

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Advertisements often cheat customers by hiding way and displaying the best. This is true to the Oriflame products. Thus, the advertisements need studying. Even though advertising is an effective tool for companies to offer their products, goods, and services to their consumers. Chafai (2008) states that advertising is a “tool” to sell and to offer products because advertising has gained the attention and interest of a large number of individual in different societies in the world (p. 27). Furthermore, advertisements can also be interpreted as a public notice which is designed to spread information., there are some negative sides regarding content. As Leiss (1997) states the contents of advertising tend to be “powerful, persuasive and manipulative” and assume that audiences unable to decide rationally what their needs and how to satisfy them (p. 34). It can be said advertising has a negative impact on people’s attitudes since it encourages them to overvalue material things in life.

Cook (2001) points out that advertisements inform, persuade, remind, influence and perhaps change opinions, emotions and attitudes. In other words, his contention is that advertisements do not only sell products but change society and make people buy things they do not want or need. Cook (2001) also states that advertisements do give warnings or information to people. Hence, advertisements can help create awareness, construct identities and attitude.

However in Oriflame beauty products advertisement, there are no warnings to help the reader to be aware whether the products are safe and match for them. In addition, the advertisement presents models that have the smooth, flawless and free wrinkle skin are contrast with the readers skin tone.

These arguments can be proven by advertisements below:



Figure 1.1 Beautyproducts fromOriflame

From the advertisements above, those advertisements inform, persuade, remind, influence and change opinions, emotions and attitudes the readers. However those advertisements don't give warning to create the awareness,construct identities and attitude. For example, there is no information about the match skin tone, the suitable age, allergic information which ideally should be included in the product to help the reader to understand whether the products are safe for them or not.

The image of ideal women is delivered through beauty product advertisement. Beauty products advertisement display pictures of “ideal” women and convince

the readers to buy the product in order to fulfill the criteria of being “ideal” women. Advertising has been subtly distorting reality and manipulating consumers to make them buy a way of life as well as goods. Thus studies on advertisements in women’s magazines would be of great relevance to advertisers. In order to know how advertisers influence women, it is necessary first to understand what advertising is all about.

Language plays a very important role in human being communication. It is to accommodate various needs and function of human beings. It is perceivable why language serves many functions. Such as giving information, deliver message, express feeling, and persuade people to do something or to believe something, entertain others, share opinion of the world and to share one’s thought

Language has a powerful influence over people and their behavior; this is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important. The field of advertising like any other stylistic field has to make choices on how to use language because the linguistic choices they make affects the way their messages are composed and conveyed, and ultimately affects the attitudes, norms and values of the society in relation to that field.

In addition, Since advertising can be easily found almost everywhere people rarely think about the nature of advertising as a form of discourse and a system of language used (Goddard 1998, p. 5) this statement implies the important role of language in advertising.

Nowadays, various kinds of products are being promoted in advertisements; one of those various products is beauty product. Advertisements

about products which claim their ability to make women look prettier are commonly seen recently, not only in magazines or television, but also in the internet. People can easily access website of beauty products' producers and learn information about the products.

The researcher is interested in analyzing Oriflame catalogue because Oriflame is well known brand around in Indonesia. It is also famous among Indonesian women especially for those who live in big cities. According to information in Oriflame official website, corporate.Oriflame.com, Oriflame was founded in 1967. It is now an international beauty company selling in more than 60 countries worldwide. There are approximately 3 million independent consultants around the world, who together create annual sales exceeding some € 1.3 billion. Oriflame uses catalogue to promote their products. The catalogue can be accessed through the internet. Every country usually has its own version of Oriflame catalogue. However, the pictures and language styles are the same.

The researcher chooses this topic because the researcher is interested in how advertisement works to promote beauty product in order to attract women to buy and to use them. The researcher is also interested in contribution of these advertisements construct the standard of ideal beauty and convincing women believe it. Advertisements are important but not many studies have been conducted in the local context from Critical discourse analysis (CDA) perspective. Advertisements are seen as media discourse as they involve language and social processes. Hence this study is used to show the link between the nature of social practice and the properties of language "texts" based on Fairclough's Critical Discourse Analysis (2003). His three-dimensional includes a conception of

discourse as text, discourse practice and social practice. Its aim is to explore the relationships among language, ideology and power and to find out how advertisers persuade the women to buy their products.

There are a lot of available beauty products in oriflame catalogue are make-up, skin care, personal care, skin care, fragrance and men's corner. this study will be focus on women beauty product especially on cosmetics product such as make-up, skin care, and fragrance. Oriflame company has its own way to advertise their product, what linguistic features they use to advertise their product and what the discursive practice technique they use and what social implication they use, that's what the point in this study. Here are beauty oriflame products with this phenomenon, we can see example in this below:



Figure 1.2 Make up's product from Oriflame

From the beauty oriflame product above, we can see the textual, discursive practice and social practice based on fairclough's (2003) CDA. On the advertisement, here is the text we can see :

- **The one lip sensation vinyl gel**
- **Amazingly intense, super glossy lips guaranteed to turn heads**
- **Amplify the lightweight texture of a gel with an ultra plexiglossfinish , and what do you get?**

On the advertisement, we find linguistic features based on the text. Textual analysis relates to the linguistic features used in the advertisement. In this level,

we can see that there is disjunctive syntax. Example is **the one lip sensation vinyl gel**. That is, sentence without verb or subject. The sentences consist of one or two grammatical item only in the advertisement. There is also a question imposed to the readers to create personal relationship by simulating informal conversation with the readers to engage them rather than merely conveying information of the product. Example is Amplify the lightweight texture of a gel with an ultra plexigloss finish, **and what do you get?**. The advertisement also uses technical and scientific sounding words to attract reader. Example is Amplify the lightweight texture of a gel with an **ultra plexigloss** finish. By using the words advertiser hopes to reflect an image of professionalism and advancement in technology.

In the advertisement, we can see discourse practice analysis. This level of analysis involves studying the text's production and consumption, focusing on how relations are enacted. Here, the advertiser used various strategies in their discourse to attract consumers. The discourses strategies are used in the advertisement are emotive words and puffery.

Emotive words : **amazingly intense**
Puffery : **super glossy lips guaranteed to turn heads**

The last level, we can see is social practice analysis. This level of analysis explains the broad societal currents affecting advertisement. This level of analysis is also concerned with intertextual understanding that helps to understand the broad societal current that are affecting the text being studied. Intertextuality occurs in the advertising when advertiser used words from other discourse to attract the reader such as words from science. Example is **with an ultra plexigloss finish**.

Shortly, it means that there are relationship among advertisement, critical discourse analysis and oriflame beauty product. As fact goes broadly, the advertisers attempt to use language “text” in their advertisement as attractive as possible. Thus, the use of language in advertisement in oriflame catalogue becomes more remarkable to be analyzed by critical discourse analysis on Fairclough’s three dimensional. based on the explanation above, related to the new phenomenon happened in beauty product advertisement on oriflame catalogue. This study will be done under title “A Critical Discourse Analysis on Oriflame Catalogue Beauty Products Advertisement.

1.1 The Problems of the Study

Based on the background of the study, the problems are formulated as the following:

1. What are linguistic features used in Oriflame catalogue beauty product advertisements?
2. How are the discursive techniques employed in Oriflame catalogue beauty product advertisements?
3. What are social implications in Oriflame catalogue beauty product advertisements?

1.2 The Objectives of the Study

In relation to the problems, the objectives of the study are

1. to investigate linguistic features used in Oriflame catalogue beauty product advertisement,

2. to describe the discursive techniques employed in Oriflame catalogue beauty products advertisement, and
3. to describe social implications used in Oriflame catalogue beauty products advertisement.

1.3 The Scope of the Study

This study applies the Critical Discourse Analysis in three-dimensional as proposed by Fairclough, This study investigates the linguistic features, discursive techniques and social practice in oriflamme catalogue beauty product advertisement. The advertisements will be taken from Oriflame monthly catalogue. The advertisements only focus on beauty products or cosmetic products such as make-up, skin care and fragrance for women. The investigation is focused on texts of Oriflame printed in Oriflame monthly catalogues by using English.

1.4 The Significances of the Study

Findings of the study are expected to be useful theoretically and practically.

1. Theoretically, the findings are expected to be useful for linguistic developments, the finding potentially will enrich the discussion about the using of linguistic features, discursive technique and social practice implication in beauty product advertisement which be used as a reference for the similar studies in future. Specifically, the finding can add up more horizons to linguistic theories. In addition, the findings can be references for further studies related to the language of advertisements.

2. Practically, the findings are expected to be useful for the readers to understand the using of linguistic features, discursive technique and social practice implication in beauty product advertisement. It is also expected to be good input for the advertisers to make a better advertising language.



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