

CHAPTER 1

INTRODUCTION

1.1 The Background of the Study

In the era of globalization where everything is modern, we can't take off our attentions from the use of advertising in our life. Suryatno (2016) believes advertising is an effective tool of companies to be known by the consumers about their products, goods, and services. He adds advertisements can also be conveyed as a public notice which is designed to spread information.

Advertisement has some platforms that can be found in newspaper, magazines, billboard, television, internet and radio. As the marketing strategy trend move from the traditional marketing strategy to social network marketing strategy, many companies have started to participate in promoting the company's brand through various social networking sites (Huey & Yazdanifard, 2015). Unlike conventional communication media, social networking site utilizes its inter-active images to make the content more informative and representational (Gilbert, et.al. 2014).

Online advertising increases the popularity at the fast pace because social networking has become an important communication method to connect individuals and organizations effectively. Social media is an online community that target to provide a space for people to communicate has now become a well-liked channel for brand marketing (Hassan, 2014). People nowadays are likely to

attach to the online services. Social media plays a significant role at both individual and organizational levels in modern society. With the fast growth of communication technologies (e.g. Internet and Smartphone), it has become a central tool in personal lifestyles and organizational activities (Berstrom & Backman, 2013). As long as the social media is important for people in this era, the companies move to the social media platform in promoting their products.

One of the newest and most popular social media platforms available for brands is Instagram. Following after Facebook and Twitter, Instagram came in 2010 and there are already 150 million people using Instagram in January 2014, (Costill, 2014). Ting and Winnie (2015) agree that 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.

Instagram relies upon the company followers as their target in promoting their product. Miles (2014) explains that Instagram provides a platform for creating and sharing the visual aspects of business, acting as portal into the mission and ethos of brand. 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.

Absolutely, there are some products which are available on Instagram, such as, beauty products, fashions, gadgets, food and beverages, etc. Beauty product is one kind of advertisements which has ranked as popular industry in the

global market place. In order to ensure that advertisements are able to reach the target group, advertisers need to select the right medium. The advertisers should get a trust from consumers to buy their products. Similarly, beauty product companies advertise their products to convince women. For women as their target, the cosmetic companies use Instagram to have interactive communication with the customers.

The use of Instagram helps the beauty product company to complete their arrival product with photo and caption below the picture. The way company put caption is to help to take the customers' attention based on the quality of make-up tools and lets the customers to understand the benefit of goods for them. According to Merriem-Webster dictionary, caption is a sentence or group of words that is written on or next to a picture to explain what is being shown, the explanatory comment or designation accompanying a pictorial illustration. Caption is the part of legal document that written below the picture of product that advertised in the Instagram posts.

The researcher found that some local beauty product brands such as Wardah, Emina, Dear Me-Beauty, Mizzu, Pixy and MakeOver, they make their caption into English and almost use modality in all their posts. Halliday (1994:89) defines modality as the speaker's judgment of probabilities, or the obligation involved in what is saying. The writer created the persuading statement through modality to give more taste and good possibility that customers would get from their products. The market target is easy to catch in Instagram, if people follow

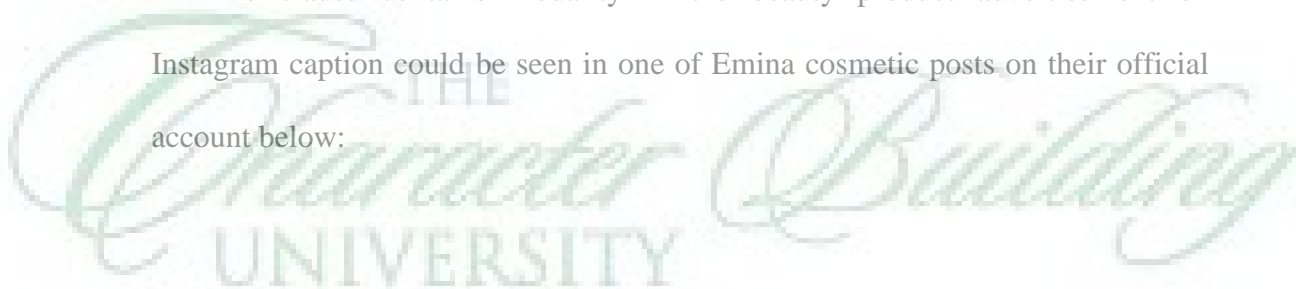
their official account, it means they are interested. The company promotes their advertisements using modality in English as the strategy to be known that their products were worth it to have. The followers always need to read the caption and express how excited they are to the products. Moreover, the use of modality in Instagram caption available in some brands of beauty product to create impression on ideas, goods, and services with virtual presentation of the photo and video sharing of companies' products. It means that, modality allows the beauty product companies to express what is, what will be, what may be and what should be.

However in fact, the message is delivered in beauty product advertisements often give the different effect. The product is used by some women do not give good effect to their face or not all skin type is matched with the product but it doesn't explain clearly or give specific reminder. The statement always seems interesting to get 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 or formulation of product is not like what they expected, it makes the skin be oily or dry, the product contains acne-genic which is not safe for sensitive or acne skin, their skin become dry and they do not look better with the product, the shades for foundation, cushion or powder do not produce many shades compatible with Indonesian skin which have neutral or warm undertone, the color is not matched between the picture and real product, when they ordered the product through online shopping, the color in picture is good and light whereas the real product is darker and the price is overrated but the quality is underrated. Because of these problems that happen around women

especially in beauty products, they do not convince with the product advertised by the company, therefore they are not interested to purchase the product again. While, the advertisement is important to help company to promote their products.

. Therefore, modality is expected to connect between what statement expressed by the writer in beauty product advertisements with the actual effect will be happened after the customer applying the product, it truly explains the function of modality in advertising. Modality is also evident in the advertisements to give flavor on their purpose. It deals with Ehineni (2014) who states that modals such as 'will', 'shall', 'must', 'can', etc. are used for persuasion, obligation, to make promises, demonstrate commitment, and manipulation. Nartey (2014) explored the semantic underpinnings of modal auxiliary verbs and found that 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 people. Halliday and Matthiessen (2014) states modality can be realized either by modal, comment adjunct, modal adverb or modal verb as mood adjunct.

The clause contains modality in the beauty product advertisement on Instagram caption could be seen in one of Emina cosmetic posts on their official account below:





The caption in the advertisement above comes from one of Emina products. The company posts their products regularly and gives the information about the product with persuading statement to promote the effect which the customers will get if they use the product. As observed modality is used in beauty product advertisement, Emina brand stated modal auxiliary word 'will' in the caption, for instance, "*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 proposition related to the company's knowledge and belief.

Palmer (1986:14) describes modality as the expression of the speaker's attitude or opinion regarding "the contents of the sentence" The modality "will" emphasized 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 looks like they do not need more powder apply or too much make up look. The use of modality here helps to increase a good expectation from the customers, 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.

Then, the modality was also provided in beauty product advertisement through other brands, PIXY Cosmetics. It can be seen from this example below:

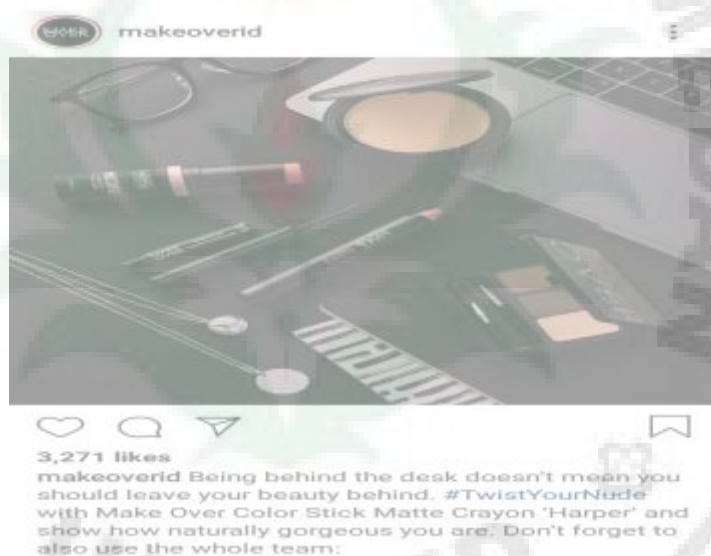


The caption was stated in the advertisement using modality combine with negativity. Kreidler (1998, 244-247) notes the occurrence of *not* with a modal verb may negate the modal verb itself or the content of the following proposition.

PIXY Cosmetics advertiser posted the product contained with the caption "*You won't be in new year spirit without giving your best Baby Beam shot*". The combine of "*won't*" from *will* and *not*, the modal "*will not*" indicates impossibility, so the negativity is embedded to the proposition. In this case, the advertiser gives a prediction to the consumer, such as 'you are possible not feeling new-year euphoria if you don't apply Baby Beam series from PIXY cosmetics'. It

means the use of modality in this caption presents the taste of advertiser's judgment to help in persuading consumer.

In the other local brand of beauty product which was also popular around women, Make Over. Make Over advertiser used modality in promoting their product through Instagram caption, for example:



Make Over cosmetic stated the modality “should” to advertise their lipstick series. It can be seen from the caption above which is “*Being behind the desk doesn't mean you should leave your beauty behind*”. Make Over presents the statements to suggest women that being beautiful important in everywhere and every time. The modality “should” is expressed in that caption judges the obligation and necessity. Fattah (2011) supports that there are some functions of should, one of those functions is necessity. The company invites women that they need their product to appear their beauty unconditionally. The use of modal auxiliary verbs “should” here indicates the advertiser's attitude about the necessity

of consuming their beauty products. The advertising language in the caption on companies' Instagram official account becomes more interesting using modality to persuade and ensure the followers because it expresses the enthusiasm of the company to give the best quality of their product and worth it to use.

Hence, based on the explanation above, the researcher was interested in conducting a research related to modality used in the clauses of beauty product advertisement to promote their products on Instagram caption, to explore the realization of modality in persuading women to buy their products. Further, to explain the reason of modality occurs in the way it is.

1.2 The Problems of the Study

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

1. What types of modality are used in beauty product advertisements on Instagram caption?
2. How is the modality realized in beauty product advertisements on Instagram caption?
3. Why the modality in beauty product advertisements on Instagram caption used in the way they are?

1.3 The Objectives of the Study

With reference to the problem of the study, the objectives of this study were:

1. To find out the types of modality used in beauty product advertisements on Instagram caption.
2. To describe the modality used in beauty product advertisements on Instagram caption.
3. To explain the reasons of modality in beauty product advertisements on Instagram caption occurred in the way it is.

1.4 The Scope of the Study

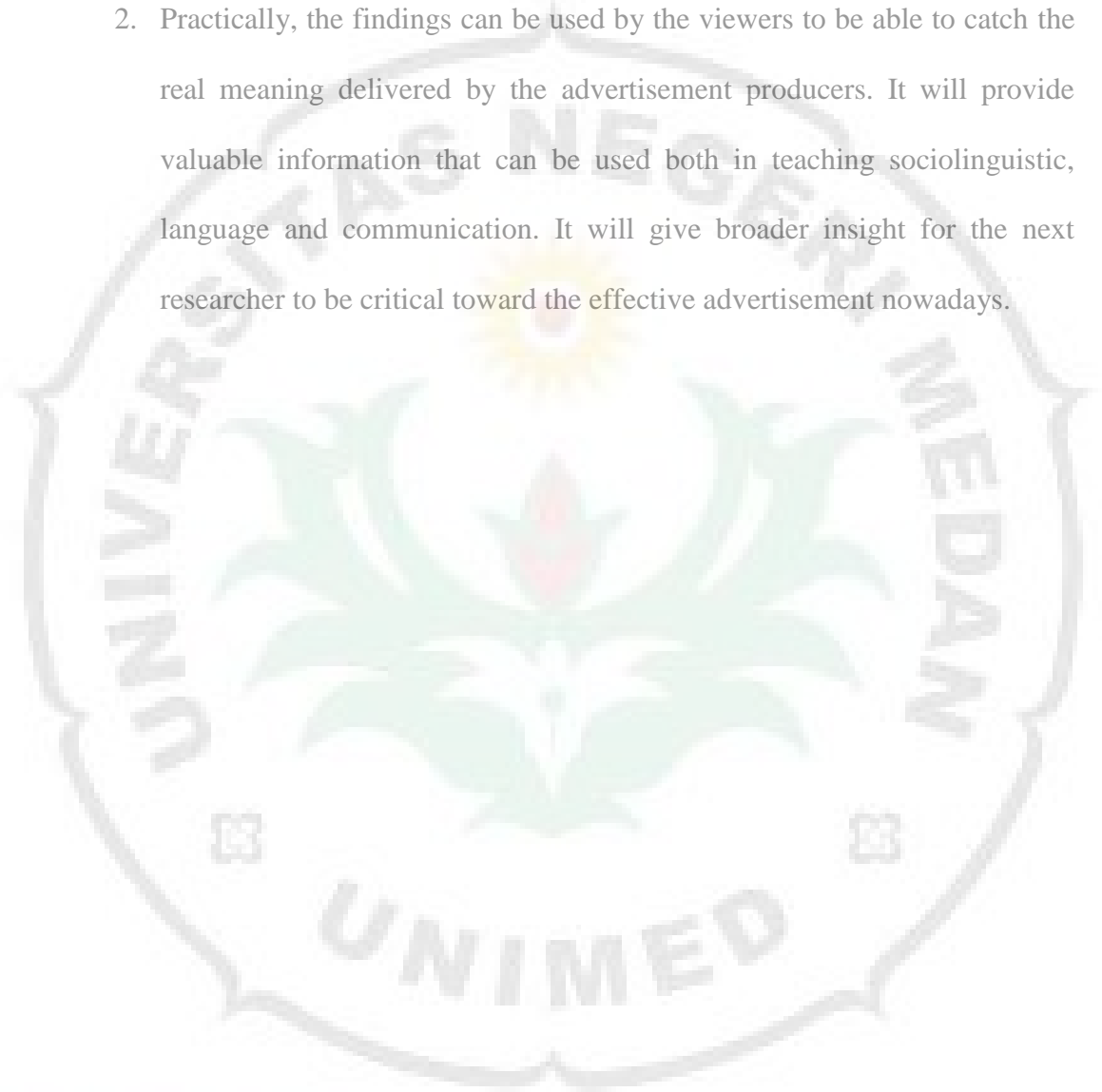
Based on the background above, this study focused on online advertisement on Instagram caption. The advertisements focused on the beauty product advertisements were taken from the official account of beauty product brands on Instagram. The analysis limited on top three local brand beauty products, namely Emina, Pixy and Make Over.

1.5 The Significance of the Study

The findings of the study to be useful for:

1. Theoretically, the findings are expected to extend and enrich the horizon of theories in modality studies. In addition, the findings can be used as relevant references for further studies in the field of modality and language advertisements and convincing evidence that modality may influence the way of advertising beauty product through online using Instagram.

2. Practically, the findings can be used by the viewers to be able to catch the real meaning delivered by the advertisement producers. It will provide valuable information that can be used both in teaching sociolinguistic, language and communication. It will give broader insight for the next researcher to be critical toward the effective advertisement nowadays.



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