

Classify 

APPENDIX 1

The script of *Make Over* Advertisement

1. "How to brow like pro" (February 2020)

How to brow like a pro

Before after

Shape, fill, build

Shape your brows with makeover eye brow styles eye definer

Fill the gaps with makeover eye brow definition kit

Build brow dimension with makeover power stay brow definer mascara

2. **Make Over Tutorial- How To Bold Blast (December 2019)**

Make over micellar water

Make over power skin water charge moisturizer

Make over velvet mattifying primer

Make over ultra-cover liquid matt foundation

Make over highlight and contour stick duo

Make over power stay mattifying transparent powder

Make over matte powder foundation

Make over professional highlight and contour palette

Make over riche glow face highlighter

Make over brow styler eye definer

Make eyebrow definition kit

Make over blackjack eyeliner pencil

Make over hyper black super stay liner

Make over eye liner pencil brown latte

Make over ultimate lash mascara

Make over lip amplify contour liner

Make over intense matte lip cream

Make over ultra hi-matte lipstick

3. "Oily No More" **MAKE OVER** Master Class with Dhiman Putra and

Asmara Abigail (3 April 2018)

Make over hydration serum

Use make over velvet mortifying primer in your T-Zone

Make over corrective base make up

Make over ultra-cover liquid matt foundation

Make over perfect cover two way cakes

Make over professional highlight and contour palette

Make over intense matte up cream vogue

4. "Coral Silhouette" Make Over SS2018 Trend Look Tutorial by Dhirman

Putra (November 2017)

Define your eyebrows with eyebrow definition kit

Apply nudes eye shadow palette "hot stones" all over eyelid

Blend the same shade on lower lash line

Blend face contour kit on the area below your cheek bones also on your jaw lines

Blend "royal espresso" from your temples towards the apple of the cheek

Brush shimmering powder "chrysalis" on your cheek bones

Apply ultra hi-matte lipstick 021 "oxford" to complete the look

5. "Eye must have makeover hyper black super stay liner" (September 2018)

Make over hyper black super stay liner

I must have this

Under control strokes

Perfect stare last all day long

Super intense pigments

Style away in every way

Make over hyper black super stay liner

I must have makeover beauty beyond rules

6. "Stay on color make over power stay transfer proof matte lip cream"

(October 2019)

New makeover power stay transfer proof matte lip cream

Lips stay on color in only one slide

In eight shades it's to be intents

Color sets in quickly stays flexible living no mark behind

Wow amazing

Because there is no rule to show your perfect lips all fourteen hours long

Love your smile, Show time

Go to choose lips stay on color with makeover power stay transfer proof matte lip cream

7. Make Over X Paula Vanhoeven : Paris Beauty Invasion(December 2018)

Paris !they say this is the most beautiful city in the world
For me " this is my runway!"
Here is where I roam, where I always be myself
As the real Paula
This is where I show my style, my beauty, my independence
I express all I have beyond limits
My conviction, that all must be done with passion
And the most important, I don't quit
That's the key; I made Paris, my runway
I Paula Verheoven, and this is how I rule
Make over beauty beyond rules

8. "Make over power stay Demi-Matte cover cushion in 10 shades"

(January 2020)

New shades are inedible beloved make over power stay Demi-Matte
Now comes in 10 shades
For who want to draw or event cool skin
Pat! pat!
Marbles – N10, Pink Ivory – C21, Warm Ivory-C22, Natural-Beige-N30,
Crème Beige-W30, Honey Beige-W33, Coral Sand-W41, Warm sand-W42,
Cool Tan-C51, Tan-N50
All 10 are ready to cover your skin up to 12 hours long
Every one bring your back to go
Make over power-stay Demi-Matte cover cushion
Perfect in 10 shades

9. "Eyes stay strong make over power stay eye palate" (4th July)

Look up! It is a stare it out
Eye stay strong with makeover power stay eye palate
12 intents color 2 and beautiful palate
Color up, perfect with easy blend, perfect mix
Stay with 12 hours long
Eye stay strong with make over

10. First Beauty Musical “Beauty All Ways” Make Over Teaser (Januari 2020)

Can beauty conquer all?
Find out with us!
Beauty all ways
3 stories
3 secrets
Beauty all ways
Tasya farasya as miss lovely busy
Ufa Sofura as lively lady pull
Audrey Tapiheru as angel music bae
Experience all the magic moments
About empowerment
Love and life
Beauty all ways

The Script of Maybelline Advertisement

- 1. The Rock Nudes Pallate (January, 2018)**
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
- 2. The Falsies Push Up Angel (August, 2017)**
The new falsies look
Look the winged effect
New Falsies Push Up Angel Mascara from Maybelline New York
Lashes so winged out
Who need for falsies?
Maybelline New Falsies Push Up Angel
Make it Happen
Maybelline New York

3. Lash Sensational Luscious (June, 2016)

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 sticker 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

4. Master Contour Make Up Duo Stick (November, 2017)

Happening now

The V-shape face

New Master Contour V-Shape Duo from Maybelline New York

Do step 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

5. Vivid Matte Liquid Lip Color (May, 2018)

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

6. Dream Cushion Liquid Foundation (May, 2018)

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

7. Brow Precise Micro Pencil (August, 2017)

Next level brows
Precisely shaped totally natural
Brow Precise Micro Pencil from Maybelline New York
Just fill with natural
Hair like strokes and blend for precise natural brows
Maybelline's Brow Precise Micro Pencil
Make it Happen
Maybelline New York

8. "Push Up Drama Mascara" (April, 2017)

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

9. Super BB Cushion Fresh Matte (February, 2017)

Close encontour
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

10. Master Precise Curvy Liner (December, 2016)

Happening now

Curve your control

New Master Precise Curve 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

APPENDIX 2

Utterance	Language Function	Reason
<i>Shape, Fill, and Build</i>	C	Describes the imperative word and show the result of product
<i>Make over micellar water</i> <i>Make over power skin water charge moisturizer</i> <i>Make over velvet mattifying primer</i> <i>Make over ultra-cover liquid matt foundation</i> <i>Make over highlight and contour stick duo</i> <i>Make over power stay mattifying transparent powder</i> <i>Make over matte powder foundation</i>	C	Explanation about the advantages of the product
<i>Make over hydration serum</i> <i>Use make over velvet mortifying primer in your T-Zone</i>	C	Attract the addressee's attention for buy this product
<i>Blend the same shade on lower lash line</i> <i>Blend face contour kit on the area below your cheek bones also on your jaw lines</i> <i>Blend "royal espresso" from your temples towards the apple of the cheek</i>	C	Explanation about the advantages of the product
<i>under control strokes, Perfect stare last all day long, Super intense pigments categorized</i>	M	Explanation the name and criticize the feature of the

		product
<i>Because there is no rule to show your perfect lips all fourteen hours long</i>	E	Showing about the feeling
<i>This is where I show my style, my beauty, my independence</i>	E	Showing about the feeling
<i>New shades are inedible beloved make over power stay Demi-Matte, Now comes in 10 shades, For who want to draw or event cool skin</i>	R	Sharing an information about the effect and result of this product

APPENDIX 3

Biodata of Investigator

Name : Siti Nikmatus Solikah, S.Pd

Place, date of birth : Nganjuk, 23 of October 1992

Address : Ds. Sumengko (Rt/Rw;03/04) Kec. Sukomoro Kab. Nganjuk

Gender : Female

Nationality : Indonesia

Religion : Islam

Hobby : Teaching

Motto : Be Yourself

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APPENDIX 4

CURRICULUM VITAE

data pribadi

Nama : Eva Nur Azizah
Jenis Kelamin : Perempuan
Tempat, Tanggal Lahir : Nganjuk, 27 Agustus 1998
Agama : Islam
Status Perkawinan : Belum Menikah
Alamat : Dsn. Ngedangan Ds. Sumengko Kec Sukomoro Kab.
Nganjuk
No.HP : 085815255916
e-mail : evanurazizah37@gmail.com

Riwayat Pendidikan

Formal

TK : TK Pertiwi Sumengko (2002-2004)
SD : SDN Sumengko I (2004-20010)
SMP : MTs "Darul-Ihsan" (2010-2013)
SMA : MAN 2 Nganjuk (2013-2016)
PT : IAIN Kediri (2016-sekarang)

Pengalaman dan Pelatihan yang pernah diikuti

1. Teacher's Workshop with Peace Corps Indonesia (2018)
2. Studium General (Innovate ELT with Critical Pedagogy) (2019)
3. A Workshop on the Use of Corpus in Language Pedagogy (2019)

International Seminar on E-Education for International Quality Assurance of Higher Education