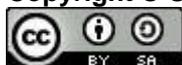


The Study of “Make Over” Advertisement on Instagram Caption: Persuasive Analysis

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atiensholichah@gmail.comm**ABSTRACT**

This study discussed the persuasive techniques used in advertising women's beauty products on Instagram social media. This study examined "Persuasive Analysis of Instagram Caption Ads "Make Over". The purpose of this research was to find out the types of persuasive techniques and strategies used in advertising beauty products on Instagram. Techniques used in advertising beauty products from beauty product accounts. The source of the data in this study came from the captions of several beauty product accounts on "Make Over". The descriptive method was used to analyze the data using Keraf's theory (2004). The data was obtained from 16 captions on the "Make Over" beauty product. From the results of the study, it can be seen that the persuasive presentation techniques used in advertising beauty products were: rationalization 38%, identification 13%, suggestions. 18%, 13% conformity, 6% compensation, 6% displacement, and 6% projection. Then, the techniques most often used in advertising were rationalization techniques and suggestion techniques because they were easier for advertisers to reach and attract consumers' attention. It was suggested to future researchers with the same topic to apply several other persuasive theories and not only focus on one theory for research improvement.

Keywords: Advertisement, Make Over, Persuasive technique

INTRODUCTION

This present study investigated the persuasiveness of the beauty product advertisement on Instagram page. This research was devoted to assessing the persuasiveness of certain beauty product advertisement due to the rise of beauty advertisement from within and outside the country, which have a lot of influence on trade in the world through social media. To persuade potential consumers, advertisers used various strategies so that what was advertised can attract potential consumers. One way to persuade potential consumers was to use word choice. The choice of words that were creative and

appropriate will be able to influence a person's mind (Agustrijanto, 2002). This topic was chosen because the object of the research was a well-known beauty product advertisement that had not been identified in previous studies. Because so many buyers were interested in owning their products, it was of particular interest to examine how "Make Over" advertisements succeed in attracting many consumers.

Many existing phenomena, most social media users who obtained information from Instagram were women, so that in the analysis of advertisement discourse displayed on Instagram, they used informal language that was creative, expressive, attractive and persuasive. Discourse analysis was also an attempt to explain a text that will be read by a dominating individual or group who had a tendency to achieve certain goals. Thus, discourse analysis was the most comprehensive language unit in everyday life, with unity of meaning and coherence. Darma (2014) also proposed the concept of discourse analysis, in the sense that phrases were related to a larger context that had an impact on the meaning of the entire series of utterances. The study of linguistic units was combined with a broad context so that they can be felt as a whole.

The discourse on the ad that would be studied was the beauty product Make Over advertisement, which was listed on the Instagram page. Discourse in advertising usually contains persuasive discourse. Discourse was a complete language unit, so that in the sentence hierarchy it was the highest or largest grammatical unit (Chaer, 2012). Persuasive discourse had the meaning of discourse whose content was an invitation or advice, concise and interesting, and aimed to strongly influence the reader or listener to do something. The persuasive discourse in this advertisement had the aim of inviting or influencing consumers to buy the products offered.

In a discourse on persuasive discourse advertisement, there were persuasive techniques, for example, beauty product advertisement on the Instagram Make Over page. The technique itself had an understanding as knowledge to make something related to the results. Meanwhile, persuasion was a form of communication that aimed to influence and convince others. Some of the definitions above can be used as persuasive techniques, so persuasive techniques were a way or technique of delivering information or messages when communicating with other people by persuading or influencing that person in a subtle and polite way. Persuasive techniques were very important for the field of communication, especially in persuasive communication such as product advertisement on social media on the Instagram Makeover page.

Beauty products or cosmetics had now become very important products for women and even become part of their daily lives. The purpose of using cosmetics in society was to clean the skin, increased attractiveness, increased self-confidence, and in general, helped someone enjoyed and appreciated life. According to Andikarini (2017), cosmetics were products that can meet women's basic needs for beauty. Meanwhile, Makeover was a local brand that uses the Beauty Beyond Rules tagline, which became a mantra for women who read it. Makeover believes that everyone had their own uniqueness that makes them beautiful in their own way. The tagline "*Make Over Beauty Beyond Rules*" had an understanding that beauty was not limited and did not have certain rules so that everyone was free to have their own understanding of beauty and was free to express themselves in any way to show their beauty.

Some previous research was used as reference knowledge for thorough advertisements and current research benefits from it. Some researchers who used

advertisement objects in several studies were as follows: Soraya (2016), Irfan (2017), Kusumaningrum (2018), Hasanah (2019), and Yu Han (2020). Soraya's (2016) study intended to look for advertising constructions and the social effects of verbal conversation of television advertisements from Wardah cosmetics. Irfan's (2017) study aimed to determine the types of associative meanings in Samsung advertising slogans based on Leech's semantic theory. In Kusumaningrum's (2018) study, Stephen Toulmin's technical model was used in this study to determine the argumentation part of GOJEK advertising text. In Hasanah's (2019) study was conducted to examine attractive advertising tactics on Traveloka. The purpose of Yu Han's research (2020) was to provide insight into the scalability of consumer sentiment toward Tik Tok advertisements. These studies had similarities regarding the discussion of advertising in research topics and differences in research. This was the object of advertising used by this research.

Other studies were conducted by Ulumiyah (2015), Rizka (2016), Mukaromah (2016), Saraswaty (2019), and Purba (2017). Ulumiyah's research (2015) examined the phenomenon of persuasive techniques used in Colours magazine advertisements. The writer used Larson's (2004) thesis. In Rizka's research (2016), Nike advertisers used all forms of Gorys Keraf's persuasive techniques to persuade people to be interested in the services or products they offer. In Mukaromah's research (2016), she conducted another study entitled Persuasive Strategies Used in iPhone Advertising Slogans. Saraswaty's research (2019), examined the phenomenon of persuasive strategies used in Colours magazine advertisements. The writer used Larson's (2004) thesis. Purba's research (2017) found that based on Aristotle's persuasive method, the research investigated evidence by describing and explaining it. The similarities in the research above were using persuasive theory, some use the same technique as previous research. The difference was for the object studied using a different persuasive theory.

This study focused on advertisement delivered on social media, namely on one of the social networking accounts known as Instagram. Instagram is a social media platform with the fourth largest number of users in the world. Apart from being a social network for sharing photos and video, Instagram is also used to market business products. Indonesian people also participated in marketing their products. From the survey results obtained, Instagram was one of the most popular social media platforms in Indonesia. The advantage of this Instagram account was that it was able to provide unlimited labels, so that users or product sellers can narrate or promote their products freely. In addition, sellers can carry out direct marketing, namely, consumers can buy products directly from the manufacturer. From the advantages of the Instagram account, users or sellers made good use of it because advertisements were required to be able to attract and be able to attract more selective consumers.

Advertisement discourse had the structure to become a complete language. The placement of words and sentences had a huge influence on the reader's understanding. The composition of the advertisement structure can also affect the reader, so that the reader can be persuaded by the advertisement language. For this reason, it was necessary to conduct a study to see the structure and how it was able to influence the reader. The language used in advertisement needed to be studied more deeply and as a whole by using discourse analysis. Discourse analysis provided a clear picture of the entire structure, persuasion techniques, and accompanying language functions so as to produce a correct understanding of the meaning. This advertisement discourse analysis was conducted to determine the persuasion

technique of the "Make Over" advertisement discourse found on Instagram social media. The purpose of this study was to provide the readers of advertisement on social media with an understanding of the overall language of advertisement. Based on the explanation that has been described, the title of this research was Persuasive analysis on "Make Over" advertisement Instagram caption.

In this study, there were two objectives, they were; what types of persuasive techniques that used on "Make Over" advertisement Instagram caption and how persuasive techniques used on "Make Over" advertisement Instagram caption. Therefore, this study mainly focused on Instagram on "Make Over" advertisement caption Using Keraf (2004). The limitation of this research was the advertisement on the Instagram "Make Over" official account on March-May 2021. The researcher had chosen various possible positions. The researcher investigated the issue by reading, watching, and analyzing it. There were no interviews to gather alternative viewpoints on the circumstances of the people covered here, which might be viewed as a research restriction.

RESEARCH METHOD

This study used descriptive qualitative to analyze the technique persuasive in beauty product advertisement. The qualitative method sought to characterize and completely explained the meaning of advertisement vocabulary in context, with a focus on persuasive diction. Language research (linguistics), according to Mahsun (2007), is an activity that explains or identifies the topic of study regarding the general environment that permits research data. As a result, the descriptive approach, which was a methodical manner of working, was utilized to help with this investigation. The data form of words and sentences from captions taken from the Instagram account of the beauty product brand "Make Over". Sources of data collected by researcher directly from the main object so that researcher got information that can answer research questions. The source of this research data was a caption taken from the Instagram page of the beauty product brand "Make Over". The researcher looked for social media accounts for the beauty product brand "Make Over" which aimed to found some advertisement data that applied persuasive techniques used in advertisement beauty products. The source of this data was taken from the caption of the Instagram page uploaded by the beauty product account of the "Make Over" brand to advertised their products.

In data collection, this research used documentation data collection techniques. The researcher collected data from captions taken from several Instagram posts of beauty products "Make Over" in March - May 2021 which coincided with the edition of Ramadan - Eid Raya. First, the researcher took data from the Instagram application that used a personal account. Then, the researcher looked for the official "Make Over" beauty product Instagram account. After that, the researcher took a caption containing persuasive techniques by grouping them according to the persuasive techniques applied to facilitate data analysis. The researcher followed various measures during the data analysis process to ensure that data analysis could be completed in a methodical manner. Following the collection of all data, it was categorized and validated in accordance with the approach employed. Based on Keraf (2004), the following sorts of persuasive methods were classified: rationalization, identification, suggestion, conformity, compensation, projection, and displacement strategies. It intended to simplify the data analysis process in order to address the research questions in this study. The researcher attempted to explain how convincing strategies were

used in advertisement. After studying the approach utilized, the researcher attempted to examine the language structure in the advertisement so that, in the end, conclusions based on data analysis could be reached.

FINDINGS AND DISCUSSION

The findings of this study showed that there were seven persuasive techniques: (1) Rationalization, (2) Identification, (3) Suggestion, (4) Conformity, (5) Compensation, (6) Displacement, and (7) Projection. The following table contains information about persuasive techniques.

Table 4.1 Clasification data of persuasive

No.	Caption	Date	Persuasive technique							
			R	I	S	Con	Com	P	D	
1.	Surfing smooth on your lips is something colorful new.This matte will look smooth even when your lips are chapped.Don't believe us? Be ready to try the #StaySmoothLips#MakeOverNewBaesoon , Gorgeous!	2-3-21	√							
2.	Make Over Hydrastay Smooth Lip Whip is smooth, but the pigment intensity is no joke! This #StaySmoothLips comes in 12 shades worth all the dimes.Get all shades now at Make Over official store Tokopedia now, Gorgeous!	4-3-21	√							
3.	We think, glowing look is becoming a staple classic, and these are #ProArtist@vinawijayantiofficial picks: Ultra Cover Liquid Foundation Riche Glow Face Highlighter Perfect Cover Two Way Cake Please show your #StayGorgeous glow in your daily selfie and tag us, Gorgeous!	13-3-21	√							
4.	Surfing smooth on your lips is something colorful new.This matte will look smooth even when your lips are chapped.Don't believe us? Be ready to try the #StaySmoothLips#MakeOverNewBaesoon , Gorgeous!	2-3-21	√							
5.	Make Over Hydrastay Smooth Lip Whip is smooth, but the pigment intensity is no joke! This #StaySmoothLips comes in 12 shades worth all the dimes.Get all shades now at Make Over official store Tokopedia now, Gorgeous!	4-3-21	√							
6.	We think, glowing look is becoming a staple classic, and these are #ProArtist@vinawijayantiofficial picks: Ultra Cover Liquid Foundation Riche Glow Face Highlighter Perfect Cover Two Way Cake Please show your #StayGorgeous glow in your daily selfie and tag us, Gorgeous!	13-3-21	√							

7. Lash out in EXTRA with 1-04- ✓
[#MakeOverNewBae](#)Lash Impulse 21
 Waterproof Mascara, Gorgeous!
 Extra statements are guaranteed even with a
 mask on when you [#JustLashUp](#) :
 10X EXTRA FULL
 10X EXTRA VOLUME
 10X EXTRA INTENSE
 Get this bae now, Gorgeous!
8. Be easy on yourself like a [#StayGorgeous](#) ✓
 Sultana you are destined to be!Use Hydrastay 8-04-
 Smooth Lip Whip while fasting for lips that 21
 won't crack even under dehydration!
 Because, your gorgeous look is as strong as
 your will power & soul!
9. [@janineintansari](#) looks fresh and eye- 15-4- ✓
 catching without looking too overboard in 21
 this look. She used the combo of POSH for her
 inner lips and COUTURE for the outer
 lips.What about your [#NUDEATTITUDE](#)
 look? Which one is your lip combo?
10. FINALLY, matte ever after with 3-3-21 ✓
[#MakeOverNewBae](#) Make Over Hydrastay
 Smooth Lip Whip is ready to surf smoothly on
 all lips! You will love this
[#StaySmoothLips](#)bae that is:Hydra-Matte
 Smooth FormulaIntense Colorstorm
 Pigments for all 12 shades!Velvet Cloud
 Finish, fill in cracks of chapped dry lips for
 smooth blurred out look.Hesitate no more!
 Get this bae exclusively at Make Over official
 Tokopedia store now, Gorgeous!
11. Flawless complexion reflect your true 18-4- ✓
 intentions. Come and reflect with us on your 21
 favorite Make Over complexion
 products![#IedMubarak#ReflectOnGorgeous](#)
12. Feel your [#StayGorgeousAllWays](#) come to 25-4- ✓
 life in 'Provenance' @hiantjen coutoure 21
 collection. Please go to our youtubechannel
 for full glam ramadaninspo, Gorgeous!
13. Jump start your Ramadan glam like 10-5- ✓
[@andirazh](#) VIP 21
 frontrow[#HiantjenXMakeOverAFW](#)look.Whi
 ch bae will you recommend for a friend in
 need to [#StayGorgeousAllWays](#) ? Tag them in
 the comments, Gorgeous!
14. Need to slay the day like Paula Verhoeven 3-5-21 ✓
 on [#HiantjenXMakeOverAFW](#) runway? Then
 use all the flawless runway baes now,
 Gorgeous:Powerstay Demi-Matte Cushion
 Face Contour KitPowerstayTransferproof
 Matte Lip CreamAll baes are ready for
 checkout now, Gorgeous!
15. *We won't stop recommending you to wear 13-5- ✓
[Make Over New Bae](#) Hydrastay Lip Whip in the 21*

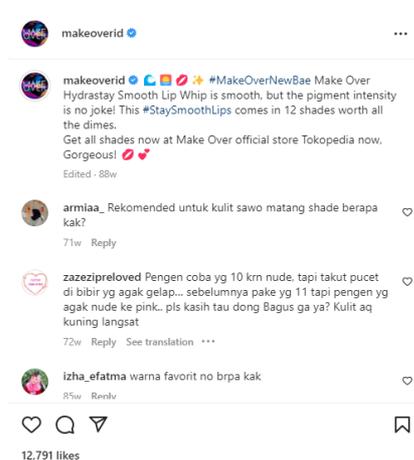
doubles! It makes [Stay Smooth Lips](#) double the splash, Gorgeous

16. We understand your needs to share this 20-5-
 Ramadan!! So, most of our 21
[#StayGorgeousAllWays](#)baes are available
 with special price & exclusive bundles on all
 our official e-commerce stores !!Swipe away
 & checkout all our stores now, Gorgeous! ✓

Rationalization

Rationalization is a type of persuasion technique that is distinguished by restricting reason to rationalize a problem. The source of an issue is not the basis or rationale. The analytical approach employed in this investigation is discussed further below:

Datum 1



(Picture 1 taken from Instagram's official of Make Over on March 4, 2021)

"Make Over Hydrastay Smooth Lip Whip is smooth, but the pigment intensity is no joke! This [StaySmoothLips](#) comes in 12 shades worth all the dimes. Get all shades now at Make Over official store Tokopedia now, Gorgeous!"

The rationalization technique used by advertisers can be seen in the caption, *"Make Over Hydrastay Smooth Lip Whip is smooth, but the pigment intensity is no joke! This StaySmoothLips comes in 12 shades worth all the dimes."* With this caption, the advertiser was definitely telling consumers that by using Make Over lipstick, they would look soft, fresh, and confident to meet everyone. This advertising grabbed consumers' attention with the words, *"But the pigment intensity is no joke!"* This tactic was vital for advertisers and their customers to create partnerships. The advertisement describes the lipstick, which comes in 12 hues, in the text above the words *"This StaySmoothLips comes in 12 colours worth all the dimes."* In this advertising, the advertiser describes the lipstick, which comes in 12 hues, but buyers may be creative with the color they choose.

To convey the advertising message above, advertisers used complex sentences because in these sentences there were coordinate conjunctions, namely, *"Make Over Hydrastay Smooth Lip Whip is smooth, but the pigment intensity is no joke!"* This sentence consisted of *"Make Over Hydrastay Smooth Lip Whip"* as the subject, *"is"* as to be as a verb, *"smooth"* as the adjective, *"but"* as a coordinate conjunction, *"the pigment intensity"* as the

subject, "is" to be as a verb, and "no joke" as an object. The next sentence "This StaySmoothLips comes in 12 shades worth all the dimes" including simple sentences "This StaySmoothLips" was the subject, "comes" was classified as a verb, and "in 12 shades worth all the dimes" was the object.

Identification

Identification is a type of persuasion method that involves attempting to match the persuasive actor with another item.

Datum 2



(Picture 2 taken from Instagram's official of Make Over on April 18, 2021)

"Flawless complexion reflect consumer true ontentions. Come and reflect with us on consumer favorite Make Over complexion product". [#ledMubarak#ReflectOnGorgeous](#)

An advertiser wished to launch the Make Over product. According to the caption, if consumers wanted to have a beautiful and perfect face, they should utilize Makeover goods. Advertisers using the hashtag *ReflectOnGargeous* could also spark customers' interest in Makeover items. Advertisers employed the suggestion technique in the statement "Come and reflect with us on consumer favorite Make Over complexion product!" Advertisers advised to consumers that if they visit the Makeover store, they might share and consulted on Makeover items. In the ad above, there were two sentences that were included in the compound sentences, the first sentence was the independent sentence "flawless complexion" as the object, "reflect" became the verb, "consumer" became the subject, "true intentions" as the object. The second sentence was the dependent sentences "come and reflect" as an object, with a subordinate conjunction, "us on consumer favorite Make Over complexion product" as an object.

Suggestion

A persuasive technique is simply a suggestion. The proposal is an activity requiring emotional strength. This research will also look at the usage of recommendations and persuasive approaches.

Datum 3



(Picture 3 taken from Instagram's official of Make Over on April 25, 2021)

"Feel your #StayGorgeousAllWays come to life in 'Provenance' @hiantjen coutoure collection. Please go to our youtube channel for full glam ramadaninspo, Gorgeous!"

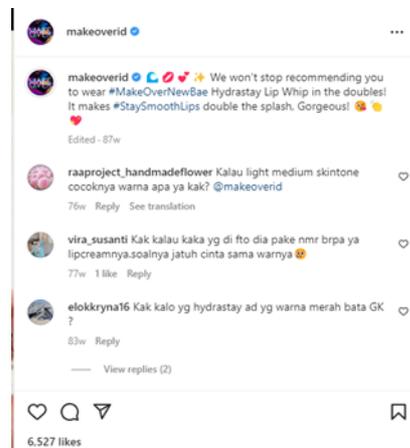
This advertisement was part of the suggestion strategy. Advertisers strived to encourage shoppers to experience the beauty of life with collections from Make Over in partnership with Hyantjen in the line, *"Feel your #StayGorgeousAllWays come to life in 'Provenance' @hiantjen coutoure collection."* Hiantjen was an internationally recognized painter who had worked on several goods with Hiantjen. Make Over collaborated with makeup in distinctive packaging inspired by a makeup painting, ensuring that many consumers would be intrigued by Make Over's products and desired to possess their own. In response to the suggestion strategy employed in this campaign, it was included in *"Feel your #StayGorgeousAllWays come to life in 'Provenance' @hiantjen coutoure collection. Please head to our youtube channel for complete glam Ramadan inspo, Please visit our YouTube channel for complete glam Ramadan inspiration, Gorgeous!"* With this line, customers will now know that if they want to view a complete catwalk video of the Make Over models in the Hiantjen edition, they should go to the Make Over YouTube account.

The first sentence of the commercial above had two distinct sentences. *"Feel"* was a verb in this sentence, *"Your StaygorgeousAllways"* was an object in this sentence, *"come"* was a verb, *"life in 'Provenance' @hiantjen coutoure collection"* was an object in this sentence, *"go to"* was a verb, *"our youtube channel"* was an object in this sentence, *"full glam Ramadan inspo"* was an adverb of time.

Conformity

Conformity, as defined in the theoretical research above, is a desire or action to become like to something else. Furthermore, conformity is a mental technique for adjusting or conforming to something wanted.

Datum 4



(Picture 4 taken from Instagram's official of Make Over on May 13, 2021)

"We won't stop recommending you to wear [Make Over New Bae Hydrastay Lip Whip](#) in the doubles! It makes [Stay Smooth Lips](#) double the splash, Gorgeous!"

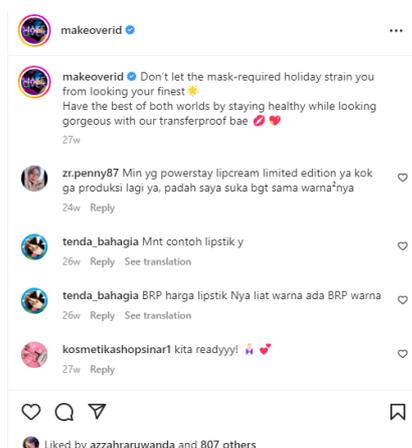
The technique used in the advertisement in this caption was the conformity technique. It can be seen from the sentence, *"We won't stop recommending you wear Make Over New Bae Hydrastay Lip Whip in the doubles!"* From this sentence, advertisers positioned themselves as consumers and did not want to stop recommending Hydrastay Lip Whip Make Over products to consumers. Advertisers use this technique to gain trust in their advertisements so that all consumers are even more interested in buying and using Hydrastay Lip Whip MakeOver products which give a dazzling appearance every time.

In the advertisement above, there were simple sentences and dependent clauses. Judging from the first sentence "we" was classified as a subject in the first sentence which was included in the simple sentence, "won't" was also to be negative because there were "not", and "stop" as a verb, "recommending you" as a present participle with followed by a bare infinitive, "wear" as a verb, "Make Over New Bae Hydrastay Lip Whip" as an object, "in the doubles" adverb of place, in the second sentence dependent sentences "It makes Stay Smooth Lips double the splash, Gorgeous!"

Compensation

Compensation is the act or outcome of attempting to find a substitute for an unsatisfactory object, attitude, or intolerable state. Attempts to find a substitute arise as a result of dissatisfaction produced by the original action or event.

Datum 5



(Picture 5 taken from Instagram's official of Make Over on May 7, 2021)

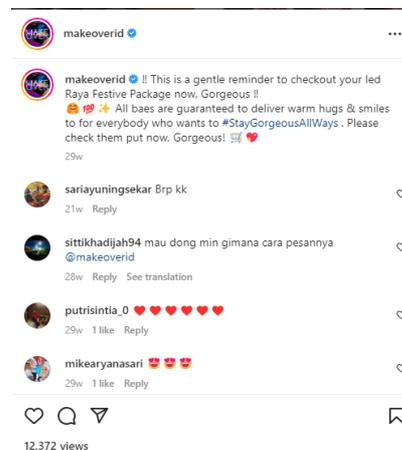
*"Don't let the mask-required holiday strain you from looking your finest ✨
Have the best of both worlds by staying healthy while looking gorgeous with our transferproof bae"*

This was a sort of advertisement that employed compensation strategies. "Don't let the mask-required holiday strain you from looking you finest," the caption says. Advertisers addressed the worries of ladies who wish to take a vacation during a pandemic, like in the caption, "Have the best of both worlds by keeping healthy while looking pretty with our transfer proof bae." This type of advertising attempted to highlight undesirable issues and offers a solution to all of these problems by providing solutions that could alleviate all of women's concerns. Advertisers explained that you did not have to be concerned about the present global scenario, which was a pandemic, and that you must wear a mask but still wanted to appear attractive. The advertisement sentences above contained compound sentences. In the first sentence, there were dependent sentences without using a conjunction. "Don't" was added by showing negative sentences, "let" as a verb, "the mask required" as an object, and "holiday" as an adverb of time. The second sentence included independent sentences that used coordinate conjunctions.

Displacement

Displacement is a process in which an object or objects confront impediments and the goals of other things that replace the initial sense of hatred, or occasionally emotion. In persuasion, the speaker or writer attempts to persuade the audience or readers to change their minds about particular things or aims in favor of others.

Datum 6



(Picture 6 taken from Instagram's official of Make Over on April 15, 2021)

"This is a gentle reminder to checkout your led Raya Festive Package now, Gorgeous !!All baes are guaranteed to deliver warm hugs & smiles to for everybody who wants to #StayGorgeousAllWays . Please check them put now, Gorgeous!"

The above advertisement employed a displacement method. This was because the advertiser was attempting to deflect attention away from the advertisement's intended purpose by reminding consumers to check out the Eid Raya Festive Package, which was more cost-effective for the appearance of Hari Raya makeup. The text reads, *"All baes are guaranteed to provide warm embraces and smiles to everyone who desires to StayGorgeousAllWays."* Advertisers promised that by purchasing this product, users will receive not only a wonderful cosmetic appearance, but also a lot of warm and cheerful hugs and smiles for individuals who wish to StayGorgeousAllWays. Advertisers promise that by purchasing this product, users will receive not only a wonderful cosmetic appearance, but also a lot of warm and cheerful hugs and smiles for individuals who wish to StayGorgeousAllWays.

The advertisement above uses complex sentences because there were independent clauses that were connected by a subordinate conjunction. *"A gentle"* was classified as a subject, *"reminder"* as a verb, *"your led Raya Festive Package"* as an object, *"now"* as an adverb of time, *"all baes"* as a subject, *"are guaranteed"* as a verb, *"deliver warm hugs and smiles to everybody"* as an object, *"who"* as a subordinate conjunction, *"wants"* as a verb, and *"gorgeous"*.

Projection

Projection is a method of changing a subject into an object. If asked to say something negative about his product, he would try to describe something positive about it.

Datum 7



(Picture 7 taken from Instagram's official of Make Over on April 17, 2021)

"Want to know MUA's secret of long-lasting makeup? Start with prepping your skin to create a silky-smooth canvas for your makeup to adhere to. Powerskin Water Charge Moisturizer contains Hyaluronic Acid, Adenosine, Allantoin, and Glycerin that gives maximum hydration that makes makeup clings longer without cracks or patchy."

Advertising technique is a projection technique. The first sentence in the advertisement above tries to answer the durability of Make Over products to MUAs compared to other products. When choosing a product for all the needs of MUA, they were often worried about the durability of the product that will be used because the client's makeup must appear with perfect results and not only that, it also had to last a long time. As in the caption *"Start with prepping your skin to create a silky-smooth canvas for your makeup to adhere to."* This sentence told the MUA to first prepare the client's skin to always be silky smooth so that the makeup adhered perfectly. As well as the advantages of makeover products that provided maximum hydration which made makeup last longer.

The advertisement sentence above had both a simple and a complex sentence. Because there was only one independent clause without a conjunction, the first sentence was a simple sentence. This linked it to another phrase. The second sentence, on the other hand, was a compound sentence because it contained conjunctions that connected one sentence to another.

Lots of people used social media as a place to run and develop businesses and businesses and implement digital marketing. Instagram was a social media platform where many advertisers sold and promoted their products. Instagram could also be used free of charge for advertising media and could be accessed at any time. Especially now that there were many influencers beauty and fashion product artists on Instagram who liked to share their experiences using these products or goods. At one time, this would certainly be a distinct advantage for the products we wanted to offer with a very wide range and could be accessed by anyone at any time. The purpose of advertising was to enlighten people about a product. To attract customers, marketing must use attractive language. Advertisers, on the other hand, must use persuasion strategies to promote their ads. The researcher explained the research findings in this chapter. Researchers examined Make Over ad data. The researcher found 7 approaches used in this product. From the 16 data collected, it could be seen that the persuasive presentation of techniques used in advertising beauty products,

namely: rationalization 38%, identification 13%, suggestion 18%, conformity 13%, compensation 6%, displacement 6 %, and a projection of 6%.

Rationalization technique was the process of using reasons to justify a problem to gain consumer trust. We could see some examples of the data, such as *"Surfing smooth on your...."*, *"Make Over Hydrastay Smooth Lip Whip is...."*, *"We think, glowing look is becoming a staple classic, and these are"*, *"Lash out in EXTRA with"*, *"Be easy on yourself like a...."*, *"@janineintansari looks fresh and eye-catching without...."* in this advertisement, the advertiser was trying to build consumer confidence that the product was good and consumers could search all day long and could be purchased via social media or E-commerce anything. Identification was a persuasive technique characterized by efforts to identify or identify persuasive actors with other objects. We could see some examples in *"FINALLY, matte ever after with...."*, *"Flawless complexion reflect consumer true...."* in this ad, the advertiser tried to identify the item being offered. Here, advertisers tried to promote the superiority of goods by positioning themselves to understand consumers. The advertisers were trying to convince consumers by positioning themselves as consumers who would bring this product, especially for outside activities. This product offered advantages that could attract consumers to be interested in this product.

Next was a suggestion, in order to advertise a product, the advertiser must choose an implicit sentence to make the consumer interested in the product. We could see some examples, *"Feel your #StayGorgeousAllWays come to life in...."*, *"Jump start your Ramadan glam like @andirazh VIP frontrow...."*, *"Need to slay the day like...."*, suggestion techniques tried to make consumers believe the words intended by the advertiser in the hope that consumers would be interested in buying this product. Advertisers recommended that consumers tried this product for fast results. Advertisers tried to provided suggestions for consumers to consider choosing this. Finally, advertisers advised consumers to buy the products offered.

Conformity was the desire or action to make oneself similar to something else. In addition, conformity was a mental mechanism for adjusting or adjusting to something desired. Once again, we could see some examples *"We won't stop recommending you to..."*, *"We understand your needs to share this..."*, the suitability of this ad was seen when the advertiser tried to align himself with the buyer by using sentences that position him as a consumer who really needed Make Over products.

The next technique was compensation. Compensation was the act or result of trying to find a replacement for an unacceptable behavior or condition. We could see the example *"Don't let the mask-required holiday strain you from looking your finest...."*, this form of advertising tried to raise an unacceptable problem, then provided a way out of this problem by offering a product that was unacceptable. In the ad sentence above, the advertiser was trying to provide a solution to the problem that occurred when women wore masks during a pandemic but wanted make-up that doesn't fade or slide easily.

Displacement was a process that seeks to replace an object or objects experience obstacles and intentions of other things that simultaneously replaced the original emotion. We can see for examples *"This is a gentle reminder to checkout your...."* Projection was a technique for changing something that was a subject into a *"Want to know MUA's secret of long-lasting makeup...."*, in this case the sentence, the advertiser tried to mention the weaknesses of other brands' products by highlighting the advantages of the products.

These lines inspired customers to take action in response to the advertisement. From the start, the use of advertising in advertising demonstrated the excellence of the product and informs consumers that by using the product, they would encounter new circumstances and sensations. In this study, advertisers not only utilized captions as language to urge people to buy, but they also presented pictures in persuasive shapes. Because it boosted the attraction of the goods to customers, the caption was one of the most essential techniques of advertising, especially when based on irrational reasoning. The second method was to utilize graphics to convince the reader to view the real advertising.

Suggestions were the second most prevalent persuasive strategy used in beauty product ads. This was because both persuasive approaches made it simpler for advertising to capture the attention of consumers. Advertisers used this technology to learn what consumers needed in order to make them more interested in the things on offer. Advertisers attempted to present ideas or reasons why customers should try the product. Ads like these would help entice more customers to purchase these goods.

According to the statistics above, displacement was a strategy that was rarely utilized in beauty product marketing. This strategy was uncommon since beauty product marketing seldom employed it. This strategy was rarely employed since advertising must stress product identity with this technique, although advertised normally focused on the benefits of the product being sold.

In addition to these persuasive strategies, researchers examined the linguistic structure of advertising language. According to the findings of the study, the majority of advertising language was composed of compound and complex sentences. Simple sentences were also employed in commercials. However, they were frequently used to begin the advertising, which was subsequently followed by a complex or compound statement. This was due to the advertiser's desire to catch consumers' attention by presenting pretty extensive explanations utilizing compound words or complicated language.

According to previous studies reported in the preceding chapter, there was the first half chapter, which was the subject of the study, explained the distinction between this research and past studies. This study employed objects in the shape of local beauty goods that were well-known on Instagram profiles. This item was taken because advertising beauty items necessitates the employment of effective persuasion strategies in order for consumers to feel confidence in the products supplied. The data collected from Instagram was particularly different in this study since on Instagram, advertisers depended more on the power of words and fascinating videos to pique the interest of customers. The language form employed in the use of persuasive strategies in advertising was also examined in this study.

The value of this research was that readers should be able to comprehend the science of persuasive approaches, which might be useful in the field of advertising in particular. As an advertisement, you must leverage the power of phrases to establish customer trust in the marketed product; this necessitates the employment of the appropriate persuasive strategies. Not only that, but readers might learn about the persuasive strategies employed by advertising to sell their products. It may also be used to persuade someone of what the reader believed. This strategy was important when talking with others since it allowed others to understand the intentions being expressed.

After realizing the benefits of this research, there were some flaws that needed be investigated further. The first was that this study primarily focuses on promoting beauty items, thus the data collected was limited to that. Second, many advertisers repeated the

same advertisement language. As a result, study outcomes were similar. To discover diverse data, future researchers must seek persuasion with a broader reach. Finally, this study might include poor grammar and several violations of grammatical rules, making it difficult to grasp for the reader.

Regarding the results in this study, the researcher correlated these findings with several related studies in the same field. Based on research conducted by Ulumiyah (2015), Saraswaty (2019), and Purba (2017), there were several differences from this latest research. For the most part, they analyzed persuasive techniques in magazine objects that could be accessed only by those who owned or bought the magazine, like an ad in colors magazine. In addition, this study analyzed the techniques persuasion in product superiority on social media that was researchers found differences in results, almost all product advertisements that could be accessed on Instagram social media could be purchased and can be used by all groups.

CONCLUSION & SUGGESTION

The findings of the investigation illustrated how advertisers promoted items on Instagram using persuasive strategies. Instagram advertising had highlighted the power of advertisers' phrases to pique the attention of more people in the goods. This study employed Keraf's theory, which categorized persuasive strategies into seven types: rationalization, identification, advise, appropriateness, compensation, transfer, and projection. The Instagram adverted displayed as data include 16 post feeds from the Make Over beauty product account.

Rationalization and suggestion were the most prevalent persuasive techniques used in beauty product promotion. According to the statistics above, the technology that was seldom employed in marketing for beauty items is identification, conformity, and displacement. Many advertisements, according to analytical analysts, employed reasoning and suggestive language to grab customer attention. The percentage analysis of these results showed this. As a result, many advertisements created product ideas and rationales to attract consumer's interest.

It was expected that this study would help readers comprehend the persuasive strategies employed in commercials, particularly for facial beauty goods aimed at women, in order to gain customer attention and trust. Following the completion of this study, the researcher recognized that there were certain flaws and limits. Future researchers should cover this topic, which might employ more diverse data and alternative ideas. Furthermore, because this research was dependent on the interpretation and description of experts with little understanding, the outcomes were far from ideal. As a result, the researcher made recommendations for future researchers and readers.

Because Keraf's hypothesis was already used, future researchers could employ different hypotheses. As a result, they might apply the most recent persuasion theory to better analyze data and do analysis. As a result, research would be original in the art of research. Persuasion was particularly significant in everyday life for readers since it might be employed in both verbal and nonverbal communication. The researcher recommended that students majoring in English paid attention to persuasive learning as part of a discourse course. This was because persuasion played a vital part in communication and topics concerning the use of language to communicate with other individuals or audiences.

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