

Part I

AN ANALYSIS OF LANGUAGE FUNCTION USED IN COSMETIC ADVERTISEMENTS

CHAPTER I

INTRODUCTION

In this chapter, the researcher presents background of the study, research problem, objective of the study, significance of the study, scope and limitation of the study, and the definition of key terms.

1.1 Background of Study

Nowadays, consuming product cannot be separated from human life. People need many kind of product for fulfilling human 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.

As one of the important, cosmetics became a most significant product in social life used to show up (Martinez, 2017). In digital era, electronic media influence people to concern for having good appearance in any change,

Consuming
product
Cosmetic

not only for working but also having good appearance can increase our mood. One of the ways to have a good appearance and have good looking is use cosmetics. Cosmetic is products that have managed to have great impact on our lives, fashion, culture and history (Martinez, 2017). The reason for the popularity of cosmetic products is the important physiological and psychological benefit they impart to the consumer. Several studies have shown that, apart from the physiological effects, "there are very real psychological and social benefits to be gained from the use of cosmetics. It is these benefits that ensure cosmetic products are, and will remain, an integral part of life" (King, 2013). Therefore, consumers use cosmetic and personal care products every day to protect their health, ensuring their well-being and boosting their self-esteem also to be healthy, but enhancing beauty.

There are so many kinds of cosmetic product. This research will analyze both of *Make Over* and *Maybelline* as the product. *Make Over* is a product has the tagline "Let you worry, and be unstoppable", The estimate direct tagline is more target audience good at leaving all doubts, and being yourself. Product make Over has quite complete variants, starting from primary makeup shape and cover, final make-up, decorative eye color, eye definer, cheeks decorative color, decorative lip color, care and care as well as clean and fresh too cosmetic equipment.

Kind of
Cosmetic
Product

Maybelline is a product that found in 1915 by 19 year old entrepreneur named Tom Lyle Williams Maybelline New York is the number one global cosmetics brand and is available in over 129 countries worldwide. Maybelline is also to be the official makeup sponsor of thirteen fashions worldwide. Offering more than 200 products, Maybelline New York combines technologically advanced formulas with on-trend expertise to create accessible cosmetics with a cool, urban edge and a spirited style. The Maybelline New York's mission is to offer innovative, accessible, and effortless cosmetics for every woman. It tries to empower women all over the world to express their personal factor. We can see all about the kinds of cosmetic product Make Over and Maybelline through advertisements.

Advertisement is one of media to deliver the information about some products such as goods, services, and ideas from the company to the target audiences. Advertisement becomes an effective way to introduce and advertise a product of company or an event to the people. Advertisement is also one of many tools that can help the companies for selling what it offers to the society (White, 1988). In an advertisement, the election of the word and language is important to attract and to influence the consumers about the company product. Advertisers make their advertisements as interesting as possible to attract people to use the product. Therefore, language has important function for making advertisement.

The researcher chooses language function because it is important to deliver the messages which contain in the advertisement. One of theories that concern 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. Therefore, the researcher interested to analyze the words and language which used in *Make Over* and *Maybelline* video advertisements. For this study, the researcher uses the language functions in *Make Over* and *Maybelline* advertisements because these will show the type of language functions which is used based on Roman Jakobson theories. According to the background above the researcher will conduct the research entitled "AN ANALYSIS OF LANGUAGE FUNCTION USED IN COSMETIC ADVERTISEMENTS".

1.2 Research Problem

Accordance with the research background that has been described, this research aim to answer the questions bellow:

- ① What are the language functions used in *Make Over* and *Maybelline* advertisements?
- ② What are the contexts of language functions that used in *Make Over* and *Maybelline* advertisements?
- ③ What are the differences of language functions used between *Make Over* and *Maybelline* advertisements?

1.3 Objective of the Study ✓

Based on the research problem, the objective of the study are formulated as follow:

- ① To find the language functions used in Make Over and Maybelline advertisements.
- ② To describe the contexts of language functions used in Make Over and Maybelline advertisements.
- ③ To know the differences of language functions used between Make Over and Maybelline advertisements.

1.4 Significance of Study

Theoretically, this study is expected to be on overview and an example of research that helps other students who also examine any other object of language functions. Practically, this study is expected to encourage advertisers to create advertisements with convince and attractive words, and to make it easier for consumers to understand about *Make Over* and *Maybelline* products.

①.5 Scope and Limitation

based on Roman Jacobson
Cosmetic, which theories.

This research analyze about the language function used in *Make Over* and *Maybelline* advertisements. The researcher takes ten videos of Make Over and ten videos of Maybelline. Those are Make Over Quickies-How To Brow Like A Pro (20,Februari 2020), Eye Must Have Make Over Hyperblack Super Stay Liner (3 September 2018), Stay On Color Make Over Power Stay

Transfer Proof Matte Lip Cream (22 Oktober 2019), Make Over Power Stay Demi-Matte Cover Cushion in 10 Shades (17 Januari 2020), Eye Stay Strong Make Over Powerstay Eye Pelette (4 Juli 2019).

1.6 Definition of Key Terms

To avoid any misunderstanding about the basic concept of the study, the researcher explains the definition of key terms as follow:

1. Language

Language is a basically means of communication which is always occurs in a particular social context. Based on Wardhaugh (2013) language is what the members of particular society speak. From this, it means that language cannot be separated from the society in communication to express their ideas through the sound, letter, and symbol

2. Language Function

Language function is one of the key to make the communication acceptable (Jakobson, 1985). Based on Roman Jakobson (1985) there are six types of language function. Those are emotive (expressive), poetic (aesthetic), conative (appellative), metalingual (metalingualistic), referential (cognitive, denotative, edeational), and phatic.

3. Cosmetic

Cosmetic is products that have managed to have great impact on our lives, fashion, culture and history. The reason for the popularity of

3 Kinds
Language
1. Function
Cosmetic

cosmetic products is the important physiological and psychological benefit they impart to the consumer. Several studies have shown that, apart from the physiological effects, “there are very real psychological and social benefits to be gained from the use of cosmetics. It is these benefits that ensure cosmetic products are, and will remain, an integral part of life” (King, 2013).

a. Make Over

Make Over is a kind of cosmetics product that has quite complete variants, starting from primary makeup, shape and cover, final make-up, decorative eye color, eye definer, cheeks decorative color, decorative lip color, care and care as well as clean and fresh too cosmetic equipment.

b. Maybelline

Maybelline is a cosmetic product that founds in 1915 by 19 year old entrepreneur named Tom Lyle Williams Maybelline New York is the number one global cosmetics brand and is available in over 129 countries worldwide. Maybelline is also to be the official makeup sponsor of thirteen fashions worldwide which is offering more than 200 products.