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LANGUAGE STYLE IN COSMETICS ADVERTISEMENT

THESIS

Submitted to the Board of Examiners

In Partial Fulfillment of the Requirement for

Literature Degree at English Literature Department



by

TUTY WAHYUNI
NIM. 403170936

**ENGLISH LITERATURE DEPARTMENT
ADAB AND HUMANITIES FACULTY
STATE ISLAMIC UNIVERSITY
SULTHAN THAHA SAIFUDDIN JAMBI**

2022

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APPROVAL

Jambi, November 9th 2021

Supervisor I : Dr. Alfian, S.Pd., M.Ed.
 Supervisor II : Yenti, S.S., M.Pd.
 Address : Adab and Humanities Faculty
 State Islamic University
 Sultan Thaha Saifuddin Jambi

To
 The Dean of Adab and Humanities
 Faculty
 State Islamic University
 In
 Jambi

Assalamu 'alaikumwr.wb

After reading and revising everything extended necessary, so we agree that the thesis entitled "***Language Style in Cosmetics Advertisement***" can be submitted to Munaqasyah exam in part of fulfillment to the Requirement for the Degree of Humanities Scholar. We submit it in order be received well. Thus, we hope it can be useful for all.

Wassalamu 'alaikumwr.wb

Supervisor I

Supervisor II




Dr. Alfian, S.Pd., M.Ed

Yenti, S.S., M. Pd

NIP. 197401031999031006

NIP. 197208052007102004

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Pembimbing II : Yenti, S.S., M.Pd.
Alamat : Fakultas Adab dan Humaniora
UIN STS Jambi

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Setelah membaca dan mengadakan perbaikan seperlunya maka kami berpendapat bahwa skripsi yang berjudul **“Language Style In Cosmetics Advertisement”**, telah dapat diajukan untuk dimunaqosahkan guna melengkapi tugas-tugas dan memenuhi syarat untuk memperoleh gelar sarjana srata satu (S1) pada fakultas Adab dan Humaniora, UIN STS Jambi. Maka, dengan itu kami ajukan skripsi tersebut agar diterima dengan baik.

Demikianlah kami ucapkan terima kasih, semoga bermanfaat bagi kepentingan kampus dan para peneliti.

Wassalamu 'alaikumwr.wb

Pembimbing I

Pembimbing II




Dr. Alfian, S.Pd., M.Ed

Yenti, S.S., M.Pd

NIP. 197401031999031006

NIP. 197208052007102004

LETTER OF RATIFICATION

This thesis has been examined by the board of Examiners of Adab and Humanity Faculty of The State Islamic University Sultan Thaha Saifuddin Jambi on November 18th 2021 and accepted as a part of the requirement which has to be fulfilled for obtaining Undergraduate Degree (S1) in English Literature Department.

Jambi, February 18th 2022



Adab and Humanity Faculty

[Signature]
Dr. Alimah Dja'far, S.Ag., .Fil.I
NIP. 196012111988032001

Secretary

[Signature]

Chandri Febri Santi, M.Pd

NIP. 198902032018012002

Examiner I

[Signature]

Dian Mukhlisa, M.A

NIP. 198808112015032006

Examiner II

[Signature]

Firdiansyah, M.A

NIDN: 2004118102

Chairman

[Signature]

Ulfatmi Azlan, S.S., M.A

NIP. 198411272011012012

Supervisor I

[Signature]

Dr. Alfian, S.Pd., M.Ed

NIP. 197401031999031006

Supervisor II

[Signature]

Yenti, S.S., M. Pd

NIP. 197208052007102004

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ORIGINAL THESIS STATEMENT

The undersigned,

Name : Tuty Wahyuni

Reg. Number : 403170936

Faculty : Adab and Humanity

Department : English Literature

By signing this letter, I state that the thesis entitled: "Language Style in Cosmetics Advertisement" This is my original work. If this thesis is not original or cheating from other researcher, I will be ready to be responsible and get punishment based on the role of Adab and Humanities Faculty of the State Islamic University Sultan Thaha Saifuddin Jambi.

Therefore, I make this statement in good health and mind.

Jambi, November 9th 2021



Tuty Wahyuni

NIM. 403170936

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MOTTO

إِنَّ اللَّهَ يُحِبُّ الْمُتَوَكِّلِينَ

Surely Allah loves those who trust in Him (QS. Ali Imran verse 159)

Sungguh Allah mencintai orang yang bertawakkal (QS. Ali Imran Ayat 159)

“Be a first rate version of yourself, not a second rate version of someone else”

– Judy Garland

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DEDICATION

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

“In the name of Allah, The most Beneficial, The most Merciful”

*The Last and Final Messenger of Allah, Muhammad (pbuh) a good role model
and the leader of human kind.*

I dedicated this thesis to:

My self who never give up no matter what happen.

To both of my parents who always give me the best prayers, supports, and love.

To my family and friends who are always there for me in any circumstances.

And finally, for everyone who have helped me in writing this thesis.

Allow me to deliver my gratitude.

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ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

All praises to Allah SWT, God the owner of the universe who wills over everything who has given me ease in completing this thesis with the title Language Style in Cosmetics Advertisement the requirement of the degree of Sarjana (S1) of English Literature of Adab and Humanity Faculty of State Islamic University Sultan Thaha Saifuddin Jambi.

Let's deliver our blessing and salutation to the last and final messenger of Allah, Muhammad pbuh who has brought us from the darkness to the brightness such as we feel today.

I also would like to deliver my best appreciation to those who have helped me in writing this thesis. My sincere gratitude goes to:

1. The Rector of State Islamic University Sultan Thaha Saifuddin Jambi, Prof. Dr. H. Suaidi, M.A, Ph.D, the first vice rector, Dr. Rofiqoh Ferawati, the second vice rector, Dr. As'ad Isma, the third vice rector, Dr. Bahrul Ulum, who allowed to study in this University.
2. The dean of Adab and Humanities faculty, Dr. Halimah Dja'far, S.Ag., M.Fil.I, the first deputy dean Dr. Ali Muzakir, M.Ag, the second deputy dean Dr. Alfian, S.Pd, M.Ed, the third deputy dean Dr. Raudhoh, S.Ag., S.S., M.Pd.I, the head of English Literature Department, Dian Mukhlisa, M.A, and the secretary of English Literature Department, Chandri Febri Santi, M.Pd and to all the lecturers who have shared their knowledge.
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4. All of the lecturers and staffs of Adab and Humanity faculty for became the place where I study until undergraduate in this university.

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5. The Head and officers of the library of UIN and public library of Jambi province.
6. My father, Syahrial who always reminds me of Allah, who always told me to be patient and accept what happen for those are Allah's teachings and plans. For my mother, Sa'adah who always gives me the best she could possibly give, for always there when I need her. For my brothers for being the best family I could ever have.
7. All my friends Qosidah Squad, who became a comrade in arms.
8. For all of my classmates for sharing all the moments during 3 years pass.
9. Last but not least, I want to thank me for believing in me, I want to thank me for doing all of this hard work, I want to thank me for having no days off, I want to thank me for never quitting, I want to thank me for never giving up on me.

This thesis is still far from perfection, the writer humbly request some critiques and suggestions in order to make it better in the future time. Finally, the researcher wishes that this thesis could extend useful contribution to the readers, especially for the students of English Literature Department of Adab and Humanities Faculty.

Jambi, November 1st 2021



Tutu Wahyuni
403170936

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ABSTRACT

Tuty Wahyuni, 2021 : Language Style in Cosmetics Advertisement. English Literature Department, Adab and Humanities Faculty, University of Islamic Sulthan Thaha Saifuddin Jambi.

Supervisor I : Dr. Alfian, S.Pd., M.Ed.

Supervisor II : Yenti, S.S., M.Pd.

Language style is a lovely language that is used to enhance an effect by presenting and contrasting a specific object or thing with other general objects or things. Language style can be defined as a method of conveying thoughts through language that reflects the writer's soul and personality. The advertisement that was analyzed in this research Estee Lauder. In this research, the writer is interested in analyzing language style in cosmetics advertisement. The Main Objectives of this research are (1) to find out the types of language style in cosmetics advertisement (2) to find out the kinds of meaning of language style in cosmetics advertisement. The researcher used Martin Joos and Geoffrey Leech Theory. This research used qualitative research and use descriptive method to analyze the data. The finding in this research, there are two language style found in cosmetics advertisement (1) language style of casual and language style of intimate. The first is language style of casual there are eleven data. The second is language style of intimate there are five data. The researcher found language style of casual are the statements of advertisement in caption on instagram and the theye are have language usually use on daily. The language style of intimate that statement were the advertisement use the language just only community of cosmetic that language. (2) there are two kinds of meanings language style from seven meaning of language style in cosmetics advertisement. Those are conceptual meaning, and connotative meaning. Conceptual meaning there are three data, connotative meaning there are two data. The researcher found the conceptual meaning of language style that the meaning really from the language with meaning. The connotative meaning are the meaning not in the dictionary, its mean the meaning different with means.

Keywords : sociolinguistics, language style, cosmetics advertisement.

ABSTRAK

Tuty Wahyuni, 2021 : Language Style in Cosmetics Advertisement. English Literature Department, Adab and Humanities Faculty, University of Islamic Sulthan Thaha Saifuddin Jambi.

Pembimbing I : Dr. Alfian, S.Pd., M.Ed.

Pembimbing II : Yenti, S.S., M.Pd.

Gaya bahasa adalah bahasa yang indah yang digunakan untuk meningkatkan efek dengan menghadirkan dan mengkontraskan objek atau hal tertentu dengan objek atau hal umum lainnya. Gaya bahasa dapat diartikan sebagai cara penyampaian pikiran melalui bahasa yang mencerminkan jiwa dan kepribadian penulis. Iklan yang dianalisis dalam penelitian ini adalah untuk Estee Lauder. Dalam penelitian ini, penulis tertarik menganalisis tentang gaya bahasa dalam iklan kosmetik. Tujuan Utama dari penelitian ini adalah (1) untuk mengetahui jenis-jenis gaya bahasa dalam iklan kosmetik (2) untuk mengetahui jenis-jenis makna gaya bahasa dalam iklan kosmetik. Penulis menggunakan Martin Joos dan Geoffrey Leech. Penelitian ini menggunakan penelitian kualitatif dan menggunakan metode deskriptif untuk menganalisis data. Temuan dalam penelitian ini, ada 2 jenis gaya bahasa (1) gaya bahasa santai dan gaya bahasa akrab. Pertama yaitu gaya bahasa santai ada sebelas data. Kedua yaitu gaya bahasa akrab ada lima data. Peneliti menemukan gaya bahasa santai adalah pernyataan-pernyataan iklan dalam keterangan di instagram memiliki bahasa yang biasa digunakan sehari-hari. Gaya bahasa akrab pernyataan adalah iklan yang menggunakan bahasa hanya sekedar komunitas kosmetik bahasa tersebut. (2) ada dua jenis makna yaitu makna konseptual dan makna konotatif. Makna konseptual ada tiga data, makna konotatif ada dua data. Peneliti menemukan makna konseptual makna gaya bahasa yang sesuai dengan konsep bahasa dengan makna. Makna konotatif adalah makna yang tidak ada di kamus dan memiliki makna lain atau makna yang bukan sebenarnya.

Kata kunci : sosiolinguistik, gaya bahasa, iklan kosmetik.

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APPENDIX

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CHAPTER I

INTRODUCTION

A. Background of Research

Language is a communication tool that is very important in human life. Language is the most characteristic feature of humans that can distinguish them from other creatures. The study of language is linguistics. Therefore, language can not be separate from human life because it is a means of supporting social activities. This is determined by several factors, namely linguistic and non-linguistic factors. Non-linguistic factors are social factors, because language is inseparable from language users and language is part of the social system. According to Chaer, language is a changing system of sound symbols used by members of social groups to communicate and identify themselves.¹

Linguistics is the study of language and its structure, including grammar, syntax and phonetics. The specialize branch of linguistics includes sociolinguistics, dialectics, psycholinguistics, computational linguistics, comparative linguistics and structural linguistics. Linguistics has many characteristics, but the researcher chose sociolinguistics for this study. Sociolinguistics is an interdisciplinary field. The study of language relates to the use of language in society and has many uses in life, because language, as a means of communicating human verbs, certainly has certain rules in for use. Sociolinguistics provides knowledge about how to use language. Sociolinguistics, according to J.A. Fishman, is the study of the characteristics and functions of language variations and language users, because these three elements constantly interact and change with one another in a speech society.²

Sociology is an objective and scientific study of humans in society, regarding social institutions and processes that exist in society. According to Tarigan

¹ Muliastuti, L. (2014). Bahasa dan Linguistik. p. 1.6

² Chaer, A., & Agustina, L. (1995). Sosiologi Perkenalan Awal Jakarta: Rineka Cipta. p. 4

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language style is a lovely language that is used to enhance an effect by presenting and contrasting a specific object or thing with other general objects or things.³ The researcher chooses style as the title because language is very important in research and language style use by speakers greatly affects the response of speech partners, and vice versa. In other words, the reason for choosing language style in this research is because, when we speak or communicate, it can not be separate from style of the language we use. It all depends on the needs of our interlocutors, especially in advertising. Language style use must be attractive in order to attract consumers to buy them.

An advertisement is an activity that delivers information from producers to consumers and persuades consumers to buy and use products for various reasons. An advertisement is display through vision, hearing, and language.⁴ In advertising language, words and sentence structure have to coax, entice consumers, have a high appeal, and be arrange neatly. Advertising language styles must be appealing. There are numerous advertisements, including those for electronics, food, fashion, and online shopping.

There are a lot of cosmetics advertisement on social media. Of course, the question of what influences the audience to be interest in purchasing or even trying these cosmetic products after seeing advertisements in the mass media will arise. This simple question deserves to be investigated further, because the use of language style in cosmetics advertisement is one of the factors that influences the choice and use of these cosmetics by the public. Based on the phenomenon of language use mentioned above, language styles can be used to analyze cosmetics advertisement. The foundation of this research starts with the science of language itself.

³ Tarigan, Hendry Guntur. (1985) *Pengajaran Gaya Bahasa*. Bandung: Angkasa. p. 5

⁴ Omar, A. H. (1984). *Bahasa iklan perniagaan: satu kajian bahasa retorik*. Dewan Bahasa dan Pustaka, Kementerian Pelajaran Malaysia. p. 2

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The researcher used Estee Lauder products in this study because they are international brands and products that have won numerous international awards. The Estee Lauder Companies is a renowned manufacturer and marketer of high-quality skin care, cosmetics, fragrance, and hair care products around the world. Estee Lauder, Aramis, Clinique, Prescriptives, Origins, MAC, La Mer, Bobbi Brown, Tommy Hilfiger, jane, Donna Karan, A veda, Stila, Jo Malone, and Bumble and bumble, among others, sell their products in over 120 countries and territories. Estee Lauder and her husband, Joseph Lauder, launched the company in 1946. Estee Lauder was the first major brand, and the company grew from there.⁵

Super Rich All Purpose Creme, Creme Pack, Cleansing Oil, and Skin Lotion were the first four items released by Estee Lauder. In 1964, Aramis, a brand of high-end fragrance and grooming products for men, was introduced. Clinique was the first cosmetics company to be allergy-tested, dermatologist-guided, and fragrance-free in 1968. Prescriptives was created in 1979 as a color authority with an advanced collection of highly personalized goods. In 1990, Origins Natural Resources, a collection of skin care, cosmetics, bath/body, and Sensory Therapy products based on age-old natural cures, was launched. MAC and Bobbi Brown, two well-known cosmetic artist brands, were bought by the company in the 1990s. In 1994, the Company purchased a majority equity position in MAC, which it completed in 1998. In 1995, Bobbi Brown was purchased.⁶

According to the explanation above, the researcher was interested in analyzing language style in Estee Lauder cosmetic advertisements, under the title: **"LANGUAGE STYLE IN COSMETICS ADVERTISEMENT".**

⁵ Howerton, A. B. (2002). The Estee Lauder Companies Background and History.p.1

⁶ Howerton, A. B. (2002). The Estee Lauder Companies Background and History.p.1-2



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B. Problem of Research

1. What types of language styles are found in cosmetics advertisement?
2. What are the meanings of language styles found in cosmetics advertisement?

C. Limitation of Research

In this research, the researcher limits and focuses on finding out about the types of language style and the meanings of language style found in cosmetics advertisement. In this research, the researcher used Estee Lauder as data.

D. Purpose of Research

1. To identify the types of language styles found in cosmetics advertisement.
2. To find out the meanings of the language styles found in cosmetics advertisement.

E. Significance of Research

The researcher wants to find out which language styles are used and the meanings of language styles in cosmetics advertisement.

1. Theoretical

The researchers hope that this research will add to knowledge about language styles and add insight into sociolinguistics. This research is a consideration for the researchers who will discuss language styles in advertisements, deepening the study of sociolinguistics, especially language styles.

2. Practice

The results of this study are expected to provide an overview of the language styles found in beauty product advertisements for the general public. This research is expected to be useful as a reference for research on English literature and to help with research related to the discussion of language styles in several beauty product advertisements. This research can be used as a contribution or reference for further research for researchers who wish to continue sociolinguistic research.

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CHAPTER II

THEORETICAL FRAMEWORK

A. Sociolinguistics

According to Chaer and Agustina, sociolinguistics is linguistics, which is the interdisciplinary research object of sociology in the speech community. Language and social factors have a mutual influence. Sociolinguistics is the study or discussion related to language language-speaking community members. Sociolinguistics researches and discusses all aspects of social language, especially where there are variations in language related to social factors.⁷ Sociolinguistics usually explains the relationship between languages and language users as members of society. This situation refers to the function of language, usually as a communication tool. Sociolinguistics is defined as the study of the relationship between languages and society.⁸

According to the research of Wardhaugh , sociolinguistics is a research.⁹ Related to investigating the relationship between language and language a society that aims to better understand structures and methods of language function communication. According to Chaer, sociolinguistics is the study of the characteristics of language variation, the function of language change and language usage.¹⁰ These three elements communicate and change in the language community, the speaker, the social environment where the speech event takes place, and the variation and diversity of the language.

Chaer said that sociolinguistics involves three things, that is language, society and the relationship between language and community. Language will never be separated from the people who use it. Language and people are complementary. People require language in order for their communication tools to interact with others, and language would be meaningless if no one used it. Sociolinguistics

⁷ Nababan, P. W. J. (1984). *Sosiolinguistik: suatu pengantar*. Gramedia. p. 2

⁸ Holmes, J. (2013). *An introduction to sociolinguistics*. Routledge. P.2

⁹ Ronald, W. (1986). *An introduction to sociolinguistics*. p. 12

¹⁰ Chaer, A., & Agustina, L. (2004). *Sosiolinguistik: pengenalan awal*. Penerbit PT Rineka Cipta. p.3

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studies language through the relationship between calculation and language in society, especially in the speaking community. Therefore, it is clear that sociolinguistics consider the relationship between languages from the following two aspects language and sociology learn society.¹¹ So you can conclude is that sociolinguistics is a branch of linguistics that discusses language together with speakers in the community. Linguistic relations between sociolinguistic perspectives are very close and related to social life.

B. Language Style

If language is used correctly, it has the ability to improve communication and foster social cohesion. Otherwise, it will be a hindrance to effective communication and connection. To establish successful and fluent communication, it is critical to pay attention to specific aspects of language styles. The language style is the speaker informs or questions the listening. Style is a component of writing that describes how the author utilizes words in a sentence. According to Renkema, the word "style" is derived from the Latin word *stylis*, which means "pen" in English. The shape of letters is impacted by the way a pen is cut, although the identical letters can be written with different pens: the letters simply differ in style.¹² It signifies that the language style is different, which is why it is difficult to communicate with others. As a result, language style refers to how people communicate with one another.

Language style is a method of controlling people's interactions with others via the use of words and voice. Language style, according to Chaika, is the use of language in communication, which can be written or spoken.¹³ The linguistic selection used to express social consequences and act as a set of instructions is referred to as language style. People frequently employ formal or informal

¹¹ Rahardi, R. K. (2001). *Sosiolinguistik, kode dan alih kode*. Pustaka Pelajar. p. 13

¹² Renkema. Jan. introduction to Discourse Studies.(New Edition). P. 97

¹³ Chaika, Elaine. (1982) *Language the Society Mirror*. Rolley Massachusetts: New House Publish. p.

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language while communicating with others, depending on the situation and whether the listener is expected to take what is being said seriously, jokingly, playfully. Even if they communicate in the same language, language style is an important aspect of communication consider when utilizing diverse topics. The manner in which thoughts and messages are conveyed is referred to as language style. It is easier to accept ideas in communication if we grasp the speaker's style.

Language style is a manner of expressing thoughts and sentiments using normal language in accordance with the author's inventiveness, personality, and character to produce a certain effect, such as an aesthetic effect or the consequences of meaning formation. Writing becomes prismatic when the language style is prismatic, which means it emits numerous meanings or is rich in meaning. Language style is a creative manner of utilizing language that is not totally natural.

C. Types of Language Style

The types of language styles are discussed below. Martin Joos divided types of language variations as follows:

1. Language style of frozen

The frozen language style is the most formal language style, and it is employed in solemn events and formal rituals, such as state ceremonies, sermons at mosques, swearing-in procedures, law books, notarial deeds, and decision letters. The frozen style kind is so named because the patterns and rules have been set in stone and cannot be altered. Historical records such as policy legislation, notarial deeds, copies of sale and purchase agreements, or rent-to-lease agreements have frozen forms in written form. The following example is the opening text of the 1945 Constitution.

That in fact independence is the right of all nations, and because of that, colonialism in the world must be abolished because it is not in accordance with humanity and justice.

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Sentences that start with the word that, so, rights and actually the characteristics of standard language style of frozen. In language style of frozen, sentences are often long and inflexible, using whole words. As a result, frozen language speakers and listeners are expected to take their roles seriously and pay close attention.¹⁴

2. Language style of formal

The language style of official or formal is the one used in state speeches, official meetings, correspondence departments, religious lectures, textbooks, and other places. The language style of formal patterns and conventions have been well established. This formal language style is essentially the same as the standard or frozen language style, which is exclusively utilized in formal contexts and not in informal ones. As a result, this official language style is not used in interactions between close friends or inside the family. However, this language style of formal is used in the proposal ceremony, in a conversation with a dean in his office, and in a lecture hall discussion.¹⁵

3. Language style of consultative

Language style of consultative is a linguistic style that is widely employed in school talks, as well as meetings or talks focused on results or production. As a result, this language style of consultative can be considered the most operational. This language style of consultative falls between formal and informal or casual language styles. For the example: You can pick up these books that you like!¹⁶

4. Language style of casual

Language style of casual is a type of language that is used in informal contexts to communicate with family or close friends while relaxing,

¹⁴ Chaer, A., & Agustina, L. (1995). *Sosiolinguistik Perkenalan Awal*. Jakarta: Rineka Cipta. P. 92

¹⁵ Chaer, A., & Agustina, L. (1995). *Sosiolinguistik Perkenalan Awal*. Jakarta: Rineka Cipta. P.93

¹⁶ Chaer, A., & Agustina, L. (1995). *Sosiolinguistik Perkenalan Awal*. Jakarta: Rineka Cipta. P.93

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exercising, or having fun. Alegro forms, which are shorter forms of words or statements, are frequently used in kind of casual conversation. It has a lot of dialect lexical elements and regional language elements in its lexicon. Its morphological and syntactic structure are similar. Normative morphological and syntactic structures are frequently overlooked. For the example: Take what you like!.¹⁷

5. Language style of intimate

Language style of intimate is a linguistic style that is typically used by speakers who have established familiar ties, such as between family members or close friends. This language style is characterized by the use of fragmentary, brief, and frequently imprecise articulation. This occurs because the participants already share a same concept and are aware of the same information. For the example: If you want, take it!¹⁸

D. Kinds of Meaning

The kinds of meaning are discussed below. Leech divided kinds of meaning as follows:

1. Conceptual Meaning

Conceptual meaning is widely assumed to be a central factor in linguistic communication and can be demonstrated as an integral part of the important functions of language in a way that other types of meaning do not. This definition refers to things that are logical and cognitive. Because it relates to both people and women, the word "woman" has a conceptual meaning. In a nutshell, conceptual meaning is meaning that is based on logic. Conceptual meaning refers to logical things.¹⁹

¹⁷ Chaer, A., & Agustina, L. (1995). *Sosiolinguistik Perkenalan Awal*. Jakarta: Rineka Cipta.P.93

¹⁸ Chaer, A., & Agustina, L. (1995). *Sosiolinguistik Perkenalan Awal*. Jakarta: Rineka Cipta.P.94

¹⁹ Geoffrey Leech, *Semantic; The of Study Of Meaning Second Edition*, (New York: Penguin Books, 1981). P. 22

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2. Connotative Meaning

Connotative meaning is the communication value of an assumption in relation to the thing referred to, and extra attributes are alluded to in this meaning.²⁰ For example in Shakespear poem “Coral is far more red than her lips’ red”. Shakespeare compares the beauty of a girl he knew to this in this sentence. In this poetry, the woman's physique is not as attractive as a coral, which attracts attention and appreciation from those who view it. The beauty of the person narrated by Shakespeare in this poem is the additional attribute mentioned.

3. Social Meaning

The social meaning of a word is the meaning of a word that shows the speaker's social milieu.²¹ Dialect, time, field, status, modality, and singularity are all ways to learn about social meaning. For example: “I ain’t done nothing”, the speaker is described as a black, ignorant American.

4. Affective Meaning

Affective meaning is the meaning that reflects the speaker's own feelings, such as his attitude toward the audience or the topic under discussion. This meaning is likewise more palpable when spoken aloud. Usually represented through the use of connotative or conceptual elements.²² For example: “watch your mouth!”. The sentence shows our dissatisfaction or displeasure with feelings that are too minor to be considered polite. It's also crucial to pay attention to intonation and voice quality. As a result, the above sentence can be interpreted as both sarcasm and politeness.

²⁰ Geoffrey Leech, *Semantic; The of Study Of Meaning Second Edition*, (New York: Penguin Books, 1981). P. 25

²¹ Geoffrey Leech, *Semantic; The of Study Of Meaning Second Edition*, (New York: Penguin Books, 1981). P. 27

²² Geoffrey Leech, *Semantic; The of Study Of Meaning Second Edition*, (New York: Penguin Books, 1981). P. 28

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5. Reflective Meaning

Reflective meaning is the meaning that occurs as a result of the existence of the dual idea in the situation of conceptual meaning.²³ In some cases of double meaning, one word pushes the other into the background, allowing the dominant and suggestive words to take center stage.

6. Collocative Meaning

Collocative meaning is a type of meaning that consists of associations formed by a word as a result of the meanings of words that frequently appear in its surroundings.²⁴ For example: the phrases beautiful and handsome mean "excellent looking," "easy on the eyes" and "appealing to the eyes" however, the quantity of nouns used and frequently encountered in sentences distinguishes these words.

7. Thematic Meaning

Thematic meaning is the meaning sent by the speaker or writer's arrangement of the message according to the message's focus and emphasis. To demonstrate brilliance, some portions of a sentence can be employed as a subject, object, or complement. This is accomplished by the use of attention, topic, and emotional repression. It's just a matter of picking the right grammatical structures to convey thematic meaning. For example: I like Danish cheese best. Danish cheese I like best. It's Danish cheese that I like best.

E. Previous Research

The researcher knows that this research is not the first in the linguistic field. There are some people who have written about language styles. In this research, the researcher took previous data from other studies.

²³ Geoffrey Leech, *Semantic; The of Study Of Meaning Second Edition*, (New York: Pinguin Books, 1981). P. 29

²⁴ Geoffrey Leech, *Semantic; The of Study Of Meaning Second Edition*, (New York: Pinguin Books, 1981). P. 30

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First, (Wimbi Muninggar, 2019) a student of Universitas Islam Negeri Maulana Malik Ibrahim Malang Department of English Literature Faculty of Humanities, e thesis entitled “Language Styles Used as a Persuasion Technique in Cosmetic Adertisement” the formulation of the problem in her thesis: what types of language styles are used as a persuasion technique? How the dominant type of language styles is used as a persuasion technique in cosmetic advertisement? In her research, she aims to find out the kinds of language styles used in persuasion techniques in cosmetic advertisements and to describe the use of dominant types of language styles that are used as a persuasion technique in cosmetic advertisements. She used the theory of Grey’s of language style and the Keraf theory of persuasion technique. The method she used was descriptive qualitative. The results of the research are hyperbole, familiar language, simple vocabulary, glamorization, potency, word weasel, and repetition. The dominant language style is hyperbole in cosmetic advertisements. She analyzed hyperbole used as a persuasion technique. She found rationalizayion strategies, hypnotic strategies, conformity strategies, and compensation strategies.

Second, (Baeza Hapsah, 2008), a student of the English Letters Department, Letters and Humanities Faculty, State Islamic University “Syarif Hidayatullah” Jakarta, e thesis entitled “The Analysis of Language Style in Headline of English Magazine’s Advertisement” outlines the formulation of the problem in his thesis: what kinds of language style are mostly used in advertisement? How do the language styles convey the message to the reader? The purpose of the object was to find out the kinds of language style which are mostly used in advertisements. He used the theory of stylistics and figure of speech to approach language style. The results of the research found that personification mostly appears five times, alliteration appears four times, assonance and hyperbole appear twice, ellipsis and simile appear once.

Third, (Nur Ika Rahmawati, 2019), a student of the English Department of Arts and Humanities UIN Sunan Ampel Surabaya, has a thesis entitled “Analysis

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of Language Style in the New York Times Advertisements”. The formulation of the problem in her thesis: What kinds of language styles are used in the advertisements of The New York Times? How are the language styles used in the advertisements of The New York Times? The object she aimed to get the descriptive knowledge about the kinds of language style used in The New York Times Advertisement and to get the descriptive knowledge about the ways of language style used in The New York Times advertisement. The theory of William Well. The method she used was a descriptive qualitative method. The results of the research first kinds of language style Hard Sell Style, Soft Sell Style, Straightforward Style and Comparison Style. Second, the hard sell style usually presents the message with rational information and emphasizes tangible product features, benefits, and facilities. Next is the soft sell style, which usually uses emotional information intended to create a response based on feelings and attitude. Next is the straightforward style. This style performs information or messages without using any gimmicks or embellishments. And the last comparison style contrasts two or more products and usually finds the advertisers brand to be superior.

Fourth, (Putra & Arman, 2019) *Elitejournal* vol 2 no 1, a journal entitled “Language Style in Beauty Advertisement *Marie Claire Magazine*”. The formulation of the problem in the thesis: What kinds of language styles are used in *Marie Claire Magazine* advertisements? How they are used in *Marie Claire Magazine* advertisement? What is the dominant language style used in *Marie Claire Magazine*’s advertisements? The object aimed to describe the kinds of language style how they are used in *Marie Claire Magazine* advertisement, and to find out the dominant language style used in *Marie Claire Magazine* advertisement. They used a theory by William Well. The method used was descriptive qualitative. The results of the research show that there are seven types of language style. They are simile, metaphor, personification, alliteration, assonance, ellipsis and hyperbole. Hyperbole was the dominant language style

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used at 28%, simile 11%, assonance 11%, metaphor 5%, and ellipsis 5%. Hyperbole is used to “dramatize the selling point”. Hyperbole in advertisements usually functions to put emphasis on the uniqueness of the advertised product and service. The use of hyperbole can make the consumer’s desire to buy the product stronger. That’s why almost all advertisements use hyperbole language to persuade the consumer.

Fifth, (Pangaribuan et al., 2020) Fakultas Sastra Darma Agung, Jurnal Littera. A journal “Language Style in Instagram Cosmetic Advertisement” The object she aimed to describe the form of language style in cosmetic advertisements. The theory used a sociolinguistic approach to the theory by Martin Joos. The method uses a descriptive qualitative method. The results are: there are five language styles: frozen style, formal style, consultative style, casual style, and intimate style. But they just found 11 consultative styles, 4 casual styles, and 4 intimate styles.

This research has similarities but is different from previous studies. The similarity with this research is that it uses the method and theory of Martin Joos. The difference is that the researcher used Estee Lauder on Instagram as source of data.

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CHAPTER III

METHOD OF RESEARCH

A. Design of Research

The researcher used a qualitative description method. Qualitative research is to collect data in the natural environment by explaining the occurrence of phenomena, and the results of this research emphasize explanation rather than generalization.

Nyoman Kutha Ratna said that qualitative research focuses on natural data, that is, data related to natural existence. These are ways to treat qualitative research as diverse research, because research, in turn, involves a large number of related social phenomena. For example, in the study of literary works, the author will be the author's social environment, including cultural factors.²⁵

Qualitative research may be descriptive, because the collected data is better than numbers in the form of word explanations. William said that descriptive analysis is the transformation of raw data into a form that is easy to understand and explain. Rearrange, sort and process data to generate descriptive information. This means that the descriptive method can be defined as a procedure for research by describing the research object or the state of the object.

Qualitative research is the process of assessing descriptive data that is collected in the form of sentences, where descriptive data is written. The researcher have the right answer by analyzing the language variation in cosmetics advertisement. In this research, the researcher will find the types and meanings of language styles in cosmetics advertisement.

²⁵ Nyoman Kutha Ratna. 2011. *Teori, Metode dan Teknik Penelitian Sastra*. Cet. Ke-III edisi revisi. Yogyakarta: Pustaka Pelajar. p. 47

B. Sources of Data

In this research, the researcher used cosmetics advertisement as a source of data. The researcher took the data in 2021. The data were words or sentences from the captions and comments on Estee Lauder's Instagram account.²⁶

C. Technique of Data Collection

In this research, the researcher used documentation techniques to obtain the data. Documents are records of past events. Documents can be human words, pictures or monumental works.²⁷ Those documents are the source of data such as movies, pictures, and anything that provides information for the research process.

In this research, data collection techniques require some steps:

1. Search Estee Lauder on Instagram
2. Screenshot

The researcher screenshot the picture of advertisement by Maybelline and Revlon on instagram.

3. Reading and translate

The researcher read the caption of advertisement on instagram and then translate to easy analysis of language style of cosmetic advertisements.

4. Making all the essentially word

The researcher maked data notes about sentences, statements and information on advertisements related to this research. The researcher identified the data showing language styles in cosmetic advertisements.

5. Data identification

The researcher recognised the data from words or phrases, as well as all relevant statements and facts in cosmetics advertisement related to language styles, after watching and reading the data and making a note of it.

²⁶ <https://www.instagram.com/esteelauder/>

²⁷ Sugiyono, (2016), *Metode Penelitian Kuantitatif, kualitatif dan R&D*, Bandung: Alfabeta, p. 240

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6. Classification of data

To interpret the data, the author processes all of the data fully. Sort data into categories based on events that correspond to language styles in cosmetic advertisements. Finally, the researcher will make a good arrangement for the thesis proposal as the final phase in the researcher completion, after collecting all of the data.

D. Technique of Data Analysis

Data analysis is a process of organizing and categorizing data and describing it to get the hypotheses suggested by the data.²⁸ In this research, the researcher used the technique of descriptive analysis. Therefore, after collecting the data, the researcher uses the following steps to analyze the data to draw conclusions:

1. Reduction of the data

The process of choosing, concentrating, simplifying, abstracting, and transforming data that occurs in writing up field notes is known as data reduction. According to Sugiyono, reducing data, namely summarizing, choosing the main thing, focusing on what is important, looking for themes and patterns.²⁹ In this research, the researcher identified language styles in the source of data as important data. Since the amount of data collected from ads is substantial, it is important to keep meticulous records. As previously mentioned, the longer the study, the greater the amount of incoming data, which is both complex and complicated. As a result, data reduction is needed, such as summarizing, selecting key points, and concentrating on the most critical aspects of language styles in cosmetic advertising. The researcher sorts and selects some data that is relevant to the research object from the large amount of data collected, allowing the study's findings to become more concentrated. As a result, the reduced or summarized data gave researcher a

²⁸ Moleong, L. J. (2006). *A. Metode Penelitian*.p. 280

²⁹ Sugiyono, (2016), *Metode Penelitian Kuantitatif, kualitatif dan R &D*, Bandung: Alfabeta, p. 247

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better picture and make the research easier. If more data is required, researcher was searched for it as well.

2. Data Display

After data reduction, the next step is to display the data. A data display is a well-organized, compressed collection of data from which conclusions can be drawn. Narrative texts are most often used to present data in qualitative. The researcher tried to collected the best possible data in this phase so that it can be summarized and understood as knowledge. The researcher distinguishes the data in conjunction with the problem formulation from some of the data that has been concluded and collected previously.

3. Conclusion/verifying

According to Miles and Huberman, the third step in a qualitative analysis is drawing conclusions and verification.³⁰ The conclusions in qualitative research are new findings that had not previously existed. These discoveries can take the form of a description of a previously dim or dark object or image that, after examination, becomes clear, or they can take the form of interactive or causal relationships, hypotheses, or theories.

³⁰ Sugiyono, 2016, *Metode Penelitian Kuantitatif, kualitatif dan R &D*, Bandung: Alfabeta, p.247

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CHAPTER IV

FINDINGS AND ANALYSIS

A. Finding

In this research, the researcher found 2 types of language styles from 5 types of language styles. They are: the language style of casual and the language style of intimate. In the second research question, the researcher only limits two kinds of meaning to be analyzed; those are conceptual meaning, and connotative meaning.

B. Analysis

1. The types of language style

Language style is a form of expressing thoughts through language that displays the language user's essence and personality. In this research there are two of language style they are language style of casual and language style of intimate.

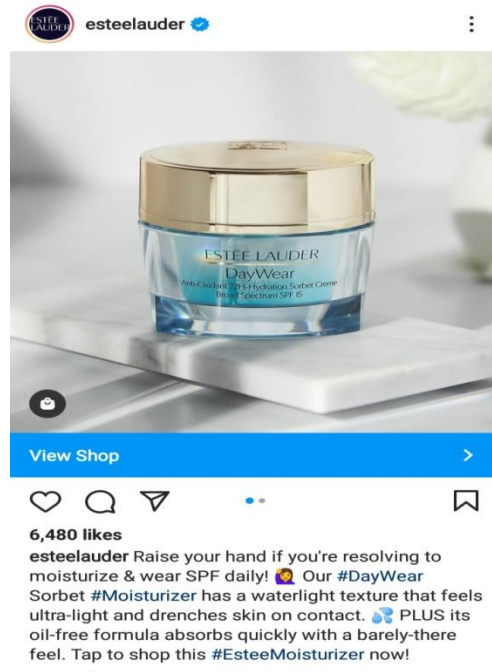
a. Language Style of Casual

The language style of casual is a casual conversation between friends, colleagues, or family members in which words are not guarded and social barriers are low. The style will be much more fluid, direct, and involved in its presentation, but it will also be more subjective, less accurate, and less informative. In greeting each other, a positive informal manner is characterized by the use of first names or even nicknames rather than first and last names. Pronunciation is quick and often ambiguous.

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Datum 1



31

Analysis:

The caption was taken from Estee Lauder on Instagram, and was posted on January 5, 2021, about Estee Lauder Day Wear. This product is a day cream moisturizer that has the benefit of defending against early indications of aging. Protection from free radicals gives skin a powerful burst of hydration that lasts for up to 24 hours. Helps to prevent and reduce the appearance of early signs of aging, such as dullness and fine, dry lines. Long-lasting hydration that refreshes the skin. The facts about the formula in this product are that it is SPF 15, broad spectrum, dermatologist-tested, non-acnegenic, and won't clog your pores. The sentence "Raise your hand if you're resolving to moisturize & wear SPF daily" indicates the language style as casual because in the advertisement there are words that are used in informal situations. The language style used is relaxed towards the buyer's interest

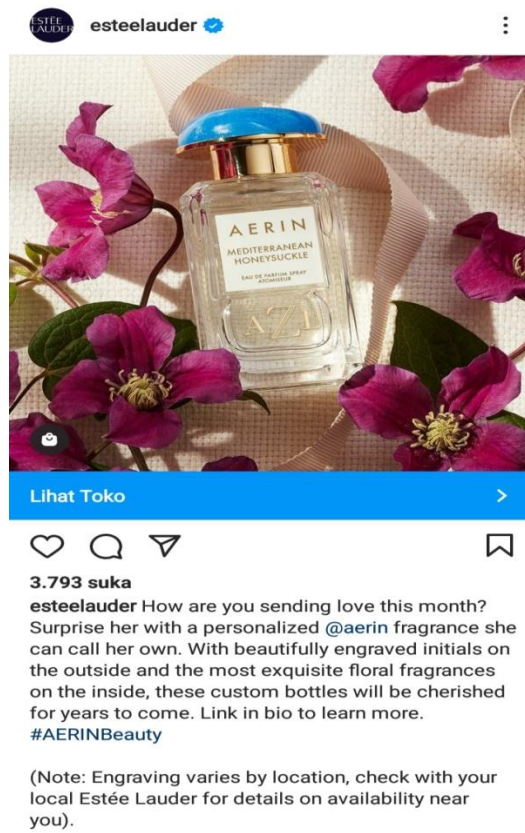
³¹ <https://www.instagram.com/p/CJqnuXBsLCw/>

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because in the advertisement it offers products and steals the attention of the buyer's interest.

Datum 2



32

Analysis:

The caption was taken from Estee Lauder on Instagram and was posted on February 1, 2021, about Aerin Mediterranean honeysuckle Eau de perfume spray. This product is a perfume spray with Italian bergamot, citrusy, and mandarin oil that can provide long-lasting freshness. A scent as enchanting and beautiful as its inspiration, like the sensuality and richness of Jasmine

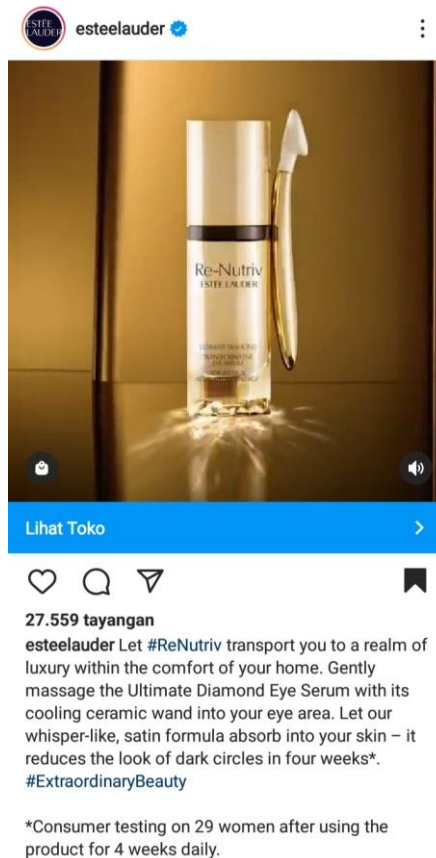
³² <https://www.instagram.com/p/CKuUG22p-2X/>

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Sambac Absolute are enhanced by Lily of the Valley and luxuriant Gardenia. The sentence “how are you sending love this month? Surprise her with a personalized @aerin fragrance she can call her own” indicates language style of casual because in the ad, there is a style of language used to attract fans by expressing the word "love" for someone and giving something as an attractive gift to loved ones.

Datum 3



33

³³ <https://www.instagram.com/p/CMFihsYnX-r/>

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Analysis:

The caption was taken from Estee Lauder on Instagram and was posted on March 7, 2021, about Re-NutriV Estee Lauder Ultimate Diamond Transformative Eye Serum. This product, Eye Serum, has the benefit of making eyes appear brighter, firmer, and less puffy. Black Diamond Truffle Extract energizes the skin. This lightweight serum absorbs quickly and visibly transforms key aspects of the eye area. After two weeks of use, the lines appear to be thinner, the skin is very soft, and the skin appears to be more even. The sentence “let #ReNutriv transport you to a realm of luxury within the comfort of your home. Gently massage the Ultimate Diamond Eye Serum with its cooling ceramic wand into your eye area.” indicates language style of casual because in the advertisement, there is a language style used to attract fans by stating that you are relaxed even at home by using the serum, and that it can be massaged gently using the stick provided by the product.

Datum 4



34

³⁴ <https://www.instagram.com/p/CNKoiBQL3xk/>

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Analysis:

The caption was taken from Estee Lauder on Instagram and was posted on April 2, 2021, about Estee Lauder Advanced Night Repair. This product, serum, has the benefit that this fast-absorbing, deep-face serum helps to minimize the appearance of some age indicators. The skin seems younger, more luminous, and even-toned, as well as smoother and less wrinkled. The sentence, “Want to see more from Advanced Night Repair’s adventure? Click the link in our bio” the advertisement indicates the language style of casual because, in the advertisement, it attracts customers by attracting their attention to the activities provided in the ad for Advanced Night Repair.

Datum 5



35

³⁵ <https://www.instagram.com/p/CO-2HIPL3FC/>

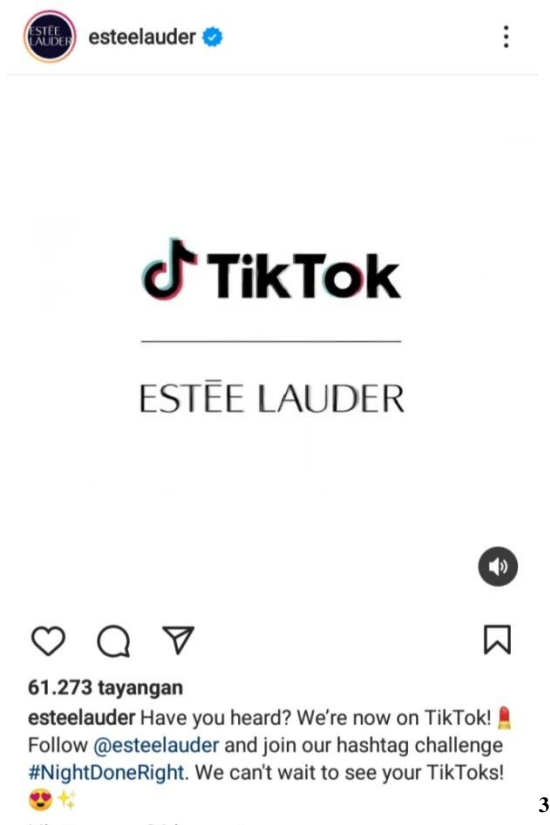
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Analysis:

The caption was taken from Estee Lauder on Instagram and was posted on May 18, 2021, about Estee Lauder Micro Essence Skin Activating Treatment Lotion. This product is lotion has the benefit the skin look younger as an angel of light, skin that is smooth and supple, suitable for those of you who have dry and dehydrated skin dehydration and dryness. This product is suitable for all skin types. The sentence, “ Find your inner strength with the NEW limited edition bottle ” the advertisement indicates the language style as casual because the advertisement attracts customers by attracting enthusiasts to find the identity contained in the perfume.

Datum 6



36

³⁶ <https://www.instagram.com/p/CQBPOYLtOFr/>

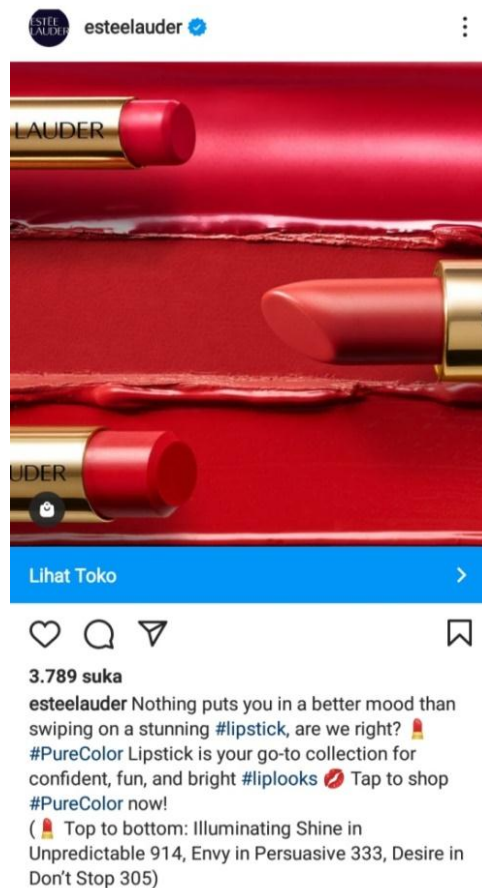
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Analysis:

The caption was taken from Estee Lauder on Instagram and was posted on June 12, 2021. The sentence, "Have you heard? We're now on TikTok! Follow @esteelauder and join our hashtag challenge #NightDoneRight. We can't wait to see your TikToks!" indicates a language style of casual because in the advertisement the sentence is stated directly in a situation relax.

Datum 7



37

³⁷ [instagram.com/p/CQoE4qTnULh/](https://www.instagram.com/p/CQoE4qTnULh/)

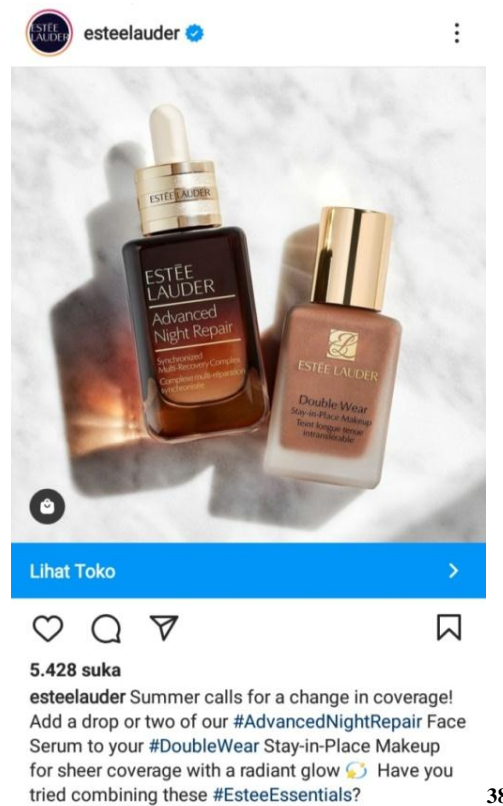
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Analysis:

The caption was taken from Estee Lauder on Instagram and was posted on June 27, 2021, about lipstick. Estee Lauder Illuminating Shine in Unpredictable 914 has benefit flash of moisturizing shine and a pop of color has finished glistening glow. The coverage sheer to medium coverage, with the ability to be built up. The sentence “ Nothing puts you in a better mood than swiping on a stunning #lipstick, are we right? ” indicates a language style of casual because in the advertisement the sentence is stated directly in a relaxed and informal atmosphere, asking for a good mood when wearing lipstick and returning a good feeling.

Datum 8



³⁸ <https://www.instagram.com/p/CRMIBEIgYf/>

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Analysis:

The caption was taken from Estee Lauder on Instagram and was posted on July 11, 2021, about Estee Lauder Futurist Aqua Brilliance Watery Glow Primer, Estee Lauder Double Wear Stay-in-Place Foundation, Estee Lauder Double Wear Stay In Place Flawless Wear Concealer, Estee Lauder Double Wear Stay-in-Place Matte Powder Foundation. Estee Lauder Illuminating Shine in Unpredictable 914 has benefit flash of moisturizing shine and a pop of color has finished glistening glow. The coverage sheer to medium coverage, with the ability to be built up. The sentence, “Add a drop or two of our #AdvancedNightRepair Face Serum to your #DoubleWear Stay-in-Place Makeup for sheer coverage with a radiant glow □ Have you tried combining these #EsteeEssentials?” indicates a language style of casual because in this sentence, a relaxed situation is used to attract customers to combine serum and foundation.

Datum 9



39

³⁹ <https://www.instagram.com/p/CReJIAYrXqT/>

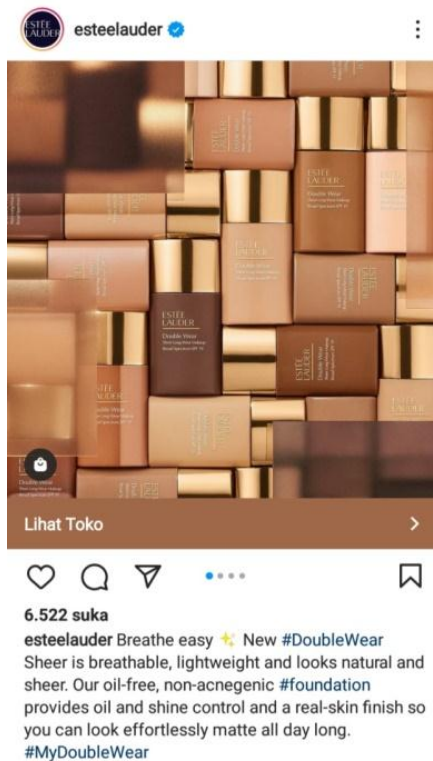
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Analysis:

The caption was taken from Estee Lauder on Instagram and was posted on July 18, 2021, about Estee Lauder Futurist Aqua Brilliance Watery Glow Primer, Estee Lauder Double Wear Stay-in-Place Foundation, Estee Lauder Double Wear Stay In Place Flawless Wear Concealer, Estee Lauder Double Wear Stay-in-Place Matte Powder Foundation. The sentence, "Wake up and makeup this weekend and beyond with our #EsteeEssentials" the advertisement indicates a language style of "casual" because the advertisement invites fans to attract attention by getting up and decorating using products from Estee Lauder.

Datum 10



40

⁴⁰ <https://www.instagram.com/p/CSpeKijLQ5C/>

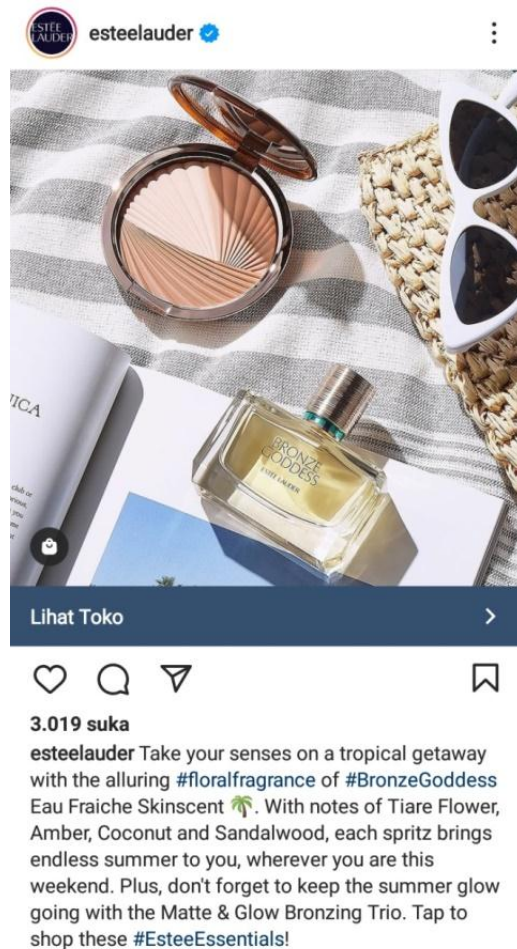
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Analysis:

The caption was taken from Estee Lauder on Instagram and was posted on August 17, 2021. The sentence “ Breathe easy ☐ New #DoubleWear Sheer is breathable, lightweight and looks natural and sheer. Our oil-free, non-acneogenic #foundation provides oil and shine control and a real-skin finish so you can look effortlessly matte all day long” indicates language style of casual because

Datum 11:



⁴¹ <https://www.instagram.com/p/CTXJy-8gzeH/>

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Analysis:

The caption was taken from Estee Lauder on Instagram and was posted on September 3, 2021, about Bronze Goddess Shimmering Oil Spray for Hair & Body, Estee Lauder Bronze Goddess Healthy Glow Bronzer. The sentence “don't forget to keep the summer glow going with the Matte & Glow Bronzing Trio” this sentence indicates a casual language style because, in this sentence, a relaxed situation is used to attract customers to always use bronze so that their faces always shine.

b. Language Style of Intimate

The language style intimate is a language used by speakers whose relationships are already very close, such as a mother with her small child and between friends who are already close. Usually, the topic of the speech is not the language itself. Incomplete use of language, short sentences, unclear articulation. Without knowing the situation and the background of the conversation, other people who hear will not understand the meaning.

Datum 12



42

⁴² <https://www.instagram.com/p/CJqnuXBsLCw/>

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Analysis:

The comment was taken from Estee Lauder on Instagram and was posted on January 5, 2021. The sentence, “This looks amazing” indicates a language style of intimacy because the language used in the comments is relaxed and only they know what they mean.

Datum 13



Analysis:

The comment was taken from Estee Lauder on Instagram and was posted on February 1, 2021. The sentence, “We like the way you think” indicates a language style of intimacy because the language used in the comments is

⁴³ <https://www.instagram.com/p/CKuUG22p-2X/>

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relaxed and only they know what they mean, and the thought means here is that @tarannaughton said that summer in a bottle.

Datum 14



Analysis:

The comment was taken from Estee Lauder on Instagram and was posted on March 9, 2021. The sentence “Thank you for your loyalty. We love hearing from our fans” indicates a language style of casual because the language used in informal situations is familiar with fans.

⁴⁴ <https://www.instagram.com/p/CMK9R9fLvh3/>

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Datum 15



Analysis:

The comment was taken from Estee Lauder on Instagram and was posted on April 2, 2021. The sentence “I love this under makeup, it gives a subtle glow to the skin and makes it feel amazing” indicates language style of intimate because that familiar with posted that used wear Estee Lauder.

⁴⁵<https://www.instagram.com/p/CNKoiBQL3xk/>

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Datum 16



Analysis:

The comment was taken from Estee Lauder on Instagram and was posted on Mei 18, 2021. The sentence, “love them” indicates language style of intimate because in the comment that the user perfume happy to use perfume.

The researcher deduced from data above about language style the theory by Martin Joos are in this research there are two of language style. Language style of casual there are eleven data, language style of intimate there are five data. The researcher found language style of casual are the caption by the owner of advertisement in caption on instagram they are have language usually use on daily. The language style of intimate that statement were the

⁴⁶ <https://www.instagram.com/p/CO-2HIPL3FC/>

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advertiement use the language just only community of cosmetic that language know what they discuss about the product.

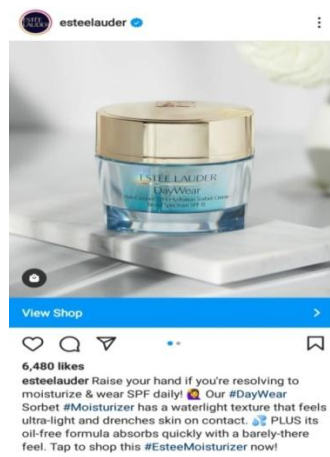
2. The Meanings of Language Style in Cosmetics Advertisement

Others may misunderstand the meaning or intent expressed by someone through words, phrases, and sentences because the meaning is conveyed in a variety of styles of language, making the meaning imprecise, crucial, and difficult to comprehend. The mission, morality, values, lessons, and the significance of the material, are the meanings. A part of the world that lends an explanation or meaning to a word is called meaning. Leech divides the meanings into seven types, but in this research the researcher used conceptual meaning, and connotative meaning.

a. Conceptual Meaning

Denotative meaning or cognitive meaning are terms used to describe conceptual meaning. The definition applies to logical things. The goal of employing conceptual meaning is to provide a statement a semantic representation that is suitable.

Datum 17



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Analysis:

The caption was taken from Estee Lauder on Instagram, and was posted on January 5, 2021. The sentence, “hand” indicates conceptual meaning because the hand is defined as a limb that extends from the elbow to the fingertips or from the wrist to the fingertips.

Datum 18



Analysis:

The caption was taken from Estee Lauder on Instagram, and was posted on January 7, 2021. The sentence, “skin” indicates conceptual meaning

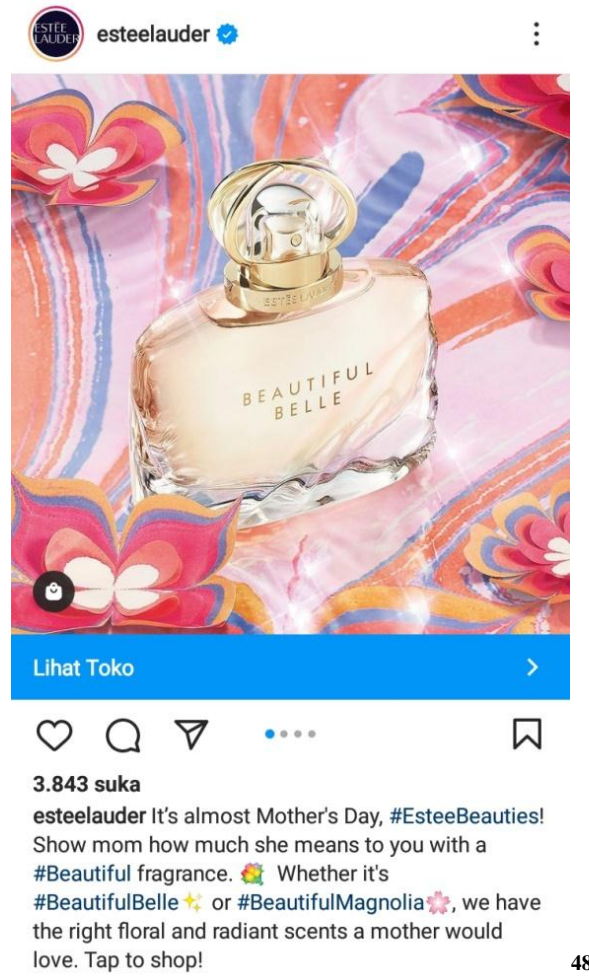
⁴⁷ <https://www.instagram.com/p/CJv7-IZBxFO/>

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because the skin is an organ that covers the entire outer surface of the body and is the heaviest and largest organ in the body.

Datum 19



Analysis:

The caption was taken from Estee Lauder on Instagram, and was posted on May 9, 2021. The sentence, “mother” indicates conceptual meaning because a mother is a woman who has given birth to someone.

⁴⁸ <https://www.instagram.com/p/COOn30OqL4ox/>

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b. Connotative meaning

The connotative meaning is one that is unstable or changeable, in other words, one that is not real.

Datum 20



Analysis:

The caption was taken from Estee Lauder on Instagram and was posted on May 18, 2021, about Estee Lauder Micro Essence Skin Activating Treatment Lotion. The sentence, “Like the powerful waves in the ocean or the serene but strong roots that grow from earth” indicates connotative meaning because in the advertisement the perfume like the waves in the ocean.

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Datum 21



Analysis:

The comment was taken from Estee Lauder on Instagram and was posted on February 1, 2021. The sentence, “summer in a bottle” indicates connotative meaning because its mean the smell like the summer.

The researcher deduced from data above about meanings of language style the theory by Geoffrey Leech are in this research there are three meanings of language style. There are three data points for conceptual meaning and two data points for connotative meaning. The researcher found the conceptual meaning of language style that the meaning really from the language with meaning. The connotative meaning are the meaning not in the dictionary, its mean the meaning different with means.

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CHAPTER V

CONCLUSION AND SUGGESTION

After completing the analysis and conducting the research, the researcher comes to a conclusion and makes some suggestions to the readers and people who are interested in linguistics, particularly in language style in cosmetics advertisement, as well as to future researcher who are interested in conducting studies in a similar field.

A. Conclusions

The researcher can conclude that there are several primary points that can be made:

1. The language style that found in cosmetics advertisement. The researcher found two language styles. The first is language style of casual. There are eleven data. The second is language style of intimacy there are five data. The researcher deduced from data above about language style the theory by Martin Joos are in this research there are two of language style. The researcher found language style of casual are the statements of advertisement in caption on instagram and the statement they are have language usually use on daily. The language style of intimacy that statement were the advertisement use the language just only community of cosmetic that language.
2. The kinds of meaning of language style that found in cosmetics advertisement. The researcher found two kinds of meaning. There are conceptual meaning three data, connotative meaning two data. The researcher deduced from data above about meanings of language style the theory by Geoffrey Leech are in this research there are two meanings of language style. The researcher deduced from data above about meanings of language style the theory by Geoffrey Leech are in this research there are two meanings of language style. The researcher found the conceptual meaning of language style that the meaning really from the language with meaning. The

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connotative meaning are the meaning not in the dictionary, its mean the meaning different with means. The connotative meaning are the meaning not in the dictionary, its mean the meaning different with means.

B. Suggestion

Based on the conclusions above, the suggestions that researchers can give are as follows

1. This study focuses on cosmetic advertising as the object of research. For further researchers, it is hoped that they can examine the style of language in other types of advertisements or in films. You can also find stylistic differences between these types of ads. You can use another theory for find the language style in advertisement.
2. For advertising producers, in order to improve the quality of advertisements in order to provide education. Especially revlon ads in order to create a unique language style so that buyers are interested in buying it.

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<https://www.instagram.com/p/CQBPOYLtOFr/>

[Instagram.com/p/CQoE4qTnULh/](https://www.instagram.com/p/CQoE4qTnULh/)

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APPENDIX 1

No.	Data	Types of Language Style
1.	 <p>6,480 likes esteelauder Raise your hand if you're resolving to moisturize & wear SPF daily! 🙋‍♀️ Our #DayWear Sorbet #Moisturizer has a waterlight texture that feels ultra-light and drenches skin on contact. 💧 PLUS its oil-free formula absorbs quickly with a barely-there feel. Tap to shop this #EsteeMoisturizer now!</p>	Language Style of Casual
2.	 <p>3.793 suka esteelauder How are you sending love this month? Surprise her with a personalized @aerin fragrance she can call her own. With beautifully engraved initials on the outside and the most exquisite floral fragrances on the inside, these custom bottles will be cherished for years to come. Link in bio to learn more. #AERINBeauty</p> <p>(Note: Engraving varies by location, check with your local Estée Lauder for details on availability near you).</p>	Language Style of Casual



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3.	 <p>27.559 tayangan esteelauder Let #ReNutriv transport you to a realm of luxury within the comfort of your home. Gently massage the Ultimate Diamond Eye Serum with its cooling ceramic wand into your eye area. Let our whisper-like, satin formula absorb into your skin – it reduces the look of dark circles in four weeks*. #ExtraordinaryBeauty</p> <p>*Consumer testing on 29 women after using the product for 4 weeks daily.</p>	Language Style of Casual
4.	 <p>5.913 suka esteelauder Kicking off #EarthMonth with this reminder to slow down, look out the window, and celebrate the majesty of Mother Earth. Our number-one serum #AdvancedNightRepair really did travel out of this world, and here is a snap from its celestial voyage. Want to see more from Advanced Night Repair's adventure? Click the link in our bio.</p>	Language Style of Casual

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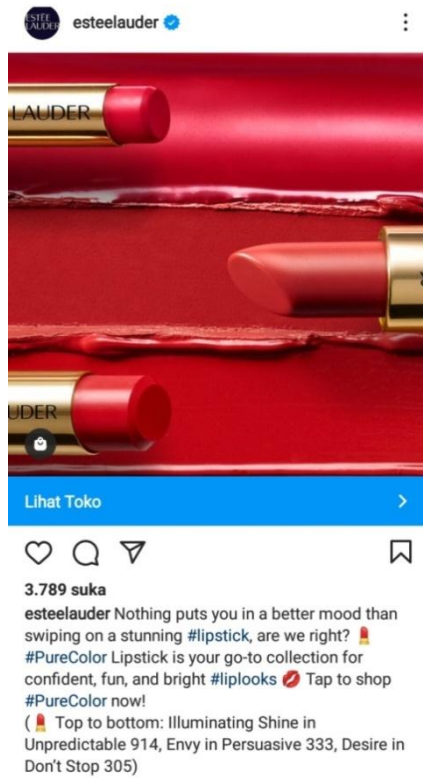
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5.	 <p>7.572 suka</p> <p>esteelauder Åsa Ekström and #MicroEssence – the collaboration you never knew you needed ✨ Find your inner strength with the NEW limited edition bottle #EsteexÅsaEkstrom Micro Essence Treatment Lotions while intensely hydrating and strengthening your skin's foundation. Like the powerful waves in the ocean 🌊 or the serene but strong roots that grow from earth 🌸 - True strength comes from within. Which do you love? Let us know in the comments below and tap to shop! #PowerOfMe @hokuoujoshi @hokuoujoshi_in_english</p>	Language Style of Casual
6.	 <p>61.273 tayangan</p> <p>esteelauder Have you heard? We're now on TikTok! 📺 Follow @esteelauder and join our hashtag challenge #NightDoneRight. We can't wait to see your TikToks! 🥰✨</p>	Language Style of Casual

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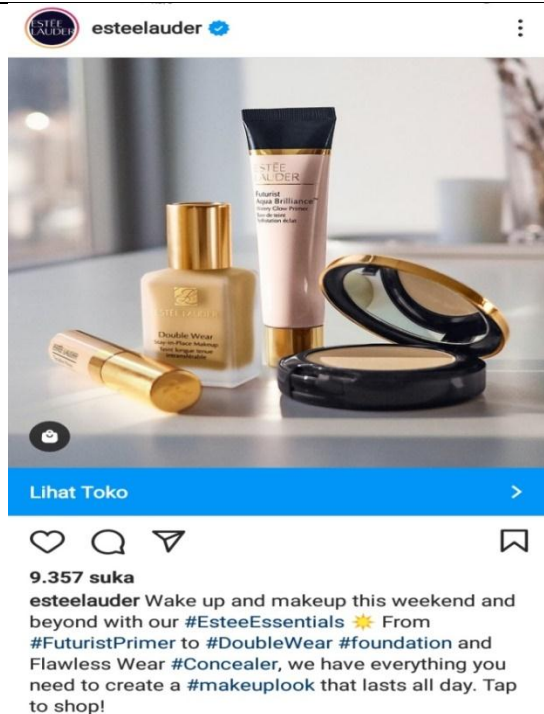
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7.



Language
Style of
Casual

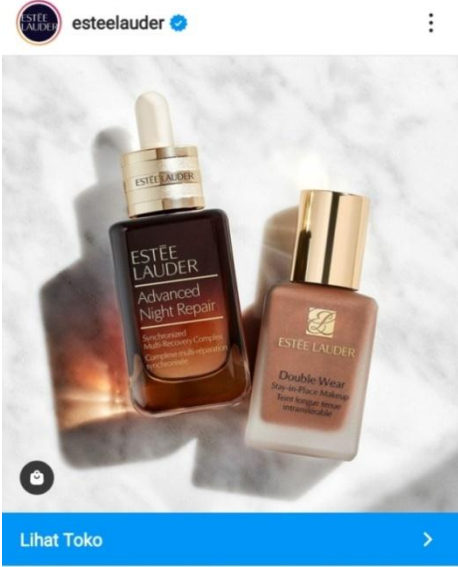

8.



Language
Style of
Casual

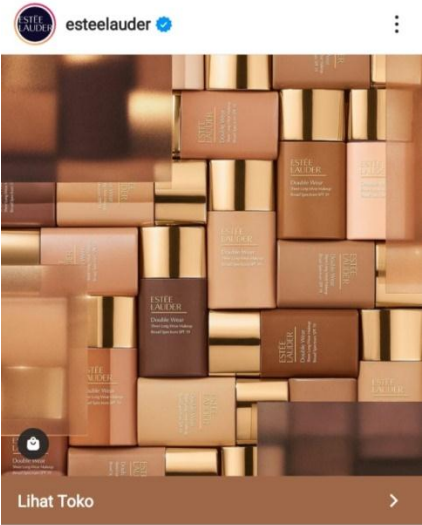

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0.	 <p>5.428 suka esteelauder Summer calls for a change in coverage! Add a drop or two of our #AdvancedNightRepair Face Serum to your #DoubleWear Stay-in-Place Makeup for sheer coverage with a radiant glow 🌟 Have you tried combining these #EsteeEssentials?</p>	<p>Language Style of Casual</p>
10.	 <p>3.019 suka esteelauder Take your senses on a tropical getaway with the alluring #floral fragrance of #BronzeGoddess Eau Fraiche Skinscent 🌿. With notes of Tiare Flower, Amber, Coconut and Sandalwood, each spritz brings endless summer to you, wherever you are this weekend. Plus, don't forget to keep the summer glow going with the Matte & Glow Bronzing Trio. Tap to shop these #EsteeEssentials!</p>	<p>Language Style of Casual</p>



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11.	 <p>6.522 suka esteelauder Breathe easy ✨ New #DoubleWear Sheer is breathable, lightweight and looks natural and sheer. Our oil-free, non-acnegenic #foundation provides oil and shine control and a real-skin finish so you can look effortlessly matte all day long. #MyDoubleWear</p>	Language Style of Casual
12.	 <p>decker7654 This looks amazing!!! 55 mg Balas</p> <p>esteelauder @decker7654 Thanks for sharing, we're thrilled it caught your eye! 55 mg 1 suka Balas</p> <p>touchey12553 Esteelauder is my favorite. But have not tried this 55 mg Balas</p> <p>esteelauder @touchey12553 We're tickled to hear Estée Lauder is your favorite! #DayWear Anti-Oxidant 72H-Hydration Sorbet Creme SPF 15 it's a water light texture — hydra fresh! We hope you'll check it out via the link in our bio! 55 mg 1 suka Balas</p>	Language Style of Intimate



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13.		Language Style of Intimate
14.		Language Style of Intimate

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15.		Language Style of Intimate
16.		Language Style of Intimate

APPENDIX 1I

No.	Data	Kinds of Meaning of Language Style
1.		Conceptual Meaning
2.		Conceptual Meaning

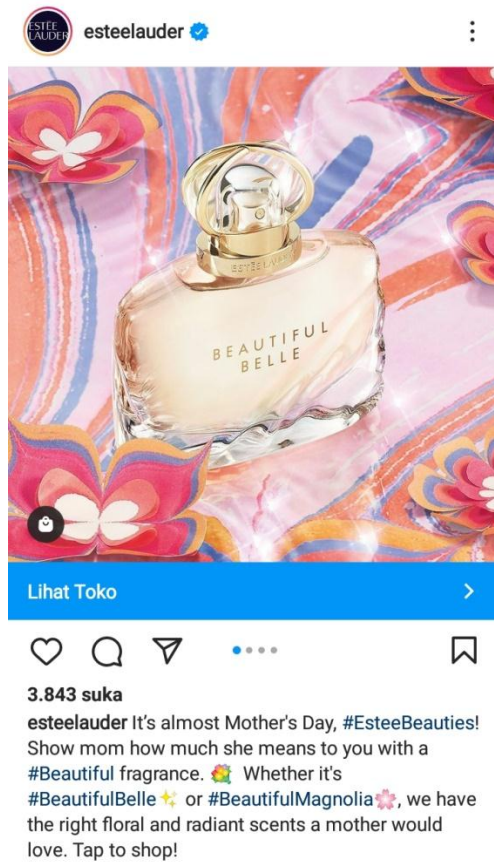
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3.




Conceptual
Meaning

4.



Connotative
Meaning

5.		Connotative Meaning
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**KEMENTRIAN AGAMA RI
UNIVERSITAS ISLAM NEGERI
SULTHAN THAHA SAIFUDDIN JAMBI
FAKULTAS ADAB DAN HUMANIORA**

Jl. Jambi-Muara Bulian KM. 16 Simp. Sungai Duren Kab. Ma. Jambi Kode Pos 36363

CONSULTATION CARD

Name : Tuty Wahyuni
NIM : 403170936
Title of Thesis : **Language Style In Cosmetics Advertisement**
Advisor I : **Dr. Alfian, S.Pd., M.Ed.**

No	Date	Material of Consultation	Signature
1	11-02-2021	Research Problem	
2	16-02-2021	Review Chapter I	
3	10-03-2021	Review Chapter II	
4	16-04-2021	Review Chapter III	
5	07-06-2021	Review All Of Chapters	
6	09-08-2021	Acc For Proposal Seminary	
7	10-09-2021	Review Chapter IV	
8	11-10-2021	Review Chapter IV	
9	25-10-2021	Review Chapter IV	
10	08-11-2021	Review Chapter IV and V, Acc For Munaqasyah	

Jambi, 10 November 2021
An. Dekan
Wakil Dekan Bidang Akademik



Dr. Ali Muzakir, M.Ag
NIP. 19710715200212003

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







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**KEMENTERIAN AGAMA RI
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FAKULTAS ADAB DAN HUMANIORA**

Jl. Jambi-Muara Bulian KM. 16 Simp. Sungai Duren Kab. Ma. Jambi Kode Pos 36363

CONSULTATION CARD

Name : Tuty Wahyuni
NIM : 403170936
Title of Thesis : **Language Style In Cosmetics Advertisement**
Advisor II : **Yenti, S.S., M.Pd.**

No	Date	Material of Consultation	Signature
1	13-02-2021	Background of the Problem	
2	10-03-2021	Theory	
3	15-03-2021	Writing	
4	05-04-2021	Review Chapter I, II, III	
5	19-04-2021	Review Chapter I, II, III	
6	05-05-2021	Review Chapter I, II, III	
7	08-06-2021	ACC for Proposal Seminar	
8	02-08-2021	Research Data	
9	02-11-2021	Review Chapter IV, V	
10	09-11-2021	ACC for Thesis Exam (Munaqasah)	

Jambi, 10 November 2021
An. Dekan
Wakil Dekan Bidang Akademik



Dr. Ali Muzakir, M.Ag
NIP. 19710715200212003

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CURRICULUM VITAE



Name : Tuty Wahyuni
NIM : 403170936
Gender : Female
Birthday : Desa Baru, June 26th 1998
Address : Desa Baru, Kec. Sarolangun, Kab. Sarolangun
Email : tutyw3451@gmail.com
Contact Person : 082259492259

Education Background :

No	Education	Place	Graduated Year
1	Elementary School (SDN) 136 Sei Baung Desa Baru	Desa Baru	2004 - 2010
2	Madrasah Tsanawiyah Boarding School Nidaul Qur'an Tanjung	Desa Tanjung	2010 - 2013
3	Madrasah Aliyah Boarding School Nidaul Qur'an Tanjung	Desa Tanjung	2013 - 2016
4	The State Islamic University Sultan Thaha Saifuddin Jambi	Jambi	2017 - 2021

Jambi, March 22th 2022

Researcher

Tuty Wahyuni
403170936

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