Modality used in Beauty Product Advertisements on Instagram Caption

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Abstract-**This research was carried out to investigate the modality used in beauty product advertisements on Instagram caption. The objective of the research was to describe the types of modality used in beauty product advertisements on Instagram caption. The data of this research was the clauses consisting of modality used in beauty product advertisements which are taken from official account of three local brands on Instagram. Descriptive qualitative method was used in this research. The instrument of this research was observation. The types of modality were analyzed by using the theory of Carrettero (2007). In this research was found four types of modality. The types were found in this research, namely Epistemic, Deontic, Dynamic, and Boulomaic.**

Keywords: Types of Modality, Beauty Product Advertisements, Instagram Caption

I. INTRODUCTION

Modality as the speaker's judgement of probabilities, or the obligation involved in what is saying [1]. Modality has to do with commitment which covers the speaker's judgement and attitude in presenting his ideas and message in text. Other researcher explored the semantic underpinnings of modal auxiliary verbs. They are used extensively to give the message a sense of intention, promise, obligation and necessity in a conscious and strategic attempt to persuade the electorate [2].Modality is also evident in the advertisements to give flavor on their purpose. It is realized from the ways of modality in expressing attitudes towards a person, a situation or an event, giving opinion about what is to be judged as true, likely or desirable.Several reseachers have ever done relevant studies of modality, language study, and so on.Other investigation about the realization of modalityin English which applied in Marhata Sinamot Text [3]. This research found that the expressing modality markers that are identified in the texts understudy are modality markers of probability, obligatoriness, willingness, and usuality [4].Other research explored modals such as 'will', 'shall', 'must', 'can', etc. are used by the politicians in both manifestoes for persuasion, obligation, to make promises, demonstrate political will/commitment, and solicit public support and manipulation [5].

Instagram is superior in terms of photo-sharing feature and simplicity or directness in providing visualized descriptions about products. It will help the company to promote the products in an efficient and interesting way [6]. In advertising phenomenon nowadays, the companies have the official account in Instagram and they are going to be some of the favorite following accounts listed for Instagram users.Beauty product is one kind of advertisements which has ranked as popular industry in the global market place.The use of Instagram helps the beauty product company to complete their arrival product with photo and caption below the picture.Caption is the part of legal document that the beauty product companies attach the caption below the picture of product they advertised in their officially Instagram account.

In fact, the message is delivered in beauty product advertisements often not appropriate with the result. Advertisements language always seems interesting to take people's attention in purchasing the products. But it doesn't always help the women to get satisfied of the products.It is caused some reasons like the texture of product is not like what they expected, their face get breakout or pimples, their skin will be dry and they do not look better with the product. Because of these problems that happen around women especially in beauty products make them hard to believe the advertisements, they will not be interested to the advertisements which applied by the company.

Related to the matters above, the researcher found that beauty product brands make their caption into English and almost use modality in all their posts.The company creates the persuading language through modality to give more taste and good possibility that customers will get from their products. The use of modality in Instagram caption available in some brands of beauty product helps to express what is, what would be, what may be and what should be. The evident of modality can be seen in beauty product advertisements on their official account, for instance:

The caption in the advertisement abovestates modal auxiliary word 'will'.

*"Bare With Me Mineral Cushion and the latest Lip Cushion **will** complete your natural look".*

The modal word in the caption is categorized as possibility or probability because it provides with the truth of a preposition related to the writer's knowledge and belief.The modality "will" emphasizes if women touch up their face using *Bare With Me Mineral Cushion and the latest Lip Cushion* from Emina cosmetic, it is possible to make their look be natural and fresh.

It can be looked like they do not need more powder apply or too much make up look. It is able to take women' attention that Emina is the right decision to choose as their daily cosmetic tool. Moreover nowadays, natural make up look like Korean is being a trend and a necessity for women than make up with bold look. Natural look makes their truly charm appears.

The objective of this research is:

1. To describe the types of modality used in beauty product advertisements on Instagram caption.

II. REVIEW OF RELATED LITERATURE

Modality refers to the expectation or point of view of the speaker or writer through the content of the clause.The function of modality is to express "the attitude of the speaker towards the utterance, according to whether it is considered a fact, a belief, a necessity, etc." and every language has its expressive ways in using this aspect [7].Classifying modal auxiliary verbs may function in more than one category, for instance, explains that 'can' conveys permission in the structure, *"John can come in now"*, but conveys ability in the sentence, *"John can speak French"* [8].

Types of modality
Modality are divided into four types, they are Epistemic, Deontic, Dynamic and Boulomaic [9].

TABLE 1. TYPES OF MODALITY USED IN BEAUTY PRODUCT ADVERTISEMENTS ON INSTAGRAM CAPTION

No.	Types	Total
1.	Epistemic	**10**
2.	Deontic	**5**
3.	Dynamic	**9**
4.	Boulomaic	**1**
	Total	**25**

Epistemic
Epistemic defines to do with the difference of probability degree. It is concerned with the possibility or necessity of the truth of a proposition.

Deontic
Deontic modality has to do with the possibility or necessity of 'acts performed by morally responsible agents' which is involved with obligation or permission [10].

Dynamic
Dynamic is referred to the different degree of predisposition (ability-tendency). It is expressed based on the conditioning factors toward abilities or willingness.

Boulomaic
Boulomaic concerns with the different degree of volition or wish.

III. RESEARCH METHODOLOGY

This research was used descriptive qualitative. Qualitative analysis was applied to find out theoritically about the effect of modality used in beauty product advertisements on Instagram caption.

Data and Sources of Data

The data were the clauses consisting of modality in 30 captions of beauty product advertisements which are taken from official account of three local brands on Instagram by using purposive sampling.The source of data is taken from online advertisements on Instagram.The reseacher chose these three brands because some of the criteria, namely they are the top three highest followers for local brand beauty product on Instagram, post the products regularly, the advertisments use English and have the variation products.

IV. DATA ANALYSIS

A. Epistemic

Data 2

Emina Cosmetics

"…….There are 3 metallicshades that*would* compliment your daily look with a twist."

In data 2,themodal auxiliary 'would' to show prediction or possibility meaning that opinion wrote by the writer will be likely to happen. In the epistemic type, it is used to express what we believe or guess to be true. The use of modal 'would' in that sentence shows the follower that the writer have a high confidence in their product which is lip creamatte with three metallic shades truly make woman who use one of these shades get the lovely compliment from others. The writer believes one of colors their creamatte the woman touch on her lip, her daily look become unusual prettier.

B. Deontic

Data 12
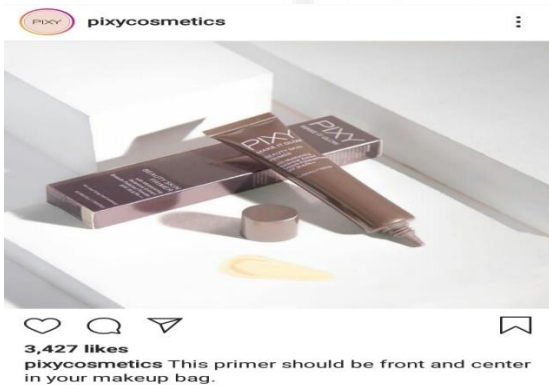
Pixy Cosmetics

"This primer **should** be front and center in your make up bag."

From the data above, 'should' is mostly used to say an obligation. The writer states that primer is important to have for woman as the main stuff in make up. The use of modal 'should' in this caption expresses how necessary and good their products, especially primer. Primer is the first thing to

apply in the face before starting the next steps, it is used as make up based.

C. Dynamic

Data 13

Pixy Cosmetics

"PIXY Make It Glow Silky Powdery Cake **can** be your partner to smoother your look."

The modal of 'can' here, the writer feels something that their product is able to work well for customers' look. In addition they can convey the strength of this attitude. In this data, the meaning of 'can' is restricted to the ability meaning. The writer believes that the substance in their product, especially powder, make a flawless and natural look blended with the skin. It explains more that their product is a good choice to have.

D. Boulomaic

Data 28
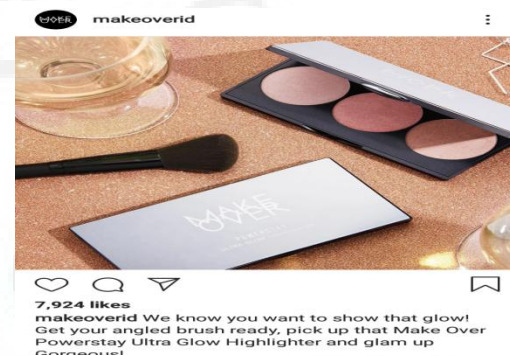
Make Over Cosmetics

"We know you **want to** show that glow! Get your angled brush ready, pick up that Make Over Powerstay Ultra Glow Highlighter and glam up Gorgeous!"

Based on the data above, the modal 'want to'express the meaning of inclination. The writer seems knowing what every woman are expected. It takes women' agreement toward the statement that product Highlighter is functioned to give glowing impression in the certain sides of the face. The modal 'want to' here helps to persuade the woman purchasing this product because understanding the final make up look like women want.

E. Combination

Beside of those four types of modality, the researcher found there are some clauses have a combination in realizing the modality. It means that there are more modal verbs and adverbs expression are combines in one clause or called double modality. It is effected to make the combination of type looked on the meanings.

Data 8

Emina Cosmetics

"You *caneasily* get supple and glowing skin in the morning by using Emina Aqua Infused Sleeping Mask.

The use of modal verb 'can' and adverb 'easily' express the meaning of ability and possibility guarantee. This product, Sleeping Mask from Emina is used before sleep. Dynamic type of modality'can' explains that the factor of substance contained in their product is able to make our face look bright. Epistemic type states guarantee how easy for woman to get a fresh and glowing skin in the morning with applying this Sleeping Mask before going to bed and satisfied of the glow result when they wake up.

V. FINDINGS

In stating the caption in beauty product advertisements, the use of four types of modality were found, but there are some clauses used double modality that effected the combination of type. Therefore, 25 clauses in Instagram caption of beauty product advertisements were used four types, namely Epistemic, Deontic, Dynamic and Boulomaic. The 5 clauses used double modality that called Combination type. The three top local brand of beauty product, Emina, pixy and Make Over

are used modalityto give more taste in advertising their products and ensure the customers to use their products.

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