The Analysis of Ideational and Interpersonal Meaning in *Make Over* Advertisement

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Keywords

Abstract

This research analyses the ideational and interpersonal meanings in Make Over advertisements through the lens of Systemic Functional Linguistics (SFL). Advertising significantly shapes consumer perceptions by conveying cultural and ideological messages. By examining ten promotional advertisements from Make Over's official website, this study explores how language constructs meaning and builds relationships with consumers. The ideational Metafunction reveals how product features and benefits are articulated, emphasizing luxury, performance, and durability through descriptors like "rich" and "weightless." The interpersonal Metafunction illustrates how persuasive language fosters trust, engaging audiences despite the absence of direct address. The authoritative tone and references to "professional makeup artists" enhance credibility, positioning the products as high-quality choices in a competitive beauty market. The findings provide valuable insights for marketers seeking to refine their strategies and contribute to academic discourse on the intersection of SFL and advertising analysis. Ultimately, this research enhances understanding of how language influences consumer behavior in digital advertising.

INTRODUCTION

Advertising plays a key role in shaping consumer perceptions through language and visual elements, conveying cultural and ideological messages. Systemic Functional Linguistics (SFL), developed by M.A.K. Halliday, provides a framework for analysing the multifunctionality of language in advertisements, focusing on three core Metafunctions: ideational, interpersonal, and textual (Halliday & Matthiessen, 2014). In beauty ads, brands like Make Over utilize these Metafunctions to create persuasive messages. The ideational Metafunction represents the world and constructs experiences by focusing on product features and benefits. For example, Make Over ads highlight the transformative potential of makeup, appealing to consumer aspirations for beauty and confidence (Thompson, 2014). The interpersonal Metafunction manages the relationship between the advertiser and the audience, employing persuasive language and inclusive messaging to build trust. Phrases like "Unleash your inner beauty" foster a connection with consumers (Martin & White, 2005).

While the textual Metafunction organizes the ad's elements, this analysis will not focus on textual meaning but rather on how the ideational and interpersonal Metafunctions resonate with the audience. In digital media, brands engage more directly with consumers through interactive content, thereby strengthening their connection (Putri, 2021). By applying SFL to advertisements, researchers can gain a deeper understanding of how brands like Make Over use language to construct messages and build relationships, providing both academic and practical insights for creating impactful advertising strategies.

The researcher formulates the following statements of the problem: (1) How are the ideational meanings realized in Make Over advertisements? (2) How are the interpersonal meanings realized in Make Over advertisements? To ensure the novelty of the upcoming research, the researcher reviewed one relevant study conducted by Dias Andris Susanto and Setiyo Watik (2017), which examined the interpersonal meaning realized in the lyrics of Christina Perri's album *Lovestrong* and its contribution to the teaching of modern English grammar. This analysis revealed that interpersonal meaning in the album's lyrics is reflected in the wordings of the clause, with the most dominant Mood Type being Declarative and Giving Information as the most common Speech Role. Modality was expressed through modal finite verbs and mood adjuncts. The study highlighted how analyzing interpersonal meaning in song lyrics could make grammar lessons more engaging by allowing students to explore language in their favorite songs.

The aims of this research are to conduct an analysis to achieve the following objectives: (1) to analyze the ideational meaning realized in Make Over advertisements, and (2) to analyze the interpersonal meaning realized in Make Over advertisements. This research on advertising analysis, focusing specifically on the beauty brand Make Over through the lens of SFL, offers several significant benefits beyond academic discourse. Firstly, it enhances understanding of how language shapes consumer perceptions and behaviors in a digital marketplace. By examining the ideational and interpersonal Metafunctions in Make Over's advertisements, the study provides insights into crafting effective advertisements that resonate with target audiences, particularly women, in a competitive beauty industry (Halliday & Matthiessen, 2014). Secondly, the analysis emphasizes the importance of verbal communication in advertisements, highlighting how text functions independently or alongside visuals in digital marketing to maintain brand integrity and consumer engagement (Eggins, 2004). The findings have practical implications for advertising professionals by revealing the strategies Make Over employs to position itself as a modern brand through its language, which enhances brand identity and customer loyalty (Martin & White, 2005). Furthermore, this research addresses the growing trend of online advertising in the beauty sector, where consumers actively seek detailed product information. By focusing on Make Over's linguistic approach, the analysis provides a framework for brands aiming to optimize their digital marketing strategies through linguistic precision. Lastly, this research contributes to academic discourse by filling a gap in the literature regarding the intersection of SFL and advertising analysis, encouraging further studies on the impact of verbal strategies across various industries.

METHODS

This analysis employs a qualitative research design grounded in Systemic Functional Linguistics (SFL) to explore how the two Metafunctions—ideational and interpersonal—are realized in Make Over's advertisements. By focusing exclusively on language, the research investigates how linguistic elements construct meaning, build relationships, and influence consumer behavior. Qualitative content analysis serves as the primary method, allowing for an in-depth examination of how language produces persuasive, informative, and emotionally resonant messages without relying on visual components (Halliday & Matthiessen, 2014).

The ideational Metafunction examines how language represents real-world experiences, showcasing product qualities and benefits to connect with consumer needs (Thompson, 2014). Meanwhile, the interpersonal Metafunction explores how language facilitates social interaction between the brand and the audience, analyzing linguistic strategies that establish trust and rapport (Eggins, 2004). This research offers a concentrated examination of how language alone shapes consumer perceptions and behaviors, contributing insights for marketers and advertisers aiming to refine their strategies.

The data for this research is sourced from Make Over's official website, specifically targeting ten promotional advertisements for various product lines, including foundations, lipsticks, and skincare. These advertisements, disseminated through online platforms, are analyzed for their linguistic content, including product descriptions and slogans, to explore how the brand constructs its identity and engages its target audience. This focus on online marketing aligns with contemporary advertising trends, particularly in the beauty industry (Kotler & Keller, 2012; Putri, 2021). While the primary analysis focuses on linguistic elements, some visual context may be considered to clarify how language interacts with the advertised products.

The main instrument for data collection is a qualitative content analysis framework based on SFL, emphasizing the two Metafunctions: ideational and interpersonal (Halliday & Matthiessen, 2014). Advertisements will be selected for their variety in product types and target consumer groups, with screen-capturing and text extraction tools used to record the content. The advertisements will then be transcribed and dissected to identify key linguistic features. A coding framework derived from SFL will categorize various linguistic features related to each Metafunction, facilitating systematic analysis.

The method of data analysis involves applying SFL to understand how Make Over advertisements construct meaning through language, focusing on the ideational and interpersonal Metafunctions. The ideational Metafunction analysis identifies how Make Over communicates product benefits and features, positioning products as solutions to consumer needs. The choice of verbs, nouns, and circumstances in the text will be examined to reveal how these elements construct meaning (Thompson, 2014). The interpersonal Metafunction analysis uncovers how Make Over's advertisements establish relationships with the audience. It will examine the use of modality and tone, investigating how language choices reflect the brand's identity and foster intimacy and trust with consumers (Eggins, 2004). This comprehensive approach allows for a deeper understanding of how language functions in advertising, particularly in the beauty sector.

RESULTS AND DISCUSSION

The analyses of ideational and interpersonal meanings in the provided texts reveal significant insights into the marketing strategies employed for cosmetic products. One of the most notable aspects is the emphasis on product characteristics and benefits. The texts consistently highlight specific attributes such as "rich," "matte," "weightless," "creamy," and "super intense pigment." These adjectives not only serve to describe the products but also convey a sense of luxury, innovation, and effectiveness. By emphasizing a "revolutionary creamy easy-to-glide formula" and "full coverage application," the marketing positions these products as high-quality choices in the cosmetics market, appealing to consumers who seek both performance and ease of use.

Another crucial element is the focus on durability and performance. Several analyses underscore the importance of longevity, particularly with phrases like "stays up to 8 hours continuous wear." This assurance of extended wear is a significant selling point, suggesting that the products are designed for long-lasting use without the need for frequent reapplication. Highlighting such long-lasting effects enhances the perceived value of the products, making them more attractive to potential buyers.

The texts also demonstrate effective interpersonal engagement. Utilizing a declarative mood to present information confidently fosters a sense of trust and reliability among readers. Although there is an absence of direct address to the audience, this does not diminish engagement; rather, the descriptive nature and positive evaluations invite readers to actively consider the products' benefits. The confident modality employed throughout suggests a strong belief in the effectiveness of the products, which can significantly influence consumer perception and purchasing decisions.

Furthermore, references to "professional makeup artists" and phrases like "the secret" in achieving desired results lend an air of authority and expertise to the products. This strategic positioning can enhance consumer trust, as it implies that the products are not only user-friendly but also preferred by professionals in the field. Such endorsements can create a favorable impression in the minds of potential buyers, encouraging them to choose these products over competitors.

Overall, the combination of luxurious descriptors, emphasis on functionality, and an authoritative tone contributes to a compelling marketing narrative. This narrative effectively communicates the products' capabilities while appealing to an audience that values both quality and expertise in cosmetic products. By analyzing these elements, we gain valuable insights into how language and structure can influence consumer behavior and perceptions, which can inform efforts to enhance media literacy in educational contexts. Understanding these dynamics equips students with the critical skills needed to navigate and evaluate media content more effectively.

CONCLUSION

In conclusion, the analyses of ideational and interpersonal meanings in the provided texts highlight the strategic use of descriptive language to emphasize product characteristics, durability, and professional endorsement. The consistent use of adjectives such as "rich," "matte," and "weightless" conveys a sense of luxury and effectiveness, appealing to consumers seeking high-quality cosmetic options. The emphasis on longevity, particularly with phrases like "stays up to 8 hours continuous wear," enhances the perceived value of the products. Additionally, the authoritative tone and references to "professional makeup artists" foster trust and credibility. Overall, these elements work together to create a compelling marketing narrative that effectively engages an audience interested in quality cosmetics, while also providing valuable insights for enhancing media literacy in education.

ACKNOWLEDGEMENT

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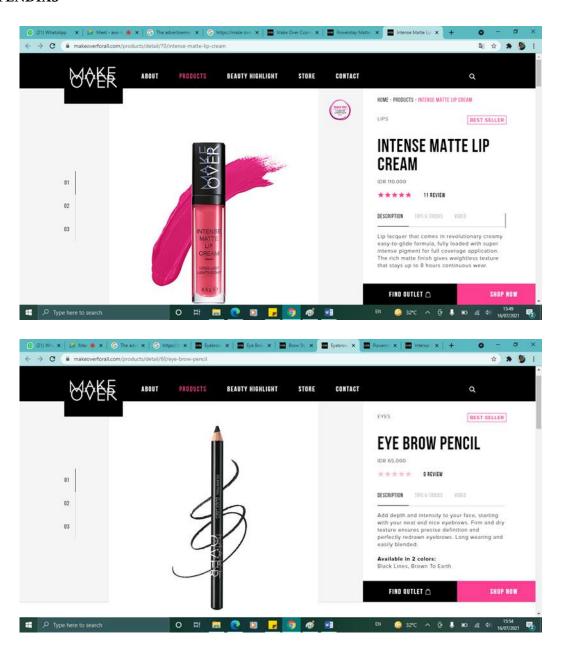
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APPENDIXS