

**A CRITICAL DISCOURSE ANALYSIS OF BEAUTY PRODUCT  
ADVERTISEMENTS ON WEB SITE**

**THESIS**

Presented to  
State College for Islamic Studies (STAIN) Kediri  
In Partial Fulfillment of the Requirements  
For the Degree of *Sarjana* in English Language Education



By:

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I hereby declare that the thesis and the work presented in it are my own and it has been generated by me as the result of my own original research. It does not incorporate any materials previously written or published by another person except those indicated in quotations and references. No portion of this work has been submitted in support of an application for another degree or qualification of this or any other university or institution of higher education. Due to this fact, I am the only person responsible for the thesis if there is any objection or claim from others.

This thesis is to fulfill the requirement for the degree of *Sarjana (S1)* in English Study Program, State College for Islamic Studies (STAIN) Kediri.

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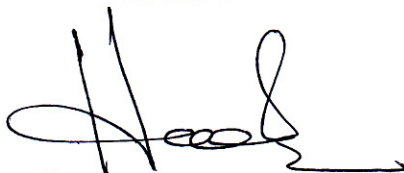
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Demikian agar maklum dan atas kesediaan Bapak, kami ucapkan terima kasih.

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The writer realizes that this thesis still has faulty and mistakes. Because of that, the writer hopes to all of the readers in order to give some advices and critics to be better for the further researcher. Finally, the writer just wishes that the result of the study will be valuable and useful especially for the writer and for all readers generally. Amin.

Kediri, June 13<sup>th</sup> 2017

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Setelah diperbaiki materi dan susunannya, sesuai dengan beberapa petunjuk dan tuntunan yang diberikan dalam sidang munaqosah yang dilaksanakan pada tanggal 20 Juni 2017, kami dapat menerima dan menyetujui hasil perbaikannya.

Demikian agar maklum adanya dan atas kesediaan Bapak, kami ucapkan banyak terima kasih.

Wassalamu'alaikum Wr. Wb.

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## RATIFICATION SHEET


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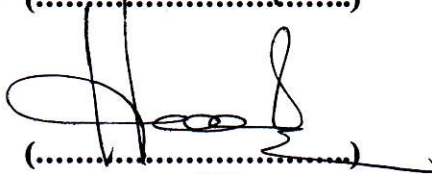
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## **MOTTO**

**“Good advertising does not just circulate information. It penetrates the  
public mind with desires and belief”**

**(Leo Burnett. (n.d). BrainyQuote.com. Retrieved May 31, 2017)**

## DEDICATION

This thesis is dedicated to

- ❖ Allah SWT who gives me so much miracles and my Idol Prophet Muhammad SAW who guides me to be the best person in the world.
- ❖ My beloved parents: Bapak Tuselan and Ibu Salamah who give me everything that I need. Thanks for your support and pray for me. I love you so much.
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## ABSTRACT

**Susiana, 2017. *A Critical Discourse Analysis of Beauty Product Advertisements on Web Site***, Thesis, English Department, Tarbiyah Faculty, State College for Islamic Studies (STAIN) Kediri, Advisors (1) Dr. H. Fathor Rasyid, M.Pd., (2) Dr. Toyyibah, S.S., M.Pd.

**Key words:** Critical Discourse Analysis (CDA), Beauty Product Advertisements, Micro Level and Meso Level

Critical Discourse Analysis (CDA) is the approach about social elements that relate to the authentic everyday communication in institutional, media, political or other locations. The researcher analyzed the critical discourse of beauty product advertisements on web site. This research is intended to find out what the types of linguistic features (micro level) and also to find out how the use of strategy manipulates women beliefs (meso level).

This study uses descriptive qualitative research design. The source of the data is beauty product advertisements on web site. Research instrument of the study is the researcher herself. The data collection has three steps, involving: searching the beauty product advertisements, finding and selecting the language of beauty product advertisements. The data analysis has three steps as data reduction, data display, and conclusion or verification.

The findings of the research show that there are two types of CDA. Those are linguistic features (micro level) and strategy of advertisements (meso level). First, in the linguistic features (micro level) that relate to the textual analysis of the advertisements. There are 11 linguistic features (micro level) of advertisements. There are 8 second-person personal and possessive pronoun 'you' and 'your', 4 imperatives, 3 question forms, 1 disjunctive syntax, 6 vocabularies (positive adjective and negative adjective), 2 compound words, 1 modality, 1 conjunctive adjunct, 1 technical word, 1 slogan, and 1 number. Second, in the advertising strategies (meso level) that relates to the discursive practice analysis to manipulate women beliefs based on production and consumption of the products. There are 6 strategies of advertisements. There are 1 strategy of manufacturing consent through implication, 2 strategy of invoking inadequacies, 1 strategy of irrealis representation, 1 strategy of positive self-representation, 3 strategies of celebrity endorsement, and 2 strategies of emotive words.

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