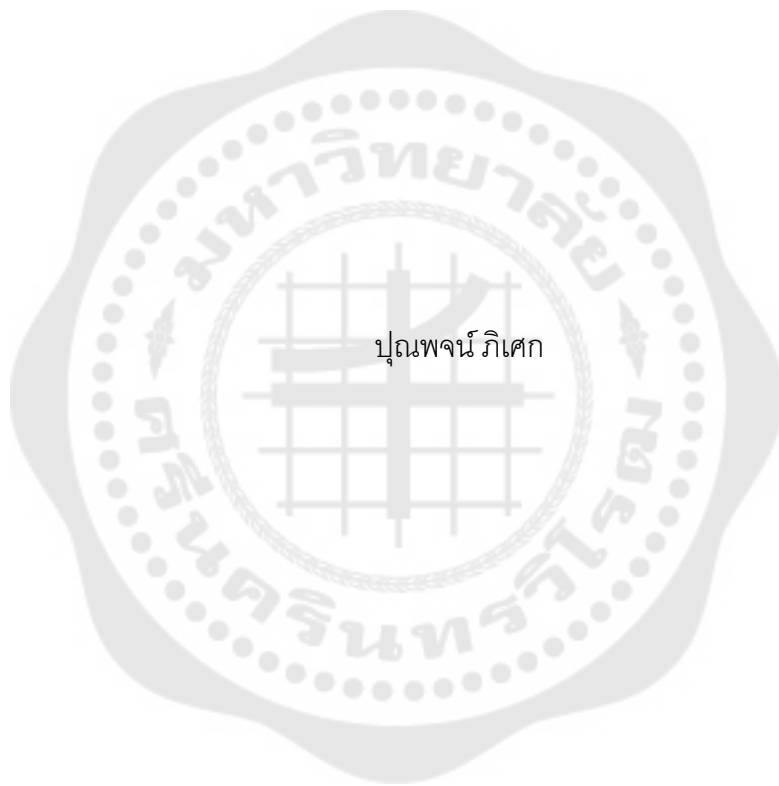AN ANALYSIS OF LANGUAGE STYLES USED IN SKIN CARE ADVERTISEMENTS: A

CASE STUDY OF TWO COSMETIC BRANDS ON INSTAGRAM

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การวิเคราะห์วัจนลีลาที่ใช้ในการโฆษณาผลิตภัณฑ์บำรุงผิว: กรณีศึกษาจากข้อความในโพสต์
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AN ANALYSIS OF LANGUAGE STYLES USED IN SKIN CARE ADVERTISEMENTS: A
CASE STUDY OF TWO COSMETIC BRANDS ON INSTAGRAM

POONNAPHOT PISEK

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This research aims to study and analyze the language style used in skin care product advertisements on Instagram in order to investigate the differences in anguage styles used by male and female skin care products, including types of skin care products, which can be divided into whitening, anti-aging and cleansing products. It is qualitative research and the data was analyzed by the content analysis technique with language style theory by William Wells. The researcher collected data from Instagram on two cosmetics brand official accounts posted from 1st January 2021 to 31st December 2021. After collecting the data, the researcher categorized the data in accordance with the types of language styles, based on the theories of William Wells. Then, a matrix analysis table was created and the types of language styles were identified and then placed in the table. The results showed that the language style mostly used in the advertisements is the straightforward technique, followed by soft sell and comparison. It can be concluded that nowadays cosmetics brands try to provide rational information or facts to the buyers rather than emotionally convincing them to buy the products.

Keyword : Language Style, Skin Care Product, Instagram, Advertisement

ACKNOWLEDGEMENTS

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Introduction

Background of the study

        Language is indispensable for all living things. Not only do human use it for communication, but also animals and plants have their own language to communicate with one another. There are many languages used around the world, but not all of them are dominate. Only a few languages such as, English or Mandarin, are widely used in the world (Bhasin, 2020). In addition, language is very essential for the success of advertising since it has the ability the control the purchasing decisions of customers. It is said that customers tend to buy products more if they understand the language, but if they do not, the chance of them buying products drops (Moraru, 2021). Therefore, the language use on advertising should be carefully and appropriately selected to attract more buyers.

        Nowadays, people see advertising anywhere and anytime because it is the major tools that many companies use to promote their products or services and can be the best tool to make public realize the existence of the brand. Digital market experts mentioned that people see 400-1000 ads each day without realizing (Simpson, 2017). The popularity and advancement of social media provide opportunity for everyone to be able to go online easier than we did in the past. According to Statista (2022) It is predicted that the number of social media users will increase to 4.41 billion by 2025. That is why many companies expand their advertisements not only via offline channel, but online channel such as Facebook, Twitter, Instagram and YouTube. As a result, we see new different advertisements each day and skin care advertisements have been one of the mostly seen on social media in the present day.

        Skin care has been very important for people for a long time and has been the most popular products in the cosmetic segmentation because people have realized the importance of having good-looking and healthy skin. Due to the concern that most people suffer from external damages such as pollution, UV light and stress every single day, they do need something to fix and improve their skin. However, there are many types of skin care products in the market, but the most popular types of skin care products in the recent

market are considered whitening, anti-aging and cleanser(Racho, 2022). So, the believes that skin care is a product for aging people to help maintain their youth and it is only for women have been changed, younger people both men and women now start using skin care product to delay the process of aging or to fix other skin problems.

The skin care market is expanding gradually. This is due to the fact that the number of younger people using skin care products has been dramatically increasing, while the number of old people using skin care products has started to fall (Statista, 2021). In addition, the survey conducted by Statista in 2020 mentioned that 41% of Thai people planned to spend more on cosmetic products from 2021 to 2023 (Manakitsomboon, 2020). This is why the marketing planners have to take these into consideration and come up with new advertisements to attract younger customers both men and women through social media channel.

Language style can be one of the most influential factors to make the products attractive. However, the too good language style can sometimes have negative impact on customers as they can be too impressed and convinced by the language style use in advertisement that they forget to realize whether that particular product is needed. The overexaggerating language might be seen and makes customers believe that the product is good in which it perhaps is not. Much money have been spent on advertising to make it as best as it can be and that is why it is very powerful and influential to convince consumers to make a purchasing decision quickly without considering (Greutman, 2016). To conclude this, customers should be able to understand the language style in advertisements before purchasing to prevent getting untrue or overexaggerating information that leads to buying products that they do not really need.

Objectives of the study

1. To investigate the language styles in advertisements of whitening, anti-aging and cleanser of skin care products.

2. To investigate the language styles in advertisements of male and female.

Research Questions

1. What language styles are used in whitening, anti-aging and cleanser products of skin care?

2. What language styles are used in the male and female skin care products?

Significance of the Study

This study can be beneficial not only in terms of understanding how the language styles are used related to the types of products, but also understanding the style of language use related to the genders of the customers. In addition, the results of the study can be guidelines for improvement of the marketing planners to carefully selected the appropriate language use to advertise their products and avoid unappreciated language use. On the other hand, it can help customers to be able to understand the language styles from the advertisement and be aware of purchasing cosmetic products in order to prevent buying unnecessary products.

Scope of the study

This research intends to study and analyze specifically the language styles used in 16 advertisements posts on two cosmetic brands on Instagram from 1st January 2021 to 31st December 2021 which were selected from two cosmetic brands. The posts are selected by purposive sampling in which the advertisements must aim to advertise skin care products related to whitening, anti-aging and cleanser products for men and women.

Conceptual framework

In this research "An Analysis of Language Styles used in Skin Care Advertisements: A Case Study of Two Cosmetic Brands on Instagram" the researcher used William Wells' language style theory to analyze the data. The theory consists of 9 techniques as follows:

1. Hard sell
2. Soft sell
3. Lecture and Drama
4. Straight Forward

5. The Demonstration

6. The Problem Solution

7. The Slice of Life

8. The Spokesperson

9. Comparison

Definition of terms

Language style

Language style is the selection of language use both in speaking and writing that is appropriate in different circumstances, context, subject matter and audiences.

Skin care

Skin care is defined as something that we use to keep and make our skin healthy and beautiful. In this study, however, it only covered 3 types of skin cares which are whitening, anti-aging, and cleanser product.

Whitening skin care

Whitening Skin care is a cosmetic product that has the ability to make the skin's color brighter including reducing any kinds of dark spot.

Anti-aging skin care

Anti-aging is to stop or delay the body aging process which means anti-aging skin care is defined as a treatment product that helps prevent the skin from becoming old.

Cleanser

Cleanser is a liquid product for cleaning and removing dirt. In terms of cosmetics, it refers to a product that use to clean facial and body skin.

Advertisement

Advertisement generally means the form of commercial communication which aims to sell products or services (Sam, 2020). In this study, advertisements mean the posts on Instagram that the researcher selected as the artifacts.

Social media advertisement

It refers to an online advertisement which is the easiest and fastest way to introduce products to people (Tomas, 2022).

Chapter 2

Literature Review

In this part, language style, the use of language on advertising, and gender in cosmetics advertising are discussed. The chapter also includes research relating to the topic.

1. Language style

Language is the method of human communication which consists of words, sounds, and grammar. It can also refer to a system of communication used by a particular country or community. Language style is the selection of language use both in speaking and writing based on different circumstances, context, subject matter and audiences especially for communication purposes. Not only is language style important in terms of communication, but also it is a key to gain and maintain relationship with others (Sipahutar, 2018). In other words, that language style is how people express their ideas using special language which can affect the user's personality and background. He also mentions that a good language style must consist of three elements; honesty, civility and attractive. To summarize this, language style is various ways of communication to specific groups of people. There are five styles of language that were categorized by Martin Joss and most of them can be detected in our daily lives (Muninggar, 2019).

1. Frozen Style: It refers as the most formal style of language used specifically in a formal situations and ceremony. This style is quite difficult to use since it requires a highly skillful person to use such as, lawyer, specialist, orator or preacher.

2. Formal Style: It is a formal style of language that is mostly used in important and serious situations. It usually occurs in a specific topic such as facts or technical terms and is normally used by teachers or students.

3. Consultative Style: It is normally used in a semiformal situation and can be used in daily life. This type of style often occurs in conversation between doctor and patient, business, or meeting.

4. Casual Style: It is often used in a normal or relaxed situation which occurs in conversations in family and friends. Nickname and slang are seen in this style.

5. Intimate Style: It is considered a private language that occurs in a small group of people such as family, lovers, or close friend such as, baby, darling, honey or dude. The obvious characteristics of intimate style are ellipsis, deletion, slur and non-verbal communication.

However, the abovementioned language styles are just to explain the use of language in daily life and the level of using language. In order to influence people to become interested in products or service, it is better to understand and study 9 styles of language use on advertisements which is more detailed and can present the creativity of language style in advertisements (Well, 1995):

1. Hard sell: It refers to a sale technique of advertisement to directly explain the features and qualifications of the product. Insistent and strong languages are used. The pros of this technique are that customers will buy products and services quickly and it shuts out competition from competitors. On the other hand, most customers do not really like this technique because it is aggressive and pushy and it can make them never buy your products or services again.

2. Soft sell: It refers to a non-aggressive technique which is designed to avoid potentially angry customers. Soft language that plays with emotions, feelings and attitudes is used in this technique. This technique can start with asking and answering the potential customer which make them feel like consultation rather than being forced to buy. It might not be able to make customer buy products or services immediately, but it can encourage the repeat sales. Adjectives are seen in this technique.

3. Lecture and drama: It is a technique that teaches the customers on how to solve the particular problem especially by recommending their products or services as a solution.

4. Straightforward: This technique provides rational information rather than emotional to customer without using any gimmicks. The use of verb is the key of this technique to tell what the product can do.

5. The Demonstration: It is a very convincing technique that focuses on showing or demonstrating the how to use the products and the benefits getting from using the products.

6. The Problem Solution: This technique will show their product as a hero that will solve customers' problems.

7. The Slice of Life: It is an extended version of the problem solution technique that will present some drama and problem. It may give customers a feeling of being in the drama.

8. The Spokesperson: This technique uses famous people or celebrities to advertise the products.

9. The Comparison: One of popular techniques that compare or contrast their products with the competitors in order to show that their products are the best.

Therefore, in this study, the reason why William Wells' language theory is used to analyze the artifacts in the study is because his theory specifically focusses on language use in advertisements

2. **The use of language on advertising**

The term "Advertising" has been defined in different ways. For example, Cook (2001) defines advertising as a the promotion of products and services via media. According to Tellis (2004), advertising is not just to try to sell or promote products but it is to give information and represent the updated products. While Wilmshurst and Mackay (1999) summarize that advertising is the process of sending messages to many people

with low cost. Nowadays, advertising becomes an inevitable part of our lives. We see advertising anytime and anywhere.

2.1 Concept of advertising

There are many ways that entrepreneurs can reach customers, yet advertising is considered as the most influential and easiest tool to promote products, services, images and ideas through various channel including social media to customers. Not only do business organizations utilize advertising to promote their products, but also non-business organizations such as government or educational institutions utilize advertising to promote their credibility and reliability (Frolova, 2014). It is obvious that the purposes of advertising are to promote the awareness of brands, to sell products and services and to change the beliefs and images of the brand. Therefore, advertising has been developed from time to time to serve these purposes. In order to understand advertising, the characteristics of good advertisement should be considered.

2.2 Characteristics of good advertisement

It is known that the purpose of advertisement is to generate more income from product and service sale ,so there are 8 good effective characteristics of advertising that need to be considered in order to have an impactful advertisement(Ortiz, 2021).

2.2.1 Promotional: The main purpose of advertising is to publicize products and services to consumers. It should be able to change the purchasing behavior of consumers.

2.2.2 Persuasive: Good advertising should not only show the consumers how their products or services are better than others, but also help consumer believe that they will get what they pay for.

2.2.3 Targeted: Not everyone is your customers. That means every brand should understand who their target groups are in order to make the advertisements that attract that particular groups.

2.2.4 Investment: A good advertisement does not come from nothing, but it requires resources, money and time to make just one successful advertisement.

2.2.5 Creative: Although people have seen many different advertisements in a day, they do not really pay attention and tend to forget it. That is why good advertisement should be creative and outstanding. Stories, interesting images and memorable speeches can be put to the ads to catch the attention from consumers.

2.2.6 Consistent: A good advertisement should make the audience remember to brand's messages without getting annoyed and it should focus on the core and value of the brand.

2.2.7 Personalized: Everyone has their own preferences and personalized ads have been widely used in the recent time. This is one of the marketing strategies that will remember customers' information and preferences. So, the appropriate ads will be sent directly to customers.

2.2.8 Ethical: Advertisements can be very powerful to influence audience's beliefs. A good advertisement must not misguide and mislead to the wrong or inappropriate information.

Language is considered the most important tool for advertisement and with its power, language has ability to impact and change the perspective of consumers. If language is used in the right hand, it also has the power to control and set the ideology of society. It is mentioned that there are four purposes of the language which are expression, exposition, art and persuasion. In truth, the main purpose of the advertisement is to persuade people to buy products and show the value that customers will receive (Widyahening, 2015) In the world in which we are easily accessible to many social media

platforms, the words or language used in advertisements have to be selected carefully to avoid and prevent any negative outcomes.

To ensure the success of the advertisements, the selection of language use is the key to enhance the interest of individual ad. Therefore, Bai (2018) has mentioned in his study (The Characteristics of Language in Cosmetic Advertisements) that there are many characteristics of language being used in cosmetic advertisement in order to make each ad become more recognizable.

1. The use of adjectives: People tend to not realize how strong and powerful adjectives are to convince and seduce consumers. Adjectives are essential and can be seen in almost every product in the market including skin care products as they can explain the key information of the products and what and how the products really are. However, most of the adjectives used in advertisement are not normally used and seen in a real daily life. In addition, it has been found that there are top 8 adjectives used in advertising which are perfect, great, better, best, pure, real, good, and beautiful(Ke & Wang, 2013).

2. The use of verbs: The fact that verbs are not used very often in the cosmetic advertisement seems to be untrue. Verbs has the potential to describe what the products can do as well as get the attention from customers (Tornoe, 2022). For example, wash, clean, help can be widely seen as they are easy to understand. Therefore, entrepreneur should select the verbs used in the advertisement carefully and try not to use unfamiliar verbs because some customers may not understand.

3. The use of pronoun: The word "we", "you", "our", and "us" are being used by many companies to create the connection to the consumers (Chou, 2019).

4. The use of phrase: The goal of advertisement is to make the products easy to remember by customers. That is why they avoid using full sentence and minimize into noun phrase and adverbial phrase (Hudson, 2020).

5. The use of metaphor: A metaphor is one of the most popular styles of language used in advertisement and mainly used to compare the qualification of the products to something people find precious, so customers might need to have background knowledge to be able to understand the comparison (Cherono, 2019).

6. The use of simile: It is a vivid comparison between two different things, normally the word "as" and "like" are used to compare (Chetia, 2015).

7. The use of metonymy: Metonymy is the style of language use by replacing one word to another word, but the readers still understand the message. Metonymy helps making the product look better and clearer (Liu, 2017). For example, the word "green" represents the eco-friendly products.

8. Personification: Personification makes non-living thing become living by giving the feelings and emotions on such things (Sullivan, 2008). Personification also increases the attractiveness of the skin care advertisements.

9. Parallelism: Parallelism is used to highlight the same idea and enhance the meaning of the message of the advertisements (Thuy, 2018).

10. Questions: This style of language used do not need any answers for it but it often makes customer start thinking and asking themselves whether they have problems and whether they really need that product and it will be stuck in ones' mind for a period of time (Lai & Farbrot, 2014).

11. The use of imperative sentence: It is known that imperative sentence is normally used to ask, suggest and order. For the advertising, imperative is the way to communicate to the point directly. Besides, the word such as "try", "go", let's and enjoy can have the power to enhance the consumers' purchasing demand (Fialová, 2017).

12. Scientific language: It can be strange to use scientific language in the skin care advertisements because it can only be understood only specialists. However,

scientific language is inevitable in cosmetic industry because they are seen in the ingredients of the products. Moreover, the use of scientific language can increase the curiosity of the consumers and make them do more research on the products to help making decision (Arroyo, 2013).

To conclude this, there are and should be many styles of language use combining together in a single advertisement in order to make the product become more attractive.

2.3 Social media marketing

No matter how big or small the businesses are, social media is a very important channel to introduce brands to public. Handerson (2020) mentions that social media has become the main tool for marketing planners to advertise their brands and products to customers since social media has the ability to reach many people in short time. It is also stated that 55% of people discover new brands from social media which most of them are Millennial and Gen Z and they are willing to purchase that particular product or service if they receive positive experience from the brand's social media channels (Cover, 2021). Most importantly, social media help boosting sales because it can create engaging content that focuses on particular groups of customers (Ku, 2021).

Social media can be defined in different ways. According to Smith (2016), social media is not just a platform that provides users information, but it is a two-way communication platform that allows users to interact with one another by sharing information, pictures or videos. While Nations (2021)summarizes that the "social" part refers to interacting with people by sharing and receiving information and the "media" part refers to a communication platform, so the term "social media" are online communication platforms that allows users to interact with each other.

In the time globalization era, social media platforms have become one of the most important parts of our daily life. This is due to the fact that two third of the people in the world use mobile phone, so which means that it is undeniable that almost everyone has

their own social media accounts (StatistaResearchDepartment, 2022). According to Walsh (2021), it is found that Facebook is the most popular social media in 2021, followed by YouTube, WhatsApp and Instagram. However, nowadays Instagram can be considered one of the most popular social media platforms especially for teenagers and young adults, so that can be the reason why Instagram has become very well-known in the recent years.

Instagram was launched on 6th October 2010 by Kevin Systrom. It is one of the most popular smart phone applications both on Apple IOS and Android that allows users to share and upload photos and videos (Harrisson, 2020). Then it has been developed for users to be able to post multiple photos and videos on the same post and to send messages to other users. A new feature called "Instagram Stories" has also been added for those who are worried about posting too much. This feature allows users to share their moment of daily life in a separated feed which will disappear in 24 hours. Moreover, if users do not want someone to see their posts or stories, they can hide their feeds from that specific person (Tillman, 2021). Instagram is a very influential social media nowadays in terms of advertising. This is due to the fact that there are over 1 billion users on Instagram at the present time and most of them were between 25 and 34 years old (StatistaResearchDepartment, 2021). Therefore, it has become the main tool for marketers to advertise their product and service.

Instagram is considered the most popular social media application in 2022 especially in the USA and India due to the fact that it is the main platform that many influencers use. It had over 170 million downloads in the Quarter 4 in 2021. More than 50 billion photos have been uploaded recently. Most of the users are between 18-44 years old and more than 50% is male. The insight overview of Instagram reveals that the advertisements on Instagram have the potential to reach 1.48 billion people which is accounted 18.7% of the world population and 29.9% of the total internet users. It is also reported that people spend an average of 30 minutes per day on the platform. More importantly, 70% of shoppers use Instagram as the channel to discover the products they

are interested since there are more than 200 million business accounts on Instagram (Aslam, 2022).

3. Gender in cosmetic advertising

According to WHO (2021), gender means the characteristics of being men and women that are determined by society, norms and roles. However, there are some differences of the word "sex" and "gender". Arquilla (2021) mentions that sex is from birth, but gender depends on how that person identifies themselves.

The research has shown that a business that realizes about gender differences tend to be more successful in selling products to young customers because they want the brand to show the presentation of gender differences (Adams, 2020). On the other hand, a study by Harvard Business School has discovered that a brand that focuses about gender differences tend to lose attention from women customer as they do not like being categorized and do not like the brand to mention about their gender (HBSWorkingKnowledge, 2020).

Gender is one of the most basic criteria that used by marketers to analyze and categorize their target customers since it is easy to do, yet very productive. However, the surprising fact is that the cosmetic brands do not aim to categorize gender only by male and female but androgynous and undifferentiated have been taken into consideration. If talking about cosmetics in the past, it is clear that we might have had the idea that that particular product must be for female only, most of the cosmetics product were designed for female. As the world has changed, men now have become more interested in taking care of themselves in order to look better. Marketers have tried to focus on male customers and that the reason why there have been more men cosmetic products in the present markets (Hämäläinen, 2019).

The common purpose of using cosmetic products of men and women can be the same, they want to look better. However, there are some differences in cosmetic

purchasing behavior between men and women because they have different motivations. Men nowadays are concerning to improve their appearances for a specific goal such as career, so they tend to focus mainly on the products that can solve their particular problems followed by price and brand. It is also said that men sometimes avoid buying products that represent too much of feminine because they are worried about gender presentation and judgement from others. Women, on the other hand, tend to be influenced by brands, prices, friends and reviews. Even though women purchase cosmetic products based on brand preferences, they do not stick with the only one brand, but likely to try a variety of new brands. In addition, the fact that women buy cosmetic products by reading reviews has growing number of offline and online review via various media such as magazines, blogs and other social media (Infante, 2016).

Language use is one of the most important issues that increase the demand of the buyers. To know the differences of how language is used by men and women is crucial for marketing planners to appropriately select the language on advertising to raise sale. It is quite clear that men and women have different styles of using language in communication. The good examples can be that men tend to be more direct, aggressive (or commanding), rational and simple, while women tend to be more polite, sensitive, careful and emotional. This is why women are better at describing things using adjective than men. While men often use strong and short words to describe things. Men also use swear words quite often, but women use the words that show the affection (Xia, 2013). However, gender itself is not the only one that differs the differences of language style of users, there are other component that differs the use of language between men and women (Bui, 2020, 2021) :

3.1 Social Status: Women are well aware of where they are and what to do the social which means they are likely to communicate in formal language style. Women also believe that the use of language determine their social status and position while men do not really care or notice about this issue.

3.2 Society Value: Women are expected by the society that they should be a good role model with a high morality and compassion. They have been taught to be very careful of their language rather than men. Women should speak in a weaker tone while men can speak in a powerful sound.

4. Related research

According to the research *"An Analysis of Language Style in the New York Times Advertisement"*, it is said by the author that there are not many studies in language style that really focus on written language and how it influences the recipients. The objectives of the study are to get knowledge about how and what kinds of language are used in the advertisements of New York Times. The descriptive qualitative research is used in the methodology and the data is analyzed by using William Wells' theory. From the result, it was discovered in this research that there are four styles of language style by William Wells that were detected in the research. They are straightforward, hard sell, soft sell and comparison style. Also, it shows that the straightforward technique is mostly used in New York Times Advertisement. However, the result of the research does not cover all types of language style and further studies on language style can be done in the future (Rahmawati, 2019). While, the research *"Stylistic Analysis on Women Commercial Product Advertisements"*, on the other hand, tries to focus language style that related to women only as it aims to investigate both types of language style used in women commercial product advertisements and the function of language style in women advertisements. It is found that hard sell style mostly appears in the advertisements, followed by soft sell and slice of life. Moreover, it is apparent the slice of life style has more chance to be seen on the video advertisements rather than pictures advertisements (Ginting, 2020). The research *"Language Style in Fashion Advertisements of Online Vogue Magazine"* also aims to analyze language style used in Vogue Magazine entitled "The Fall 2020 Trends". Ten fashion advertisements are collected as artifacts and are analyzed by using William Wells' theory. It is found that there are only three language styles found which are soft sell, hard sell, and mixed method(Dennaya & Bam, 2021).

According to the related research, it has been found that genders have the effect on the selection of language use. It is also beneficial to consider creating a specific campaign of advertisements that attract both genders. Furthermore, most of the results are quite the same as the technique that has been found on the research are mostly hard sell, soft sell, straight forward and comparison because they are practical in being used in the types of text and picture advertisement. In addition, it is also shown that all of the techniques are usually come together because they have to potential to collaborate and increase the creativity of the advertisements. So, there are quite plenty of international research related to language and genders. In Thailand, however, the number of research on language and genders is quite limited and needs to be conducted more.

Chapter 3
Research Methodology

This chapter presents the research methodology and research design to answer the research questions. It also covers research instrument, criteria to select the artifact, data collection and data analysis.

Research Design

To conduct this research, the qualitative research method was used to examined the language style. This research uses descriptive method to describe the data as they are in the form of word and text. The research intends to analyze the language styles which are mostly used in skin care products' advertisements on Instagram. The data are analyzed by content analysis technique to analyze the artifacts by applying the theory of language style by William Wells (1995).

Research Instrument

The data will be collected from the Instagram of two cosmetic brands based on these criteria:

1. The artifacts are selected from two cosmetic brands on Instagram.
2. Brand A represents skin care products for men and brand B represents skin care products for women
3. The artifacts should be in the form of posts that aims to advertise their products which are skin care products that consist of three types: whitening, anti-aging and cleanser products.
4. Even though Instagram mainly focuses on pictures so that means the data collected consisted of picture and texts, but only the captions (emoticons were excluded) under the pictures were used to analyze the language styles.
5. The posts selected must be between 1st January 2021 to 31st December 2021.
6. From the criteria, 15 advertisement examples are used to analyze

Procedure of Data Collection

The data for this research is taken from advertisement post on two cosmetic brands on Instagram related to three types of skin care products that were posted from 1st January 2021 to 31st December 2021. There are several steps to collect the data.

1. The researcher began finding the data from two cosmetic brands on their official Instagram accounts which are brand A and brand B

2. The researcher selected the posts that related to skin care products.

3. The researcher selected the posts that aimed to advertise three types of skin care products which are whitening, anti-aging and cleanser products.

Both brand A and brand B are one of the most famous and powerful cosmetic brands in the world.

Data Analysis

After the data is collected from Instagram, the researcher categorizes the data in accordance with the types of language styles based on William Wells' theory (1995.) Then the data is interpreted and identified to see what language styles are in those advertisement. The researcher creates the matrix analysis table which the types of language style that have been found will be counted and put in this table. In order to identify the most language styles used, quantifying qualitative data was used to count the frequency of the particular language and calculated into percentage.

Table 1. Matrix Analysis Table

Language Style	Whitening		Anti-aging		Cleanser		Total	Percentage
	Male	Female	Male	Female	Male	Female		
1. Hard sell								
2. Soft sell								
3. Lecture and drama								
4. Straightforward								
5. The Demonstration								
6. The Problem Solution								
7. The Slice of Life								
8. The Spokesperson								
9. Comparison								

To be able to analyze the types of language better, this coding guidelines are used as tools to categorize types of language styles.

Table 2. Coding Guideline

Language Style	Characteristics
1. Hard sell	Strong and Insistent language, Imperative
2. Soft sell	The use of adjectives and adverbs related to emotions or feelings
3. Lecture and drama	Present some drama

Table 2 (continued)

Language Style	Characteristics
4. Straightforward	The use of verbs that explain what the product is about
5. The Demonstration	Show how to use the product
6. The Problem Solution	Represent products as a hero to solve the problems
7. The Slice of Life	Present some drama but in extended version
8. The Spokesperson	Celebrity or famous people
9. Comparison	Comparative, superlative, metaphor

Chapter 4
Findings and Discussion

In this chapter, the findings of the study and the language style used in the skin care advertisement are analyzed and discussed. The data are presented in the form of captions, then the data are put in the table and highlighted the keywords or sentences that represent the particular language styles

Findings

1. **Brand A(1)**

"So long, fatigue. Hello, fresh face. A non-greasy, anti-fatigue moisturizer that combats dark circles and dryness, while also delivering superior moisture. Look no further than our Hydra Energetic Moisturizer for a bright, energetic complexion that stays looking fresh from morning til night"

Table 3. Brand A(1)

Advertisement	Language Style
So long, fatigue. Hello, **fresh face**. A non-greasy, anti-fatigue moisturizer that **combats dark circles** and **dryness**, while also delivering superior moisture. Look no further than our Hydra Energetic Moisturizer for a **bright**, **energetic** complexion that stays **looking fresh** from morning til night	Straightforward
So long, fatigue. Hello, fresh face. A non-greasy, anti-fatigue moisturizer that combats dark circles and dryness, while also delivering **superior** moisture. Look no further than our Hydra Energetic Moisturizer for a bright, energetic complexion that stays looking fresh from morning til night	Comparison

Table 3 (continued)

Advertisements	Language Style
So long, fatigue. Hello, fresh face. A non-greasy, anti-fatigue moisturizer that combats dark circles and dryness, while also delivering superior moisture. **Look no further** than our Hydra Energetic Moisturizer for a bright, energetic complexion that stays looking fresh from morning til night	Hard Sell

This is a whitening skin care product for men. There are many factors to support the fact that straight forward technique is mostly used in this ad and it can be explained by these examples. The words "so long", "fatigue", "fresh face", "combats", "dark circles" and "dryness" represent the clear problem of the skin and the word "bright", "energetic", and "looking fresh" represent the benefit getting from using this product. The word "superior" is clearly a comparison technique to show the after-use result. "Look no further than our Hydra Energetic Moisturizer" shows the hard sell technique because this sentence demands a recipient to purchase this product.

2. **Brand A(2)**

"Wake up with a boost of energy. Get a deep cleanse with the help of Hydra Energetic Wake Up Wash, which instantly refreshes and invigorates skin and removes impurities. Plus its Guarana-enriched cooling formula offers an instant skin refresher for the perfect wake-up call"

Table 4. Brand A(2)

Advertisement	Language Style
Wake up with a boost of energy. Get a deep cleanse **with the help of** Hydra Energetic Wake Up Wash, which **instantly refreshes and invigorates** skin and **removes impurities**. Plus its Guarana-enriched cooling formula offers an **instant** skin refresher for the **perfect** wake-up call	Straightforward
Wake up with a boost of energy. Get a deep cleanse with the help of Hydra Energetic Wake Up Wash, which instantly refreshes and invigorates skin and removes impurities. Plus its Guarana-enriched cooling formula offers an instant skin refresher for the **perfect wake-up call**	Soft sell

This is a cleanser product for men. There are many techniques that can be seen in this ad. The phrase "Wake up with a boost of energy" in the first sentence represent a straight forward technique with by using the strong word to encourage the feeling of the customers. However, there are many other strong words that clearly show that this ad tends to use only one technique which is a straight forward technique, such as "instantly", "invigorates", "and remove". The word "perfect" is clearly a soft sell technique as it aims to touch the feelings of the customers.

3. **Brand A(3)**

"Energy that glows, no matter the hour. Use our Hydra Energetic Anti-Fatigue Moisturizer mornings and evenings to fight dark circles and dryness, boosting your skin with the nourishing properties of Vitamin C. Best of all? This protection lasts a full 24-hours, putting in a full day's worth of energy, just like you"

Table 5. Brand A(3)

Advertisement	Language Style
Energy that glows, no matter the hour. Use our Hydra Energetic **Anti-Fatigue** Moisturizer mornings and evenings to **fight dark circles** and **dryness**, **boosting** your skin with the nourishing properties of Vitamin C. Best of all? This **protection lasts a full 24-hours**, putting in a full day's worth of energy, just like you	Straight forward
Energy that glows, no matter the hour. Use our Hydra Energetic Anti-Fatigue Moisturizer mornings and evenings to fight dark circles and dryness, boosting your skin with the nourishing properties of Vitamin C. **Best of all**? This protection lasts a full 24-hours, putting in a full day's worth of energy, just like you	Hard Sell
Energy that glows, no matter the hour. Use our Hydra Energetic Anti-Fatigue Moisturizer mornings and evenings to fight dark circles and dryness, boosting your skin with the nourishing properties of Vitamin C. **Best of all**? This protection lasts a full 24-hours, putting in a full day's worth of energy, just like you	Comparison

This is a whitening product for men. The words "Anti-Fatigue", fight dark circles and dryness, "boosting" and "protection" are the clear examples of straight forward technique. This ad also has the rarely seen technique which is hard sell. "Best of all" can be a good example because hard sell technique includes the words that show their product is the best. There is also a comparison technique that can be seen on "Energy that glows".

4. Brand A(4)

"Cheers to aging like a fine wine. Fight the signs of ageing with #Vitalift, the first anti-ageing skincare range designed specifically for men. Whether you're treating your eye area with our Anti Ageing Eye Cream or moisturizing with our global Anti Ageing Cream

or Anti Wrinkle Gel Moisturizer, this range harnesses the latest skincare technology to keep your skin young and glowing"

Table 6. Brand A(4)

Advertisement	Language Style
Cheers to aging like a fine wine. Fight the signs of ageing with #Vitalift, the first anti-ageing skincare range designed specifically for men. Whether you're treating your eye area with our Anti Ageing Eye Cream or moisturizing with our global Anti Ageing Cream or Anti Wrinkle Gel Moisturizer, this range harnesses the latest skincare technology to keep your skin young and glowing	Comparison
Cheers to aging like a fine wine. Fight the signs of ageing with #Vitalift, the first anti-ageing skincare range **designed specifically for men**. Whether you're treating your eye area with our **Anti Ageing Eye Cream** or moisturizing with our global **Anti Ageing Cream** or **Anti Wrinkle Gel Moisturizer**, this range **harnesses** the latest skincare technology to keep your skin young and glowing	Straight forward
Cheers to aging like a fine wine. Fight the signs of ageing with #Vitalift, the first anti-ageing skincare range designed specifically for men. Whether you're treating your eye area with our Anti Ageing Eye Cream or moisturizing with our global Anti Ageing Cream or Anti Wrinkle Gel Moisturizer, this range harnesses the latest skincare technology to keep your skin **young and glowing**	Soft sell

This is an anti-aging product for men. The term "Cheer to aging like a fine wine" is considered a comparison technique which is simile to compare age with wine. This ad also highlights the product name and the terms "designed specifically for men" are the straight forward to explain directly to customers. The words "young and glowing" are the use of adjective that plays with the feeling of the customer which is the soft sell technique.

5. **Brand A(5)**

"Need a lift? Say hello to instantly **firmer** skin and reduced wrinkles with our Vitalift Anti Wrinkle Gel Moisturizer. Featuring our lightest anti-ageing skincare technology, this non-greasy and non-sticky skin care gel helps fight against visible signs of ageing, leaving your skin revitalized and hydrated."

Table 7. Brand A(5)

Advertisement	Language Style
Need a lift? Say hello to instantly **firmer** skin and reduced wrinkles with our Vitalift Anti Wrinkle Gel Moisturizer. Featuring our lightest anti-ageing skincare technology, this non-greasy and non-sticky skin care gel helps fight against visible signs of ageing, leaving your skin revitalized and hydrated.	Comparison
Need a lift? Say hello to instantly firmer skin and **reduced wrinkles** with our Vitalift Anti Wrinkle Gel Moisturizer. Featuring our lightest anti-ageing skincare technology, this non-greasy and non-sticky skin care gel helps fight against visible signs of ageing, leaving your skin **revitalized** and **hydrated**.	Soft sell

Table 7 (continued)

Advertisement	Language Style
Need a lift? Say hello to instantly firmer skin and reduced wrinkles with our **Vitalift Anti Wrinkle Gel Moisturizer**. Featuring our lightest anti-ageing skincare technology, this non-greasy and non-sticky skin care gel **helps fight against visible signs** of ageing, leaving your skin revitalized and hydrated.	Straightforward

This is an anti-aging product for men. The use of question "Need a lift?" is a soft sell to trigger the feeling of customers whether they need this product or not. Also, the use of adjectives such as "revitalized" and "hydrated" represent the soft sell technique. The use of verbs such as "reduce", "help" and "fight" is a straight forward technique because it describes how product is capable of. The word "firmer" is the comparison technique to explain the result getting from using the product. The use of adjectives such as "revitalized" and "hydrated".

6. Brand A(6)

"Notice a friend's skincare is slipping? Show how much you care and subtly steer him in the right direction with the Hydra Energetic Wake up Boost Wash. The power of vitamin C will set him straight."

Table 8. Brand A(6)

Advertisement	Language Style
Notice a friend's skincare is slipping? Show how much you care and subtly steer him in the right direction with the Hydra Energetic Wake up Boost Wash. The power of vitamin C will set him straight.	Soft sell

Notice a friend's skincare is slipping? **Show** how much you care and subtly steer him in the right direction with the Hydra Energetic Wake up Boost Wash. The power of vitamin C will set him straight.	Hard sell
Notice a friend's skincare is slipping? **Show how much you care** and subtly steer him in the right direction with the **Hydra Energetic Wake up Boost Wash**. **The power of** vitamin C will **set him straight.**	Straight forward

This is a cleanser product for men. The ad starts by using question "Notice a friend's skin care is slipping?" which represents the soft sell technique because using question stimulates curiosity of the recipients. The use of imperative by starting the sentence with verb "Show" can be considered a hard sell technique since it implies that customers should tell their friends to use this product. The term "set him straight" shows what the product does and is considered a straight forward technique. Focusing on product's name is also a straight forward technique to emphasize the particular product and makes customers remember it.

7. **Brand B(1)**

"Indulge your skin this holiday season with a powerful brightening serum that helps visibly correct discoloration. Best-Selling Even Better Clinical Radical Dark Spot Corrector + Interrupter is a sweet treat for all skin types. It's especially good for targeting damage like acne marks and age spots (mom will thank you, hint hint)."

Table 9. Brand B(1)

Advertisement	Language Style
Indulge your skin this holiday season with a powerful brightening serum that **helps visibly correct discoloration**. Best-Selling Even Better Clinical Radical Dark Spot Corrector + Interrupter is a sweet treat **for all**	Straightforward

Advertisement	Language Style
skin types. It's **especially good for targeting damage like acne marks and age spots** (mom will thank you, hint hint)	
Indulge your skin this **holiday season** with **a powerful brightening serum** that helps visibly correct discoloration. Best-Selling Even Better Clinical Radical Dark Spot Corrector + Interrupter is a **sweet treat** for all skin types. It's especially good for targeting damage like acne marks and age spots **(mom will thank you, hint hint)**	Soft Sell

This is a whitening product for women. The using of the verbs such as "indulge" and "helps" clearly represents the straight forward technique. The term "best-selling" and the focus on product's name help customer remember the product better. While the term "for all skin types" and "especially good for targeting damage like acne marks and age spots" reminds customers about what the product can do and all of these are considered straight forward technique. However, soft sell technique can also be spotted by the words that create emotions for recipients such as "holiday season", "a powerful brightening serum", "sweet treat" and "mom will thank you, hint hint". The term "helps visibly correct discoloration" can also be considered a straightforward technique because it specifically tells what the product can help with the skin problem.

8. **Brand B(2)**

"We're all about All About Clean Liquid Facial Soap that cleanses gently yet thoroughly.

Choose from 3 depending on your skin types: Oily, Mild, Extra Mild"

Table 10. Brand B(2)

Advertisement	Language Style
We're **all about All About Clean Liquid Facial Soap** that **cleanses** gently yet thoroughly. **Choose from 3** depending on your skin types: **Oily, Mild, Extra Mild**	Straightforward
We're all about All About Clean Liquid Facial Soap that **cleanses gently yet thoroughly**. Choose from 3 depending on your skin types: Oily, Mild, Extra Mild	Soft sell

This is a cleanser product for women which comprises of the use of straight forward technique by highlighting the product's name and the qualifications that suit each type of skin. The term "cleanses gently yet thoroughly" also represents the soft sell technique because it emphasizes the feelings that customers get when using this product.

9. Brand B(3)

"The sooner we start talking about fine lines and wrinkles, the better. NEW (censored) Smart Clinical Repair Wrinkle Correction Serum is a smart move at any age. Our newest serum attacks the full range of lines and wrinkles from 3 angles:

Repairs: Boost natural collagen.

Resurfaces: Smooths skin with potent retinoid.

Replumps: Hydrates with hyaluronic acid."

Table 11.Brand B (3)

Advertisement	Language Style
The sooner we start talking about fine lines and wrinkles, the better. NEW (censored) Smart Clinical Repair Wrinkle Correction Serum is a **smart move at any age.** Our newest	Straightforward

serum **attacks the full range of lines and wrinkles from 3 angles**: **Repairs: Boost natural collagen.** **Resurfaces: Smooths skin with potent retinoid.** **Replumps: Hydrates with hyaluronic acid.**	
The sooner we start talking about fine lines and wrinkles, the better. **NEW** (censored)Smart Clinical Repair Wrinkle Correction Serum is a smart move at any age. Our **newest** serum attacks the full range of lines and wrinkles from 3 angles: Repairs: Boost natural collagen. Resurfaces: Smooths skin with potent retinoid. Replumps: Hydrates with hyaluronic acid.	Comparison

This is an anti-aging product for women. This ad clearly focuses on straight forward technique since it provides direct information about the product, for example, the qualifications about what the product can give, that customers should know without using any emotional words. Also, the comparison technique is slightly noticed by the word "new" and "newest".

10. Brand B(4)

"So why use a serum like New (censored) Smart Clinical Repair Wrinkle Correcting Serum? Serums are the most powerful tool in your de-aging routine, for several reasons. They're engineered with concentrated, powerful actives. They're formulated to penetrate quickly and easily. Applied before moisturizer, they provide targeted ingredients directly. Ready for all of those above? See Smart Serum results in just 10 days:

84% say deeper wrinkles look reduced

92% say skin feels smoother

87% say skin feels more plumped"

Table 12. Brand B(4)

Advertisement	Language Style
So why use a serum like **New (censored) Smart Clinical Repair Wrinkle Correcting Serum?** Serums are the most powerful tool in your de-aging routine, for several reasons. They're engineered with concentrated, powerful actives. **They're formulated to penetrate quickly and easily**. Applied before moisturizer, they provide targeted ingredients directly. Ready for all of those above? See Smart Serum results in just 10 days: **84% say deeper wrinkles look reduced** **92% say skin feels smoother** **87% say skin feels more plumped**	Straightforward
So why use a serum like New (censored) Smart Clinical Repair Wrinkle Correcting Serum? **Serums are the most powerful tool in your de-aging routine**, for several reasons. They're engineered with concentrated, powerful actives. They're formulated to penetrate quickly and easily. Applied before moisturizer, they provide targeted ingredients directly. Ready for all of those above? See Smart Serum results in just 10 days: **84% say deeper wrinkles look reduced** **92% say skin feels smoother** **87% say skin feels more plumped**	Soft sell

This is an anti-aging product for women. The straight forward technique is mostly seen in this ad. First, this ad highlights the product's name to make customers remember. Second, it tells what the product can do to the skin. Most importantly, the use of percentage is quite interesting because it is a proof to support the fact about what the product can really help with the skin. Soft sell technique is also seen in this ad, starting by using the question "why" to make customer become curious. Then the use of adjective "powerful" supports the qualification of the product. However, the use of percentage can

be seen as a soft sell technique because these facts can create the desire of the customer towards the product.

11. Brand B(5)

"Spots got you down? Acne Solutions Clinical Clearing Gel is fast drying so you can use it all over your face or as a spot treatment.

To deal with active breakouts or an especially angry pimple, try applying this as a spot treatment before you go anywhere near your skin with makeup. Read that last part again.

Now tap once to shop."

Table 13. Brand B(5)

Advertisement	Language Style
Spots got you down? Acne Solutions Clinical Clearing Gel is fast drying so you can use it all over your face or as a spot treatment. To deal with active breakouts or an especially angry pimple, try applying this as a spot treatment before you go anywhere near your skin with makeup. Read that last part again. Now tap once to shop.	Straightforward

Table 13 (continued)

Advertisement	Language Style
Spots got you down? Acne Solutions Clinical Clearing Gel is fast drying so you can use it all over your face or as a spot treatment. To deal with **active breakouts or an especially angry pimple**, try applying this as a spot treatment before you go anywhere near your skin with makeup. Read that last part again. Now tap once to shop.	Soft sell

This is a cleanser product for women. The straight forward is used in this ad by tell the name of the product and how it can help with the skin. The ending of the ad "Now tap once to shop" implies that customers should by this product immediately without hesitation. The soft sell technique is obviously seen in the term "active breakouts or an especially angry pimple" which can be hurtful for people with the acne problem, so they will be convinced that the product can help with their skin problem.

   12. **Brand B(6)**

"Harness the full power of Vitamin C at our highest concentration with our (censored) Fresh Pressed Daily Booster. Helps to brighten, even and retexturize skin. Use with your favorite (censored) moisturizer to instantly brighten skin's looks."

Table 14. Brand B(6)

Advertisement	Language Style
Harness the full power of Vitamin C at our **highest concentration** with our **(censored) Fresh Pressed Daily Booster**. **Helps to brighten, even and retexturize skin.** Use with your favorite (censored) moisturizer to **instantly brighten skin's looks**.	Straightforward
Harness the full **power of Vitamin C** at our **highest** concentration with our (censored) Fresh Pressed Daily Booster. Helps to **brighten**, even and **retexturize skin**. Use with your **favorite** (censored) moisturizer to **instantly brighten skin's looks**.	Soft sell

This is a whitening product for women. The straight forward technique is spotted by the term "Harness the full power of Vitamin C" which implies that customer will get the full benefit of the product. Moreover, this ad also tells the product's name to help customer realize better. It also focuses on the qualification about the product. The term "power of Vitamin C" is a soft sell technique that supports the fact that this product can help whiten skin because most people know the qualification of Vitamin C to skin. The use of adverb on "instantly brighten skin's looks" is considered a soft sell as it triggers the feeling of the customers.

13. **Brand B**(7)

"Get results as good as a leading prescription for clearing acne with Acne Solutions Clinical Clearing Gel. Helps to clear existing blemishes + helps prevent new ones from forming. Tap once to shop."

Table 15. Brand B(7)

Advertisement	Language Style
Get results as good as a leading prescription for clearing acne with Acne Solutions Clinical Clearing Gel. Helps to clear existing blemishes + helps prevent new ones from forming. Tap once to shop.	Comparison
Get results as good as a leading prescription for **clearing acne** with **Acne Solutions Clinical Clearing Gel. Helps to clear existing blemishes + helps prevent new ones from forming. Tap once to shop.**	Straightforward

This is a cleanser product for women that using the comparison technique on the term "Get results as good as a leading prescription" which implies that using this product is like getting a treatment from a doctor. It also highlights the product's name and the qualifications which is considered a straight forward technique.

14. Brand B(8)

"Dermatologist-developed Liquid Facial Soap is our gentle, yet effective cleanser that comes in three skin-typed formulas:

Extra Mild – Very Dry to Dry Skin (Type 1)

Mild – Dry Combination skin (Type 2)

Oily – Combination Oily to Very Oily Skin (Type 3 & 4)**"**

Table 16. Brand B(8)

Advertisement	Language Style
Dermatologist-developed Liquid Facial Soap is our gentle, yet effective cleanser that **comes in three skin-typed formulas**: Extra Mild – Very Dry to Dry Skin (Type 1) Mild – Dry Combination skin (Type 2) Oily – Combination Oily to Very Oily Skin (Type 3 & 4)	Straightforward
Dermatologist-developed Liquid Facial Soap is our **gentle**, **yet effective** cleanser that comes in three skin-typed formulas: Extra Mild – Very Dry to Dry Skin (Type 1) Mild – Dry Combination skin (Type 2) Oily – Combination Oily to Very Oily Skin (Type 3 & 4)	Soft sell

This is a cleanser product for women which comprises of 2 techniques. The ad starts with the name of the product to make it more memorable which is considered the straight forward technique. Then it explains the features of the product that suit each type of skin. Moreover, the term "receive 30% off" can be considered both a straight forward and soft sell technique since it informs an emotional truth. Soft sell technique can be noticed by the use of adjectives "gentle, yet effective".

15. Brand B(9)

"Even Better Clinical Radical Dark Spot Corrector + Interrupter is our most powerful brightening serum. After 4 weeks of twice-a-day use, 90% said their skin looks brighter. 81% noticed reduced contrast of spots and overall skin tone, and 81% said it corrected uneven looking skin tone."

Table 17. Brand B(9)

Advertisement	Language Style
Even Better Clinical Radical Dark Spot Corrector + Interrupter is our most powerful brightening serum. **After 4 weeks of twice-a-day use, 90% said their skin looks brighter. 81% noticed reduced contrast of spots and overall skin tone, and 81% said it corrected uneven looking skin tone.**	Straightforward
Even Better Clinical Radical Dark Spot Corrector + Interrupter is our **most powerful** brightening serum. After 4 weeks of twice-a-day use, 90% said their skin looks brighter. 81% noticed reduced contrast of spots and overall skin tone, and 81% said it corrected uneven looking skin tone.	Comparison

This is a whitening product for women. Introducing a product's name to customers is considered a straight forward technique including the use of percentage to show what the product can be beneficial to the skin. Comparison technique is shown in the word "most powerful" to tell that this is the best brightening product of the brand.

Table 18. Matrix Analysis Table representing the results

Language Style	Whitening		Anti-aging		Cleanser		Total	Percentage
	Male	Female	Male	Female	Male	Female		
1. Hard sell	2				1		3	8%
2. Soft sell		2	2	1	2	3	10	29%
3. Lecture and drama								
4. Straightforward	2	3	2	2	2	4	15	43%
5. The Demonstration								
6. The Problem Solution								
7. The Slice of Life								
8. The Spokesperson								
9. Comparison	2	1	2	1		1	7	20%

According to the results from the table above, it has been found that the straight forward technique was mostly used in the skin care product advertisements on Instagram, which was accounted for 43% of all techniques, followed by soft sell (29%), comparison (20%) and hard sell (8%). However, lecture and drama, the demonstration, the problem solution, the slice of life and the spokesperson did not appear on any of the advertisements.

Straight forward technique is a way to represent and inform rational information about the product without using any gimmicks that will cause emotions to the recipients. Straight forward is clearly seen in the advertisements of skin care products for women as

the brand tends to introduce the names of its products. The brand also like to explain the benefits and qualifications of the product directly to the recipients and tell what the product can do to improve skins. More surprisingly, the use of percentage which might be considered as facts has been brought to support the benefits and qualifications to make the products more reliable. While in the advertisements of skin care products for men tend specifically tell clarify skin problems that need to be fixed and what the products can do to help those problems. To conclude this, there are several methods that represent the straight forward technique, such as the focus on the product's name, the use of adjectives that describe the product's qualification, the use of percentage to support the facts of the after-used results and the use of verb to describe what the products can really do. Moreover, the fact that straightforward technique has become very popular in the skin care ads can implies that most of the brands understand the consumers' behavior better since they provide enough and useful rational information to help the customers' decisions.

Soft sell technique is the technique that try to create emotions and feelings through the descriptions. This technique is commonly used in both men and women skin care products as normally seen in the form of descriptive adjectives that rhapsodizes, especially the concerned skin problem of most people in order to highlight the problems that need fixing. The use of question is considered as a soft sell technique since it creates curiosity whether or not the product is needed. The use of adverb is slightly noticed which it explains how that particular product does. According to the result, soft sell technique is still a very popular technique that can be used to convince both genders with any types of products.

Comparison technique is the technique that compares and contrasts their products to competitor and is not seen very often, but it is inevitable in the skin care advertisements as most of the ads try to show the before and after-used results to make buyers more excited. Although this technique is not used often, but it is undeniable that the comparison technique is inevitable in the skin care products advertisements in terms

of telling the differences between the brands and the competitors, and between the before and after-use result.

Hard sell which might look similar to straight forward technique, instead of telling the rational factors, it tends to overstate the real qualifications of the products by using some aggressive and pushy adjectives to convince customers. However, this technique is slightly noticed on the ads which can be implies that the brands are aware of the customers' feelings that they do not wish to push them too much. Instead, straightforward technique is mostly used to replaced hard sell technique.

Due to the fact that all the ads taken from the Instagram are in the form of texts and picture, there are some techniques which were not or will never be seen in the ads; namely, lecture and drama, the demonstration, the slice of life, the spokesperson because these types of technique are usually seen in the form of video advertisement.

Discussion

As the results show the straightforward technique are mostly used in any types of skin care for both female and male, it is quite true by the fact that men will try to avoid buying the products that represent to much of feminine because (Copeland, 2013), from the result, the Brand A which represents male product, have mostly used straightforward technique because this technique avoids creating emotions to the customers, however, soft sell technique is still noticeable in male advertisement. Moreover, Brand A's advertising can be considered as a good advertisement as it meets the characteristics of good advertisement in terms of consistent and ethical. Since consistent means to focus on the core and value of the brands and ethical is about not telling lies (Ortiz, 2022). That means Brand A tends to tell the truth and fact about what the product is and can really do without misleading or overstating to cause misunderstanding. This is because, from the researcher opinion, standalone technique will not be able to do well enough to persuade customer, but soft sell technique works an art to support the rational information of straightforward.

However, it was not surprising that straightforward is also mostly used in men's product. This is because the way men use language is different from women as they tend to be more direct and aggressive while women are likely to be more gentle (Xia, 2013). Since the results support the abovementioned fact, it can be said that the way men use their language has never changed and the marketing planners are quite aware this fact. Therefore, the future of men advertising might remain the same.

On the other hand, the results that straightforward is mostly used in women advertisements do contrast with the fact that women tend to select products based on their preferences. Because according to Bui (2021), women tend to be naturally sensitive and emotional. In addition, both men and women advertisement meet the standard of good characteristics of advertisements in terms of creative by mixing straightforward and soft sell technique together not just to make it persuasive yet creative at the same time. The good examples of soft sell technique seen on the advertisement can be the smoothness of using of adjectives and adverbs because the researcher did not feel that both of the brands were trying too hard to sell their product. Therefore, it can be implied that the idea of using emotional language to increase the demands of women customer might not actually work well at the present time. Moreover, the results of this study are also similar to the research "An Analysis of Language Style in the New York Times Advertisements" which summarizes that there are only four technique which are straightforward followed by hard sell, soft sell and comparison (Ramahwati, 2019).

Chapter 5

Conclusion

This is the final chapter consists of 3 parts which includes conclusion, suggestions for further study and limitations of the study, and implications. All of these will be discussed in this chapter.

Conclusion

This research "An Analysis of Language Styles used in Skin Care Advertisements: A Case Study of Two Cosmetic Brands on Instagram" was conducted to study and analyze the language styles used in skin care advertisement and there are two objectives as follows:

1. To investigate the language styles in advertisements of whitening, anti-aging and cleanser of skin care products.

2. To investigate the language styles in advertisements of male and female.

The researcher collected data from two cosmetic brands on Instagram and there 16 artifacts chosen during 1st January 2021 to 31st December 2021. William Wells' language style theory is used to analyze the artifacts in order to investigate the language styles used in skin care products' advertisements.

There are four language styles found on the research findings which are soft sell, hard sell, straight forward, and comparison, and the researcher also found that the straight forward technique is mostly used in every type of skin care product of both male and female. It can be said that all of the following technique do not appear alone, but together to provide more creatively influential language to the recipients. However, the researcher is quite surprised by the fact that soft sell technique is not mostly used on female product and hard sell technique is not mostly used on male product, but it can be assumed that

people in the present day tend to pay attention about fact and rational information rather than emotional messages.

Suggestions for further study and limitations

This research still does not cover all types of language styles yet it is good to understand the differences of language styles on both men and women skin care products. According to the research findings, it cannot be assumed as a whole that other skin care brands use the same language style to advertise their products. Moreover, the future research is suggested to use more artifacts that may not related to skin care products and more theories to analyze the data in order to have deeper detail about how language styles are used according to genders, plus LGBT language style can be one of the challenging trends for this type of study. However, the language use cannot alone influence customers and there are other components such as pictures, emoticons, or color, that need to be studied together with language in order to create more effective advertisements.

Implications

As the results show that straightforward is the mostly used technique on the advertisements, it can remind all the marketing planners from other companies that customers nowadays do not fall for the emotional advertising but for rational ones. This can guide the marketing planners to select the appropriate language use for their advertisements wisely and carefully in order to prevent launching overexaggerated commercial advertisements and to attract potential customers. In addition, the results can create awareness of customers to always remember that language use on advertisements are not 100% true, and they should read all the products' descriptions carefully and thoughtfully to prevent buying unnecessary products.

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