



DRAMATIC LANGUAGE STYLES FOUND IN COSMETIC PRODUCT ADVERTISEMENTS ON TELEVISION

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ABSTRACT

Language style refers to how people use words and tone of voice to manipulate others and control their interactions to convey messages or ideas. Language style is defined by the selection and selection of linguistic forms produced by a person or group of people. The purpose of this study is to identify and classify the dramatic language styles found in cosmetic advertisements. In this qualitative research, the author uses a descriptive method through several stages: research design, data sources, research instrument, techniques of collecting data, and techniques of analysis data. The focus of this research is the analysis of dramatic language style in television cosmetic advertisements. In this analysis, it can be concluded that dramatic language style is a style of language that exaggerates and sometimes does not match reality.

Keywords: Dramatic, Language style, Cosmetic Advertisement

INTRODUCTION

Advertisement is a powerful marketing strategy for promoting a business's product. The language styles used in an advertisement is the language that piques the audience's attention by employing a style of language that can impact the audience's attitude, causing them to want to try and buy the things being provided. Television is one sort of digital media used in advertising. Television is an important medium for distributing information and providing entertainment to people of all ages. People generally spend their free time at home watching television.

Advertising is a crucial instrument in the industrial world. Many advertisers compete with one another to make the best deal for their businesses. Companies will create product advertisements in order to attract and capture the attention of their target audience.

Nielsen Indonesia's research results reveal that the percentage increase in advertising spending for television media exceeds digital and print media. In July 2020,

television advertising spending grew 72% to Rp88 billion. Followed by digital advertising spending of 20% with a total advertising expenditure of Rp. 24.2 billion. Meanwhile, print media amounted to Rp. 9.6 billion and total radio advertising spending reached Rp. 604 billion.

Beauty is changing and evolving all the time. It is no longer only a want, but has evolved into a need, which has an impact on the global cosmetics sector. One of the most essential aspects of world beauty is cosmetics. This cosmetic will use the media to promote itself in order to enhance sales, with the goal of preserving and expanding the market for each product. Because today's society is surrounded by technology, it is constantly bombarded with information from the media. It's the same with beauty, where the media broadcasts numerous advertising and information about beauty to the general public, causing the general public, particularly women, to be influenced by the available information and encourage other women to try to be seen as one of the most attractive ways to apply cosmetics. As a



result, the cosmetics industry is continuously evolving from year to year, and advertising mediums such as television are an effective way to acquire new customers.

Advertisers employ language style to communicate with their audience. The infinity of the commercial is to offer a product; thus style is employed to represent that goal. In advertising, language is very crucial. One type of language style is to use a dramatic language style. This thesis investigated the language styles used in television ads for cosmetic items, with an emphasis on dramatic language styles and how they are used in cosmetic advertisements. The researcher is interested in the language used in cosmetic advertisements.

LITERATURE REVIEW

"Advertisement" is derived from the Latin word "advertere" which means "to draw attention". The convey of non-personal information about things (goods and services) or ideas by a known sponsor through various media, which is normally paid for and usually of a persuasive nature. On the other hand, commercial advertising "promotes goods, services, or business concepts with the prospect of profit".

Advertisers must work hard to attract customers in order to meet their business objectives, especially in a way that piques their interest in buying. According to Hidayat's findings, there are five different types of language styles used in advertisements. Narrative style, dramatic style, newsy style, dialogue style, and humorous style. Listeners are also instructed on how to accept what is said: seriously, dramatically, humorously, or in some other manner. From the statement above, we can deduce that style refers to how people

express their thoughts or messages. In communication, language style can be used in a variety of ways. People establish relationships with one another based on how they communicate in various types of interactions. People do not always speak in the same way or employ the same grammatical structures.

To sum up, language style refers to how people use words and tone of voice to manipulate others and control their interactions in order to convey messages or ideas. Language style is defined by the selection and selection of linguistic forms produced by a person or a group of people.

Advertising language, according to Wells (1995: 435), has a creative concept for conveying messages to readers or audiences. Furthermore, advertising as a tool for selling a product must offer an object to the public using various styles of language in order to be successful in business. The use of language in specific contexts, by specific people for specific purposes, and so on is referred to as style.

Language has a powerful influence over people and their behavior. This is especially correct in the fields of marketing and advertising (with advertisement as the media). Advertising is a business in which language plays the most important thing to persuade people to do something, for example buying some products. The choice of language to convey specific messages with the intention of influencing people, particularly the consumers, is vitally important. In advertising, language is the most important factor in persuading people to do something, such as buying a product. The language used to communicate certain ideas to influence people, especially consumers, is very important. While visual content and commercial designs influence a client's



interest in a product or service, language has the greatest influence as it helps in recognizing and remembering the product or service. Advertising language is, by definition, distinct from language used in ordinary life.

METHODS

The research methodology and procedures used to answer the research questions are presented in this chapter. The following topics are discussed:

Research Design

This study was carried out using the descriptive qualitative research method. This strategy is used by the researcher to disseminate data via spoken words or text. In addition, the data is descriptively described in accordance with the research problem, which is to determine what type of language is most commonly used in television or online commercials. It defines the various linguistic styles and patterns used in commercials on television.

Source of Data

The source in this study is based on spoken text in advertising from television shows, and it is confined to ads about language style. Then there's the research data source, which is television commercials. This is a namely cosmetic advertisement. In this investigation, just ten cosmetic advertising were employed.

Instrument of the Research

Researchers taking notes to collect information about the linguistic style used in television commercials more successfully

and efficiently. To get useful information, the researcher gathers and selects data by watching television commercials, repeating commercials on YouTube, and taking notes. This is done to identify the dramatic language style of the cosmetic commercial. For this study, researchers looked at television commercials.

Techniques of collecting data

The data for this study were collected through watching a lot of television commercials. The data collection procedure is divided into several parts as follows:

- Researchers look for advertisements on television in English
- Television advertisements were collected by researchers.
- Last, the researcher collected data from dramatic cosmetic advertisements.

Techniques of analysis data.

To evaluate data collected from television advertising, the researchers used a variety of strategies. To begin with, the researcher downloaded several advertisements. The researcher then watches the commercials and selects the most dramatic to download. Finally, the researcher looks for dramatic style examples in advertisements. As a final step, the researcher takes notes for conclusion.

FINDINGS AND DISCUSSION

Findings

In this study, researchers display data from cosmetic ads. Researchers discovered ten pieces of data that corresponded to the dramatic language style



Table Data Description

No	Dramatic cosmetic ads	Ads' Title
1	use Pond's age miracle with pro-Retinol, reduce lines up to 27% This is the miracle i need. Look up to 10 years younger	Are you ready to look up to 10 years younger?
2	Rimal introduces Cara Delevingne for new scandalize reloaded mascara dangerously bold lashes. New max densiy brush for clump free lashes extreme volume up to 24 hours impact, extreme wear	Scandaleyes reloaded mascara w/ Cara Delevingne
3	purify skin layer by layer, give skin a rosy white glow, now get korean light fairness, its the translucent rosy wide effect. New ponds white beauty cream.	Want to get Translucent Fairness? Get it only from the new Pond's White Beauty!
4	Nivea soft feels so non greasy and fresh get ready in seconds	Get fresh, non-greasy skin in seconds
5	Lush fullness. Lashes are so perfectly satisfied...they finally deserve the throne. That aura and that beauty...it is yours. You are the king of all kings	Majolica Majorca
6	Tired, tired.. im tired. Maybe it's your hair who're tired? tired hair? Yup, you need to charge your hair. New! From Pantene	Shampoo pantene
7	New! Garnier Sakura White. 60% brighter face, bright red, beautiful, shining like a cherry	Garnier Sakura White
8	Why just color when you can shine	Avon lipstick
9	It's not a heaven, it's a new world. The future is gold	Dior J'adore - The future is gold
10	create the beauty that moves the world. l'oreal	Beauty is a powerful force that moves us - L'Oréal



In this study, researcher Classified dramatic style of language that contains dramatic style of language in it using a simple note such as Datum 1, Datum 2, Datum 3 and etc.

Datum 1

This is an anti aging cream for skin product advertisement

Look up to 10 years younger

The ad above is an advertisement for cosmetics for the skin. This ad shows women as the main object in it. There is a woman who is 29 and said that she does not need anti aging cream because she feels that her face is fine and does not look old. When examined through a skin analyzer, it turned out that there were wrinkles on the woman's face. So the woman is advised to use anti aging cream to look younger. In the advertisement, the sentence that contains dramatic style is: "Look up to 10 years younger". The sentence contains a dramatic style because only using cream to have a face 10 year younger is impossible. To have a face without wrinkles and look younger, you have to do a beauty clinic treatment that costs more than 100 million.

Datum 2

This is a mascara for eyes cosmetic product advertisement

New max densiy brush for clump free lashes extreme volume up to 24 hours impact, extreme wear.

Cara is the female actress who appears in this ad. How to look in ads using mascara while looking in the mirror. It claims that the mascara is easy to remove and lasts for 24 hours. The dramatic sentence contained in it is "New

max-density brush for clump free lashes. Extreme volume ... Extreme wear". This phrase evokes the impression of very voluminous eyelashes. How to use false eyelashes to give the impression that applying mascara will give the eyelashes an extreme volume, it seems the effect in this advertisement is exaggerated compared to the results obtained by consumers. The mascara ad exaggerates the effect of the mascara used.

Datum 3

This is a day cream cosmetic product advertisement

now get korean light fairness

The ad above is an advertisement for a day cream cosmetic product. There are 2 women walking and stealing glances of the man who is sitting because of her beauty and white skin. The dramatic language style in this advertisement is "now get korean light fairness". This ad seems to exaggerate the use of day cream because only using day cream can make skin white and bright is impossible. And this ad too idolizes white skin because the Korean beauty standard is white, that's what makes the ad exist and it's too much. To have white and bright skin, you have to take more skincare and not just use day cream.

Datum 4

This is a moisturizing cream cosmetic product advertisement

Non greasy and fresh get ready in seconds

The advertisement above is an advertisement for the product of Nivea Moisturizing Cream. This product is



made for women who have greasy skin and stop greasy on the face. The dramatic language style in this ad is "Non greasy and fresh get ready in seconds". in this sentence, it says that greasy skin can disappear in seconds after using a moisturizing cream. This sentence is an exaggeration because changing skin texture in a matter of seconds is impossible because moisturizers also take a long time to change the texture of greasy skin to non-greasy, especially if you only use one product.

Datum 5

This is a mascara cosmetic product advertisement

They finally deserve the throne. That aura and that beauty...it is yours. You are the king of all kings

The ad above is an advertisement for mascara cosmetic products. All the interesting things we see in advertisements are appeals to attract viewers. Using this product will make you look good and feel great and make you more confident. The dramatic style of language in this ad is "They finally deserve the throne; you are the king of all kings". The words throne and king have nothing to do with mascara advertising. Therefore, this ad looks to deify the mascara used in this ad. Just wearing mascara doesn't make it king of all kings. King is the supreme ruler, and this ad assumes the person who wears the mascara from the ad will have a throne and power. It's so overdone and dramatic and has nothing to do with mascara.

Datum 6

This is a Shampoo cosmetic

product advertisement

Tired, tired. im tired. Maybe it's your hair who're tired? tired hair? Yup, you need to charge your hair.

The advertisement above is an advertisement for shampoo cosmetic products. This product is a well-known shampoo product, namely Pantene. This shampoo advertisement informs that this shampoo is different from the others because it contains supplements and provides twice the nutrition so that unhealthy and damaged hair becomes healthy. The dramatic style of language in the ad is "Im tired. Maybe it's your hair who're tired? tired hair? Yup, you need to charge your hair". This sentence shows that the hair can be charged if the hair is tired. This sentence is seen as an overreaction because the hair is not charged but washed. Hair cannot be tired because hair is part of a dead body organ because it does not have a nervous system or tissue. So, this sentence contains figurative words and charged hair including dramatic language. This attracts the attention of the audience who watched the ad because the ad invites laughter and contains dramatic language in it.

Datum 7

This is a day cream cosmetic product advertisement

60% brighter face, bright red, beautiful, shining like a cherry

The ad above is a cosmetic day cream ad. which supports this ad is more colorful and eye catching. Advertisers also use well-known actresses in their advertisements. In this advertisement,



there is a beautiful view of the cherry blossoms surrounding the actress and is related to her day cream advertisement, Sakura White. The dramatic language style in this ad is "60% brighter face, bright red, beautiful, shining like a cherry". In this sentence there are many words to attract interest and convince consumers with words like the one above. This sentence is dramatic because only using day cream does not make skin 60 percent brighter. No one has yet proven the data is valid. This ad overreacts and creates false words without proof to attract the attention of consumers.

Datum 8

This is a Lipstic cosmetic product advertisement

Why just color when you can shine

The advertisement above is an advertisement for lipstick cosmetic products. This ad tells a great balance between color, comfort and shine. Lipstick can make you more confident and ready to go through the day. The dramatic language style in this ad is "'why just color when you can shine". This sentence shows that wearing lipstick is an incredible feeling but shine with lipstick is a happy thing. This sentence contains dramatic language because you can shine with color and without color. For example, you start the day with passionate red, you can take on any situation. Only color is not enough to make you confident and ready for the day, therefore you have to shine. The word shine seems dramatic because it shines in advertisements including Figurative word

Datum 9

This is perfume cosmetic product advertisement

*It's not a heaven, it's a new world.
The future is gold*

The ad above is a perfume ad. This product is a perfume product that is very well known and worldwide. The function of the perfume is to make yourself fresh and fragrant all day long. The dramatic language style in this advertisement is "It's not a heaven, it's a new world. The future is gold". The sentence says that this is not heaven but a new world. This seems dramatic because a new world cannot emerge with just a bottle of perfume. the sentence is just a figure of speech to create a dramatic impression in the making of this perfume advertisement. Also, the future is gold including overreact because you don't know what the future will be like because you can't predict the future. So, the future is not always gold. The sentence is also a figure of speech to make it interesting to watch.

Datum 10

This is a l'oreal cosmetic product advertisement

Create the beauty that moves the world. L'oreal

With this product you will find beauty that stands for people around the world. The dramatic language style in the advertisement is "Create the beauty that moves the world". this sentence is an exaggeration because beauty can only impress people and get compliments instead of moving the world. Creating a beauty that moves the world is impossible. So, the sentence is just a dramatic figure of speech to invite



consumers and attract consumers' attention to both improve themselves and beautify themselves with the products offered through advertisements.

Discussions

In this section, the researcher examines key findings on the language used in English television advertisements. The researcher found an English advertisement with a dramatic style of language which is supported by Matt's theory which claims that There are five different types of language styles used in advertisements. Narrative style, dramatic style, newsy style, dialogue style, and humorous style. Researchers examine one of them, namely Dramatic style. From the statement above, "style" has to do with how people communicate their thoughts or beliefs. The researcher focused on dramatic language since English advertising utilize it most frequently. Therefore, dramatic language style may be defined as anything that contains overreaction and specific conditions or events that are exaggerated and frequently do not correspond to the actual scenario.

The analysis the dramatic cosmetic advertisement of language style used in English commercial advertisement.

Researchers found six different types of cosmetics in English television commercials. Face cream, mascara, shampoo, perfume, lipstick and make-up. All fall into the category of cosmetics. Moreover, the way they use dramatic style in them. Here are some of them.

A. Face Cream

Datum 1, Based on the data above

on the advertisement of ponds cosmetic products. This product works to make you look younger. The skincare range consists of pro-Retinol, an anti-aging that will leave your skin wrinkle free. This ad contains dramatic language style. This can be seen in "Look up to 10 years younger". looks 10 years younger when compared to reality, it's too much because to have a face without wrinkles and want to look younger you have to use other skincare lines and not just use creams. The use of anti aging creams will not make the face much younger. Therefore, this advertisement is dramatic because it exaggerates the benefits of the product so that the product looks attractive to consumers and luxurious.

Datum 2, Advertisements from this data are advertisements for ponds white cosmetic products. This product have a function to make the face whiter and brighter. The phrase "now get korean light fairness" is an exaggeration. The word "fairness" here shows if you want to get a light fairness, then you must have a fair skin. Therefore, this advertisement is excessive and does not match the actual situation because people with non-white skin can also get fairness.

Datum 3, The advertisement is an ads for a moisturizing cream product from Nivea. This product is made for people who have oily skin, because Nivea introduces a moisturizing cream that will leave the skin fresh and not greasy. The dramatic style found in this ad is "Non-greasy and fresh ready in seconds". The phrase "get ready in seconds" is an exaggeration to show that by using this moisturizing cream, in seconds the oily skin will disappear. The sentence ready in seconds makes no sense because



moisturizing creams take time to absorb into the skin and seconds are very fast for it. therefore, this advertisement makes no sense and is dramatic as it exaggerates the greatness of the product to let consumers know how great it is.

Datum 4, The advertisements from this data are advertisements for day cream cosmetic products. This day cream from Garnier will make your skin shine like a cherry. The dramatic language style found is "60% brighter face, bright red, beautiful, shining like a cherry". At this 60% figure there is a hidden meaning so that consumers are interested in trying. This ad is dramatic because 60% of the message to be conveyed is simple but becomes more tempting when shaped in such a way as to be dramatic without accurate data and evidence, but can attract consumer interest. Likewise with the phrase "shine like a cherry" which is uniquely made with the aim of attracting attention.

B. Mascara

Datum 5, The advertisement is a Scandaleyes Mascara cosmetic product. This product is used to make eyelashes longer and fuller. This ad contains dramatic language style. This can be seen in "Extreme volume... Extreme wear". The word extreme has a dangerous meaning, but it has a different meaning when used in this mascara advertisement. The extreme volume in this ad means that when you use this product, your eyelashes look more fabulous. However, the word extreme for this ad includes exaggeration and does not match reality compared to the results obtained by consumers and exaggerates the effect of mascara used to look fantastic.

Datum 6, The advertisement is a Majolica Mascara cosmetic product. This product is used to make eyelashes sharp and thick. This ad contains dramatic language style. the words "throne" and "king" have the meaning of the highest position or power. In this ad, the words throne and king are used for people who wear mascara from Majolica. This does not make sense because only wearing mascara will not get the throne and become king. Therefore, this ad is only made more dramatic and uses figures of speech like the words throne and king to make it look attractive.

C. Shampoo

Datum 7, The advertisement above is a Shampoo product advertisement of Pantene. Pantene shampoo contains hair supplements that nourish hair to make hair look smoother and softer. The dramatic language found is "Tired hair? Yup, you need to charge your hair". This ad uses the words tired and charge for hair while hair is a dead organ. For hair, the word that should be used is the word "cleanse". However, because advertisements have to be interesting to watch, they create sentences that sound overreacting.

D. Lipstick

Datum 8, The advertisement is a Lipstick product advertisement of Avon. Lipstick makes users more confident. Lipstick is used to give color to the lips. The phrase "why just color when you can shine" includes something dramatic because the word shine means to cause light. But in this advertisement, it is impossible for a person to bring out the light from themselves. This sentence is



just a figure of speech that has a meaning why just color (lipstick) if you can shine (glow) which means to appear confident. So, you can do both by applying lipstick and shine.

E. Perfume

Datum 9, This is a Perfume product advertisement of Dior. Dior is a global perfume brand. Perfume serves to prevent body odor and make it smell good all day long. Perfume also improves mood. The dramatic line of this ad is "It's not a heaven, it's a new world." In the word "new world" is a new page of life. So, if you wear Dior perfume, you will start a new world. Of course this is just a sentence that is made up and does not match reality, aka dramatic to make it look great.

CONCLUSION

This research was conducted to find the dramatic language style used in cosmetic advertisements on television. The conclusion of this study can be formulated based on the formulation of the research problem. The researcher uses Hidayat's theory in analyzing the data. The researcher found the types of language styles, namely Narrative style, dramatic style, newsy style, dialogue style, and humorous style. Researchers examined one of them, namely dramatic language style and found dramatic language style in cosmetic advertisements. The types of cosmetics found with dramatic language style are: Face cream, Mascara, Shampoo, Lipstick, Perfume, Make up. Ads that use language style are able to influence the mindset of the audience so they are interested in trying to buy the products offered and readers can catch the intent of the ad. To

F. Make up

Datum 10, This is a Make up product advertisement from l'oreal. Make up is a beauty ingredient to cover up imperfections on the face and make people look different than usual. Researcher found dramatic sentences in it such as "Create the beauty that moves the world". The word "moves" in this ad means to shake the world. This word is very high and difficult to reach. So, this word is just an expression and dramatically show that this product can create beauty for people around the world. The phrase create the beauty that moves the world means creating the beauty of all people around the world by inviting them to create their own beauty.

make viewers interested in seeing advertisements, there are several strategies to create advertisements, one of which is to create creative sentences by finding magic words related to language styles, including dramatic language styles because a spoken sentence is a powerful tool in advertising.

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