

Language Style of Beauty Product Advertising Slogan: Sociolinguistics Study

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Abstract

The purposes of this research are to find out the types of language style and to identify the meaning of language style in the slogan of beauty product commercial advertising. The method used in this research is descriptive analyzes. The data is taken from the slogan. The results of this research found 4 types of language style namely formal style, informal style, and slang style. Based on data analysis, the types of advertising slogans found as many as 16 data for beauty brand names and their slogans. In detail the data in the advertisement. there are 5 data in the advertisement. The most dominant use of language style in the data is slang and informal style along with the meaning of the advertising slogan. The fourth concept of stylistic theory from sociolinguistic studies is interrelated because the four types greatly help the creator in explaining the meaning of the beauty brand advertising slogan, and make it easier to promote the advertisement.

Keywords

language style; beauty product; slogan; meaning; slang



I. Introduction

“Sapir (1921) asserted that language is a human tool that is used to communicate ideas, emotions, and desires by way of a system of voluntary symbols.”. Information may be conveyed via mass media, both via digital media together with TV, radio, internet, or print media together with newspapers, magazines, etc. In conveying or conveying thoughts, there are 2 ways, human beings can talk via speakme and writing that are then utilized by and feature a fashion of language.

According to Janet Holmes in her book entitled "An Introduction to Sociolinguistics is Sociolinguistics that studies the relationship between language and society. They are interested in explaining why we speak differently in different social contexts, and they are concerned with finding the notion of the social function used to convey it. different messages means Researching people using language in social contexts provides a wealth of information about how language works, as well as about social relationships within communities, and how people convey and construct aspects of social identity through their language.

Collins English Dictionary state that : ‘Fashion is the area of activity that involves styles of clothing and appearance.while **The style** of something is the general way in which it is done or presented, which often shows the attitudes of the people involved.”

The fashion or syle of language has a completely vast scope each in describing the state of affairs and situation of someone speak. In general, the perception according to article ‘your dictionary’ state that “**Language style**” is defined as the choice of words used by a specific group of people when they speak. An example of language style is bureaucratise, the words, jargon and abbreviations which are used by the government”.

Advertising is an example of communication with written language. Advertising is a form of marketing communication that is sponsored by a company and disseminated through mass communication channels in order to promote the sale of goods or services. Advertisements were chosen as research data for several reasons.

1. Advertising is a form of communication that has evolved alongside technological advances that allow people to communicate in multiple ways. The speaker is saying that, although the situation is difficult, it can be overcome.
2. The advertising language is concise and persuasive, which is at odds with the norm for most other language use in day-to-day life. I think that religion is an important part of many people's lives. It can provide comfort and support, and can help people to connect with their beliefs and their community.
3. The advertising slogan used in beauty products was chosen for study because its use of concise and stylish language builds consumer purchasing power, which can be used to improve marketing strategies. The researcher wants to know the purpose of the style of language used in beauty product advertising. They believe that it can play a role in the message that is conveyed.

II. Review of Literature

This study uses social theory as a way of understanding language. Social theory is a vast and complex topic that has yielded a body of scholarship with a wide range of applications. Social linguistics is the study of the effects of language use within and upon societies, and the reciprocal effects of social organization and social contexts on language use. In modern theoretical perspectives, sociolinguists see language and society as being mutually constitutive: each influences the other in complex and intertwined ways.

According to McCrimmon (1963:135-142), language patterns fall into 3 standard types:

1. Formal English is generally used in written form. Formal fashion is characterized by a lengthy sentence structure, avoidance of abbreviations and colloquialisms, conservative grammar, and a dignified mindset when addressing readers. The teacher is presenting a new lesson on a new subject. The teacher is presenting a new lesson on a new topic.
2. Casual fashion tries to match the more formal and colloquial patterns found among formal and informal styles. Everyday fashion features: medium-length sentence, mostly fashion sentence, avoidance of formal grammar requirements, occasional but occasional snippets, preference for idiomatic expressions and phrases that spirits, not impressive, and the last lines are usually addressed to readers immediately with "you" There are plenty of casual varieties of clothing out there.
3. The traits of slang fashion are: easy sentences surprisingly brief, often grammatically incomplete; Patron's use of contractions (I will, I haven't, I can't), Cut-backs (taxi, tests, advertisements, phone), and omissions relative pronouns (who, who, that); Simplified grammatical structures. a special or familiar tone that tries to create the effect of talking in detail to the reader; It is commonly used colloquially For example, brass (army), ham (theatre), at the beam (radio), southpaw (baseball), and in the back of the 8 ball (pool).

While Kirszner and Mandell (in Ersan, 2003:17) divide language fashion into 4 levels,

1. Slang refers to informal language. It's not appropriate for formal situations. In other words, slang is a very random language that consists of new and now and then not very well-mannered phrases and meanings, and is often used among specific corporations of people and usually in pain. Not used in extreme speech or writing It is an expression such as "mistake" or "rupture" that is used frequently in speech.

2. It is important to remember that success depends on hard work and dedication. It's just like slang, but it has the effect of speech. It isn't as radical as slang, and it's more comfortable and conversational than formal fashion. It uses buildings and shortened phrases to advertise its products. It's appropriate for casual, ordinary conversation.
3. Informal speech is somewhere in between colloquial and formal styles. Informal fashion is no longer following professional or connected guidelines.
4. Formal Style, it is used at one-of-a-kind events to denote dignity and seriousness. It no longer makes use of buildings and strives for perfect grammatical precision. The application of formal fashion is based on or carried out in accordance with precise or common regulations.
5. Slogan. A slogan is a memorable saying or statement that is used in a clan, political, commercial, religious, or other context as a repeated representation of an idea or objective with the goal of influencing members of the general public or a larger goal group.

The Oxford Dictionary of English defines a slogan as "a brief and putting or memorable word utilized in advertising. A slogan normally has the attributes of being memorable, very concise and attractive to the audience.

2.1 Advertisement

.. The Oxford English Dictionary defines the slogan as "a short, concise, or catchy word used in advertising."

Advertising: formal ad is a promotional message for an item such as a product, service, finished product, or idea, communicated through the media using a sponsor's portfolio, and displayed to the majority of people.

Two research Questions problems that will be discussed here are:

- (1) What are type of language style in the slogan of beauty product comercial advertising?
- (2) What is the meaning of the language style in slogan?

2.2 The Function Of Language Fashion or Style

According to Badiah (1994), are: 1. to raise the reader's taste The reader's willingness to follow and understand what the writer is saying is enhanced by the language's style. It will influence the reader's perception of the writer's messages as expressed in his or her text, as well as the writer's intended message. For example, in a poem, the writer uses appropriate words to create a romantic combination of verse that depicts love. As a result, the listener or reader will detect how the writer's language affects their senses.

2. To persuade or persuade the reader The writer's language style gives the reader confidence and trust in what he or she is saying. By employing rhetorical language, the writer or speaker appeals to the reader or listener. For example, politicians who appeal to a large number of people utilize language that conveys certainty and trustworthiness.

III. Research Method

The reseach method used in this research is descriptiive analysis. According to Sutopo (2006:40) in Simatupang stated that qualitative descriptive research refers to a detailed and in-depth description of the condition portrait of what actually happens according to what it is in the field of study The data is taken from television, magazines, newspapers or electronic quotes such as videos.

IV. Results and Discussion

Data 1

A. Formal Syle

Rare Beauty by Selena Gomez

“Makeup made to feel good in, without hide what make you unique”.



Source: google com
mashmoshem.co.id/contoh-tagline-brand-kosmetik
Source: journal.sociolla.com

Analysis

This cosmetic brand owned by Selena Gomez carries the tagline or slogan "Makeup made to feel good in, without hide what make you unique". This slogan is indeed quite long, but on the one hand it can evoke the emotional side of consumers. In this slogan, it is clarified into one type of language style, namely formal style because the language style used in the slogan is an official language which I think is formal after a deeper analysis.

Data 2

B. Informal Style



(Source: google.com)

Maybelline: "May Be She's Born With It, Maybe It's Maybelline"

mashmoshem.co.id/contoh-tagline-brand-kosmetik
source : journal.sociolla.com

Analysis

Maybelline first coined the slogan "Maybe She's Born With It. Maybe It's Maybelline" in 1991 and continues to be getting used today, it could be visible from the fashion of language used withinside the slogan the usage of a proper language fashion, written in keeping with the regulations of the relevant writing language, and now no longer stiff. Therefore, this slogan is classed as a proper language fashion. "Maybe She's Born With It. Maybe It's Maybelline" is classed as an respectable marketing and marketing fashion. The message of the records shipping method is likewise very clean to keep away from product marketing and marketing fraud. Direct marketing and marketing fashion is provided very honestly, and brazenly so as to be made through advertisers which might be conveyed to customers. In this case, using a practical marketing and marketing fashion, and with out and clean to recognize and recognize makes purchasers consider withinside the exceptional of the splendor product furnished serves as a device In this case, the fashion of language facilitates in phrases of accept as true with in purchasers.

Data 3

Wardah "inspiring Beauty"



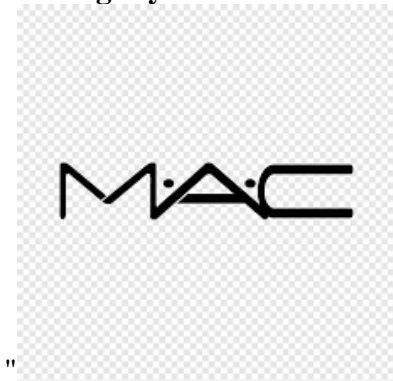
<https://pressrelease.kontan.co.id/release/wardah-ajak-masyarakat-maknai-kecantikan-secara-modern-dengan-feel-the-beauty>

(Source: google.com)

Quoted from kontan.co.id news data data tool "Jakarta, 18 2019 Wardah officially started 2019 with the slogan "Inspiring Beauty" to "Feel the Beauty" to modernize the meaning of beauty which has often been spoiled by mere appearance. closeness and relevance to the lives of modern women today. "More than appearance, Wardah believes that beauty is a positive feeling that can bring changes that can be felt and meaningful to others. With the tagline "Feel the Beauty", we want to invite people to feel the beauty that is around us, not just see beauty," said Putri Diah Paramita, Marketing Director of PT Paragon Technology & Innovation. It can be analyzed that the word inspiring beauty is included in the informal style category because the meaning and language are standard and have no significance.

Data 4:

C. Slang Style



mashmoshem.co.id/contoh-tagline-brand-kosmetik

source: journal.sociolla.com

M.A.C "All Ages"

Analysis

This brand known for its diverse makeup shades has a tagline that is short, easy to reach, and can communicate their brand goals. From the advertisements listed on television or advertising media, the M.A.C tagline is "All Ages, All Races, All Genders". From this you can relate that M.A.C wants to emphasize that its cosmetic brand is made for everyone, of all ages, races, genders. In my opinion, this slogan is included in the slang style because it defines slang as a very colloquial language and not a concept that is suitable for formal situations according to the meaning of the slang style itself in accordance with the slogan of this cosmetic brand.

Data 5

D. Colloquial Style :

Innisfree "SKIN-LOVING, EARTH-CARING"



mashmoshem.co.id/contoh-tagline-brand-kosmetik

(source : journal.sociolla.com)

Analysis

This South Korean cosmetic brand has an environmentally friendly concept, made from natural ingredients, which can bring out the user's natural beauty, the same as the concept, the meaning of the Innisfree slogan "SKIN-LOVING, EARTH-CARING" means the slogan aims to treat or maintain beauty skin. According to the research conducted, this slogan is included in the type of everyday language style in the language style presented in sociolinguistic studies.

V. Conclusion

1. According to the results of the analysis carried out in the beauty brand advertising slogans, the results are that: There are 4 types of language style that I use, namely formal style, informal style, and slang style. Based on data analysis, the types of advertising slogans found as many as 16 data for beauty brand names and their slogans. In detail the data in the advertisement. there are 5 data in the advertisement. The most dominant use of language style in the data is slang and informal style along with the meaning of the advertising slogan.
2. The fourth concept of stylistic theory from sociolinguistic studies is interrelated because the four types greatly help the creator in explaining the meaning of the beauty brand advertising slogan, and make it easier to promote the advertisement.

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