



LANGUAGE STYLE APPLIED ON INDONESIAN BEAUTY PRODUCTS IN DIGITAL ADVERTISEMENTS

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ABSTRACT

Years back to this date, people compete to beautify themselves since being beautiful has become a primary need for every woman, even for a man. Besides, for personal reasons such as taking care of themselves, it is often caused by work demands that require a fine appearance. For now, there are lots of beauty products easily obtained from online or offline markets. Each company needs certain marketing techniques to support each development to attract consumers. This research investigates the language style used in some Indonesian beauty product advertisements. There were ten advertisements from 5 Indonesian beauty brands investigated in this study. The result of this study reveals that from several language styles found in those advertisements, hyperbole, one a figurative style, appeared the most with 33 times appearance. This study revealed that most Indonesian beauty firms use exaggeration and figurative language to advertise their products on digital platforms and that this practice has spread among those who live in the technological age.

Keywords: , Beauty; Language Style; Products

ABSTRAK

Bertahun-tahun yang lalu, orang berlomba-lomba untuk mempercantik diri karena cantik sudah menjadi kebutuhan primer bagi setiap wanita, bahkan pria sekalipun. Selain itu, karena alasan pribadi seperti menjaga diri, seringkali disebabkan oleh tuntutan pekerjaan yang menuntut penampilan yang baik. Saat ini banyak sekali produk kecantikan yang bisa didapatkan dengan mudah dari pasar online maupun offline. Setiap perusahaan membutuhkan teknik pemasaran tertentu untuk mendukung setiap perkembangan untuk menarik konsumen. Penelitian ini menyelidiki gaya bahasa yang digunakan dalam beberapa iklan produk kecantikan Indonesia. Ada sepuluh iklan dari 5 merek kecantikan Indonesia yang diteliti dalam penelitian ini. Hasil penelitian ini mengungkapkan bahwa dari beberapa gaya bahasa yang ditemukan dalam iklan tersebut, hiperbola, salah satunya gaya kiasan, paling banyak muncul dengan 33 kali kemunculan. Studi ini mengungkapkan bahwa sebagian besar perusahaan kecantikan Indonesia menggunakan bahasa yang berlebihan dan kiasan untuk mengiklankan produk mereka di platform digital dan praktik ini telah menyebar di antara mereka yang hidup di era teknologi.

Kata Kunci: Gaya Bahasa; Kecantikan; Produk

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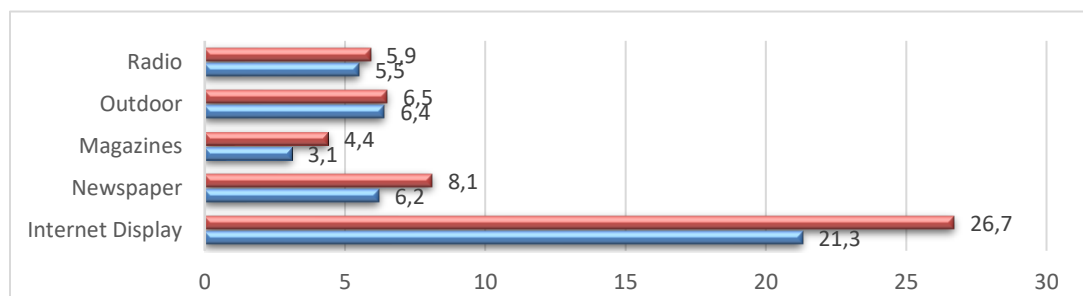
INTRODUCTION

Beauty advertisements offer products based on women's needs to support their appearance. Beauty product advertisements depict beauty through physical appearance, highlighting certain body parts as a woman's charm. Beauty product advertisement encourages women to care for their glowing facial skin to get the skin of their dreams. Today, people compete to beautify themselves since being beautiful has become a primary need for every woman, even a man. Besides, for personal reasons such as taking care of themselves, it is often caused by work demands that require a fine appearance. Each company needs certain marketing techniques to support each product to attract consumers. Many beauty products are easily obtained from online or offline local markets, malls, or drugstores.

Nowadays, a type of advertisement that is very well known, even arguably very cheap, is digital advertising. This advertisement is not in the form of hardcopy and appears due to increased smartphone users. Some types of digital advertising are social media (Instagram, Tiktok, official website), advertisements on search engines (YouTube, Google, Mozilla, Yahoo), pop-ups, or mobile advertisements. In Indonesia, the cosmetics market is considered a highly competitive place (Telkomsel DigiAds, 2021). Hence, creating a strong brand through promotion is recommended for substantial entry into the market. The development of advertising is growing rapidly. According to data shared by Global Advertisement (public 2020), using video and media forms is one of the important aspects of digital advertising in the Indonesian market. It turns out to be a trend now because digital media will continue to drive significant advertising growth. In addition, it also shows the projection of the difference in how digital display advertisement contributes to media in 2018 and 2021. The chart below shows how two forms of advertisements (online and offline) display a significant difference to people nowadays. With all the conveniences and profits afforded, it is natural that online advertisement has become an attractive weapon for advertisers in this digital age. Indonesia is moving towards a new digital era that makes business owners and entrepreneurs more understanding and open-minded towards new technology.

Figure 1: The Projected Media Advertisements in 2018 and 2021

Source: Pubmatic (2020) in 2020 Global Digital Ad Trends



It was shown above that in 2021 online advertisements will impact marketing products. The number shows that it is significantly improved from three years gap before. Meanwhile, offline advertisements still show their presence despite the low number of consumers. The most rapidly expanding advertising medium is the video embedded in digital display ads. More than a quarter of all media advertising spending will go toward it by 2021, up from a fifth in 2018. Half

of all media advertising expenditures worldwide will come from digital sources. The growth rates of global spending on digital advertising remain significant. By 2020, digital advertising will account for the bulk of total advertising spending across all global media.

Because of the lightning-fast pace at which the internet was developed and used, human existence has been thrust into the digital age, which has prompted literary works to investigate the relationship between the digital and the real worlds (Wang & Loo, 2019). Both small and medium-sized enterprises (SMEs) and large organizations (corporations) are finding success with various digital marketing strategies (Djubair, 2022). As a result, for an advertisement to be successful, it needs to accomplish several goals, such as capturing attention, stimulating interest, generating desire, motivating conviction, and eliciting action. All of these activities are interrelated, and working together, they promote the advertised product and increase its potential for sales. Originally, strategic communication in making advertisements is called AIDA Model. AIDA stands for Awareness, Interest, Desire, and Action. The **development of the AIDA model** can be traced back to the American advertising advocate, E. St. Elmo Lewis. In 1898, he formulated the three-part formula; *attract attention, maintain interest, and create desire*. Later, he added a new phase called *get action* (Team 2023).

One of the key indicators in making advertisements much more appealing to consumers is its use of language style. Each advertisement has its style to persuade people in the most creative ways possible. The main function of language style is to create particular desires, values, feelings, and attitudes towards consumers. It cannot be denied that using certain language styles could be why one product can indoctrinate the public to buy. In addition, the use of language styles can also bring to life what is stated in the text because language style can concisely express meaningful ideas. Often, the use of language style is used to emphasize the message.

Talking about an advertisement, Weilbacher (1984) stated that advertising consists of media message paid for and signed by a business firm or institution that wishes to increase the probability that those reached by these messages will behave or believes as the advertiser wishes them to behave or believe. Gaw (1961) added that advertising is a tool for selling ideas, goods, or services to a group. It employs paid space or uses vehicles to carry its message that does not disguise or hide the advertiser's identity or his relationship to the sales effort. Meanwhile, Kotler (1997) states that advertising is any paid form of non-personal presentation and promotion of ideas.

After all the descriptions above, this research intends to unveil language styles frequently appeared in some Indonesian beauty product advertisements and type of language style dominating several Indonesian beauty product advertisements. Many scholars have investigated language style in different contexts, such as cultural tourism (Ratnawati, Rosmiaty, and Nurfaizah, 2021); talk shows (Wuwur, 2021); movies (Dwi et al., 2022; Ramdhani, Sari, and Amalia 2020; Salsabila & Permanasari, 2022; Syukri, Herawati, and Sukmawaty 2019); social media (Indra & Hamzah, 2018); food advertisement (Permatasari & Yulia, 2016); novel (Jamil & Nasrum, 2018; Rahayu & Parmawati, 2020). Unfortunately, none of those mentioned earlier studies inspected local beauty products. By exploring language style in Indonesian beauty products, this paper is noteworthy since there lies paucity in this domain.

LITERATURE REVIEW

The language of advertising is persuasive. Persuasive means always trying to arouse the emotions of the reader or listener. The goal is that those targeted by advertisements (consumers) do or act according to the mandate of the advertisement. Therefore, to cause curiosity, the words used in should be seductive, suggestive, tempting or inviting. Asher (1994) states that advertising language persuades or tempts people to buy companies' products. It means that advertisements use persuasive language to entice consumers.

The language style is very important to communicate and express ideas among human beings. Humans can use language styles depending on where they are talking. So they can adjust their language style with good rules. Leech & Short (1981) suggest that language style is a way of using language in certain contexts by certain people for certain purposes. By using the right style of language, it can attract the attention of the recipient. Language style, either in oral or written form, is how people use language in communication (Chaika, 1982). Advertisers should know what persuasive language suits certain products and make consumers believe in the company's products. According to Gaw (1961), advertisements use distinct characteristics that differentiate them from other languages. Here are the characteristics of the language in an advertisement, including:

- a. Use polite, concise and clear language.
- b. Use interesting and compelling language.
- c. The language used has the power of suggestion.
- d. Use language that is easy to understand.
- e. Advertising content is honest and objective.
- f. Use positive connotations.

The language style expresses thought through characters that express the writer's or language user's thought, soul and personality (Keraf, 2008). He divided language style into many kinds according to language use itself. According to him, types of classical language include equality (simile), metaphor, personification, metonymy, synecdoche, hyperbole and paradox.

- a. Parable or simile: Keraf stated that the comparison is explicit in simile. It states that something is the same as the other by words such as like, same as, similar to, resembles, and so on. Nurgiyantoro (2009) mentions similes with states that state in the presence of indirect and explicit comparisons, using the specific task words as markers of explicitly like, like, like and so on.
- b. Metaphor: According to Keraf, metaphor is interpreted as *majors* that contain basic comparisons that equate one thing with another. This *Majas* does not declare something comparison something openly or explicitly but merely suggests a comparison. Metaphorical is a form of expression that describes a clear picture through comparison or contrast (Tarigan, 1985).
- c. Personification: Personification is a figure of speech that describes inanimate objects as if

they have human characteristics. Tarigan stated that personification attaches insane properties to inanimate goods and ideas, the abstract ones. Personification is a figurative language style that describes dead objects or inanimate objects as if they have characteristics of humanity.

- d. Metonymy: Metonymy is a language style that uses a word for states something else because it has a very close affinity. Relationships can be effective for cause, cause for effect, content to declare the skin, and so on (Keraf). According to Tarigan, a metonymy is a form that uses the name of a feature or the name of the thing linked with people, goods, or things in their place.
- e. Synecdoche: According to Keraf, synecdoche is a figurative language that uses a part of something to express the whole (*pars pro toto*) or uses the whole to express a part (*totum pro parte*)
- f. Hyperbole: According to Keraf, hyperbole is a kind of forced language that contains an excessive statement by exaggerating things. Hyperbole is a form of exaggeration of the amount, size, or nature to emphasize a statement or situation to intensify and enhance its impression and influence (Tarigan).
- g. Paradox: Paradox is a style of language that contains a real contradiction with the facts. Paradox also means all interesting things to attend because of their truth (Keraf).

RESEARCH METHOD

This research employ a qualitative descriptive method. The goal of qualitative descriptive studies is a comprehensive summarization, in simple terms, of specific events experienced by individuals or groups of individuals (Lambert, V.A., & Lambert 2012). This research intended to describe the language style mostly used in digital advertisements. Data were obtained from several Indonesian beauty products on their official YouTube, Instagram, and Facebook pages. To attract buyers, these three digital platforms are predominant in selling products (Hanindo, 2022). There are five Indonesian beauty products advertisements as objects of this research. In choosing the brands themselves, researchers conducted purposive sampling. Purposive sampling is an intentional selection of informants based on their ability to elucidate a specific theme, concept, or phenomenon (Robinson, 2014). The objects in this study are beauty products made in Indonesia. Researchers used taking notes as an instrument in taking notes. First, researchers chose some Indonesian beauty brands and chose their products that make use of figurative styles in their digital advertisements. Some data collection procedures included choosing several advertisements, paying attention to their language styles, and analyzing them.

FINDINGS AND DISCUSSION

Total often products from five Indonesian beauty brands were investigated in this study. These beauty brands were chosen as local brands originally made them. Here is the list of products from local beauty brands and its company. The researchers used Keraf's theory (2008) to analyze the data to identify the language styles used in some Indonesian beauty products' digital

advertisements.

Table 1. Products of Beauty Brands

No.	Beauty Brands	Products	Company
1.	Wardah Beauty	Wardah Lightening Serum Ampoule	P.T. Paragon Technology and Innovation
		Wardah Acnederm Acne Serum	
		Wardah Crystal Secret	
2.	MS Glow Beauty	MS GLOW Gold Serum	PT Kosmetika Cantik Indonesia
		Deep Treatment Essence with Centella Asiatca & Deep Treatment Essence with Salmon D.N.A.!	
3.	Y.O.U Beauty Indonesia	Y.O.U Radiance Whitening Serum	PT. Jalur Mandiri Utama
		Noutriwear+ Flawless Cushion Foundation	
4.	PIXY Indonesia	Pixy Stay Last Serum Foundation	PT. Mandom Indonesia Tbk
5.	Scarlett_Whitening	Scarlett Serum	Scarlett Whitening
		Scarlett Brightening Shower Scrub	

1. Wardah Lightening Serum Ampoule

(Taken from YouTube official page Wardah Cosmetics on March 13th, 2021)

Wardah Lightening Serum Ampoule contains 10X more advanced niacinamide in every drop, which works optimally to brighten, reduce acne scars, and protect skin from exposure to blue light. With a light liquid texture & quickly absorbed works into the epidermal layer of the skin, leaving the skin feeling moist from the first use, looks bright, and the black spots of acne scars are less visible.

Table 2. Language Style in Wardah Lightening Serum Ampoule

No	Sentence	Language Style
1.	Wardah Lightening Serum Ampoule contains 10X Advanced Niacinamide in every drop, which works optimally to brighten, reduce acne scars, and protect skin from exposure to blue light	Personification
2.	Wardah Lightening Serum Ampoule contains 10X Advanced Niacinamide in every drop	Hyperbole
3.	Wardah Lightening Serum Ampoule contains 10X Advanced Niacinamide in every drop	Synecdoche (Pars Pro Toto)

4.	With a light liquid texture & <u>quickly absorbed works into the epidermal layer of the skin...</u>	Hyperbole
5.	Leaving the skin feeling moist <u>from the first use</u> , looking bright, and the black spots of acne scars are less visible.	Hyperbole

From the analysis of the Wardah Lightening Serum Ampoule advertisement above, taken from the Instagram account of Wardah Beauty, it shows three types of language styles such as . 'works optimally' and 'protect'. It (1) is categorized as personification because Wardah Lightening Serum Ampoule sees as if an individual who works and protects our skin. Personification happens when an abstract thing is symbolized as a person.

Meanwhile, hyperbole is found three times in this single advertisement. It is said as hyperbole since these three statements seem to exaggerate things, such as '10 times advanced, quickly absorbed into the epidermal layer and from the first use. Last, there was found synecdoche in number 3. Synecdoche Pars Pro Toto is a kind of figure of speech where the name of a portion of an object, place, or concept is used or taken to symbolize a thing as a whole (in this case, the statement of 'more in every drop').

2. Wardah Acnederm Acne Serum

(Taken from the Instagram caption of Wardah Cosmetics on March 17th, 2022)

If your skin is fussy, it's best to use morning and night skincare that can help take care of your skin. Don't you agree, Beauties? Yes, Wardah Acnederm Acne Serum is what you need to treat acne-prone skin and can be used as a series of morning and night skincare.

Table 3. Language Style in Wardah Acnederm Acne Serum

No	Sentence	Language Style
1.	If your <u>skin</u> is <u>fussy</u> ...	Personification
2.	Wardah Acnederm Acne Serum is what you need to treat acne-prone skin and can be used <u>as a series of morning and night skincare</u>	Synecdoche (Totum Pro Parte)

The first sentence, 'if your skin is fussy,' is a kind of personification, where fussy should be related to a character or person babbling about everything. Meanwhile, the second statement that explains that Wardah Acnederm Acne Serum could be the best treatment for morning and night skincare is synecdoche *totum pro parte*, which is used to explain part of an object (Wardah Acnederm Acne Serum) by mentioning the whole part or with other objects that have a broader meaning (as a series of morning and night)

3. Wardah Crystal Secret

(Taken from the Instagram caption of Wardah Cosmetics on October 28th, 2021)

Ladies, it is time to get healthy skin as clear as crystal! With Wardah's latest innovation, the content of 100% Originally Cultivated Edelweiss makes the skin 3x moister, brighter and has an

even skin tone.

Table 4. Language Style in Wardah Crystal Secret

No	Sentence	Language Style
1.	it is time to get healthy skin as clear as crystal	Simile
2.	it is time to get healthy skin as clear as crystal	Personification
3.	it is time to get healthy skin as clear as crystal	Metaphor
4.	100% Originally Cultivated Edelweiss	Hyperbole
5.	makes the skin 3x moister, brighter, and has an even skin tone	Hyperbole

This advertisement contains four kinds of language styles: simile, personification, metaphor and hyperbole. The sentence 'it is time to get healthy skin **as** clear **as** crystal' is an example of a simile. It compares the skin is the same as crystal. It can be seen from the word as...as which was used in this statement. Also, this sentence contains personification because skin, in this case, is represented as a healthy living person. On the other hand, it can also be categorized as a metaphor since healthy skin is seen as crystal.

The second sentence, "*100% Originally Cultivated Edelweiss*", is an example of hyperbole. It exaggerates that this Serum is only made from cultivated Edelweiss and that no other ingredients exist. The next sentence 'makes the skin 3x moister, brighter...' is also categorized as hyperbole.

4. MS GLOW Gold Serum

(Taken from the Facebook official page of MS Glow on February 2nd, 2022)

The anti-aging specialist formulated this Serum from Chroma Bright, 24K Gold Extract and Tranexamic Acid with the goodness of 99.9% gold to stimulate collagen, brighten and disguise black spots on the face, make skin brighten faster, as an antioxidant, and maintain skin elasticity.

Now you can feel the *luxury and greatness of the benefits of gold* with a whitening gold serum.

Table 5. Language Style in MS Glow Gold Serum

No	Sentence	Language Style
1.	The content of 99.9% gold can make skin brighter faster, as an antioxidant, maintain skin elasticity, and disguise facial blemishes	Personification
2.	Now you can feel the luxury and greatness of the benefits of gold with a whitening gold serum.	Metaphor

The language style used in the advertisement above is personification and metaphor. *Disguised facial blemishes* are classified as personification, where it acts as a person who can make things clearer. It is used as a seduction to consumers to buy this product. Meanwhile, *the luxury and greatness of the benefits of gold* are classified as a metaphor. Gold is defined as an endless attraction.

5. Deep Treatment Essence with Centella Asiatica and Deep Treatment Essence with

Salmon D.N.A.

(Taken from the Instagram caption of MS Glow on June 13th, 2022)

Here is the key to healthier, brighter and younger-looking facial skin: Deep Treatment Essence with Centella Asiatca & Deep Treatment Essence with Salmon D.N.A.!

Deep Treatment Essence with Centella Asiatica is anti-bacterial & skin-calming to help strengthen the skin barrier and relieve acne, pimples, and inflamed skin.

Deep Treatment Essence with Salmon D.N.A. as skin renewal & skin repair to delay signs of ageing so that skin is suppler and looks younger.

Table 6. Language Style in Deep Treatment Essence with Centella Asiatca and Deep Treatment Essence with Salmon D.N.A.

No	Sentence	Language Style
1.	Here is the key to healthier, brighter and younger-looking facial skin	Metaphor
2.to delay signs of ageing so that skin is suppler and looks younger.	Personification

There are two types of language styles in this advertisement. First, these products are represented as a *key* to facial skin. This statement is categorized as a metaphor where it is applied to an object which it is not literally applicable to another comparison. The second statement is personification. In the word of *delay signs of ageing*, it seems that a person who is literally can delay, but in this case, it is symbolized as the product.

6. Y.O.U. Radiance Brightening Serum

(Taken from Youtube of Y.O.U on July 10th, 2022)

"With 9x brightening actives, it effectively reduces the appearance of dull skin."

What's interesting about this Y.O.U. Brightening Serum contains nine brightening actives that can make your skin smoother and brighter within 28 days of use. One drop of this Serum is claimed to make our skin instantly three times brighter.

Table 7. Language Style in Y.O.U. Radiance Brightening Serum

No	Sentence	Language Style
1	With 9x brightening actives	Hyperbole
2	it works effectively to reduce the appearance of dull skin	Personification
3	... make your skin smoother and brighter in just 28 days of use	Hyperbole
4	one drop of this Serum is claimed	Synecdoche (Pars Pro Toto)

5	In fact, one drop of this Serum is claimed to make our skin <u>instantly three times brighter.</u>	Hyperbole
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The advertisement above used three different types of language styles. First, personification can be seen in the "working effectively", where the word *works effectively*. If it is connected with skin, it indicates a form of personification in which values are ascribed to an item or a human being. Personification refers to a non-living thing as though it possesses human characteristics and behaves in the same way that people do. This product's goal is to solve the issues you are having with your skin and demonstrate that using these items will benefit your complexion. The phrase "working effectively" can be taken literally to indicate doing things efficiently to obtain something for the goal of accomplishing a given aim. Meanwhile, "working effectively" is the content of these products that can reduce the appearance of dull skin.

On the contrary, there were three times of hyperbole found in this statement. First, *9x brightening actives*. The word 9x indicates overemphasizing this product. Second, in a word, *in just 28 days*. *Just 28 days of use* is classified as hyperbole. After all, it talks about the process of the product, which is exaggerated because people have yet to learn about the success of the beauty product only in a month of usage. This is a seduction language for viewers to buy the product. Meanwhile, *instantly three times brighter* is classified as hyperbole because it talks about the process of the product, which is exaggerated because nobody knows about the success of the beauty product. Last, the word *one drop of this Serum* is claimed to be categorized into synecdoche Pars Pro Toto. One drop represents the whole Serum.

7. Noutriwear+ Flawless Cushion Foundation

(Taken from the Instagram official page of Y.O.U. on June 24th, 2022)

This is the viral cushion that can eradicate redness on the face!

Hybrid Cushion is formulated for those of you with skin problems such as redness or skin irritation. Noutriwear+ Flawless Cushion Foundation! Because with one tap, the skin is auto-smooth and takes care of it too!

Table 8. Language Style in Noutriwear+ Flawless Cushion Foundation

No	Sentence	Language Style
1	This is the <u>viral cushion</u> that can eradicate redness on the face!	Hyperbole
2	Because <u>with one tap</u>	Hyperbole
3	Because <u>with one tap</u>	Synecdoche (Pars Pro Toto)
4the <u>skin is auto-smooth</u> and takes care of it too!	Hyperbole

Hyperbole is found three times where these phrases are embellished with this foundation. It can be seen from the word 'viral', 'with one tap', and 'auto smooth'. Viral, in this case, refers to

something popular and is the topic of the town. The same case goes with one tap and auto, where it cannot be claimed logically. Meanwhile, 'with one tap' is also categorized as synecdoche pars pro toto. This advertisement uses one tap to represent many times of taps.

8. PIXY Stay Last Serum Foundation

(Taken from the YouTube official page of PIXY on June 24th, 2022)

The lightest foundation is here!

It comes in 5 colour choices, Rosy Ivory, Yellow Beige, Natural Beige, Golden Tan, and Rich Tan; PIXY Stay Last Serum Foundation has a super light texture for everyday use. Moreover, the skincare content in it makes you no longer have to worry about skipping your skincare routine before makeup!

Table 9. Language Style in PIXY Stay Last Serum Foundation

No	Sentence	Language Style
1	The lightest foundation is here!	Hyperbole
2	PIXY Stay Last Serum Foundation has a super light texture for you to everyday use	Hyperbole
3	..the skincare content in it makes you no longer have to worry about skipping your skincare routine before makeup!	Synecdoche (Totem Pro Parte)

In the advertisement above, hyperbole is created in the word 'lightest' and 'super light'. In this sentence, PIXY blatantly claims their product to be the lightest. Even it repeats in the next sentence using the word 'super light'. The last finding is synecdoche (totem pro parte), which explains that the skincare content in this foundation is enough not to use other skincare.

9. Scarlett Serum

(Taken from the Facebook official page of Scarlett Serum on December 30th, 2021)

Scarlett's Serum is ready to be your best friend because this Serum has the right ingredients to nourish your facial skin. Scarlett Acne Serum that you can use to help treat acne-prone skin. Also, Scarlett Brightly Ever After Serum which will help brighten your facial skin. Well, for maximum results, you can combine Glowtensing Serum, which can lock the moisture of your facial skin to stay healthy and glow all day.

Table 10. Language Style in Scarlett Serum

No	Sentence	Language Style
1	Scarlett's Serum is ready to be your best friend	Metaphor
2you can combine Glowtensing Serum , which can lock the moisture of your facial skin	Personification

3skin so that it stays healthy and becomes glowing all day long.	Personification
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Scarlett wants to emphasize that their Serum is best by stating *best friend*. In other words, having this product is one of the most beautiful gifts in life as you have a best friend. A best friend is a person who understands and loves and is mean to you. Thus, this is an example of a metaphor. The metaphor compares two unlike things using the basic construction X is Y. Personification is formed in other statements. It can be seen in the word ‘lock’ and ‘stays healthy’ where we basically and occasionally refer to these words and phrases as a living person.

10. Scarlett Brightening Shower Scrub

(Taken from the Instagram official page of Scarlett Serum on June 14th, 2022))

Just look at the colours of the Scarlett Brightening Shower Scrub; it's already refreshing, guys; it immediately spoils your eyes. Can you imagine how fresh it is when you use it?

Table 11. Language Style in Scarlett Brightening Shower Scrub

No	Sentence	Language Style
1	<u>Just look at the colours of the Scarlett Brightening Shower Scrub;</u> it's already refreshing	Hyperbole
2immediately <u>spoil your eyes</u>	Personification

In the above advertisement, the phrase '*just look at...., it's already refreshing*' represents hyperbole. Logically, people will not feel refreshed if they do not touch, feel, or sense it. Scarlett emphasizes that their shower scrub is refreshing by only looking at its colourful scrubs. Meanwhile, '*spoil your eyes*' is categorized as personification, where the word spoil always refers to a person who spoils his/herself or the people around him/her.

CONCLUSION

Having finished this study, hyperbole is the most dominant language style used by beauty brands made by the locals advertisement company. Here is the result of each analysis onwards. From the total 33 languages styles found, hyperbole appears most of all with 14 times of appearances (42.42%), followed by personification nine times (27%), metaphor four times (12%), synecdoche pars pro toto with three-time (9%), Synecdoche Totem Pro Parte with two times (6%), and simile appears only one time (3%). In conclusion, hyperbole is a figure of speech that conceive heightened impact through the use, or even repetition, of purposeful exaggeration. This language style often boldly overstated claims to emphasize things. This study showed that in advertising their products, most Indonesian beauty brands apply hyperbole figurative language on their digital platforms, and this has become a trend among people living in the era of technology.

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