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Persuasive Language In Skintific Advertisements On Instagram: A Semantics Analysis

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Abstrak

This research is entitled "Persuasive Language in Skintific Advertisements on Instagram: A Semantic Analysis". The purpose of this research is to identify persuasive language in Skintific advertisements on Instagram posts. The category of persuasive language refers to Lamb's theory (2019), using a qualitative descriptive method. The researcher collected ninety-six Skintific advertisement data from Instagram posts. The data was then analyzed by categorizing and interpreting it into the appropriate categories. The results of the research and discussion show that out from 96 Skintific advertisement data on Instagram posts, 65 data were found. These data are categorized as follows: 4 Alliteration, 9 Appeals, 2 Connotation, 18 Emotive Language, 6 Colloquial Language, 2 Hyperbole, 1 Expert Opinion, 6 Inclusive Language, 7 Imagery, 6 Jargon, 3 Rhetorical Questions and 1 Simile. The most common persuasive language used in Skintific advertisement on Instagram posts is Emotive Language, as Skintific frequently employs language that evokes an emotive response from readers or listeners. Skintific aims to show similar emotions and preferences to its consumers and boost confidence, motivating them to achieve good results.

Keywords: Persuasive Language, Advertisements, Instagram, Semantics, Skintific

I INTRODUCTION

Convincing someone to act or think a certain way is the goal of persuasive language. Additionally, it encourages people to share your viewpoint and agree with you. Define persuasive language as writing that encourages or persuades readers to feel the author emotions. Persuasion is described as the transmission of diverse points of view in the context of personal, collective, or organizational decision making and is used to draw clients and advertise a product. Persuasion is a difficult and impersonal process. Designed for a range of audiences, persuasive communications grab their interest right away. The delivery of advertising has been altered by social media, but

the fundamentals of persuasive communication have not changed. Researcher have long been interested in persuasion through advertising techniques, particularly in recent decades. Based on Miksa and Hodgson opinion, in Losi and Sisi (2022:2).

The following are the three persuasive principles. First, persuasion is a very dynamic process since persuasive language itself consists of several interrelated elements. These elements include the message, medium, effect, feedback, communicator or persuader, and more. Secondly, it can be seen in form. A wide range of events or industries can benefit from this compelling communication. In their particular work processes, many occupations and professions call for a great deal of persuasive language. Third, all people interact with others on a daily basis. Since human contact necessitates communication, every human being will surely continue to persuade through speech.

This research discusses social media trends, Instagram is a highly successful social media marketing platform, particularly in the beauty sector. The topic relevance to contemporary marketing trends is reflected in the title. This illustrates the breadth of the analysis and gives a clear sense of what will be covered. Draw in readers, by include Skintific, the headline draws in readers who could be interested in beauty items or who are already familiar with the brand. Reader engagement and interest may rise as a result. Communication in marketing, this title emphasizes how crucial clear communication is in advertisement. Research can create more successful campaigns by having a better understanding of persuasive language. Depth analysis, the word analysis suggests that the method will be more than just descriptive, it critical and in depth. Readers seeking a deeper understanding of marketing strategy will find this interesting. Text and visual context, Instagram is a platform that blends textual and visual components. As implied by the title, this will cover how these two components combine to form a compelling message. Persuasive Language in Skintific Advertisements on Instagram: A

Semantics Analysis this title reflects a clear and relevant focus and shows the potential to provide valuable insights in the field of marketing and communications.

Understanding how advertising can affect consumers purchase decisions was the aim of the research. Such phrases as 100% brightening effect on glowing skin or innovative formulation, which provide a sense of legitimacy and superior quality, are frequently used in these commercials to convey a favorable picture of the product. Additionally, a variety of persuasive language are used to sway the audience, including imaginative suggestion language like straight to melanin and compensation language that provide remedies for skin issues like repair the skin layer to get effective whitening and acne removal. The use of identification language, such as together we will forge ahead because you and your skin deserve the best, and rationalization language, such as contains natural ingredients that are safe for all skin types, are also employed to provide logical justifications for the products selection. It is feasible to evaluate the information offered more seriously and assist customers in selecting skincare products that best meet their needs by being aware of these persuasive language patterns.

The reason I choose this the research title because a lot of people believe that beauty is only about outward look, whereas the health of the face itself is more significant. Teens and young adults in particular, who long for healthy, glowing skin without needing to wear a lot of makeup every day. Many people struggle with skin issues like acne, dry skin, or premature aging, and they frequently search for short term fixes without realizing how important regular skincare. Skintific products demonstrate that maintaining your skin does not have to be difficult and can be done in a way that is both safe and efficient. Purpose in choosing this the research title this term is to ascertain the figurative language employed in Skintific marketing to persuade consumers that the product is safe for all skin types and encourage them to purchase it.

II RESEARCH METHODS

When it comes to conducting research in a thorough, genuine and consistent manner, research procedures are essential. Research using the right techniques, researcher can produce

excellent and useful scientific work. This research uses a qualitative method which is descriptive in nature. Research aims to solve problems and develop solutions by using scientific methods. Discovering hidden and untapped realities is the ultimate goal of research. One method for methodically addressing research issues is research technique. To comprehend research procedures and approaches, one must also comprehend methodology. To make sure that the results match the desired objectives, research methodologies require the right processes and approaches. Based on Blumer opinion (1969), in Taylor et al, (2016:8), in order to comprehend how the individuals they are research see the things, qualitative research must identify and empathize with them. Therefore in order to obtain a more accurate understanding, researcher conducting qualitative research must suspend or put aside their own opinion and ideas about the world.

After defining the research problem through the creation of a research plan, data gathering can commence. The data collection method used by researcher is the observation method. Taylor et al, (2016:54) state that the observation method is divided into three primary groups. The first is using pleasant social contact to make people feel at ease and earn their trust. The second focuses on data collection techniques, or field plans and tactics. The last step is to record data in the form of written field notes. Research that has been designed, organized, and read methodically uses observation as a scientific tool and data collection approach. In light of this knowledge, the research will make observations by gathering information about Skintific Instagram account advertisement that use persuasive techniques.

Research employed data analysis in explain the persuasive language used in advertisement. To better understand, research watch and document several aspects of advertisement. In the meantime, content analysis looks for and categorizes persuasive language components so that research can see how the language structure and style support the advertisement intended message. Research directly observed Instagram advertisement in order to gather data, noting key components like text, graphics, and the advertisement context. The data analysis method, depending on the strategy employed, the analytical method explains how the data is categorized and processed. Numerous noteworthy advantages are offered by this research, both practically and academically.

The many persuasive language employed in advertising, particularly on social media platforms like Instagram, are better understood according to this research. According to Zavella, in Taylor et al, (2016:282). Using find rhetorical techniques that effectively grab attention from the audience and affect customer behavior by dissecting the elements of persuasive language. Professional expertise is formed abstractly in terms of analysis technique, and the method of analysis does not always include the kind of knowledge that will help researcher identify and comprehend the impact of the social context being research. Understanding effective persuasive language can assist businesses in creating ads that are more convincing and suitable for the demographics of the audience on digital platforms, which makes this research extremely relevant for marketing practitioners. Identifying the linguistic components that can affect the audience, this research can assist in the development of more successful communication technique, enabling businesses to maximize their advertisement messages and meet their marketing objectives.

In this research, data collecting is a techniques used by researcher to get precise information. According to Taylor et al, (2016:207) natural data sources are used in qualitative research, because researcher cannot change the research subjects. The data obtained such as, interview transcripts, personal documents, photographs, field notes. Observing the process of phenomena is more important for qualitative research than numerical data, however, research findings are not ignored. Research observed a number of things, including the linguistic style such as the use of metaphors, exaggeration, or emotive language and persuasive strategies, including highlighting the advantages of the product or utilizing testimonies. Both field notes and screenshots of the seen ads were used to document the findings of the observations in detail.

This research used data analysis techniques by collecting data from Instagram account with documentation and observation techniques. The researcher will examine the captions contained in the images in the Instagram posts of the Skintific social media account. Researcher use smartphone screenshots to collect image data from Skintific Instagram accounts.

After data collection, researcher note words, phrases, or clauses from advertisements in Skintific social media account Instagram. Data are examined based on the language and persuasive techniques used in Skintific advertisements. The analytical approach to this research is content analysis, used in this research to examine Instagram social media advertisements. The advertisement selected by research are advertisement that use persuasive language and tactics that serve as standard for categorization in this analysis.

III   RESULTS AND DISCUSSION

The analysis is presented with detailed data. Persuasive language in Skintific Instagram advertisement are the data under analysis. Lamb theory serves as the foundation for the researcher thorough explanation of the data examined from Instagram Skintific advertisement.

Persuasive Language

Persuasive language are useful in many facets of life. People typically employ persuasive language to get someone to share their thoughts or feelings. In addition to inviting someone to do something, like purchase a product or take part in an activity, persuasive language is used to persuade them to believe in a concept or viewpoint. Furthermore, persuasive language can be used to change someones viewpoint or attitude toward something and present facts in an engaging manner to pique attention. Therefore, one can accomplish their objectives and communicate more effectively by using persuasive language. Persuasive language can be seen in commercials, political campaigns, magazines and speeches.

Alliteration

The use of words that start with the same letter or sound, known as alliteration, emphasizes and highlights concepts. frequently employed in advertising to produce catchy slogans. The following is an example of data from alliteration.

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Cleansing Essence, Serum Spray, Serum Sunscreen, and Sensitive Moisture Gel are the four product procedures listed in data 11 that need to be used first thing in the morning. After that, your skin will appear more radiant, moisturized, healthy, and sun-protected. Customers can utilize this information to quickly and easily take the first step toward beautiful skin. While "Step" and "Skin" share the same first sound, the letter "S," alliteration may be found in the words "Quick" and "Easy," which have different initial sounds. with "Step" and "Skin," the "S" sound is repeated, giving the sentence a pleasing rhythm and aiding with memorization. It can assist draw in the audience and highlight the message. The term "Quick and Easy Step" conveys that the procedure to be described is easy to understand and does not require a lot of time, which appeals greatly to audiences seeking doable ways to attain radiant skin.

Appeals

Appeals are used to convince you of a particular point of view, and writers often rely on various emotions. Pay close attention to the writer's intentions when you read persuasive writing.

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Since NEW Sensitive Moisture Gel includes seven times as many calming elements as active chemicals, it can be used with a variety of active ingredients to help soothe and hydrate the skin. This information is utilized to determine The truth about mixing NEW Sensitive Moisture Gel and Active Ingredients!. Appeals can be seen from

the phrase "The truth about," which suggests that significant or even unexpected information is about to be disclosed. When the author uses the word "truth," it piques readers interest in learning more about information or facts they might not have known. "Active Ingredients" attracts people who appreciate research based knowledge by implying that the discussion will touch on scientific or technical topics.

Connotation

Words might mean two different things. A words literal meaning is its denotative meaning. The thoughts or emotions connected to a specific word are known as its connotations.

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Matte Fit Serum Sunscreen from Data 7 can be used as a basis for makeup without causing smudge or shifting. The matte sheen of this sunscreen with Double Shine Technology keeps you always looking your best and protected. The connotation is used in the data to inform consumers that sunscreen for oily skin has been approved   for   distribution. The term "APPROVED"conveys a sense of confirmation that the sunscreen has undergone a thorough evaluation procedure and is deemed safe and effective, in addition to indicating that it has been authorized for use on oily skin. Customers may feel more assured and confident that they are selecting a high quality product as a result.

Emotive Language

The term emotive language refers to any words that evoke strong feelings in listeners. Always keep your feelings about language in mind. Does it make you feel afraid or pity or, what feelings does it evoke.

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Brightening   Cleanser,   Brightening Essence Toner, Dark Spot Serum, Dark Spot Moisture Gel, Serum Sunscreen. Your skin can become more even and brighter by following the instructions and utilizing the goods mentioned in data 2 above. It can also help reduce excessive oil production, which will keep your skin looking fresh all day. The phrase "Rise and shine! Check this routine for a glowing skin!". Emotive language is used in a clear and significant way for a number of reasons. A popular saying to uplift someone in the morning is "Rise and shine!" which creates a cheerful and energizing atmosphere. It inspires readers to feel invigorated and prepared to face the day. Furthermore, by implying that readers can get healthy and radiant skin an aim that many people have by adhering to the recommended regimen, the term "glowing" in the context of "glowing skin" offers optimism for the intended outcomes.

Colloquial Language

The use of everyday language helps writers come out as authentic, grounded, and pragmatic.

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This Ultra Cover Powder Foundation is a great option for people who want to look immaculate when they go out with just one application. It is also dependable for daily use. Customers who enjoy Ultra Cover Powder Foundation are encouraged to use this information. The expressions "tried" and "love," which are examples of words frequently used in

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casual conversation without the use of extremely formal or technical terminology, are examples of colloquial language. Moreover, colloquial language is characterized by phrase structures that communicate ideas succinctly and immediately.

Hyperbole

Exaggeration is what hyperbole is. Authors employ exaggeration to highlight the ramifications of a problem, making the situation seem much worse and inspiring the reader to support their viewpoint.

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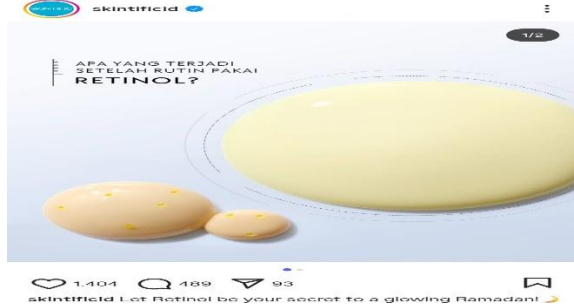
Regular use of Retinol products each week will improve the brightness and smoothness of your skin while also assisting in the management of facial acne. The assertion that "Retinol" might be the "secret" to having a radiant appearance throughout Ramadan is an example of exaggeration in action. Retinol is a well known skincare product, but it would be an exaggeration to say that it is the only "secret" to beautiful skin during this holy month. It gives the idea that using retinol is a very powerful and nearly miraculous way to get the desired effects. Since the word "glowing" suggests a highly idealized outcome that might not be attainable by everyone utilizing a single product, it also introduces a sense of hyperbole.

Expert Opinion

Authors frequently cite or reference authorities who support their viewpoint. Expert opinion can be used to strengthen the credibility and persuasiveness of arguments.

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Based on the research, NEW Sensitive Moisture Gel is effective in treating redness and acne on sensitive skin. An example of expert opinion is Nicholas Saputra, a well known actor in Indonesia whose name is frequently linked to authority and influence in the entertainment sector. By stating that this is "Nicholas Saputra's pick," the statement lends more significance to the item or option under consideration. This implies that the product is deemed worthwhile or of high quality by a well known individual, which influences others decisions to test or purchase it.

Inclusive Language

Using terms like we or our to convey that the writer and the reader share a common viewpoint is known as inclusive language

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Data 6 contains Skin Renewal Serum, which can be used 2-3 times a week at night to help reduce acne, brighten the skin, and slow down aging. There are several examples of inclusive language in the text: "They tried SKINTIFIC Retinol Skin Renewal Serum and they loved it, NOW it's your turn!" First, the word "they" refers to a group of people who have used the product, giving the impression that anyone can have this satisfying experience. "NOW it's your turn!" encourages readers to participate and try the same product. The writer and audience build a personal connection through the use of the pronoun "you," implying that everyone has an equal opportunity to benefit from the serum.

Imagery

It is possible to evoke a mental image in the reader through descriptive writing. Giving the audience a clear picture can encourage them to consider a problem in a specific way.

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Skincare products can still be used on sensitive skin. Use the products that are suggested for sensitive skin, such as Sensitive Soothe Cleanser, Soothing Toner, Sensitive Moisture Gel and Serum Sunscreen, and follow the directions step-by-step. This information is intended to encourage consumer to take simple precautions for their sensitive skin. Imagery can be seen from the phrase "treat your sensitive skin" conjures up an idea of tender, careful treatment for skin that might be delicate or prone to irritation as well. It might arouse empathy and worry in the reader because the word "sensitive" itself implies that the skin has to be handled with care and compassion. The phrase "easy steps" conveys the idea that anyone can follow this treatment plan and that it is simple. The reader feels more inclined to try as a result of the mental picture of easy-to-follow, straightforward steps that are created.

Jargon

In order to appear informed, writers frequently utilize complex or technical terminology.


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The NEW Radiance Booster Serum Spray is a face spray that helps hydrate the skin and give it a radiant appearance by combining oil and serum. You can use it anywhere and at any time. Using this information, the NEW Radiance Booster Serum Spray is presented. Jargon is one example of a word that is frequently used in the healthcare and cosmetics business is "Radiance Booster." Products that are intended to increase skin radiance and brightness are referred to by this term. The word "radiance booster" may be well known to those who follow beauty trends, but it may not be entirely clear to those unfamiliar with skincare products. This implies that the audience this sentence is intended for has some awareness of or interest in skincare.

Rhetorical Questions

A question with an obvious answer that does not require an answer. Frequently, rhetorical questions are employed to guide the listener to a specific conclusion. This conclusion appears rational and natural due to the nature of rhetorical questions.


https://www.instagram.com/skintificid/
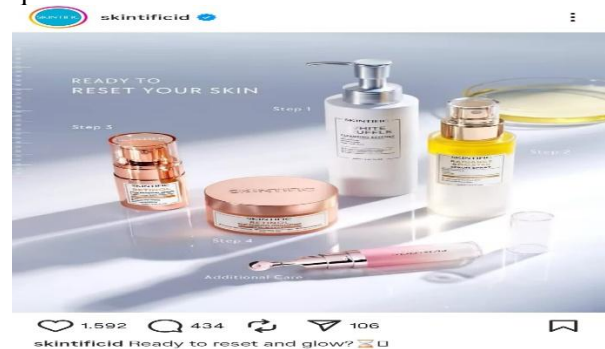
Five facial skin care steps are listed in the above data to maintain your face nourished, hydrated, and shielded from early aging. First comes cleansing essence, serum spray, skin Renewal serum, Skin Renewal moisturizer, and lip serum. Using this information, customers are encouraged to follow the skincare regimen before bed. One example of a rhetorical question is "Ready to reset and glow?" which is intended to grab the readers attention and evoke strong feelings. This statement asks readers whether they are ready to "reset" and "glow," encouraging them to consider their current circumstances and the desire to make changes that will improve their lives. The hourglass symbol provides a graphic feature that communicates time and change. It serves as a reminder to the reader that the time to change is now.

Simile

A simile is a comparison that frequently employs the terms like or as to describe two things.

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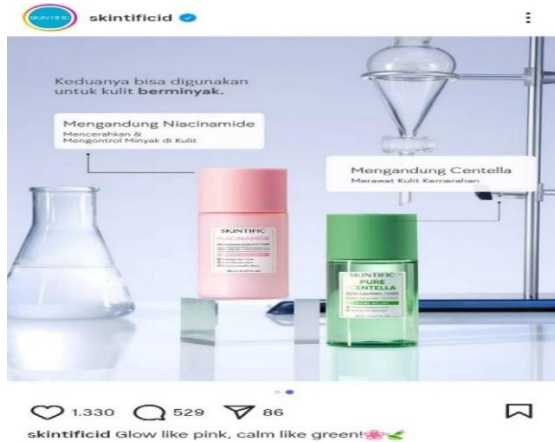
Pure Centella Toner calms and lessens skin redness while Niacinamide Brightening Essence Toner aids in skin tone balance. The phrase "Glow like pink" uses a simile to compare the intended light or glow to the color pink. Many people think of pink as being soft, happy, and beautiful. Through the use of this simile, the sentence conjures up an image of a radiant, appealing glow, as though the reader can sense the coziness and warmth that pink stands for. The expression "calm like green" likens serenity to the color green. Green is frequently linked to tranquility, freshness, and nature. This simile conjures up an idea of the tranquility that can be attained, as though the reader can actually experience the serenity that the color green offers.

IV   CONCLUSION

This section presents the conclusions of the research. This chapter also contains suggestions made by researcher for readers, especially for future researchers who plan to use the same theory or methodology in this case research.

Based on the results of the research and discussion, it was found that the use of persuasive language has a very significant role in attracting attention and influencing consumer decisions. In order to present a desired and attractive product image, these advertisements often use various kinds of persuasive language. From the 96 data taken collected from Skintific Instagram advertisement, 65 data used persuasive language. However, only 30 data were analyzed in-depth in Chapter 4. It can be concluded that the 30 selected data points represent the general patterns and trends found throughout the data set. Based on Lamb theory, persuasive language is divided into 21 different types. In this research, 12 categories of persuasive language were found. These categories are 4 Alliterations, 9 Appeals, 2 Connotations, 18 Emotional Language, 6 Colloquial Language, 2 Hyperbole, 1 Expert opinion, 6 Inclusive Language, 7 Imagery, 6 Jargon, 3 Rhetorical question and 1 Simile. Thus, understanding persuasive language can help in designing more attractive and effective advertisements.

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