

COSMETICS ADVERTISEMENT LANGUAGE THROUGH DISCURSIVE PSYCHOLOGY

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Abstract

This paper looked into the language used in the advertisement of anti-aging cream based on a discursive psychology approach. The language used in the advertisement mainly raises the women's interest, especially when they hear the word "anti-aging" to resist aging skin, although the old may not be manipulated. This discursive research psychology is the approach used to give an understanding of the discourse phenomenon to show the contribution of creating women's social activity for their lifestyle. The language used in the online advertising course was the research data in this research. The data collection is based on the language used in online advertising discourse based on five kinds of cosmetics advertisement and 12 carrier women with 30-45 years old who lived in Jakarta. The qualitative descriptive is used to explain the phenomenon and social phenomena related to advertisement discourse and women's needs; then, the data were analyzed based on the interview. This research finding shows that, firstly, the advertisement's implicit meaning encourages and drives customers' psychology to try cosmetics. Secondly, the advertisement language's explicit meaning is propagated and seems exaggerated. Thirdly, the advertisement language encourages customers to buy the product due to the social relation and lifestyle.

Keywords: Discursive psychology, language advertisement, cosmetics promotion's language

INTRODUCTION

The millennial era is indicated by high technology, identity show, lifestyle, and many others. In this era, people can get information from various sources, such as the internet, digital printing news, online news, radio, television, and they were also able to interact with people across the worlds easily (Mabuan et al., 2018). To show the identity in their lifestyle, sometimes women need to keep their performance fit in their society (Sari & Fadilah, 2020). The era of digital and prestigious become encompassing identity rather than lifestyle (Brown & Knight, 2015). Furthermore, The needs of good-looking, white skin, gently, face glowing and look younger than the actual age are became identity. Marketing ways and the persuasive language makes consumer interest in some cosmetics, that's why the language advertisement is a very crucial thing, and it can be the marketing communication' strategy (Esha et al.,

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2019; Vahedi et al., 2019). The way how the company propagates its product can be seen in various places and sources such as; via the internet, poster, transport means, bus stop, institutional programs, television, shopping bag, bill, and many others (Rábová, 2015). Most women either carrier women or housewife assumed that cosmetics as one of the solutions in hiding their aging. In fact, many cosmetics are consumed to gain and fulfill their lifestyle.

The languages used in advertisements as one of the important things to be analyzed, because through the language the company could communicate their product to the customers honestly and frankly. As a professional company the needs of rationalization of advertising the product, especially in cosmetics is very crucial, because if their propagating unbalance with the cosmetic (cream) ingredients, suffering condition, such as inflammation skin, or any kinds of suffering condition will occur to the customers. This language advertisement can be a part of the discourse in social life, because the connection of culture, society, written and oral language are developed in discourse strategy (Jacobs, 2005; Zienkowski, 2017). As stated (Petrilli, 2014) that discourse analysis has a broad field and dynamics linguistics studies not only the semantics space but also social meaning interaction and language's purposes.

Hence, discourse analysis is part of linguistics form in a broad area, it is not only vast but also least of defined related with the language in written form, oral form, or visual form (picture), in the other hands Schiffrin (1994) differentiated the context in discourses into 3 categories; cultural context, social context, and cognitive context (Musolff, 2016). Linguistics has many parts to be able to analyze and all of those can be categorized in every single part of linguistics focus, one of them is discourse analysis (Chiaro, 2020; Fairclough, 2013).

Discursive psychology is linked with social interaction and how the experiences are indicated to society, it can represent how people emotion and awareness (Email, n.d.; Miller & Benkwitz, 2016). Discursive psychology is not only expressing the mental process and people's experience but also able to express the language as the psychology reality, experiences in social life. Globalization era and multiculturalism indicated as the psychology changing with easy information technology can be reached easily (Jørgensen & Phillips, 2012; Savransky Durán, 2011) . The manner of how the online advertisement works to discursive psychology IS to stimulate people's doing as the same as we did self-declared clearly (Barker, 2008; Meadows, 2018). Strong language use in cosmetics advertisements will make the customer "fall in love" with the product, then it can be a central motivation factor to pursue and involvement in consuming it (Miller & Benkwitz, 2016).

This paper declares the research questions about; 1) how is the language used in cosmetics advertisements? 2) Do the customers' interest in the product because of language persuasion in the online advertisement? 3) Do social life and self-identity encourage customers to consume anti-aging cream?

LITERATURE REVIEW

Discourse analysis has a broad area to be categorized in a language interaction, the discourse may embed the social life, self declares persuasion and many others. Here are some explanations regarding the research focus;

Discursive Psychology

Many approaches and models can be implemented in interpreting the condition related to discourse analysis studies. This research suggests the discourse analysis in advocating the interpretative model with discursive psychology to explain the phenomena around the actual life (Saito, 2014). As the expert suggests, the discursive phenomena always happened in our life, it just how we could be able to interpret those phenomena and anticipate (Shareef et al., 2019).

People's mental process is not only part of the cognitive psychology area, but in this discourse, the discursive psychology might be elaborated. How people can interact and pursue others in doing something maybe a discursive analysis. Discursive psychology tends to a specific aspect in discourse analysis because it can analyze the interaction-based phenomena in social life (McGannon et al., 2017; Wooffitt, 2011).

The phenomena happened among adult (older) women when they get the information about anti-aging cream, either from advertisement or from their society directly, they tend to use and try to find the cream for their anti-aging cream in fulfilling their lifestyle. No wonder the cream has rationale's price or fit to their skin, but in the beginning, they will try to find and use the anti-aging cream to prove the advertising. Inline, this phenomenon happened because of social constructionist perspective, self-identity, and it viewed as discursive (Priporas et al., 2017; Savransky Durán, 2011; Shareef et al., 2019). The basic of psychology discursive is not analysis universally, but how the social interaction could change someone's mindset, so in this phase the world looks like real through the language (Shareef et al., 2019).

Language Advertisement Discourse

Language as a tool for communication not only works in a specific group or individual life, but also encourages others to involve in a broad area through the language (Arjulayana, 2018). Language in advertisement can produce social activity because there is a pursuing language and propagating words. Through advertisement, people can get information, because besides propagating a product advertisement also can convey the information and appeal the emotion to stimulate and changing consumer's attitude (Chou & Yeh, 2018). On the other hand, (Saito, 2014) stated that language in communication either written or oral can affect psychology, and it can be said as a social activity rather than expression or persuasion only. As the perfect tool to promote something, web/internet is the most quite potential for the buyer, because they can access without limitation time and place (Azuelos & Atias, 2007; Paltridge, 2021).

Online advertisement is not only available in product promotion, but also the company can use it to propagate their product through the testimonial from their consumers (Byun & Jang, 2015; Esha et al., 2019). This testimonial also quite effective to promote anti-aging cream, because environments effects still work properly in Indonesia.

The language marketing can impact listener's emotion and mind, that is why the policy of language advertisement should be adequate with the real life (Lorenzo-Dus & Blitvich, 2013). This phenomenon is highly evident in Indonesia, especially in metropolitan. In an extreme sport challenge, sometimes the advertisement language is to promote the product extremely (Sarjono & Bram, 2021). In the other situations language advertisement suggest the customers to use the product with lots of promotion, such as reward, discounts etc (Shareef et al., 2019).

RESEARCH METHODOLOGY

This qualitative research is designed to analyze the language used in Anti-aging Cream products and linked with customer's attitudes. The attitude leads them to respond the anti-aging cream. Discursive psychology-based analysis can be seen from the customer's attitude. The qualitative descriptive is implemented to describe how does the language used in the anti-aging cream influences women's interest in the product. The data collection were taken based on the interview and language usage on the online advertisement through 5 kinds of anti-aging cream products and the sample of this research used random sampling to 12

carrier women age 30-45 years old who lived in Jakarta area, and used the anti-aging cream for more than 6 months. In the beginning, the researchers download the online advertisements for 5 kinds of anti-aging cream, then analyzed the language used in their advertisement based on the rationality and irrational testimonial. The others step, doing the interview with 12 women who use anti-aging cream to make sure the data is reliable. The last step is combining the data collected and analysis, then present the research's result.

The research process can be shown as:

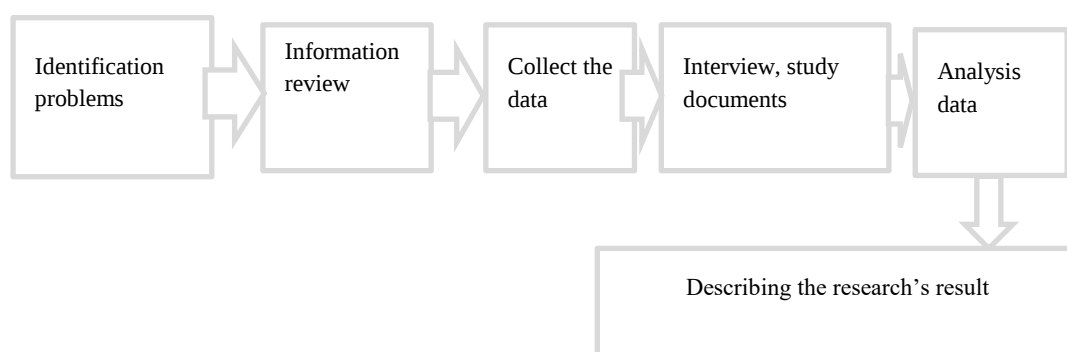


Figure 1. Research processing

FINDINGS AND DISCUSSION

The data interview consist of 6 questions with open answer form. The interview were taken directly in Jakarta area. 12 carrier women respond the interview based on their experienced and it can be seen from the chart below;

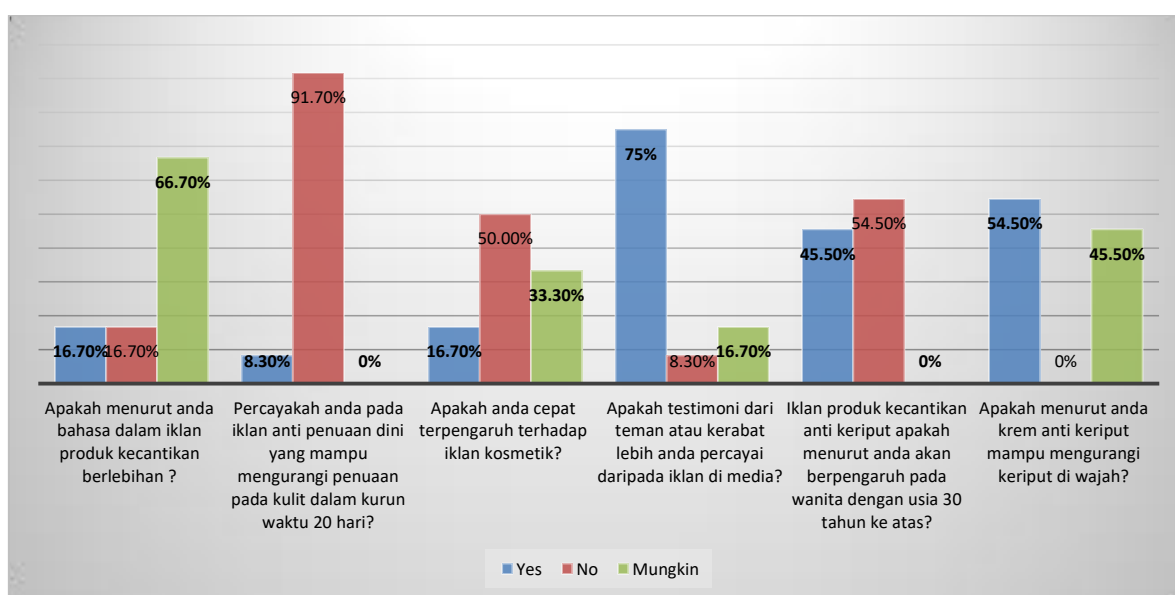


Figure 2. Data interview about language advertisement

Based on the data analysis, the result showed that the language used in the anti-aging cream advertisement is too exaggerated, which means that the advertising should be able to balance the product to their language advertisement in eliminating customer's perception (Lorenzo-Dus & Blitvich, 2013; Wiggins, 2004). Related to the language used in cosmetics advertisement, most of the respondents agreed that the language sometimes used too exaggerated. This can be seen from the percentage data, which is 66% of the respondents, said that the language used in cosmetics testimonial/advertising is exaggerated. Meanwhile, rational advertising is better to show and use as a good propagating without any exaggerating (Widyahening, 2015). So, it can be understood why customers assumed the language used in anti-aging cream advertisement exaggerate. It is because in some cosmetics advertisement, the language is considered to pursue the customers, to eliminate and decrease the aging in 20 days or start from 2 weeks after using the product then the effect will be shown nicely. It sounds irrational for customers who had already aged in their skin.

In consuming the anti-aging product, some customers believe in the testimonial products, rather than the advertisement online because testimonial either their colleagues or family they prefer to get the information directly. This means, making customer's satisfaction with the anti-aging product is crucial because once they trust the product they will inform their environments (Zienkowski, 2017).

Mostly carrier women tend to not really easy to be affected by the advertisement to consume cosmetics product, because they are more critics in the product ingredients (Rábová, 2015). 66.7% of respondents said they don't easy to trust the cosmetics advertisement, but they prefer the testimonial. Meanwhile, advertisement is not only through the multimedia or commercial platform, but through relatives, colleagues and family will be effective also. It can be seen from response related to which platform or things the customers will prefer to buy, and 75% of respondents trust the testimonial from their relatives.

The discursive psychology had happened to the customers, once they hear the testimonial anti-aging cream can reduce their aging in 20 days, even though they have realized their age is not young anymore such as 40 years get aging in their skin is normal, but sometimes women are hard to accept that condition (Rábová, 2015), finally they took anti aging cream to be consumed as a part of the solution. Some of the customers stated that consuming anti-aging cream for them to keep their skin health and chewy rather than doing sport regularly, because using such an instant way is interesting. Furthermore, one of the testimonials in anti-aging cream is really exaggerating such as "The cream can eliminate the aging in 28 days", the language is quite exaggerated, because eliminate aging is not the same

with reduce aging (Email, n.d.). It sounds irrational that the aging can be eliminated, but to reduce is possible (Demangeot et al., 2019). The possibility of trusting of anti-aging cream promotion can be balanced with the ingredients and testimonial is better. Most carrier women believe in the anti-aging cream product to reduce their aging, the marketing language no need to exaggerate. 54.5% of respondents trust that anti-aging cream can reduce aging, but they are not really sure that anti-aging cream will work for women after 30 years old. See the chart below:

Adult women are interested to use anti-aging cream, either to show their identity as the carrier and awareness of beauty also to keep their skin healthy and fit their performance in globalization era. For any kinds of reasons, respondents agree to use anti-aging cream because their society also required them appear good and keep balanced social lifestyle. From the data analysis also, 58% anti-aging creams are preferred to use non-alcohol product, with legality label, to avoid some unexpected condition.

From those data analysis, this research can answer the research question properly. This research shows that the language in cosmetics advertisement is too exaggerate when they try to promote the products, because eliminating the aging sound irrational for a woman more than 45 years old where the aging only can be reduced. Creating the language advertisement does not only need creativity but also rationality. It aims to convince the potential customers (Labrador et al., 2014).

The use of anti-aging cream is not only for carrier women's lifestyle but also to show their identity in keeping their a good performance and well financial condition. Both women and men sometimes also used cosmetic as the globalized economy and reorientation message both explicit and implicit one (Chaudhuri, 2001). Although some of the customers trust the anti-aging advertisement, they stated that aging may not be eliminated only can be reduced to either woman 30 years old or over 45 years old. For 30 years old the aging only is slower to appear, but not to eliminate. Meanwhile, the advertisement of anti-aging cream can create a women's society in sharing many kinds of functional, effects, and price of anti-aging cream. We can find in the public areas, such as school, office, or market also in social media group there many kinds of consumers' cosmetics with anti-aging cream sharing and discuss the information regarding their product's experiences.

Social life also affects women to consume the anti-aging cream, to show their identity and keep their performance fit to their society (Chaudhuri, 2001). This condition happened in almost all of the women's environments, either in the office also in their residence's

environment. No matter how much the price of that anti-aging cream, women will try to use it in keeping their skin and life performance, this act can be identified as a part of social discourse, because the act is sequencing according to human life, start from the information, needs, intention to do something and requires of consequence to gain the purpose (Simon & Dejica-Cartis, 2015)

The result taken from the data analysis is based on advertisement anti-aging language in discursive psychology view. There are two kinds of meaning consisting in anti-aging cream language advertisement used; implicit meaning and explicit meaning (Rábová, 2015). The customers' intention to buy the product is cheap or expensive, whether it is suitable for their skin or not in the beginning, but they will try to buy because of the advertisement, or testimonial from their relatives and these kinds of meaning is called implicit meaning (Chaudhuri, 2001). Meanwhile, in this message, the customer's psychology is encouraged to buy the product. The second meaning is explicit. It shows that in the online advertisement, it tries to persuade customers with their propagating language and possibility guarantee products. In line with those meaning, the language used in cosmetics advertisements need to be review by the editorial or multimedia advertisement policy (Labrador et al., 2014; Widyahening, 2015).

CONCLUSION AND SUGGESTION

Discourse analysis has broad things in linguistics areas. Talking about advertisement, people will assume about the speech act which is linked to the persuasive language, but in this research, the language used in advertisement with discursive psychology analysis based on anti-aging cream advertisement is to be the focus of the research.

From the result of the research, the research's results are shown based on data collection and analysis. The language advertisement may not be the primary reason to buy anti-aging cream products, because it is the only persuasive language to stimulate the customers (Zhang & Ardasheva, 2019). It will be better to understand the product through testimonials, read the ingredients, and analyze the product personally first. It happened to women in a social lifestyle called "sosialita" to keep their performance well and showing the financial condition identity good by consumed cosmetics product which is suggested by their society.

Anti-aging cream is not only the solution to avoid and reduce aging, but once the advertisement is booming it becomes consumer's need. Moreover using anti-aging cream can

be used, but no need to compare among different age women, because most who promote the anti-aging cream or beauty advertisement is not reflect their actual age, the promoter is a beautiful model who is younger (McCreddie & Payne, 2010; Meadows, 2018; Rábová, 2015).

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