



CRITICAL DISCOURSE ANALYSIS : REVEALING THE MASCULINITY ON ALPHA RULES BY DEDDY CORBUZIER

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ABSTRAK

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Iklan merupakan salah satu gerakan penting untuk mempengaruhi keterlibatan sosial produk. Ada juga beberapa faktor yang mempengaruhi keberhasilan iklan, salah satunya adalah panutan. Seperti yang kita ketahui, role model dalam sebuah iklan dapat memberikan pengaruh yang besar bagi sebuah iklan, misalnya Alpha Rules oleh Deddy Corbuzier. Iklan Alpha Rules ini cukup krusial dan membawa banyak pesan bagi para pembacanya, terutama bagi kaum pria. Oleh karena itu, tulisan ini menggunakan metode dari Fairclough untuk mendiskusikan dan menganalisis wacana kritis pada Alpha Rules oleh Deddy Corbuzier. Maka dari itu, berdasarkan pada level tekstual, penggunaan fitur linguistic seperti penggunaan kalimat deklaratif, kosa kata tertentu, dan penggunaan kalimat persuasive. Melihat iklan produk, penulis bertujuan untuk menganalisis beberapa topik, misalnya penggunaan bahasa, logo, dan slogan. Penulis menjabarkan bahwa Alpha Rules oleh Deddy Corbuzier memiliki nilai maskulinitas untuk para pria dan sesuai dengan penggunaan teori dari Fairclough yang mendiskusikan tentang struktur wacana, tekstual, wacana, dan social kultur.

ABSTRACT

Advertisement is one of crucial movements to influence the product social engagement. There are also some factors which influencing the success of advertisement, one of the factors is the role model. As we know, the role model of the advertisement may bring a huge impact to the advertisement, for example the Alpha Rules by Deddy Corbuzier. The Advertisement of Alpha Rules was quite crucial and bring a lot message to the readers, especially for men. Therefore, this paper use Fairclough method to discusses and analyze the critical discourse on the Alpha Rules by Deddy Corbuzier. Furthermore, based on the textual level, the use of several linguistic features such as the use of declarative, the use of specific vocabulary, and the use of persuasive words. Looking at the product advertisement, the writers aim to analyze several topics, for instance, the use of language, logo, and slogan. The writers stated that Alpha Rules by Deddy Corbuzier has the value of masculinity for the male audience and suitable with the theory of Fairclough which discussed about the discourse structure; textual, discursive, and social-cultural.

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Introduction

Advertisement is one of many methods that are used in marketing strategies, this kind of marketing strategies usually created through social media (Cheney, Gowin, & Wann, 2015). In this nowadays era, advertisement is a standard method of marketing strategy that is used in order to improve the social engagement of people's products. Furthermore, with an advertisement, we may make our product more popular among people and make people familiar with our product. As a result, we may gain a massive income from our products advertisement. Some techniques are usually used in advertising someone's product, such as social media. We may interpret that in this 4.0 industry, using social media as our advertisement is the most effective technique. As we know, in the 4.0 industry, social media is taking a crucial role in which everything can be done on the internet. Social media symbolizes a marketing and promotion opportunity that transcends the standard middleman and connects companies directly with clients (Khorsheed, Othman, & Sadq, 2020).

In social media, there is also some form of digital advertising, for example, video (Naeem, 2021). Looking onto Instagram, which has become a trend nowadays, many people use this social media for advertising their products. People who use Instagram to advertise their products usually hire some public figures (artists) to advertise their products. This kind of technique happens in order to influence their social engagement and make their product more attractive. Moreover, hiring a public figure to be our advertisement model may make people trust the product because people usually want to buy a product with a testimonial (Sundararajan, 2017). However, the product that they advertise is not 100% trusted. On the other hand, some public figures also created their own product, for example, The Alpha Rules by Deddy Corbuzier. The Alpha Rules is a men's skincare product that Deddy Corbuzier created.

The Alpha Rules by Deddy Corbuzier has several variants, for example, men's fragrance, fash wash, and body wash. The Alpha Rules were advertised through all social media platforms, for instance, Instagram, google, youtube, and other social media platforms (Feller & Burroughs, 2021). Furthermore, the role model of the advertisement is only the founder, Deddy Corbuzier. In advertising products, several factors influence the product's social engagement, but the most crucial part is the role model of the advertisement. We know that the popularity of the role model in advertisements mainly affects the brand's social engagement. Making the purchase decision is usually stimulated by the advertisement perception, celebrity or public figures endorser, and brand image. Advertisement perception has an immense influence on purchase decisions (Osei-Frimpong, Donkor, & Owusu-Frimpong, 2019). As a result, the product became popular, and people mostly buy it because of the role model so that they may gain income from it. In the discourse analysis research, several objects may be used as the topic, for example, advertisement, public speech, utterance, et cetera. Several topics can be discussed in advertisements, for instance, the product logo, the use of language, slogan, et cetera (Krishna, 2012). Therefore, this paper will focus on the advertisement's logo, the use of

language, and the slogan. Moreover, we also intend to reveal the masculinity issue from the product and analyze the popularity effect of Deddy Corbuzier in The Alpha Rules.

Methods

This research uses the descriptive-qualitative method, which will explain the data we found from the resource descriptively and make it detailed by connecting the theory we use in this research (Doyle, McCabe, Keogh, Brady, & McCann, 2020). The reason the writers choose the Descriptive Qualitative method is that the goal of this method is to conclude an indescribable phenomenon that requires an understanding of it (Englander, 2016). Furthermore, the theory used in this research is the Fairclough approach. Based on (Fairclough 1992: 73, 1995: 59), there are three topics that Fairclough can analyze: 1. theory Textual or textual analysis (micro-level), a description of text; 2. Analysis of discourse practice (meso-level), i.e., interpretation of the process of generating, distributing, and using discourse, including intertextuality and interdiscursivity; 3. Analysis of sociocultural practice (macro-level), i.e., explanation of social processes hidden in the discourse.

The data source in this paper is the Alpha Rules by Deddy Corbuzier; as we know, the product is significantly famous among people (Prasetyo, 2021). Furthermore, the product also contains masculinity issues in the advertisement. Therefore, By using the Fairclough approach, the writers intend to reveal the masculinity issues and the effect of Daddy's popularity through the product. Moreover, the writers would also analyze the product logos, the use of languages in the advertisement, the slogan advertisement, et cetera. Then, we also use some steps to analyze the product. First, we search for the source of our discourse through the product Instagram. Second, we looked at the product's logo and slogan. Third, we analyze how the popularity of Deddy Corbuzier affected his product. Finally, we interpret and write the results by connecting the theory used in this paper in the findings and discussions. Moreover, we also read some previous related literature and other materials to ensure that our research is effective and to support our research objectives (Bayram-Jacobs et al., 2019).

Results and Discuss

This study was designed to reveal the meaning of every aspect of Alpha Rules, such as logo, color, message, advertisement slogan, use of language, and the effect of Daddy's popularity on his product (Pathak, Madani, & Joseph, 2021). This study uses the Fairclough models, textual, discursive, and social features, as three levels that can be analytically separated. At this level of analysis, the linguistic features such as vocabulary, grammar, types of speech act, and rhetorical devices employed in the advertisements are discussed.

Deddy Corbuzier's product name is Alpha Rules, which might be connected to a king or leader. As we know, a leader must have a bold character and be dominant (Grijalva & Harms, 2014). Furthermore, we also found the meaning of alpha in biology alpha. From the biological definition, an Alpha usually is a leader of a group of animals that an alpha

usually dominates. Connecting to the theory and product, the writer analyzes that the product was created to be dominant in the social market and created for a man who wants to be a gentleman, bold, and dominant.

Logo is one of the main parts of a brand to give identity to the brand. As a brand, the logo gives the value and message of the brand to be recognized by the customer (Wijaya, 2013). Therefore, the use of logo on Alpha Rules will be analyzed through the reason behind the use of language and slogan.

Pictures 1



Source: Alpha Rules official website, Retrieved from [Alpha Rules – Alpha Rules](#)

1. Use of Color

The advertisement mostly uses the monochrome color, which in psychology means gentleman, dominant, alpha, the man, brave, and independent. The advertisement's narrator aims to make the customers, especially men, achieve the ideology that being alpha is a must and simple. Thus, the orange color on "Mode on" is referent to the time when it starts the male aura, which is masculine

2. Use of Logo

The logo of the Alpha Rules brand is only the words "Alpha Rules mode on" and has a simple black background. The choice of color had the purpose of stating that an Alpha must be intimidating and simply elegant; also, the sharpness of the font gives more aggressive feelings. However, the brand's owner kept the logo's simple looks and added the hashtag *#bersihitusimple*.

In the brand Alpha Rules, some slogans are explicitly shown to the reader and have a unique purpose. As we know, Deddy Corbuzier is a public figure that gives motivational messages and enhances the spirit of his audience. Through this brand of Alpha Rules, which focuses on body and face care, Deddy wants to embrace self-care and be alpha. Therefore the slogan most likely used declarative language, but the message indirectly mentioned the specific person or people. The idea of being simple came from the natural man behavior that needs everything simple and usable, does not need many steps, and is also the most needed goods for a man. Deddy also mentioned that being an Alpha must be "Alpha for themselves" it means that taking care of your body is a value of being masculine and real man toward using the kind of basic product for health (Calasanti, Pietilä, Ojala, & King, 2013).

Slogan is always the first thing that Deddy needs to mention: there are “mode on” and “bersih itu simple.” The words mode on in textual meaning means that something has started or began the progress. As a campaign for masculinity, Alpha rules give the best, and everything the man needs in one product because being an Alpha must be quick, effective, patient, and disciplined.

Pictures 2

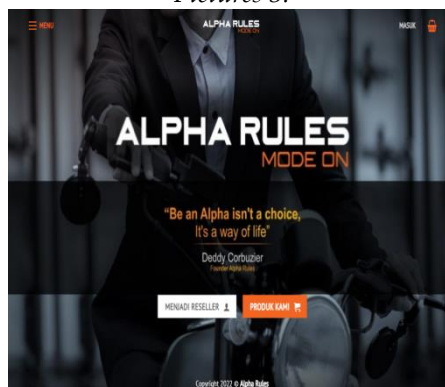


Source: Alpha Rules official website, Retrieved from [Alpha Rules – Alpha Rules](#)

The first pictures use the phrase “Tidak ada kata terlambat bagi seorang Alpha” in the textual meaning “It is never too late for an Alpha.” The purpose of this picture implicitly tells the audience that there is still time to be an Alpha by taking care of the customer's body and face. There is no such a late time for an Alpha to change and be better by taking care of themselves using the Alpha Rules mode.

The Use of Declarative Language

Pictures 3:



Source: Alpha Rules official website, Retrieved from [Alpha Rules – Alpha Rules](#)

Based on Fairclough’s theory, the theory can also be used to analyze the use of language. Therefore, we also analyze the use of language in the advertisement. After we searched the official website of the product, we found the use of declarative language on the product website. As we know, a declarative language is mainly used to persuade and trigger people to believe something, especially the product discussed in this paper. There

is a declarative language from the brand's official website that is *“Be an Alpha is not a choice, and it is a way of life”* considering this phrase, the writer analyzes that it is used to persuade the readers, especially men, to believe that the purpose of using this language to convince that the product is suitable and aligned with man.

The Alpha rules became famous among people and became a trend extremely significant (Saklayen, 2018). It is affected by the company's marketing technique and its success in expanding its product marketing. The company used its founder as a role model, Deddy Corbuzier. As we know, Deddy Corbuzier is one of Indonesia's most popular public figures. Regarding Deddy Corbuzier, we may assume that his popularity may affect his Alpha Rules product. In marketing strategy, some factors may influence the social engagement and popularity of the product, for example, the product's role model, the advertisement's media, et cetera. However, the most important aspect influencing the product to become highly famous among people is the role model. The writers strongly believe that the popularity of Deddy Corbuzier was extremely affecting his product. It may be proven with the significant improvement of the product.

The writer found compatibility between the role model and the product. The target marketing of the product mainly created for a man is highly suited to the model, Deddy Corbuzier. Looking at the product design from the color, use of language, and the slogan, which mainly reflects masculinity and bravery, it is suited to the role model, which the model is extremely masculine and brave. We may take a look at Daddy's body which is muscular and extremely manly. Therefore He is compatible to be the role model of the product. Moreover, the compatibility between the model and product design may influence people to believe that the product may make people gain masculinity after using it, so it is not necessary if the product is significantly famous only in a short time.

According the Fairclough analysis model, the discourse practice comes with production or how the text was made, distribution or how the text was distributed, and how the public consumed the text.

1. Production: the text was made by the Alpha Rules mode on product creative management and led by Deddy Corbuzier or one of the national companies in Indonesia that run healthy skincare and body care, making them make an encouraging advertisement for people in Indonesia. The team might think that writing an advertisement that uses mostly men in the casting and having good-looking appearances might boost the sales and societal engagement towards the product. It could be seen on the social media of Alpha Rules, which has a good-looking model.
2. Distribution: in distributing the advertisement of Deddy Corbuzier gives many allowances in advertising one of its products. The advertisement of Alpha Rules was primarily announced through social media such as Instagram, youtube, and media conventional,
3. Consumption: After distributing the content to the people in Indonesia, the advertisements are seen by all the men who want to dominate their surroundings by having good skin and masculine-looking bodies.

Masculinity is a kind of action that shows how gentle a man is. Masculinity is the idea of a man's behavior, attitude, and roles on the man in society; masculinity is also constructed socially, historically, and politically, rather than biologically driven (Carrigan, Connell, & Lee, 2018). However, masculinity could be applied to several things or objects, which is how the brand of Deddy Corbuzier put the value of masculinity



Pictures 4



Pictures 5

Source: Alpha Rules official website, Retrieved from [Alpha Rules – Alpha Rules](#)

Both pictures show the simple phrase with the product's main message, masculinity. Looking at both pictures as advertisements, we may be focusing our discussion on the activity portrayed in the picture. Both activities in the picture might be categorized as a masculinity message. All activity that triggers people's adrenaline, such as rafting, is mainly done for men. As a result, we interpret the activity in the picture to have a masculine message. Then, by considering the use of language in both pictures, it may also be categorized as a masculinity aspect. With the word “*berani*” in picture 1 and “*fearless*” in picture 2, we may assume those words may belong to the men.

The writer may interpret the product also stating a message for men consciously by stating that a man must be brave and a man must be fearless. However, not all men have those kinds of characteristics. A man is a man by gender and must have those characteristics. In almost every picture in this product advertisement, we found that the color tone mainly used black as a premiere color (Elliot & Maier, 2014). As we know, the Black color may represent strength, power, and masculinity.

Regarding the use of color in the ads, we interpret that the color of the product ads contains a masculinity symbol (Lieven, Grohmann, Herrmann, Landwehr, & Van Tilburg, 2015). Furthermore, considering the role model of the masculine, muscular and brave product, it is influencing the writers to assume that the product contains a masculine message strongly. However, it is suitable for the ads since the marketing target of the product is men. Moreover, it may influence the men to use the product because of the advertisement content that contains a masculine message.

Conclusion

In conclusion, this study analyzed the three levels of discourse structure; textual, discursive, and social-cultural. Based on the textual level, it is concluded that the use of several linguistic features such as the use of declarative, the use of specific vocabulary, and the use of persuasive words. Next, the uses of discursive analysis on how the brand created and established trust from the customer by giving evidence from the expert, motivation word, and appearance from the advertisement. Lastly, the masculinity value of the Alpha Rules came from the figure and role model of the brand, Deddy Corbuzier. The

value of masculinity was clearly shown in the brand, and the uses of word choice are near to the value of being masculine. In creating this paper, the writers would like to thank Allah S.W.T, who always gives us healthiness to finish this paper. The writers also would like to thank the owner of Alpha Rules by Deddy Corbuzier, which is the main object of this research paper. Furthermore, we would also like to express our gratitude to our respectful lecturer and mentor, who always guided us in arranging this paper, Donald Juppy Nababan, S.S., M.Hum. On the other hand, we also would like to apologize for any mistakes in this paper.

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