Talent Cosmetics | 42 |
| 3.2.2. Interpretation of the Strategy Used to attract Muslim Customers | 50 |
| CHAPTER IV CONCLUSION AND SUGGESTION | 58 |
| 4.1. Conclusion | 58 |
| 4.2. Suggestion | 59 |
| REFERENCES | 61 |
| CURRICULUM VITAE | 64 |



LIST OF TABLES

| | |
|--|----|
| Table 1. Classification of finding analysis stages | 40 |
| Table 2. Verbs found in the advertisements | 44 |
| Table 3. Adverbs found in the advertisements | 45 |
| Table 4. Strategy used in the advertisement | 50 |



**A CRITICAL DISCOURSE ANALYSIS ON *TALENT COSMETICS*
ADVERTISEMENTS**

By: Nila Alfarah

ABSTRACT

Advertisement is an important communication medium for distributing goods and services. Beauty advertisement is one of advertisements that describe the ideal of beauty. Standard of beauty is often associated with the representation of Korean women who have natural beauty. This study aims to critically analyze the discourse in *Talent Cosmetics* advertisements and how those strategies are applied to these advertisements. The object of this study is the *Talent Cosmetics* advertisements, a beauty product from Korea that is Halal certified by JAKIM Malaysia. These advertisements are analyzed with Critical Discourse Analysis theory of Norman Fairclough's view. This object is applied through a qualitative descriptive method where its data are collected from the advertisements. The analysis is based on Fairclough's three-dimensional models (textual features, discursive features, and social features). The findings of this study indicate that there are several linguistic features in advertisements. The researcher also finds a strategy on how advertisers build Muslim identities and beauty products that are Halal according to Muslim by providing attractive model representations and how they show their superiority in providing Halal labels on the Korean cosmetic products they produce.

Keywords: Talent Cosmetics, Fairclough, Advertisements, Critical Discourse Analysis, Halal.

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A CRITICAL DISCOURSE ANALYSIS ON *TALENT COSMETICS* ADVERTISEMENTS

Oleh: Nila Alfarah

ABSTRAK

Iklan merupakan media komunikasi yang penting untuk mendistribusikan barang dan jasa. Iklan kecantikan merupakan salah satu iklan yang menggambarkan tentang kecantikan yang ideal. Standar kecantikan sering dikaitkan dengan representasi wanita Korea yang memiliki kecantikan alami. Penelitian ini bertujuan untuk menganalisis wacana kritis dalam iklan *Talent Cosmetics* dan bagaimana strategi tersebut diterapkan pada iklan tersebut. Objek penelitian ini adalah iklan *Talent Cosmetics*, produk kecantikan asal Korea yang bersertifikat Halal JAKIM Malaysia. Iklan-iklan tersebut dianalisis dengan teori Analisis Wacana Kritis menurut pandangan Norman Fairclough. Objek ini diteliti melalui metode deskriptif kualitatif dimana data dikumpulkan dari iklan. Analisis didasarkan pada model tiga dimensi Fairclough (fitur tekstual, fitur diskursif, dan fitur sosial). Temuan penelitian ini menunjukkan bahwa ada beberapa fitur linguistik dalam iklan. Peneliti juga menemukan strategi bagaimana pengiklan membangun identitas Muslim dan produk kecantikan yang Halal menurut Muslim dengan memberikan representasi model yang menarik dan bagaimana mereka menunjukkan keunggulan mereka dalam memberikan label Halal pada produk kosmetik Korea yang mereka hasilkan.

Kata Kunci: Talent Kosmetik, Fairclough, Iklan, Analisis Wacana Kritis, Halal.

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CHAPTER I

INTRODUCTION

1.1 Background of Study

Korean beauty is the most popular cosmetics with its claims to create flawless skin and natural looks in beauty industry according to PR Daily (Sindyukov, 2020). Korean beauty brand *Talent Cosmetics* is one of the brands that formulate its products with halal ingredients. *Talent Cosmetics* has become the first brand in Korea which claimed halal ingredients in their products. In this case, the researcher needs an intention to critically analyze how the ideology of halal transforms into an advertisement from a linguistics perspective.

In this globalization era, advertisement has become an effective way for companies to offer products or services to their customers. According to Ivanovic A. & Collin P H (2003, p.6.), advertising is the practice of promoting something for sale or of trying to encourage people to purchase a product or a service. Villarino & Marina stated that advertisement is considered a persuasive discourse because the language used in the advertisement is largely impacted by linguistic communicative means (1997, p.197.). Advertisement led the consumers to believe in buying the products or services by constructing magical words and benefits.

Constructing the message in beauty advertisements is important as the global beauty industry has the biggest market share according to Terakeet (Sickler, 2021). The messages and claims formed in a product will influence consumers to consider the product, as in Muslim women. Muslim women will consider the halalness of the product before buying and using the product. The demand for

halal products is quickly increasing since the customers are more religious through knowledge and information according to statistics Muslim growth in *Talent Cosmetics* advertisement. Halal cosmetics advertisement emphasizes the spiritual dimension, covering sustainable and eco-ethical philosophy, belief system, health, and wholesomeness. However, the halal label is not the priority of some customers. They are more likely to see the ingredients that suit their skin and consider halal as special bonus material.

The halal label on beauty products has become interesting to study since most Muslim women, especially in Indonesia, are aware of their skin condition, as said in KnE Social Sciences (Sumartik, Indayani, and Jannah, 2019). The ingredients are the priority to overcome their skin needed, and for Muslim women, it is also essential to see whether the ingredients contain halal material or not. Beauty advertisements also take part in deciding the choice of cosmetics they will choose. Using halal cosmetic products and getting safety in the product can also fulfill Islamic values, namely complying with religious teachings regarding the law on the use of halal products.

This study focuses on what are the discourse strategies used in *Talent Cosmetics* advertisements and how the strategies are applied in the advertisements. The researcher uses discourse analysis techniques because marketing materials such as brochures and advertisements are suitable for discourse analysis materials. Unlike the linguistic approach that only focuses on the rules of language use, contextual discourse analysis of language includes aspects of social

communication and the way people use language to build trust or even arouse emotions.

Talent Cosmetics become the one and only Korean cosmetics product that formulate their products with halal ingredients, and it is interesting to study because they not only write the advertisements in Korean but also in English so that they can be used as general research. The researcher chooses two advertisements of *Talent Cosmetics* because both contain an emphasis on Islamic icon and the use of halal claims in the advertisements. This research analyzed using Critical Discourse Analysis theory by Norman Fairclough.

1.2 Research Questions

According to the background of the study above, the researcher draws some problems that answer the critical discourse analysis on *Talent Cosmetics* advertisements.

1. What are the discourse strategies used in *Talent Cosmetics* advertisements?
2. How those strategies are applied in *Talent Cosmetics* advertisements?

1.3 Objectives of Study

As shown in the background of the study and the problem statements, the objectives of the study are as follows:

1. To find out the discourse strategies used in *Talent Cosmetics* advertisements.
2. To identify the strategies applied in *Talent Cosmetics* advertisements.

1.4 Significances of Study

This research intends to be one of the manifestations of discourse strategies. The research will be very useful for advertiser or copywriter in determining the choice of the words in creating an advertisement and also a benchmark for them to apply the research in creating an advertisement. In addition, the researcher also proposes to give a new application of Critical Discourse Analysis theory of Norman Fairclough. It is hoped this research will be helpful for the reader and future researcher to establish a further study about critical discourse analysis of advertisements.

1.5 Literature Review

There are several previous studies that have discussed the topic or are similar to this research. The researcher explains the similarities and differences found in this study and previous research. The difference is the researcher did not find any research discussing the use of halal claims in Korean beauty products.

The first research is a final project entitled “*Discourse Analysis of Rexona Advertising*” by Nashihah (2016), a student of English Department Universitas Islam Negeri Sunan Kalijaga Yogyakarta which discussed three advertisements of *Rexona* to reveal the meaning of the text and the cohesion in the text. The researcher used theory of discourse by Cook. The researcher describes how advertisements communicate the meaning through their text and context in advertisements and how they differ from one another. The result from the research state that both text and context have meaning and they interacts each other to communicate the message of advertisement to the consumers.

The second research is a final project entitled “*A Critical Discourse Analysis: Jokowi Must Show Commitment to KPK*” by Rahayu Setiandini (2017) a student of English Department Universitas Islam Negeri Sunan Kalijaga Yogyakarta, which highlighted how Lalola Easter organizes her perspectives in order to make the reader understand about the text and how the social context and social cognition influence how Lalola Easter writes her perspectives. The researcher focuses on news analysis both in exclusive and inclusive ways in order to analyze the news. The researcher uses a theory by Teun A. Van Dijk to analyze how the inclusive and exclusive strategies are deal with critical discourse analysis. The result of the research stated that the research deals with macrostructure linguistic analysis that create and assist reader in receiving the communicator’s messages.

The third research is a journal article of *Journal of Language and Learning Research* volume 3(1) entitled “A Critical Discourse Analysis on Beauty Product Advertisements” by Sri Susanti (2019), which has a similar discussion about linguistic features in the advertisement, discourse strategy, and social features. The researcher uses the mapping method for textual analysis to show details about the example and the explanation. According to the study, the result of the irrealis representation approach is utilized to create an unrealistic state or a delusion toward the consumers’ mind, with the goal of persuading the consumers by influencing them to purchase the products.

The last research is a journal article of *TELL-US Journal* vol 3(2) entitled “Analysis of Linguistic Features of Beauty Product Advertisements in

Cosmopolitan Magazine: A Critical Discourse Analysis” by Zainal Arifin Renaldo (2020), which also uses the Critical Discourse Analysis model proposed by Norman Fairclough to analyze the linguistic features. The researcher briefly analyzed that the linguistic features are aimed to persuade women to believe in the ideal concept of beauty in products. Women will be tempted to use the products after seeing those ideal concepts shown in advertisements. This research is quite similar to previous research, but the researcher makes the study more focused only on linguistic features.

The researcher concludes that most the researchers have the same problems and objects, using Norman Fairclough and Kress & Leeuwen. It shows some similarities of each object. Meanwhile, this research uses Talent Cosmetics Halal Korean Beauty as the object of analysis. This research focuses on explaining what are discourse strategies used to attract consumers by claiming Halal on Korean beauty products seen from advertisements using Norman Fairclough’s Critical Discourse Analysis theory. The researcher also analyzes how the strategies are applied in Talent Cosmetics advertisements.

1.6 Theoretical Approach

The study of discourse has recently grown in popularity among researchers across disciplines in linguistics, sociology, psychology, and other fields according to Gee & Green (1998, p.119.). The development of interdisciplinary discourse, which began with the study of linguistics, creates a variety of concepts and meanings in the discussion due to the different views of each of these disciplines. In fact, in line with scientific developments that change

dynamically, the conception of discourse in one scientific discipline is also developing and diverse. Other philosophers criticized and rebuilt the limitations of previous thinkers' discourse conceptions. As a result, the concept of never-ending discussion was born.

This research represents the discourse of Korean beauty products with halal claims on their advertisements which rarely found in Korea. This research uses a Critical Discourse Analysis model of Norman Fairclough. The researcher uses Fairclough's theory because it analyzes the dialectical relationship between discourse (which consists of language and, including body language and visual images) and other elements of social practice. Fairclough's discourse analysis has three dimensions or structures: text, discourse practice, and socio-cultural practice.

On constructivist view, media does not see as a neutral, but as a constructing subject reality, where advertisers make messages that include opinions and knowledge. There are two concepts in seeing fact constructed by the media. First, the media has a role in creating the message so that there is a view which no actual reality in the advertisement or other words, and the truth is deliberately made only for the benefit of the advertiser. Second, media is a delivery channel message that conveys the appropriate message with the existing reality.

Critical Discourse Analysis (CDA) is a study that analyzes how texts work within socio-cultural practice. According to Fairclough and Wodak (1997, p.5.), Fairclough's critical discourse analysis is an approach to build a discourse analysis model that contributes to social and cultural analysis. They argue that

critical discourse analysis considers discourse (the use of language in speech and writing) as a type of social practice so that it may reveal ideological impacts, establish, and reproduce uneven power relations between social classes, men and women, and the majorities and minorities. The point is Fairclough's discourse sees language as a practice of power.

Fairclough identified discourse analysis into three-dimension; text, discourse practice, and socio-cultural practice. First, the text is a representation of something which contains a particular ideology. The text is analyzed linguistically to see how reality forms, how the writer constructs his relation with the reader (formally or informally), and how identity is manifested (the author and the reader). Second, discourse practice is a component related to the process of producing and consuming texts. The text production process leads to the author of the text. This process is linked to the author's experience, knowledge, habits, social context, and circumstances. Third, socio-cultural practice is a context related to society, culture, and particular politics that affect the text. This study also uses literature studies from literature books or reading sources relevant to the problem according to Eriyanto (2001, p. 95).

1.7 Method of Study

1.7.1 Type of Research

The researcher uses a descriptive method with a qualitative research approach. The purpose of qualitative research is to find out some facts and information, either in the form of an explanation of the research subject or in the form of data and images that can support the study results. This method can be

found as a solution to the problem of the object under study naturally. Sugiyono (2017, p. 16) said that natural objects are objects that evolve naturally, without being manipulated by researchers, and the presence of researchers has no effect on the dynamics of the object. This qualitative research approach is assessed according to the researcher's needs because basically, the problems that occur are only about the object of research, and the facts received are adjusted to what is being investigated.

The characteristics of the data studied are suitable for using qualitative methods because this research does not require statistical procedures or quantitative methods. The data studied are textual, so the basis of this research is quantitative research. The study focuses on details of the discourse strategies used and how are those strategies applied in Talent Cosmetics Halal Korean Beauty advertisements.

1.7.2 Data Sources

The data studied are written advertisements of Talent Cosmetics beauty products, so the source is taken from the official website of *Talent Cosmetics* as the primary data source for this study. It also takes the supporting data for this study from the website of the Korean depart.

1.7.3 Data Collection Techniques

Data collection techniques, according to Sugiyono (2017, p.224), are the most crucial phases in research because the main purpose of research is to obtain data. Without knowing the data collection techniques, the researcher will

not be able to obtain data that fulfills the data requirements set. The documentation technique was used to collect data in this study. Researchers used photographic evidence in this study. Sugiyono (2017, p.240) defines documentation is a record of events that have been studied. Documents can be in writing, pictures, or monumental works of someone. So in this documentary data collection technique, the researcher collects and writes or reports in the form of quotations about several documents reported in the study. In this study, the researcher also took documentation in pictures related to the focus of the research being studied.

The data collection technique in this study used documentation technique, which means the researcher collected the data based on the research purposes. Documentation technique as the study investigates only on halal beauty advertisements where not many studies have been established. The procedure for researching the data are: First, collecting all Talent Cosmetics advertisements from data source. Second, Choosing which advertisements related to the research. Third, the researcher analyzes the advertisements linguistically. Fourth, the researcher describes what strategies are used in the advertisements. Last, the researcher used the three levels of critical discourse analysis to assess the data: textual characteristics, discursive features, and social aspects. The data are the words, phrases, clauses, sentences found in advertisements. In this present study, the writer presented the data through interpretation and description.

1.7.4 Data Analysis Technique

Discourse analysis is a qualitative and interpretative text-analysis approach (as opposed to more systematic methods such as content analysis) as cited in Luo (2019). Discourse analysis is a qualitative research approach that is often used in the humanities and social sciences, such as linguistics, sociology, anthropology, psychology, and cultural studies. Discourse analysis is a research method for analyzing written or spoken language concerning its social context. It aims to understand how language is used in real life.

This method focuses on the functions and effects of various types of language, cultural and conversational standards on communication, how values, attitudes, and assumptions are communicated, and how language use relates to its social, political, and historical context. Discourse analysis means identifying how language functions and how meaning is formed in various social contexts. This can be applied to any example of written or spoken language and nonverbal communication aspects such as tone and gestures.

The researcher uses discourse analysis techniques because marketing materials such as brochures and advertisements are suitable for discourse analysis materials. Unlike the linguistic approach that only focuses on the rules of language use, contextual discourse analysis of language includes aspects of social communication and the way people use language to build trust or even arouse emotions.

These are the steps that the researcher uses to conduct discourse analysis. First, select which advertisements to analyze. Second, identify every

detail of the discourse based on linguistic aspects. Third, find out the strategies used in the advertisements. Finally, review the results and draw conclusions.

1.8 Paper Organization

There are four chapters in this study. The first chapter presents the introduction, which includes of background of the study, research question, objectives of the study, significance of the study, literature review, theoretical approach, method of study, and paper organization. The second chapter provides theoretical background that explores Norman Fairclough's Critical Discourse Analysis theory. The third chapter consists of research findings and discussion, which focus on the data that has been collected. The fourth chapter is about the conclusion and suggestion.



CHAPTER IV

CONCLUSION AND SUGGESTION

4.1. Conclusion

The purpose of this study is to critically analyze the discourse of Talent Cosmetics advertisements and how the strategies are applied in the advertisements. From the research question above, it is concluded that the researcher finds the result in analyzing *Talent Cosmetics* advertisements. According to the Critical Discourse Analysis by Norman Fairclough as an approach of the study, those elements (textual, processing, and social analysis) have the meaning and the implementation each other to deliver the message to the consumers.

Regarding the first question, the researcher found the discourse strategy used in the advertisements consists of linguistic aspects such as vocabulary, grammar, language style, repetition, and parallelism. The majority of the tenses used in the ads for this study are present tenses, and declarative phrases are employed. Advertisements frequently employ figures of speech such as simile and synecdoche. There are also verbs, adverbs, repetition, and parallelism in the advertising for this study. Talent Cosmetics' advertising employs nouns to describe the troublesome area of the skin and the product's aftereffects and clarify the product's contents and features.

The most essential part of this stage is vocabulary, which is the most remarkable feature in expressing ideas about the advertiser's ideology. The adjectives have a strong role in influencing Muslim people as the adjective word

construct the Halal claims of the beauty products. The adjectives such as *Halal*, *Islamic*, *Muslim* have a power to influence Muslim by creating a perspective of their mind that the products are capable for Muslim.

Regarding the second question, the discourse strategies are applied in the advertisements with several strategies found in the processing analysis, such as Muslim model representation, scientific proof, Muslim growth data, Halal label claims, and product advantages claims. This processing analysis is concerned with the strategies used by advertisers to persuade customers to buy their products. Various techniques are employed to establish a power relationship to increase production, consumption, and distribution in society.

The last stage is social analysis. This stage deals with the broader social practice of the advertisements. The representation of Korean models wearing hijab in these advertisements constructs the Muslim identity in beauty products. The advertiser aims to show the main aspects of the model's look, the face, and the hijab, as seen by the way the advertiser organizes the model's layout in the ad photographs. Then, advertisers develop the concept of beauty in Muslim society by portraying models in hijab and displaying the halal label on every advertisement to persuade customers.

4.2. Suggestion

The researcher has two suggestions aimed at writers and advertisers. The topic of critical discourse analysis of Talent Cosmetics advertisement will also be interesting if it is analyzed with different perspectives, theories, and

analytical techniques. The researcher suggests that further research should identify the effects of halal labels on Talent Cosmetics, considering that there is still much to be explored in this study. As for advertisers, the media for publishing advertisements is also very important to consider. As time passes, written ads will be very easily displaced by video ads. Media in the form of videos will be easily inserted into various applications, websites, or social media.

A lot more research can be conducted on how language is used in advertising. The study may also be broadened to include the usage of linguistic elements in other media, such as television commercials, social media, and many more. Other products, as well as a larger sample size, may be included in the future study. The use of media in the video can easily attract consumer interest considering that the use of gadgets in humans is now very close, and it is possible to advertise through video media. That is one way for products to be promoted and attract consumers to buy products.

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