

LANGUAGE STYLE IN INSTAGRAM COSMETIC ADVERTISEMENT

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ABSTRACT

This article concerns with “Language style in Instagram cosmetic Advertisement such as; *Make Over, Revlon, and Maybelline*. The product from the five cosmetics Instagram is focused on facial beauty especially: *eye shadow, lipstick, foundation, eyeliner, mascara*. In completing the analysis, library research was applied, the result of the analysis was elaborated by using a quantitative method and conducted by applying Martin Joos' (2010). The data are analyzed to find out kinds of language style of advertisement, the dominant use of language style in advertisement and giving the reason of the most dominant type of language in Instagram cosmetic. The result of the analysis proves that there are five kinds of language style in the advertisement such as; *Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style*. Consultative Style is the most dominant use of language style in the advertisements of Instagram.

Keywords: *Instagram, Language Style, Frozen Style, Formal Style, Consultative Style, Casual Style, Intimate Style, Advertisement.*

ABSTRAK

Artikel ini fokus pada “Gaya Bahasa dalam Iklan kosmetik instagram sepererti: *Make Over, Revlon, dan Maybelline*. Produk dari 5 kosmetik instagram yang dianalisis difokuskan pada kecantikan wajah khususnya *eye shadow, lipstick, foundation, eyeliner, mascara*. Dalam melengkapi analisa ini digunakam penelitian pustaka, lalu memaparkan hasil penelitian dihubungkan dengan metode quantitative dan memakai teori Martin Joos (2010). Analisa data membuktikan beberapa gaya bahasa pada iklan dan kemunculan bentuk dominan dari gaya bahasa pada iklan kosmetik di instagram. Terdapat lima jenis gaya bahasa seperti; *Frozen Style, Formal Style, Consultative Style, Casual Style, dan Intimate Style*. Consultative adalah yang paling dominan digunakan pada iklan dalam instagram.

Kata Kunci: *Instagram, Gaya Bahasa, Gaya Beku, Gaya Resmi, Gaya Ragam Usaha, Gaya Santai, Gaya Akrab, Periklanan.*

1. INTRODUCTION

Language is defined as the choice of words used by a specific group of people

when speaking in a place and one condition. The language style is very important for people to express their ideas, people use

style depends on with whom they speak, and Language is defined as the choice of words used by a specific group of people when speaking in a place and one condition. The language style is very important for people to express their ideas, people use style depends on with whom they speak and where they speaking too, so, people can suit the style with the rules well. Speaking is the delivery of language through the mouth. Speaking happens when two or more people talk about something.

According to Joos in Chaer and Agustina's book (2010:70-71), language style has five styles. He claimed that the ceremonial occasions almost invariably require very formal speech, public speech is somewhat less formal, casual conversation is quite informal and conversations between intimates on matters of little importance may be extremely informal and casual. The style of language used by people in communication is various such as the language used in a meeting is rather formal than in daily communication with our friend. In the language, some words have also a very active role in some sentences. They are verb which has an active role in understanding meaning.

Kerf (2010:115-129) explains that language style can be observed from many viewpoints. Language style can be looked at from the language aspect and nonlanguage aspect. Based on the language aspect, language style is distinguished into language style based on word choices, note, sentence structure, and based on direct and indirect meaning. Style is well known as a variety of language, the way individuals speak according to the context. In our environment, there are many groups of the community, where each of the groups has the manner for talking with other people. Certainly, they will express in a particular condition is referred to as style. By using style people can convey a message which is sent by spoken people.

The reason why this study takes the language style in Instagram's cosmetic advertisement as the subject because the researcher found several examples of language in the Instagram cosmetic advertisement.

2. THEORETICAL FRAMEWORKS

a. Sociolinguistics

Sociolinguistics is the study of the relation between language and society. The objective of sociolinguistics is to study the consequences of the language used in societies, in many theoretical perspectives, it has been observed that language and society are mutually constitutive, which means society and language both have an impact on each other and it is not possible to separate and understand influences. (Fishman: 2017) sociology is an interdisciplinary subject that combines sociology and linguistics. It mainly studies the linguistic variation produced by various social factors and tries to study the influence of social factors on language and its result.

Sociolinguistics is the study of our lives – how language works in our casual conversations and the media we are exposed to, and the presence of societal norms, policies, and laws that address language. (R. John Rickford and Eckert Penelope, 2001)

b. Language and Society

Variation or diversity of language is the main subject of discussion in sociolinguistics, so, Kridalaksana in Chaer (2004:61) defines sociolinguistics as a branch of linguistics that is trying to explain the characteristics of language variation and correlation in the language of the social characteristics. Sociolinguistics is the study about a variation of language and the function of that sociolinguistics is the study about a variation of language and the function of that variation as well.

This variation of language is not only of the speakers who are not homogeneous but also because of the social interaction that they are doing is very diverse. Each activity requires or causes that variation of language.

The language style is a way to express the idea with the special language shows the writer's soul. Spirit, and concert (the use of vocabulary). Good language must have three-element, thus are honestly, respect, good manners, and the last is interest.

c. Language Style

Language style can be used for all people, but they have a certain characteristic. The factors making the

different language styles are the environment, knowledge, and society. The means or message can be paid attention to someone's capability. It will be successful if it is used well.

Missikova (2003:16) language style is the way of conscious intentional selection, systematic patterning, and implementation of linguistic and extra-linguistic means concerning the topic, situation, function, author's intention, and content of an utterance. Style is not a social or regional dialect, but a variety of language used for specific purposes, style vary considerably within a single user's idiolect (Brown, 2000:260).

d. Types of Language Style

According to Martin Joos (2020:70-71), there are 5 types of language style, namely. *Frozen style, Formal style, Consultative consultative style, Casual style, and Intimate style.*

1. Frozen Style

An oratorical style is used in public speaking, it must be careful to prepare the profit words. Intonation is the most important thing to paid intention carefully.

Frozen style or oratorical style is defined as the most formal style in speaking and it will be often used in an important moment, such as the worship celebration, the death celebration, and so on.

2. Formal Style or Deliberative Style

A deliberative is also used in addressing an audience, usually, audiences too large to permit effective interchange between speaker and hearers, though the forms are normally not as polished as those in an oratorical style. A typical university classroom lecture is often carried out in a deliberate style.

Formal style is defined as the style of language that is used for the serious situation we can see in the process of teaching-studying in the educational world. Where between the given language style of the materials to the students, the moments use a formal style.

3. Consultative Style

A consultative style is often found in daily conversation. Because it always

happens in a business transaction, particularly between chance acquaintances. It is different from among close friend's conversations.

The typical occurrence of consultative speech is between two persons. While one is speaking, at intervals, the other gives short responses, mostly drawn from a small inventory of standard signals. There are some basics of the system, essential to its operation.

4. Casual Style

Casual conversations are between friends or colleagues or sometimes members of a family; in his context words need not be guarded and social barriers are moderately low.

An informative style will be much lighter in form, more flexible, direct and involved, but correspondingly more subjective, less accurate, and less informative (Dabagh & Mirzain, 2010:17)

Positively casual style is characterized by the use of the first name or even nicknames rather than little and last name in addressing one another. The pronunciation is rapid and often slurred.

5. Intimate Style

Intimate style always uses for the close friend and the members of the family. Actually, for the point of intimate style, it can embarrass for non-group members to hear them in-group intimate style.

Intimate style is the style, which is highly economical and is accompanied by a lot of non-verbal communication; people who know each other very well use it (Muniandy, 2010:145).

e. Cosmetic Advertisement

The language in advertisements is different from the language used in daily life. The difference exists because when the advertiser makes advertising, he is attempting to change the viewer's/followers behavior. The language in advertisements is usually clear, communicative, interesting, and convicting (Umam in Haqqo, 2016). There are at least four distinct general characteristics of language advertising that makes it different from other languages.

First, the language of advertising is edited and purposeful.

3. RESEARCH DESIGN

To answer the research problems, the descriptive qualitative is used to analyze the language style in the cosmetic advertisement of beauty cosmetics *Make over*, *Revlon*, and *Maybelline*. The products from the five cosmetics on Instagram are focused on facial beauty especially: eye shadow, lipstick, foundation, eyeliner, mascara. Qualitative research is used to describe and to analyze the phenomena that usually happen in daily activities and is not deal with a number as a research product that the result contains spoken, words or people's behavior (Meong 2002:3) this study is classified into a descriptive qualitative since the data are in the form of words or utterance.

Biklen in (Meong 2002:27-29) states that there are five characteristics of a qualitative approach. First, it has a natural setting the direct language data source and the researcher are the keys of an instrument, second, the data obtained are in the form of a word not in statistics one. Third, the processes are more important than the result. Forth, the data analyzed inductively, the writer analyzes from the general and conclude into the specific aspect. Fifth, qualitative research, for the writer to analyze and interpret language style used by an advertisement posted on Instagram published in January 2020 until September 2020.

In collecting data, the researcher did some steps, such as:

1. Following the account of product cosmetics Instagram.
2. Finding the types of language style in the Instagram cosmetic advertisement.
3. Classifying the data of language style in the Instagram cosmetic advertisement.
4. Finding the text/caption of language style in Instagram cosmetic advertisement.

The technique of data analysis used in this research consist of some process, there are:

1. Analyzing the types of language styles that are used in cosmetics advertisements on Instagrams.

2. Analyzing and finding the most dominant type of language style that is used in the Instagram cosmetic advertisement.
3. Analyzing and giving the reason for the most dominant type of language style in the Instagram cosmetic advertisement.
4. Drawing the conclusion based on the problems of the study

4. DISCUSSION

Based on Martin Joos's theory (2010:70-71) that there is 5 language style of advertisements such as *Frozen Style*, *Formal Style*, *Consultative Style*, *Casual Style*, and *Intimate Style*. The writer only found 3 language styles namely: Consultative style, Casual style, Intimate style in advertising.

The thesis is purposed to find out the kind of language style and the dominant use of the kinds of language style in advertisements, *Make Over*, *Revlon*, and *Maybelline* on Instagram. The products from the four cosmetics Instagram that analyzed are focused on facial beauty especially: eye shadow, lipstick, foundation, eyeliner, mascara.

1. Consultative Style

a. lipstick by Make Over

Raise your hand if you are #Stay Gorgeous your mask! A good #power pink shade is always perfect in every way. If you haven't stocked up your baes, we'd like to know that Make Over power stay Transferproof Matte Lip Cream:
#Lucky
#Hype
#Powerfull

These data are classified into consultative style because the caption in Instagram account @makeover.id on lipstick advertisement was in semiformal condition. Make Over in operational advertisement includes a caption in each image post to attract the attention of the followers by using informal language such as: Raise your hand if you are, stock up your baes. Based on Martin Joos's theory a consultative style is often found in daily conversation. Because it happens in a business transaction, particularly between change acquaintances.

It is different from among close friend's conversations.

b. Eye shadow by Make Over

Make an excuse to #stay Gorgeous with new #power pink look during mask-on days. We recommend make over power stay eye palette 'Royal Rose' for your new look. Especially when you can get it with special price cuts at @sociolla! Shop now, Gorgeous

These data are classified into consultative style because the caption in Instagram account @makeover.id on eye shadow advertisement was in semiformal condition. Make Over in operational advertisement includes a caption in each image post to attract the attention of the followers by using informal language such as: Make an excuse to #stay Gorgeous with new #power pink look during mask-on days, and product Make over recommend power stay eye palette 'Royal Rose' for your new look. Especially when you can get it with special price cuts at @sociolla! Shop now, Gorgeous. Based on Martin Joos's theory a consultative style is often found in daily conversation. Because it happens in a business transaction, particularly between change acquaintances. It is different from among close friend's conversations.

c. Foundation by Make Over

Set your #stay Gorgeous look place with Make Over power stay fix and matte setting spray. This bae will guarantee budge-proof looks all day, even with your mask on!

These data are classified into consultative style because the caption in Instagram account @makeover.id on foundation product advertisement was in semiformal condition. Make Over in operational advertisement includes a caption in each image post to attract the attention of the followers by using informal language such as: Set your #stay Gorgeous look place with Make Over power stay fix and matte setting spray. With the information above, followers are increasingly curious about the products

being advertised. The writer categories that the consultative style exists in business to get the attention of costumer. Based on Martin Joos's theory, a consultative style is often found in daily conversation. Because it happens in a business transaction, particularly between change acquaintances. It is different from among close friend's conversations.

d. Mascara by Make Over

Full brows are the new way to #Stay Gorgeous now! Flick up Make Over Definer Mascara to frame your face with full stay defined brows all 12 hours long. What do you think of full brows, Gorgeous? Discuss down below!

These data are classified into consultative style because the caption in Instagram account @makeover.id on mascara product advertisement was in semiformal condition. Make Over in operational advertisement includes a caption in each image post to attract the attention of the followers by using informal language such as Full brows is the new way to #Stay Gorgeous now! And statement Flick up Make Over Definer Mascara to frame your face with full stay defined brows all 12 hours long. What do you think of full brows, Gorgeous? Discuss down below! That indicated the consultative style itself. The writer categories consultative style because in the advertisement, the product describes a certainly that mascara brow all 12 hours long. Based on Martin Joos's theory, a consultative style is often found in daily conversation. Because it happens in a business transaction, particularly between change acquaintances. It is different from among close friend's conversations.

Eyeliner by Make Over

#EYEEVOLUTION 101 makes a #MakeOver point outline. We all make over hyperblacksuper stay liner can point out your lines both sharp and thin but we don't know if you have tried this bae during these new day normal days. if you haven't well you should, Gorgeous! It does make your look have a point!

These data are classified into consultative style because the caption in Instagram account @makeover.id on eyeliner product advertisement was in semiformal condition. Make Over in operational advertisement includes a caption in each image post to attract the attention of the followers by using informal language such as: if you haven't well you should, Gorgeous! It does make your look have a point! the word "well you should" that indicated consultative style itself. The writer categories consultative style because the advertiser takes an approach towards followers without having to talk directly, by using captions there is an indirect approach. Based on Martin Joos's theory, a consultative style is often found in daily conversation. Because it happens in a business transaction, particularly between change acquaintances. It is different from among close friend's conversations.

a. Revlon advertisement

Eye shadow by Revlon

1. A few rules of thumb if you're feeling overwhelmed by all the pretty shades in our #lookBook Palette (this one's Maverick (930)):
 - #Apply a sheer, neutral color as your eyelid base, up to your brow bones
 - #pick a main shade for the lids
 - #Reserve a darker shade for contour on the hollows of your eyes
 - #pause to blend, blend, blend!
 - #use an accent shade o your outer corners for a smoky effect....
 - #. or add the lightest shade as a highlight to the inner corners, which creates a more awake look.

These data are classified into consultative style because the caption in Instagram account @Revlon.id on eye shadow advertisement was in semiformal condition. Revlon in operational advertisement includes a caption in each image post to attract the attention of the followers by using informal language such as A few rules of thumb if you're feeling overwhelmed by all the pretty shades in our #lookBook Palette (this one's Maverick (930)). The writer categories consultative style because the

advertiser provides tips to users when they are feeling overwhelmed by all the pretty shades. Based on Martin Joos's theory, a consultative style is often found in daily conversation. Because it happens in a business transaction, particularly between change acquaintances. It different from among close friend's conversation

Lipstick by Revlon

2. When you're a matte mood, which do you choose?
 - New#super lustrous The luscious mattes in:
 - Heartbreaker (005)
 - Insane (025)
 - Wild thoughts (004)
 - On fire (007)
 - Get em on revlon.com!

These data are classified into consultative style because the caption of the sentence "Get em on revlon.com!" the advertiser suggests that followers get the Revlon product. Based on Martin Joos's theory on consultative style is often found in the daily conversation. Because it happens in a business transaction, particularly between change acquaintances. It different from among close friend's conversation

3. Because we love good ingredients, we infused our high-pigment #ultraHD Viny! Lip Polish with vitamin E, shae butter, and aloe-leaf extract. Which shade is your fave?

These data are classified into consultative style because the caption in Instagram account @Revlon.id on Lipstick advertisement was in semiformal condition. Revlon in operational advertisement includes a caption in each image post to attract the attention of the followers by using informal language such as: Which shade is your fave? That indicated consultative style itself. The writer categories casual style because from the caption the advertiser gives advice on which shade is your fave? These captions take a familiar consultative approach.

Based on Martin Joos's theory on consultative style is often found in the daily

conversation. Because it happens in a business transaction, particularly between change acquaintances. It different from among close friend's conversation

Foundation by Revlon

4. A little water never did no harm-at least not when it comes to #colorstay makeup! Out cult-favorite liquid foundation for combo/oily skin wears up to 24 hours, no matter what life throws at you.

These data are classified into consultative style because the caption in Instagram account @Revlon.id on foundation advertisement was in semiformal condition. Revlon in operational advertisement includes a caption in each image post to attract the attention of the followers by using informal language such as A little water never did no harm-at least not when it comes to #colorstay makeup! That indicated consultative style itself. The writer categories consultative style because the advertiser of product foundation give consultative provide consultations that are classified as convincing product users do not hesitate to own the product. Based on Martin Joos's theory, a consultative style is often found in daily conversation. Because it happens in a business transaction, particularly between change acquaintances. It different from among close friend's conversation

Eyeliner by Revlon

5. Every warrior needs a wingman, ours just happens to be a little black tube of liner.
You can get this limited edition #colorstay liquid liner and Transforming Effects Eye power in our #RevlonxWW84 Collection, up on Revlon.com!

These data are classified into consultative style because the caption in Instagram account @Revlon.id on eyeliner product advertisement was in semiformal condition. Revlon in operational advertisement includes a caption in each image post to attract the attention of the followers by using informal language such as Every warrior

needs a wingman, ours just happens to be a little black tube of liner! That indicated consultative style itself. The writer categories consultative style because the caption advertisement explaining black tube liner to attract followers attentions. Based on Martin Joos's theory a consultative style is often found in daily conversation. Because it happens in a business transaction, particularly between change acquaintances. It is different from among close friend's conversations.

Mascara by Revlon

6. Zooming on the #RevlonsoFirme Mascara flexible wand to let you know she's made with 252 multi-layered bristles to grab and coat every last from root to tip and separate with real precision. That's just a fraction of what makes her so fierce!

These data are classified into consultative style because the caption in Instagram account @Revlon.id on mascara product advertisement was in semiformal condition. Revlon in operational advertisement includes a caption in each image post to attract the attention of the followers by using informal language such as That's just a fraction of what makes her so fierce! That indicated consultative style itself. The writer categories consultative style because the advertiser makes a caption That's just a fraction of what makes her so fierce! It means that followers will share the product, it happens in business transactions. Based on Martin Joos's theory a consultative style is often found in daily conversation. Because it happens in a business transaction, particularly between change acquaintances. It different from among close friend's conversation

2. Casual Style in Revlon advertisement

a. Eye shadow by Revlon

In every superhero's arsenal: a bold Face & Eye Palette @19_lee captured this #RevlonxWW84 compact filled with game-changing

These data are classified into casual style because the caption of the eye shadow product includes casual style. After all, the

sentence "In every superhero's arsenal: a bold Face & Eye Palette" provides a casual style for the followers of the account Instagram eye shadow by Revlon to understand and interest. Because the follower doesn't get bored with boring sentences. According to Martin Joos: Casual conversations are between friends or colleagues or sometimes members of a family; in his context words need not be guarded and social barriers are moderately low.

b. Lipstick by Revlon

When you're a matte mood, which do you choose?

New#super lustrous the luscious mattes in:

Heartbreaker (005)

Insane (025)

Wild thoughts (004)

On fire (007)

Get em on revlon.com!

These data are classified into casual style because "When you're a matte mood, which do you choose?" and "When you're a matte mood, which do you choose?" the writer categories casual style because the caption of the post-use more casual style in the advertising.

c. Foundation by Revlon

Happy hour with you, yourself&#colorStay Makeup on the patio, SPF 15, and cocktails included.

You can still swipe on our classic ColorStay makeup if you're using your outdoor space while at home! With SPF and sweatproof covet age, it's the US's #1 foundation for a reason.

These data are classified into casual style because "ColorStay makeup if you're using your outdoor space while at home!" the writer categories casual style because the caption of the product post casual style. casual style in a normal situation.

d. Eyeliner by Revlon

When in doubt, wing it! That's our motto. @walker ash applies the #ColorStay Liquid Eye Pen #SharpLine with easy (and the trick is all in this tip)

What's your pro tip for nailing a winged lifner?

These data are classified into casual style because "What's your pro tip for nailing a winged liner?". The writer categories casual style in a normal situation. According to Martin Joos: Casual conversations are between friends or colleagues or sometimes members of a family; in his context words need not be guarded and social barriers are moderately low.

3. Intimate Style

a. Revlon Advertisement

Lipstick by Revlon

1. name this iconic #superLustrous shade in the comments below

Hint: it's a combo of color and fruit. *And,* it's now available in #superiustrous The Lucious Mattes Lipstick too.

These data are classified into intimate style because the caption super lustrous shade in the comments below

Hint: it's a combo of color and fruit. *And,* it's now available in #superiustrous The Lucious Mattes Lipstick too.

The writer categories intimate style because the lipstick product posting by Revlon uses intimate style, so that account users fell close to their followers.

b. Make Over Advertisement Eye shadow by Make Over

2. #StayGorgeous with easy on the eyes Make Over Trivia eyeshadow now! All #powerpink base in this pic are on special price cuts at @sociolla:

Dolly Crush

Natural Summer

Indian Summer

Love at First Sight

Grab them all. Gorgeous!

These data are classified into intimate style because "stay gorgeous" with easy on the eyes Make Over Trivia eyeshadow now! The advertiser approach by staying gorgeous. The writer categories intimate style because

the sentence from the post is familiar to the followers.

3. Make an excuse to #StayGorgeous with your new #PowerPink look during Mask-on days. We recommend Make Over powerstay Eye Palette 'Royal Rose for your new look. Especially when you can get it with special price cuts at @sociolla! Shop now, Gorgeous.

These data are classified into intimate style because the caption of the product post contains a sentence "Especially when you can get it with special price cuts at @sociolla! Shop now, Gorgeous." which indicates an intimate style. the writer categories intimate style because the word "Shop now, Gorgeous" invites followers to buy the products by approaching them first. Intimate style always uses for the close friend and the members of a family. Actually, for the point of intimate style, it can embarrass for non-group members to hear them in-group intimate style.

c. Maybelline Advertisement Mascara by Maybelline

4. Did you know our #lashsensational mascara is formulated with Rose Hip Oil for softer and healthier lashes? Now you can give your lashes some TLC while getting a flirty fanned-outlook. Tap to shop!

These data are classified into intimate style because the caption of the product post contains the sentence "Now you can give your lashes some TLC while getting a flirty fanned-out look. Tap to shop!" indicates an intimate style. the writer categories intimate style because the word "tap to shop" invite followers to buy the products by approaching them first. Intimate style always uses for the close friend and the members of the family. Actually, for the point of intimate style, it can embarrass for non-group members to hear them in-group intimate style.

1. The Most Dominant Language Style in Instagram Cosmetic advertisement

The dominant use of language style in the advertisement of Make Over, Revlon, and Maybelline on Instagram is Consultative Style with 26 occurrences times (53 %) for percentage.

2. Reasons for Using Language Style in Instagram Cosmetic advertisement

After analyzing data, the writer found some reasons for the most dominant type of language style in the Instagram cosmetic advertisement of type Consultative Style because advertising focuses more on beauty consulting services so that customers know the benefits and functions of the beauty product

5. CONCLUSION

Based on the findings of this study, the conclusions of the study are:

1. In this study, there is 5 language style in the advertisement, such as Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style. from three sources of Instagram account as *Make Over*, *Revlon*, and *Maybelline*. the writer only found 3 language styles namely: Consultative Style, Casual Style, and Intimate Style in Instagram accounts @makeover.id, @Revlon.id, @maybelline.id advertisement.
2. In this study, the dominant use of language style in the advertisement of Make Over, Revlon, and Maybelline on Instagram is Consultative Style 26 occurrences times (53 %) for percentage.
3. The reason for the dominant of type Consultative Style because advertising focuses more on beauty consulting services so that customers know the benefits and functions of the beauty product.

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