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*"Elevating Human Resources through Education,
Language, and Culture"*

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THE 4TH HAMZANWADI INTERNATIONAL CONFERENCE ON EDUCATION

Theme :

“Elevating Human Resources through Education, Language, and Culture”

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HAMZANWADI UNIVERSITY

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The Beauty Advertising Slogans

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Abstract: The use of language style is often done by advertisement users. Each advertisement is eager to create slogans with their own style and meaning in their products. It is used to influence, seduce and lead the mindset and interest of the audience to buy their products, because advertising on television is a medium for delivering the most appropriate products to consumers. This research was conducted on hand and body lotion and facial cream advertisements on different tv channels. The method used is qualitative descriptive with observation and note-taking techniques. The observations are carried out gradually on different television channels every day for one week. The results of this study found 29 advertisement slogans data which are 4 metaphor language styles, 7 hyperbolic language styles, 4 personification language styles, 1 alliteration style language, 2 synecdoche language styles, 1 epithet language styles, 1 denotative meaning, 1 ellipsis language styles and 1 assonate language styles. Hyperbole language style is the most dominant style of language because advertisers want to highlight the features of beauty products offered by using excessive elements in the language of the ad. Besides that, advertisers want to define their products in one interesting sentence through direct and short comparisons.

Keywords: Language styles, Advertising, Beauty slogans, meanings

Advertising is a medium for channellings news to the public. The tendency of advertising to be persuasive means inviting the public to use the product advertised through the style of language delivered in the advertisement. An advertisement was created to influence people's mind set and behaviour. The appeal of an advertisement is built to remind the audience of a particular image (Afifuddin, 2012: 27). Imagery arises from the use of the style of language used in an advertisement, so that consumers are interested in the product offered. The use of language style can at least assess a person's personality, character, and abilities in the use of certain languages. Because a good language style must contain the following three elements: honesty, politeness, and attractiveness (Keraf, 1985: 113).

Advertisers aim at many sides in marketing their products to the public. In terms of language and in terms of form. Advertising can change the image or view of the community towards a product (Pujiyanto, 2013: 78). At first the product is not attractive to someone, but after seeing the advertisement can change the perception of the product.

In addition, advertising is also very influential on sociocultural society. Various psychological influences also appear both individual and communal which slowly continue to crystallize and become the general behavior of the community (Chaer, 2010: 150). This behavior then forms a system of values, lifestyle, certain cultural standards, including moral, ethical and aesthetic standards.

Many new value systems are born and changed due to slogans in advertising. For example, in the era of 60-70s beautiful women had thin bodies, black skin and wavy hair. In the 80s pioneered advertising, beauty standards turned into women who had smooth and soft skin. For the advertisement's seduction, the community then has a new standard. In the 90s, advertising constructed a new standard that a beautiful person who has an ideal body (with a clear body curve), white skin, not just smooth and soft. Adverts now add one more beautiful requirement that is glowing skin. The beauty that occurs in the community is constructed by the slogan and style of the advertising language, then makes the advertisement beauty standard as a benchmark of beautiful standards in society.

Moreover, advertising also influences clothing mode. Even repeating every year through a fashion

designer which is then communicated through advertisements. Such changes are like repeated rituals of all time. Advertising control also penetrates norms, lifestyles, ethical standards, and other aesthetics that can be formed by advertising. New standards formed by advertising tend to be uniform. So that in the middle of society tends to be cultural uniformity. Uniformity of culture emerged sinking according to changes in the slogan and style of advertising language.

The attractiveness of an advertisement are 1) has a variety of slogans 2) using language style according to specific goals and target markets, 3) media to promote new goods / products to the public in an easier way, 4) easy to lead people's mind set to a value , norms and social aesthetics. These phenomena are encouraging the researchers to find out further about advertisement.

The research aims to answer problem 1). what style of language is found in the beauty product hand and body lotion advertisement slogan, 2). the meaning contained in the beauty product advertisement slogan of hand and body lotion and facial cream.

Method

Participants

The subject in this study was the advertising language of hand and body lotion and facial cream which was broadcast on private television channels namely RCTI, SCTV, MNC TV, and TRANSTV. The study began in July - August 2018. The object of the study was the style of language found in the hand and body lotion and facial cream ad slogans on television. The source of the research data is the advertising slogan of hand and body lotion and face cream on television which contains language style.

Qualitative research is an activity that takes place simultaneously with the activity of data analysis to produce descriptive data, that is from the form of written / verbal words from people or observed behaviour. (Mahsun, 2005: 257).

Data Collection

To solve the proposed research questions, the data of the study was collected by observing and recording methods (Siswanto, 2010: 92). The data were obtained by observing the advertisement of beauty products found on television and then recording the data containing language styles. First of all, observations on hand and body lotion and facial cream advertisements slogans on television were made, then chose advertisements containing language styles. Then the ad is carefully recorded and written by the researcher. When observations take place, researchers observe the advertisement gradually with different television channels every day for eight weeks. The research instrument is the researcher himself with all his knowledge about the style of language and meaning contained in the language style of the beauty product advertising slogan on television.

Data Analysis

Data were analysed using the language style concept of Keraf Gorys by reading the data found in observations on advertisements on predefined television stations. Language style data is then selected to choose which data actually matches the criteria of the topic being studied. The data that has been classified based on the type of product is then analysed for meaning using the language style concept of Gorys Keraf.

Results and Discussion

The Form of Language Style

Based on research that has been carried out on the Hand and Body Lotion beauty product slogan advertisement and facial cream found 29 advertisement slogan data containing language style. Based on the 29 data, 9 (nine) types of language styles were found: 4 metaphoric language styles, 7 hyperbolic language styles, 4 personification language styles, 1 alliteration language style, 2 synecdoke language styles, 1 epithet language style, and 1 denotative meaning (not contains the style of language), 1 style of ellipsis language, and 1 style of assonation language.

In this section, the researcher will present the results of data analysis in the Hand and Body Lotion and facial cream. In addition, researchers will also discuss the data contained in the face cream and Hand and Body Lotion which are part of climates, clauses and phrases.

1. Metaphor

a. Citra Wakame Gel Lotion with the slogan "Bright skin without stickiness"

The slogan above includes the structure of kalusa, because the word sticky includes adjectives in the clause category, while in the form of the sticky word clause function is as a statement.

2. Hyperbole

b. Wardah Renew You with the slogan "You like to stop time"

The slogan above includes the main phrase, because in the main phrases your favourite word is given the phrase I and the sentence as if to stop when given the name phrase II. So that the phrases are arranged by determining the following functions:

Phrase I: (Your favourite) is the phrase described.

Phrase II: (like stopping time) is a phrase that explains.

Phrases are explained and explained are the main phrases in a sentence, the phrase is explained as a subject and the phrase explains as a pedestal. With words another subject is the phrase explained and predicates are the phrases that explain.

3. Personification

c. Viva Moisturizing Lotion with the slogan "Suitable for the tropics"

The slogan above includes a clause structure, because the tropical word in the form of a clause category functions as an adjective, while in the form of a tropical word clause function is an explanation.

4. Alliteration

d. Pond's White Beauty Night Cream with the slogan "Looks more blemish disguised "

The slogan above includes the structure of the clause, because the word blush in the form of a clause category functions as an adjective, while in the form of a blush word clause function is an explanation.

5. Sinekdoke

e. Bengkoang Body Lotion image with the slogan "Indonesian natural bright skin"

The slogan above includes the structure of the clause, because the bright word in the slogan in the clause category functions as an adjective, while the function of the bright word clause is as a statement.

6. Epithet

f. Viva Skin Food with the slogan "Healthy food for the skin"

The slogan above includes the clause structure, because the healthy word in the slogan in the clause category functions as an adjective, while the skin word clause functions as a statement.

7. Denotative meanings

g. Marina Natural Protects and Care with the slogan "24 hours beautiful skin"

The slogan above is included in the clause structure, because slogans use numbers and are said to be number clauses. Besides that the word nourish also functions as work, where number clauses are clauses whose predicate consists of words and phrases of group numbers. Whereas in the form of a 24-hour word clause function is as information.

8. Ellipsis

h. SINZUI Body Lotion with the slogan "Because it's white ... SINZUI"

The slogan above is included in the clause structure, because the white word in the clause category functions as an adjective. While the function of the white word clause is as a statement.

9. Assonating

i. Pond's White Beauty with the slogan "Clear white blush"

The slogan above is included in the structure of the clause, because the clear word in the structure category clause functions as an adjective. While the function of the clear word clause is as a statement.

The Meaning of Language Style on Beauty Product Advertisement

The results of the data analyses will be explained about the style of language form and meaning contained in the advertisement of facial cream beauty products and hand and body lotions as well as the meaning contained in the advertising slogan.

1. Metaphor

-Kitra Wakame Gel Lotion

"Bright skin without sticky" slogan

The meaning of the slogan is, when consumers or viewers use Citra Wakame Gel Lotion products as offered in the advertisement, their skin will look bright and not sticky when exposed to dust or sunlight. But the sticky word is actually not owned by the skin, but is owned by chewing gum or some other type of glue. Not only that, the Citra Wakame Gel Lotion ad also promises if the audience or consumers using the product will have bright skin. This is one of the tricks or ideas of advertising using language as interesting as possible so that consumers are tempted by the seduction used by advertisements. Semantically the word sticky contains connotative meaning, because it refers to the meaning that is not true.

2. Hyperbole

-Wardah Renew You

The slogan "You like to stop time"

The meaning of the slogan is that beauty products always involve women. Even though at first the advertisement functions more as a messenger of the value of a product with the hope that it will be purchased by the consumer, the ad will gradually play another role, which is to create hopes and dreams. Like the Wardah Renew You ad, it gives a very good impression that nothing will happen. This product promises consumers to still look beautiful without time.

In real life it is very unlikely that beauty can stop time, the sentence is very opinionated. As we have seen so far, how beautiful it can be to stop time, that is the most impossible thing. However, the language of advertising is so convincing to the consumer as if what the advertisement says is as if everything is real and gives the consumer an excessive impression. So that consumers or viewers feel interested in the product being advertised, therefore the brand can be nominated rather than words that promise consumers with uncertain lures. According to the theory of the slogan "my beauty is like stopping time" is classified as the hyperbolic language style, that is, a kind of language style that contains an exaggerated statement, by exaggerating something. While semantically the slogan "my beauty is like stopping time" contains the meaning of class.

3. Personification

-Marina UV White

The slogan "When my beauty inspires me"

The meaning of the advertisement is that beautiful words are commonly used by language users, because the beautiful word is always associated to woman. The average woman has beautiful skin, but can a woman's beautiful skin inspire? How beautiful skin can inspire

consumers? The word inspiration actually does not refer to the real target, but instead replaces the word that is considered by the author to not attract consumers' attention, such as a word of confidence. , not all women appear confidently especially women who think that their skin is not beautiful.

Therefore, this product utilizes the word inspiration in the products offered, in addition to adding beauty to the products offered by the word inspiration, it also attracts consumers to think that beauty can inspire consumers. According to the slogan theory "When my beauty inspires me" is a personification language, that is, a kind of figurative language that describes inanimate objects or things that do not have life as if they have human nature. While semantically the slogan "inspire" contains figurative meaning.

4. Alliteration

-Pond's White Beauty Night Cream

The slogan "Looks more blemished blurred"

The meaning of advertising is, as we know today, the word is the initial key to making a statement or sentence. But not infrequently the author uses words that have unique meanings or characteristics of the word, such as the words used in this product, the word *blemis* actually does not exist in a woman's face or human face. However, this product uses words that have been dreamed of by consumers, the word *blemish* is deliberately used by products to lure or attract the attention of consumers.

So that consumers are interested and tempted to use the advertised product. According to the slogan theory, "Looks more blurred, disguised" is an alliteration language style, that is, the consonant repetition always occurs in the alliteration language style. In the Pond's White Beauty Night Cream ad, there are consonant repetitions of o and a. Semantically the word *merona* contains connotative meaning, because it refers to the meaning that is not true.

5. Synecdoche

-The image of Bengkoang Body Lotion

The slogan "Indonesian natural bright skin"

The meaning of the advertisement is that Indonesian women are women who have natural white skin, besides that Indonesian women also have brown skin colour or bright yellow which is fairly unique. But with the offer of various beauty products changing the view of Indonesian women, that having natural white skin is not enough, as offered in the Bengkoang Body Lotion Citra product with the slogan "Indonesian natural bright skin". This ad actually aims to provide information to Indonesian women to use the advertised product, this advertisement accidentally uses the bright word in a slogan, the bright word actually aims to attract consumers to be interested and intrigued to use the advertised product.

So that natural white skin is not enough to be a characteristic of Indonesia, but having natural bright skin is a characteristic of Indonesian women's skin. According to the slogan "Indonesian natural bright skin" theory is synecdoche language, that is, a kind of figurative language that uses some of the things for the expression of some things. While semantically the slogan "Indonesian natural bright skin" contains denotative meaning, because it refers to the true meaning.

6. Epithet

-Viva Skin Food

The slogan "Healthy food for the skin"

The meaning of advertising is that regular eating and maintaining food patterns make the human body healthy. Unlike the Viva Skin Food product with the slogan "Healthy skin for skin", as we know today that the skin is inanimate and it is very unlikely the skin can digest food like humans. However, this ad seems to convince consumers that the skin will be healthy if using the advertised product, the skin actually only needs care to look white and healthy, this ad aims to inform consumers that it is not just the body that needs food but also the skin need

food to have healthy skin. The word food actually does not refer to the skin, but to the needs of the human body.

The real word for skin is the word caring, but ads choose words that are more likely to have a strong appeal to attract consumers. According to the slogan theory "Healthy food for the skin" is classified as epithetic language style, namely, stating a specific trait or characteristic of something, such as the word food which is a special feature for skin needs. While in semantics the word food is containing the meaning of class.

7. Denotative meaning

-Marina Natural Protects and Care

Slogan "24 hours beautiful skin"

The meaning of the advertisement is that if the skin looks white it has become something that we usually hear, especially the reality that the skin is actually yellow and natural. But in contrast to the slogan used in Marina Natural Protects and care advertisements, that is, to make consumers' skin beautiful within 24 hours, this ad promises that consumers will have 24 beautiful skins, but the reality is that the skin takes a long time to get white and beautiful, this slogan is intentionally used to attract the attention of consumers to be interested in the product being advertised, besides that the ad also uses a beautiful word to convince consumers if consumers' skin can look beautiful.

The slogan "beautiful skin in 24 hours" contains denotative meaning is the original meaning, the original meaning or the true meaning of a word like a beautiful word, that is, a characteristic possessed by a woman or woman who has its own advantages.

8. Ellipsis

-SINZUI Body Lotion

The slogan "Because it's white ... SINZUI"

The meaning of the advertisement is that the advertisement of cosmetic products is now increasingly prevalent on television and almost every television station has advertisements for various women's cosmetic products, and these advertisements are competing to prove to be the best by using beautiful female models. As in the SINZUI Body Lotion advertisement in the television program using beautiful Japanese models, the product name also uses Japanese, basically women are very obsessed with having beautiful skin, so the ad uses beautiful models and brands that use Japanese, because the average Japanese woman has White skin.

By viewing the advertisement the audience could be interested in what the consumer offered, the white word was deliberately used in advertisements, because the advertisement knew that women were identical to the white word so the ad used the word to convince consumers that obtaining the white skin was in SINZUI's product. According to the slogan theory "Because it is white ... SINZUI" is classified as an ellipsis language style, that is, a tangible language style eliminates an element of sentence that the reader or listener can easily fill in and interpret, so that the sentence structure meets the prevailing pattern and elimination.

9. Assonating

-Pond's White Beauty

The slogan "Clear white blush"

The meaning of the advertisement is, many think that appearing with natural white skin is not to look best, so women do anything to get white skin. Pond's white beauty invites or offers consumers to use the advertised product, so that if consumers use the product will have white and clear skin, not only that the skin of consumers will look more blush and look more beautiful. The clear word in the slogan actually does not refer to facial skin, the clear word is only owned by water or some other type of object. However, the ads intentionally use clear words to increase the attractiveness of an advertised product and refine the words and sentences to feel more beautiful. In accordance with the slogan theory "Clear white blush" belongs to the assonating language style that is the occurrence of vowel sounds in the context of the ad. This

is evident in Pond's White Beauty advertisement with the slogan "clear white blush", there is a vowel repetition h. While seismically the slogan "clear white blush" contains the meaning of classy.

Conclusion

Hyperbole language style is the most common language style found in this study. This is due to the fact that the advertising writer wants to highlight the features of beauty products offered by using redundant elements and defining a product in an interesting sentence through a short direct comparison. In addition, meaning is found the most widely used meaning in the slogan, namely the meaning of class. The meaning of dressing is the most widely used meaning in the advertisement of face cream beauty products and hand body lotion because advertisements are more likely to use decorative words to attract consumers with words that are interesting and easily understood by consumers. So that the ads look more attractive and able to influence consumers.

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