

## **Functions of Rhetoric and Figurative Language in Instagram Social Media Skin Care Ads**

Hesti<sup>1</sup>, Muhammad Rapi Tang<sup>1</sup>, Andi Agussalim Aj<sup>1</sup>

Corresponding Email: [hestytamara77@gmail.com](mailto:hestytamara77@gmail.com)

<sup>1</sup>Makassar State University Postgraduate Program, Indonesia

Received: April 25, 2022

Received in Revised: May 22, 2022

Accepted: May 30, 2022

### **Abstract**

Instagram is one of the means of information on social media to display an advertisement in the form of images or videos. Instagram is visited by many people, especially teenagers. Many advertisements are displayed on Instagram, one of which is an advertisement for skin care products. Skin care products are in great demand by Indonesian women, especially teenagers, because basically women always want to look beautiful and glowing. The use of language style and the impression that we can catch on skin care product advertisements is one of the things that influence consumers to be interested in buying them. The basis of this research begins with linguistics, namely stylistics. This study aims to examine more deeply, adequately, and comprehensively about alliteration style, hyperbole style, metaphorical style, personification style and function of language style in skin care advertisements on Instagram. The theory used in this research is stylistic theory. The method used in this research is qualitative method. Data collection techniques using documentation, reading and recording. The data analysis technique used is descriptive data analysis technique (processing, analyzing, and interpreting data). The results of the research found in Instagram social media skin care advertisements found that there were forms of rhetorical language styles including alliteration, assonance, asidenton, polysidenton, eroticism and hyperbole. In addition, figurative language styles were also found including simile, personification, synecdoche, and metonymy. The language style function found aims to explain, strengthen and bring life to inanimate objects in Instagram social media skin care advertisements.

**Keywords:** Language Style, Skin Care Advertisement, Instagram

### **Introduction**

Currently developing communication media with modern technology that makes it easier for humans to convey information. One of the social media that is connected to the internet is Instagram. Instagram is a facility to display data in the form of images or photos, text, video, audio animation or other multimedia data. The advantages of Instagram are often used as a medium for business in promoting products, because they see the opportunities and the number of Instagram users that continues to increase every year. Instagram can also provide inspiration for its users and can also increase creativity, because Instagram has features that can make photos more beautiful, more artistic and better (Atmoko, 2012).

Various kinds of product offers or promotions are carried out through Instagram social media, companies are competing to package an attractive message through advertising. Not only that, the style of language used is also varied to attract the attention of potential consumers so that they are influenced to use their products. The presence of language style has become a necessity in packaging advertising language to attract consumers' attention. Language style becomes a tool used to make readers not tend to be bored and not monotonous in viewing an

advertisement. Advertisements are deliberately made with a variety of attractive language styles without reducing the accuracy and excellence of the product. The essence of advertising language is the persuasive element, which aims to influence other people to use the products or services offered.

The style of language used in skin care advertisements on Instagram social media must attract public consumption. This is the purpose of commercial advertisements that are designed in such a way, including the language used to attract public interest. In the @Scarlettwhitening and @Msglowbeauty account advertisements that are displayed on Instagram social media, there are various language styles. The use of attractive language by using the right choice of words can encourage readers to buy the products offered, including beauty and skin care products which are the needs of the community, especially women. However, there are people who do not carefully understand the product advertisements, because they have been influenced by the attractive advertising language. As a form of language, advertising discourse has a structure. (Musaffak, 2015) The structure of building an advertisement into a complete language structure. The placement of wording and sentences has a huge influence on the reader's understanding, the arrangement of the structure of the advertisement can also affect the reader, so that the reader can be persuaded by the advertising language.

The advertising language is created uniquely, concisely, and always consists of new words that can make potential consumers interested in trying and buying the products being marketed. The right delivery of advertisements that can be seen directly by potential consumers is Instagram social media. On Instagram, potential consumers can see firsthand how the shape and appearance of the product they are going to buy, a combination of images and words, can influence potential consumers to buy and try the product (Tutik, 2020).

The style of language used in skin care advertisements on Instagram social media must attract public consumption. This is what makes commercial advertisements designed in such a way, including the language used to attract public interest. In the @scarlettwhitening and @msglowbeauty account advertisements which are displayed on social media Instagram, there are various language styles. The use of attractive language by using the right choice of words can encourage readers to buy the products offered, including beauty and skin care products which are the needs of the community, especially women. However, there are people who do not carefully understand the product advertisements, because they have been influenced by the attractive advertising language. As a form of language, advertising discourse has a structure. (Musaffak, 2015) The structure of building an advertisement into a complete language structure. The placement of wording and sentences has a huge influence on the reader's understanding, the arrangement of the structure of the advertisement can also affect the reader, so that the reader can be persuaded by the advertising language.

(Keraf, 2010) argues that style is the use of the richness of language, the use of a certain variety to obtain certain effects, the overall characteristics of a group of literary writers and a distinctive way of conveying thoughts and feelings, both orally and in writing. Style or language style in particular is known in rhetoric as style. Language style or style becomes a problem or part of diction or word choice which questions whether or not the use of certain words, phrases or clauses is appropriate to deal with certain situations. That problem, the problem of language style covers all linguistic hierarchies: individual choice of words, phrases, clauses and sentences, even covering a discourse as a whole.

The style of language used by the author is essentially a way of using language that is as precise as possible to describe the author's feelings and thoughts that are different from everyday language patterns and are subjective. Language style can assess a person's personality, character, and ability of someone who uses the language itself. The better the style of language,

the better the assessment of people towards him, the worse the style of a person's language, the worse the assessment given to him. (Andriyanto, 2017) mentions that language style is the same as dress of thought, meaning that the use of an interesting and distinctive style of language by a writer or speaker can attract the attention of readers/listeners. Andriyanto's opinion is in line with (Tarigan, 2013) which defines language style as a form of rhetoric that is able to influence readers and listeners. (Hasanah, 2019) also emphasized that the use of language style is not only to add aesthetic value but also to emphasize each word choice.

The main purpose of language style is to present the nuances of beauty. The goal is also related to the use of language as a system for the first model, in the linguistic scope or also as a system for the second model, in the scope of creativity in literature. In the scope of style where language is clearer, broader, and vice versa from style, figure of speech is narrow, so figure of speech is helpful in style of language. According to (Keraf, 2010) Language style consists of language style based on word choice, language style based on tone, language style based on sentence structure and language style based on direct or indirect meaning. Language style is based on whether or not the meaning is direct which is then divided into two groups, namely rhetorical style and figurative language style.

The phenomenon of advertising in various fields and various other aspects of culture in the present and future is an interesting topic to study and research. Advertising can be studied from various disciplines, including economics, management, communication, psychology, and linguistics. Advertising can provide information through the style of language used to display the products that you want to offer to the public, so that it can influence a person's mindset and behavior. The advertising language style in question can be in the form of a rhetorical language style, namely a language style that deviates from the usual construction to achieve a certain effect. For example, alliteration, assonance, anastrophe, apophasis or preterisio, apostrophe, asyndeton, polycindeton, chiasmus, ellipsis, euphymism, litotes, hysteron proteron, periphrasis and tautology, periphrasis, prolepsis or anticipation, erthesis or silep question, rhetorical correction, hyperbole, paradox and oxymoron (Keraf, 2010). In addition to rhetoric, there is also a figurative language style, namely a language style that is seen from the point of view of meaning that cannot be interpreted according to the meaning of the words that make it up. Figurative language styles include, equations or similes, metaphors, allegory, parables and fables, personification, allusions, eponyms, epithets, synecdoche, metonymy, antonomasia, hypallage, irony; cynicism and sarcasm, satire, inuendo, antiphrasis and paranomasia.

The fact that happens is that not all advertisements are in accordance with the promised reality, for example, facial whitening advertisements applied to brown or black colored faces will get results that are not in accordance with what is promised by facial whitening advertisements. Of course, this needs to be considered so as not to be affected by its negative effects.

Various studies on social media advertising have been carried out by previous researchers. Among them (Damayanti, 2018) "Style of Language in the Discourse of Advertising Cosmetic Products on Instagram". The results of this study indicate that the style of language used in advertising cosmetic products on social media uses a language style that focuses on the language aspect. The use of language style in terms of language based on sentence structure in this study focused on climax, anticlimax, and repetition.

Next in the journal (Alfiyani, 2019) with the research title "Use of Product Advertising Language Style on Facebook". The results of his research show that language style is widely used in product advertisements. Advertisers use a lot of language style with the aim of beautifying the writing to make it attractive and to emphasize the advertising message so that it can be accepted by consumers. Even in one ad can use more than one style of language. The language style found in this research is eroticism style.

Study by (Pramesti, 2020) "Larass of Advertising Language on Instagram Social Media". The results of this study indicate that the forms of advertising language barrels contained in advertisements on Instagram social media include basic forms, affixation, reduplication, compounding, abbreviations and acronyms, as well as special terms. The functions contained in advertisements on Instagram social media are an effort to arouse consumer curiosity about the goods offered. The informational function dominates among other functions. Information contained in advertisements is the main focus in making advertisements because it is related to consumer understanding of the products being sold. Overall, the function of the advertising language barrel is the author's attempt to generate attraction about the product and influence consumers to buy the product being sold.

Based on the three previous studies, there are similarities and differences in the research to be carried out. On research (Damayanti, 2018), (Pramesti, 2020), each using social media Instagram as the object of research. Whereas (Alfiyani, 2019) using Facebook as the object of research to examine the style of language contained in advertisements. These three studies each examine the style of language in advertisements, but none has examined the function of advertising language style in Instagram social media skin care advertisements.

This research was conducted with the aim of examining the function of rhetorical and figurative language styles in Instagram social media skin care advertisements, besides that it is hoped that this research can provide benefits as a source of information about the language styles contained in skin care product advertisements which are used as relevant references for researchers.

## **Methods**

This type of research is classified as qualitative research. This study examines the function of rhetorical and figurative language styles in Instagram social media skin care advertisements on the @Scarlettwhitening and @Msglowbeauty accounts. The research design used is descriptive, namely describing the subject under study and analyzing the object that is the focus of the research. In this case, the author describes the function of rhetorical and figurative language styles in Instagram social media skincare advertisements on @Scarlettwhitening and @Msglowbeauty accounts. The data in this study are words and sentences that show rhetorical and figurative language styles as well as the function of language styles in advertisements. The data sources in this study were all texts of Instagram social media skin care advertisements contained in the @Scarlettwhitening and @Msglowbeauty accounts. The research instrument is the researcher as the key instrument. Researchers are planners, implementers, data collectors, data analyzers, draw conclusions and report the results of their research Moleong (2019). In addition to researchers as an instrument, data cards are also used as a support to collect data marked by giving a code according to the function of rhetorical and figurative language style in Instagram social media skin care advertisements. The data collection technique in this research is content analysis technique with reading and note-taking techniques. Data analysis techniques in this study were carried out by data reduction, data classification, data presentation and drawing conclusions.

## **Results and Discussion**

In accordance with the problems that have been formulated, the results of this study include the functions of rhetorical and figurative language styles in the text of Instagram social media skin care advertisements. The presentation of the data from this research is presented in the form of a table containing the functions of rhetorical and figurative language styles in advertisements. This is intended to streamline the presentation and facilitate understanding and analysis.

Based on research conducted on Instagram social media skin care advertisements, researchers have found style data based on whether or not the meaning is direct. The results that researchers have found include:

### **Rhetorical Language Styles in Instagram Social Media SkinCare Ads**

Based on data processing and analysis techniques, in this study found data with the following analysis results.

*D1"Let's check the results of using Lifting Glow Serum MS GLOW which makes your skin more 3k, supple, kingclong tight! (MSG November 16, 2021).*

Based on the ad whitening on the D1 data using alliteration language style. One type of language style that is in the form of looping the same consonant sounds. In the above quote there is a loop of the sound of consonants k in the word chewy, bright and tight. The use of alliterative language style in the D1 data gives the beauty of sound and also reveals that the MS GLOW Serum Lifting product is a skin care that makes the skin so supple, bright and firm.

*D2"Yuk, recharge our energy by using Seriously Soothing & Hydrating Gel Mask that can help make facial skin more moist, fresh and bright" (SW 9 November 2021).*

Based on the ad whitening on D2 data using the assonance language style. One type of language style that is in the form of looping the same vowel sounds. In the quote above there is a loop of vowel sounds e in the word moist, fresh, and bright. The repetition of the sound gives the beauty of the sound when read and listened to besides it also gives emphasis on the content of the message, namely the use of Seriously Soothing & Hydrating Gel Mas products can make the skin will be more moist, fresh and bright.

*D3"Don't you know why exfoliation is important for your skin? So gini guys, our skin is certainly often exposed to free radicals such as pollution, dust, smoke during activities" (SW 27 March 2021).*

Based on the advertisement excerpt on the D3 data, using the asidenton style because there are no connecting words between words, phrases and clauses, but they are replaced with commas (.). The use of the asidenton language style in the D3 data makes the Scarlett Body Scrub variant of the Romansa product convey messages in short sentences. This can also make consumers immediately find the essence of the benefits of using the Romansa variant of the Scarlett Body Scrub product, which is that it can avoid free radicals because it contains exfoliants.

*D4 "Scarlett Whitening Facial Wash is the right choice for your facial skin. It contains glutathione, vitamin E, Rose Petals, and Aloe vera which will help you regenerate facial skin so that it looks brighter, gives a soothing sensation and provides maximum nutrition" (SW January 2, 2021).*

Based on the advertisement excerpt on D4 data, it uses a polydentonian style of language that contains words that are parallel and connected by connecting words. Based on D4 data in the sentences glutathione, vitamin E, Rose Petals, and Aloe vera are interrelated explanations of things that can help regenerate facial skin so that it looks brighter, gives a soothing sensation and provides maximum nutrition. The presence of the conjunction "and" "and" indicates that the word is included in the polysidenton language style.

*D5 "What are the benefits of using day and night cream regularly? Choosing a cream with the right ingredients will provide maximum benefits for facial skin, guys. (MSG 9 July 2021).*

Based on the D5 data excerpt using the erotic language style, there are questions that do not require an answer. The question is contained in "What are the benefits if you routinely use day and night creams?". In the ad there is a question that does not require an answer because the purpose of the question is only to emphasize the benefits of using day and night cream regularly to treat skin problems.

*D6 "In just 15 minutes, blackheads & dirt on the face go away!!!"*

*This is a must use Charcoal Claymask from @msglowbeauty" (MSG 23 October 2021)*

Based on data excerpts, D3 shows the utterances of Charcoal Claymask product advertisements published on Instagram in 2021. The data includes hyperbole because it contains excessive statements as affirmations to make it more memorable. The data is said to be a sentence containing hyperbole because the blackheads and dirt contained in the Charcoal Claymask product can escape in just 15 minutes. The use of diction within 15 minutes is very short to remove blackheads on the face that is less rational. The nominal time of 15 minutes is only used to attract consumers to buy the product.

### **Figurative Language Style Analysis in Instagram Social Media Skin Care Ads**

Based on data processing and analysis techniques, in this study found data with the following analysis results.

*D1 "Face shines like a star with Whitening Series with*

*Whitening Daily BB Cream by MS GLOW.*

*Whitening Series is a series of skincare equipped with*

*whitening Daily BB Cream to brighten a dull face!" (MSG 27 December 2021)*

Based on the data quote D1 simile style is a comparative language style using comparison words (such as, like, like, like). The simile language style is found in the first sentence, namely the face shines like a star. The objects that are compared in the sentence are faces and stars. The star who is in real form is the artist Lesti. The Whitening Daily BB Cream advertisement contains a similar or simile language style because there is an explicit comparison. The ad compares between shining faces and stars, which is then stated explicitly by using the word "like" as a marker of equality or simile.

*D2 "Which is your skin match?*

*If you want to treat acne prone skin, your skin match*

*Acne Essence Toner. And for those of you who want to have*

*brighter and more radiant skin. Fix, Brightly Essence Toner*

*could be your skin mate" (SW 20 August 2021).*

Based on the data quote, D2 shows the use of personification language style because there is the word match your skin which describes inanimate objects as if they have characteristics or behave like humans. Jodoh means people who are suitable to be husband and wife or life partners. In the Scarlett Acne Essence Toner advertisement, it is described as if Brightly Essence Toner is your skin mate who wants to have bright and radiant skin. Brightly Essence Toner has no human nature like humans. Brightly Essence Toner is just an inanimate object and a product that was created to treat acne-prone skin.

*D3 "Red Jelly is the favorite skincare choice for Indonesian women to overcome all your facial skin problems." (MSG 11 September 2021).*

The favorite skincare phrase chosen by Indonesian women shows that the D4 data contains a synecdoche style because the description of the advertisement is not juxtaposed with the percentage of use of skin care products such as Red Jelly, so that claiming Red Jelly as the favorite skincare is considered as one of the language styles to attract consumer interest.

D4 "Keeping skin moisturized is not easy, I always entrust my treatment to Moisturizer from @msglowbeauty" (MSG 14 September 2021)

Based on the D4 data excerpt, it was found that metonymy language style mentions the name of the creator of the Moisturizer in question, namely @msglowbeauty. The inclusion of the word @msglowbeauty directly indicates that the moisturizer product is made by a company called @msglowbeauty.

### **Analysis of Language Style Functions in Instagram Social Media Skin Care Ads**

#### ***Explain***

This explaining function can be seen from the context and comparison used in Instagram social media skin care ads. Pay attention to the following data:

*D1 "Face shines like a star with Whitening Series with Whitening Daily BB Cream by MS GLOW.*

*Whitening Series is a series of skincare equipped with*

*Whitening Daily BB Cream to brighten a dull face! (SW 27 December 2021)*

The function of the equation or simile language style on the D1 data quote is to explain. In the comparison section, the face shines like a star with a whitening series with an understanding that the face will be bright radiated after using Whitening Daily BB Cream products. This seems to strengthen the topic part, namely a series of skincare equipped with whitening daily bb cream to brighten the dull face.

#### ***Strengthen***

*D2 "In just 15 minutes, blackheads & dirt were put aside!!!*

*It is mandatory to use Charcoal Claymask from @msglowbeauty" (MSG October 23, 2021)*

*The function of hyperbole language style in D2 data citation is to reinforce. By putting emphasis on a thing or situation. The intended emphasis is to use Charcoal Claymask blackheads and dirt on the face will disappear.*

*D3 "What are the benefits obtained when routinely using creams day and night? Choosing a cream with the right content will provide maximum benefits on the skin of the face, guys. (MSG July 9, 2021).*

The function of eroticism language style or rhetorical questions on D3 data citations is to reinforce by placing emphasis on a thing or circumstance. This is reinforced by the delivery that states that "What are the benefits obtained when routinely using creams day and night?". Having an understanding that by choosing creams day and night can provide maximum benefits on the face.

#### ***Turn on dead objects***

*D4"Which one is your skin mate?  
If you want to take care of acne-prone skin, mate your skin  
Acne Essence Toner. And for those of you who want to have  
brighter and radiant skin. Fix, Brightly Essence Toner  
could be your leather mate" (SW August 20, 2021)*

Based on data citation D4 has a personification language style that gives the function to bring dead objects to life and make them seem to be alive and behave like humans. This is confirmed through the phrase "soul mate of your skin" which is actually a behavior that can only be done by animate creatures such as humans.

### **Conclusion**

Based on the results and discussions that have been presented, it is concluded that in Instagram social media skin care advertisements, it is found that there are forms of rhetorical language style including alliteration in terms of the same consonant sound, namely the k sound in the words chewy, tight, shiny found in the @Msglowbeauty ad. The assonance style can be seen in the vowel sound e in the moist, fresh, bright words found in the @ScarlettWhitening ad. Asidenton's style of language is marked by not using connecting words between words in the @ScarlettWhitening advertisement, namely the words pollution, dust, smoke. Polydentonian language style was also found marked with conjunctions and in the @ScarlettWhitening advertisement, namely in the sentences of glutathione, vitamin E, Rose Petals, and Aloe vera. The erotic language style found in the form of questions that do not need answers is found in the @Msglowbeauty ad marked by the sentence "What are the benefits of using day and night cream regularly?" because the intent of the question is only to emphasize the benefits of using day and night creams regularly to treat skin problems. The hyperbole style found in the @Msglowbeauty ad is in the form of using diction in a very short 15 minutes to remove blackheads on the face that are irrational.

In addition, it was also found that figurative language styles include similes marked by the use of words such as the sentence "face shines like a star" in the @Msglowbeauty ad. The personification style is characterized by the phrase "your skin mate" which describes inanimate objects as if they have human characteristics or act like humans in the @Msglowbeauty ad. The synecdoche style of language that uses the favorite skincare phrase chosen by Indonesian women in the @Msglowbeauty ad in the form of a description of the ad is not juxtaposed with the percentage of use of skin care products such as Red Jelly. The metonymic style found in the form of the participation of the @msglowbeauty advertising brand in the advertising diction always entrusts my care to the Moisturizer from @msglowbeauty. The language style function found aims to explain, strengthen and bring life to inanimate objects in Instagram social media skin care advertisements through the Instagram accounts @ScarlettWhitening and @Msglowbeauty.

### **Thank-You-Note**

A thank you to colleagues who have provided remedial advice and who helped with the data collection of this article

### **References**

Alfiyani, W., & Tadulako, K. B. (2019). Penggunaan gaya bahasa iklan produk di facebook. *Jurnal Bahasa dan sastra*, 4(4).



- Andriyanto, P. (2017). Analisis Gaya Bahasa Dalam Kumpulan Cerpen “Saat Cinta Datang Belum Pada Waktunya” Karya Ari Pusparini. *DIKSATRASIA*, 1(2), 280-285.
- Atmoko, B. D. (2012). Handbook Instagram. *Jakarta: Media Kita*.
- Damayanti, R. (2018). Diksi Dan Gaya Bahasa Dalam Media Sosial Instagram. [ikipwidyadarmasurabaya.ac.id](http://ikipwidyadarmasurabaya.ac.id)
- Keraf, G. (2010). Gaya Bahasa dan Diksi. *Jakarta: PT. Gramedia Pustaka Utama*.
- Moleong, L. J. (2019). Moleong,” Metodologi Penelitian Kualitatif Edisi Revisi”. Bandung: Remaja Rosdakarya. *PT. Remaja Rosda Karya*.
- Nur Hasanah Oktawianda, S. (2019). *Nilai Pendidikan Karakter Dalam Novel “Harga Sebuah Percaya” Karya Tere Liye* (Doctoral dissertation, Universitas Muhammadiyah Jember).
- Pramesti, A. P., & Martutik, M. (2020). Laras Bahasa Iklan Pada Media Sosial Instagram. *Basindo: jurnal kajian bahasa, sastra Indonesia, dan pembelajarannya*, 4(1), 1-16.
- Tarigan, H. G. (1985). *Pengajaran gaya bahasa*. Angkasa.
- Tutik, A. D., Fitriani, N., & Inderasari, E. (2020). Variasi dan fungsi ragam bahasa pada iklan dan slogan situs belanja online Shopee. *Imajeri: Jurnal Pendidikan Bahasa dan Sastra Indonesia*, 2(2), 137-148.