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A CRITICAL DISCOURSE ANALYSIS ON

ORIFLAME CATALOGUE BEAUTY PRODUCT ADVERTISEMENTS

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ABSTRACT

The aims of this study are to investigate linguistic features, to describe the discursive techniques and to describe social implications that are used in oriflame catalogue beauty product advertisements. This research was conducted by using qualitative research design. The data of this study were texts on oriflame beauty product advertisements. The data analyzed by using three dimensional nature of critical analysis as preceded by Fairclough. There are three dimensional frameworks of analysis that are description/ text analysis, interpretation/process and explanation/social. The findings are (1) there were 7 out of 8 kind of linguistic features were found in oriflame catalogue beauty product advertisements. the most dominant linguistic feature used in the advertisement is adjective, (2) there were 9 discursive techniques that found in the second level analysis, the most technique used in the advertisements is emotive word.

Keywords: Critical Discourse Analysis, Advertisement, Linguistic Feature, Discursive Technique, Social Implication

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1. INTRODUCTION

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.

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. 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.

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.

This study will address the following research questions:

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. RESEARCH METHOD

This study employed a qualitative research design. Qualitative research was interested in revealing the meaning the meaning of phenomena, understand how people perceive their experiences, how they construct meaning and how they attribute meaning to their experiences (Merriam, 2009,p.5). This study used Critical Discourse Analysis (CDA) to analyze the data. CDA regards itself more as a critical perspective which could be combined with other approaches rather than a theory, a part of discourse analysis or a methodological approach. Fairclough (1995, p. 1) argues that CDA is analytical framework which concerns with the study of language and its relation to power and ideology and becomes a resource for people who struggle against domination and oppression in its linguistic form.

The data gathered from oriflamme catalogues issued in May2017, June 2017 and July 2017. There were some steps conducted to gather the data. First, the English version of Oriflame catalogs from Uk and Indian.oriflame.com downloaded. After that, some advertisements purposely from the catalogs selected. Since Oriflame has various kinds of

products, only make – up, skin care, fragrance and personal care. 17 advertisements were collected as the object of the study.

4.2.1 FINDINGS AND DISCUSSIONS

The data analysis have been done in order to answer the first and second questions of the problem of the study, namely to identify the linguistic features of advertisements and to describe the discursive practice implemented on advertisements. The data was analyzed by using three dimensional model of the nature of CDA proposed by Fairclough (2001) namely 1. Description/ text analysis, 2. Interpretation/ process.

a. Description/ Text Analysis

Fairclough (1995 a) suggests three aspects for linguistic analysis of a text: vocabulary, grammar and text structure. The analysis that described here based on what are found during the analysis which involves linguistic features. Each definition and characteristics of linguistic features that found during the analysis is given briefly here as the base of analysis. Linguistic aspects representative vocabulary, grammar and text structure are Modal, Synonym, Personalization, parallelism, adjective, cohesion, disjunctive syntax and Modes of sentences.

4.2.1 Modality

Halliday (2014) explains that modality is known as intermediate degrees between positive and negative pole (p.176). Modality is also called as degrees of probability. Modality indicates the status and power of the speaker.

After analyzing the data, there is no modality in the Oriflame advertisements. It tells there is no authority of one participant in relation to others and there is no a matter of the advertisers or writer's authority with respect to the truth or probability of a representation of reality

4.2.2. Synonym

Synonym refers to a relationship of “sameness of meaning” that holds between two words. The term “synonym” derives from Greek word “having the same meaning”.For examples, in advertisement 1:

- 1.Brush tip application for **creating** precisely thin and intense line.
Pure colour eyeliner Intense black liquid eyeliner to **reshape** your beautiful eyes every day.

From the data (1) above the synonym words in the ad are Creating = reshape. Creating is make something happens or exists or produces a particular feeling or impression and reshape is to make something more complete, acceptable or successful. The synonym in here makes the readers remember the highlighted promise of the product. The advertiser wants to emphasize the function of brush tip application. So they give information more in different words but have similar meaning about the function of their product where that product has function for creating precisely thin and intense line pure colour eyeliner and the thin and intense line is to reshape the costumers' beautiful eyes every day. Eyes are one of part of body which shows the beauty of women so the women need a product to make their eyes beautiful. Creating = reshape is one of highlighted purpose way in using eyeliner.

4.2.3 Personalization (The use of Personal Pronouns)

The use of personal pronouns can express of power and solidarity. It also expresses relationship between the writer and their audiences. By looking the use of pronouns, the readers can figure out how the advertisers build relations with the consumers.

3. Intense black liquid eyeliner to reshape **your** beautiful eyes every day. smudge resistant formula that glides smoothly for creating different eye looks. **It** comes with a brush tip applicator for easy and precise application.

4.2.4 Parallelism

The purpose of the use of parallelism in the advertisement is for simplicity, effectiveness, and attractiveness (eye catching).

7. Essential fairness lotion
Moisturizes and helps to brighten your complexion. ultra light formula contrast skin lightening complex and vitamin E for all skin. Essential Fairness 5 – In 1 Gel wash. Lighten, cleanse, nourish and soften. Soap free with skin lightening complex and vitamin E.

4.2.5 Adjective

According to Delin (2000) as cited in Kaur, Arumugam, and Yunus (2013), adjectives are pertinent in advertising as they convey a positive or negative meaning (p. 64). Adjective, as one of the linguistic features were found in these advertisements. Here are the data:

8. Love potion eau de parfume
Explore the pleasure of love with Love potion's aphrodisiacal alchemy of spicy ginger, cocoa blossom and enticing chocolate. 50 ml. Intensely Romantic Provocative, sensual, seductive A mesmerizing and sensuous elixir destined to fuel romance. Oriental fruity scent: ginger, chocolate, cocoa flower.

The fundamental character of women is getting the pay attention by surrounding people. So the advertisers puts the adjective words like **spicy, provocative, sensual, and seductive** as the effect of using the product or illustrate the positivity of the product,. Most of the texts of this beauty advertisement convey information to consumers of the quality of the product or profit it may bring. It can see from using positive adjectives in the text.

- Hide skin imperfections

Illuminates

advertisers also used negative adjective: imperfection. The negative adjective is linked to the problem which existed prior to using the product or due to not using the problem.

4.2.6 Disjunctive Syntax

Disjunctive syntax is a sentence without verbs or subjects. Disjunctive syntax, as one of the linguistic features was found in these advertisements. Here are the data:

11.Love potion eau de parfume

Explore the pleasure of love with Love potion’s aphrodisiacal alchemy of spicy ginger, cocoa blossom and enticing chocolate.50 ml.

Intensely Romantic

Provocative, sensual, seductive A mesmerizing and sensuous elixir destined to fuel romance. Oriental fruity scent: ginger, chocolate, cocoa flower.

From the data (11), In this advertisement puts disjunctive syntax such as “**Love potion eau de parfume, Intensely Romantic and Oriental fruity scent**. This is the way or strategy by advertisers to stimulate conversational style. This is an informal form of a sentence that shows the close relationship between advertisers and customer. This purpose is more simple, do not spend a lot of space but the message can be conveyed, attract the attention of the audience/ customer.

4.2.7 Cohesion

Cohesion is a connection between sentences. According to Fairclough (1996), cohesion can involve vocabulary links between sentences (repetition of words) or use of related word (p.130). Cohesion is as one of linguistic features in the advertisements. Here are the data:

- Blended with 90 % mineral powders **and** antioxidants, skin is left with an elegant.
- This elegant fragrance bursts open with a joyful sparkle, **while** royal white lily slowly unfurls at the hearts, radiating her glorious creamy scent, **before** setting into a soft, reassuring cares.

4.2.8 Modes of Sentences

19. Finish lipstick imbues with rich creamy colour and lasting comfort and ilduge extra virgin argan oil nourishes and rejuvenates lips.

The sentences in this advertisement are simple and declarative type. The tense used are mainly present tense. The present tense indicates that everything being said general truth. Therefore, the advertisement becomes more convincing. It helps to show benefits of the products being in action are happening right now in the present moment.

a. grammatical question

In a grammatical question, a speaker is also asking something but s/he has the purpose of asking information and addressee in the position of giving information. But in these advertisements, the advertisers don't use grammatical question.

b. Imperative sentence

22. Nature secrets

Neem offers anti bacterial benefits and helps leave your skin feeling purified, cleaned and fresh. Limited edition. Try me. Rub here and try the fragrance New, Infused with kiwi extract sourced from nature.

Imperative sentences also found in this ad: **Try me, Rub here and try the fragrance.** It needs to persuade readers to buy or take the actions

4.2 Discourse Practice Analysis

Kaur, Arumugam, and Yunus (2013) mentions discourse practice analysis involves studying the text's production and consumption, focusing on how ideology and power relations are enacted or interacted.

Advertisers use various strategies to manipulate women to purchase their product.

The second of analysis is to investigate discourse strategies analysis involves studying the text's production and consumption, focusing on how ideology and power relation are enacted. It can be used to show one's ideology. The ideology is the image ideal beauty. The advertisers have the means to promote ideal standards of beauty based on his/her ideas, belief and values which provides in beauty product advertisements. The standardization of ideal beauty is looked by outer appearance where the skin is bright and our parts of body are same with the image of model presented in the advertisement. Whereas the ideal women is beautiful shown on their outside and inside. The complete analysis can be explained below:

NO	Discursive Techniques in Oriflame Advertisements	Linguistic Devices
1	Manufacturing consent through implication	1.Smudge resistant formula that glides smoothly for creating different eye looks.2. Indulge extra virgin argan oil nourishes and rejuvenates lips.4. Essential fairness lotion moisturizes and helps to brighten your complexion.6. Organically milk and honey extract provide 100 % pure and natural way to achieve beauty.7. The heady intensity of new romance is captured perfectly in this oriental – vanilic-fragrance with the irresistibly addictive scent of sweet praline.8. Optimal is our most loved skin brand to keep you looking spotless for years.9.Sheer Mineral powder gives a luminous finish and Mineral enriched pressed powder that creates a radiant glow.10. Their opulent, silky texture that’s easy to apply and blend suitable for sensitive eyes11. Soft felt tip delivers one smooth and intens pigments deliver rich colour intensity12. Neem offers anti bacterial benefits and helps leave your skin feeling purified14. Iconic Giordani gold brozing pearls bring warmth, color and radiance to the face.16. This elegant fragrance burst open with a joyful sparkle.
2	Invoking inadequacies	3. chapped lips 8. Destroy dark spots caused by sun hydrates and protects with spf 20.13. hide skin imperfections
3	Unrealistic representation	2. Helping them stay supple and youthful – looking4. Give lightness to your skin every day.8. Optimal is our most loved skin to keep you looking spotless for years9. Skin is left with an elegant14.Iconic giordani gold brozing pearls bring warmth16.A rich blooming fragrance, like tender embrace to a child.
4	Positive self- representation	1.Reshape your beautiful eyes every day2.Helping them stay supple and youth-looking4. Give lightness to Your skin every day and moisturizes and helps to brighten your complexion5. Explore the pleasure of love with Love potion’s aphrodisiacal alchemy of spicy ginger, cocoa blossom and enticing chocolate. And A mesmerizing and sensuous elixir destined to fuel romance.8. Our most loved skin brand to keep you looking spotless for years.9. Skin is left with an elegant. Flawless finish, that creates a radiant glow.12. Helps leave your skin feeling purified, cleaned and fresh.14. Enhance the complexion and add a beautiful glow15. More beautiful
5	Puffery	1.Pure colour - pure value.2. Helping them stay supple and youthful – looking.4.Moisturizes and helps to brighten your complexion5. Explore the pleasure of love with Love potion’s.... AndIntensely Romantic6. Pure IndulgenceOrganically milk and honey extract provide 100 % pure7.Your moment of pure passion8. Our most loved skin brand to keep you looking spotless for years.9. Sheer perfection, flawless finish11. The one 24 hours14. Iconic giordani gold brozing pearls bring warmth, color and radiance to the face, cheeks and dicolleti.15.Shields your skin against environmental stress on a cellular level16. The promise of love17. Pure indulgence
6	Celebrity endorsement	14. Rashmi Rajpal is in the face for the product and is a winner of I am next. I am next contest.
7	Scientific evidence/ clinical te proof	2. with restorative argan oil and SPF 494. Skin lightening complex and vitamin E5. Love potion’s aphrodisiacal alchemy of spicy ginger.6. These are free from any residues of chemicals, pesticides of fertilizers8. Oxygen boost and powerful antioxidants,skin lightening complex, and protects with SPF 20.9. “(90% mineral powder and antioxidants and 90 % sheer powder spf 15)”10. Consumer tested by 66 women.11.Ophthamologically tested, Intens pigments deliver rich colour intensity, and consumer tested on 66 women.13. Against sun damage – spf 30 , Non-come dogenic15. lingon 50 : 50 and Pantented antioxidant technology.
8	Emotive words	Beautiful eyes and different eyes.2.Lasting comfort, stay supple and youthfulllooking,Perfect,provocative,sensual, mesmerizing, pure indulgence,new romance, sensual and addictive, powerful, normalic, light,easily, flawless, long lasting, elegant, luminious,luxuriously high, easy,smooth, suitable, rich..fresh,.perfect,warmth, more coverage,more beautiful,joyful, gently
9.	Foreign words or mixing languages	Tenderly promise eau de toilette.

CONCLUSIONS

After textual is analyzed based on Fairclough's three dimensional frameworks namely description, discursive practice and social practice within the seventeen visually manipulated print beauty product advertisements, the following findings are found and can be reported:

- 1) Regarding to linguistic manipulations occur in the seventeen advertisement, The major occurrences of adjectives in advertisements are used to manipulate potential buyers by emotionally promising and convincing potential buyers about the advantages of advertised products might give. The second major linguistic manipulation occurrence is disjunctive syntaxes in the advertisements. It is used to make the texts of the advertisements sound conversational and to leave a strong impression which may lead to sense of closeness. The lowest occurrence of linguistic features in the advertisement is synonym Thus, this answered the first question of the first problem of this study.
- 2) All of discursive practice that found during in the second level analysis, they are manufacturing consent through implication, invoking inadequacies, unrealistic representation, positive self-representation, puffery, celebrity endorsement, scientific evidence/clinical test proof and emotive words. The most dominant strategy used in the advertisements is emotive words. Advertisers try to give answers to what the expectations of the audience. Thus, this answered the second question of problems of the study. But we find the new finding where the advertisers try to make the mixing words between French and English in advertisement.

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