TABLE OF CONTENTS

ABSTRACT	i
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	viii

CHAPTER I INTRODUCTION

1.1 The Background of the Study	1
1.2 The Problems of the Study	9
1.3 Objectives of the Study	9
1.4 Scope of the Study	10
1.5 Significance of the Study	10

CHAPTER II REVIEW OF LITERATURE

2.	1 Theoretical Framework	12
	2.1.1 Language Style and Language Style in Advertisement	12
	2.1.2 Advertisement	17
	2.1.3 Language of Advertisement	18
	2.1.3.1 Rational and Emotional Content of Advertising	21
	2.1.3.2 The Reasons of Using Language Styles in Advertisement	24
	2.1.3.3 Types of Advertising Media	26
	2.1.3.4 Online Advertisement	28
	2.1.3.5 AIDA Strategies in Advertisement	30
	2.1.3.6 Kinds of Online Advertising	32
	2.1.4 Social Media	34
	2.1.5 Instagram	35
	2.1.6 Definition of Cosmetic Product	36

2.1.6.1 Wardah Cosmetic	37
2.1.6.2 Pixy Cosmetic	37
2.1.6.3 La Tulipe Cosmetic	38
.2 Relevant Studies	
2.3 Conceptual Framework	42

CHAPTER III RESEARCH METHOD

3.1 Research Method	46
3.2 The Source of Data and Data	46
3.3 Techniques of Collecting Data	47
3.4 The Instrument of Data Collection	48
3.5 The Trustworthiness of the Study	48
3.6 Techniques of Analyzing Data	51

CHAPTER IV DATA, DATA ANALYSIS, FINDINGS AND DISCUSSION

4.1 Data Analysis	54
4.2.1 Language Styles Used in Cosmetic Advertisements on Instagram	54
4.2.1.1 Hard Sell Style	57
4.2.1.2 Soft Sell Style	58
4.2.1.3 Straightforward Style	59
4.2.1.4 The Demonstration Style	60
4.2.1.5 The Problem Solution Style	60
4.2.1.6 Hard Sell and Demonstration Style	61
4.2.1.7 Hard Sell and Soft Sell Style	62
4.2.1.8 Hard Sell and Problem Solution Style	63
4.2.2 Conveying the Messages of Cosmetic Advertisements on Instagram	64
4.2.2.1 Rational or Informational Message	66
4.2.2.2 Emotional Message	68
4.2.2.3 Rational and Emotional Message	70
4.2.3 The Reason of Using Language Styles in Advertisements	72
4.3 Findings	74
4.4 Discussions	76

CHAPTER V CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions	81
5.2 Suggestions	82

REFERENCES	84
	 0-

