

The Use of Language Function in Maybelline New York Cosmetic Advertisements

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Abstract

This article discusses the use of language function in *Maybelline New York Cosmetic advertisements*. The theory which was applied in analysing the data and used as the main theory is taken from the book proposed by Roman Jakobson entitled *The Framework of Language* published in 1980.

The data were taken from the *advertisements of Maybelline New York Cosmetic* around 2015 until 2019 which was downloaded from YouTube. The analyse method that is used in this paper is descriptive qualitative method.

Based on the result of the analysis, there are five from six kinds of language function found in *Maybelline New York cosmetic advertisements*, they are *referential*, *emotive*, *conative*, *phatic*, and *poetic* function but there's no *metalingual* function.

Keywords: Language, Language Function, Advertisement

Artikel ini mendiskusikan tentang penggunaan fungsi bahasa dalam iklan kosmetik *Maybelline New York*. Teori yang digunakan untuk menganalisis data dan digunakan sebagai teori utama diambil dari buku yang ditulis oleh Roman Jakobson berjudul *The Framework of Language* diterbitkan pada tahun 1980.

Data-data yang digunakan diambil dari iklan kosmetik *Maybelline New York* antara tahun 2015 sampai 2019 yang diunduh dari YouTube. Metode analisis yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif.

Berdasarkan hasil analisa, ada lima dari enam jenis fungsi bahasa yang ditemukan dalam iklan kosmetik *Maybelline New York*, diantaranya fungsi *referential*, *emotive*, *conative*, *phatic*, dan *poetic* tetapi tidak ditemukan fungsi *metalingual*.

Kata kunci: Bahasa, Fungsi Bahasa, Iklan

BACKGROUND

A language is an important tool in human life because without it people cannot communicate with each other. Human life in its present form would be impossible and inconceivable without the use of language. It is important to study other languages aside from our mother tongue. Language plays a crucial role in our lives as a functional system of human communication (Genetti, 2014:3).

All the languages have the same function; one of them is to communicate with each other. A language function explains why someone says something. For example, when you want to know something you have to ask information. "Ask information" is one of the language functions. A person uses his language to many different purposes for example, to express his feelings, to ask for help and to apologize. The use of language functions can be found in advertisement.

Advertisement is a communication process that has a very important force as a marketing tool that is very helpful in selling goods, providing services and ideas through certain channels in the form of persuasive information. Cook (2001:1) states we cannot walk down the street, shop, watch television, go through our mail, log on to the Internet, read a newspaper or take a train without encountering it. Advertisements can be found in magazines and newspapers, brochures, on television, radio, and billboard in streets, and even now on the social media. In this research, the writer focus on the advertisement that spread on social media especially YouTube. According to Prajarini (2020:2), social media is an online site that allows the users to create profiles, invite friends, follow friends, communicate, send and receive messages, and network. YouTube, Instagram, and Facebook are the most popular social media in Indonesia with the largest number of users (Helianthusonfri, 2019:6).

The kind of advertisement that is analyzed in this research is commercial advertisement especially cosmetic advertisement. Commercial advertisement is an advertisement that sells products or services directly (Kriyantono, 2013:33). According to Bovee and Arens (in Haqqo, 2016:21), advertising has many functions. Generally these functions could be grouped and categorized as marketing, communication, education, economic, and social function. While Mitchell et al (2009:6) states the purpose of advertising has always been to sell a product, which can be goods, services, or ideas. According to Biihler (in Newmark, 1988:39), the three main functions of language are “the expressive, the informative - he called it 'representation' - and the vocative ('appeal') functions: these are the main purposes of using language.”

By using the function of language, it will clarify what the advertisers want to deliver. If you want to inform a large number of people about something, you might need to advertise in the more familiar sense of the word, by public announcement (Dyer, 1982:2). According to Schwab (1962:1) there are five fundamentals in the writing a good advertisement:

1. Get attention
2. Show people an advantage
3. Prove it
4. Persuade people to *grasp* this advantage
5. Ask for action

In advertising, advertisers make their advertisements as interesting as possible to attract people to buy or use the things and services, through the use of words and the way to deliver them. Since language is used in advertising, the company must pay attention in using language in advertisement. The company may notice the function of the language that is used in advertising. Language must be investigated in all the variety of its function (Jakobson, 1980:81). The choice of language or language variety may be determined by the domain the language is being used in, such as with family, among friends, and in religious, educational and employment settings (Holmes 2001 in Paltridge 2006:29). Jakobson (1985:144) divided six major functions of language, each assuming an orientation within the verbal message on one of the factors; emotive, conative, metalingual, poetic, referential, and phatic function.

Cosmetic products become one of the products that have big potential customers in the world. Ringrow (2016:2) states “the majority of cosmetics are marketed using the

message that the female appearance can be improved with the aid of products: one has the opportunity to look younger, slimmer, prettier and so on.” Cosmetic advertisement which is popular enough and easily to find is Maybelline New York. Maybelline New York is the number one global cosmetics brand and is available in over 129 countries worldwide. Offering more than 200 products, Maybelline New York combines technologically advanced formulas with on-trend expertise to create accessible cosmetics with a cool, urban edge, and a spirited style (About Maybelline, 2020).

There are some problems in understanding the language function especially in advertisements, because it is difficult to differentiate the language according to its function if we do not really know its characterization. Someone sees the function of language in advertisements only to promote the products or services. But if we focus on that advertisement, we will see the other functions of language. This paper discussed about the use of language function in advertisement, especially in Maybelline New York cosmetic advertisement.

METHOD AND THEORY

Maybelline New York has published a lot of advertisements. It can be seen in television and YouTube. The Maybelline advertisements used as the data source were taken from YouTube. The data were collected by doing the observation. Observation method is used to make observations on research subjects to collect research data (Riyanto, 2010:96). The purpose of using the observation method is to determine the types of language functions used in Maybelline New York Cosmetic advertisements. First, the Maybelline New York cosmetic advertisements were searched on YouTube. Then the video was downloaded and watched.

The next step was focused on finding the language function in each advertisement, then note-taking. According to Arfianti (2020:44), the note-taking method is recording the data obtained from research subjects which are then copied into data cards to facilitate the analysis process.

The data was analyzed by using qualitative method and was described descriptively. Qualitative is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem (Creswell and Creswell, 2018:41). According to Parkinson & Drislane (2011), qualitative is a research using methods such as participant observation or case studies which result in a narrative, descriptive account of a setting or practice.

According to Sudaryanto (1993:57), there are two kinds of methods in presenting the analysis; they are informal and formal methods. Informal method refers to the method of presenting the analysis by using words, while the formal method uses symbols, diagrams, figures, and tables in presenting the analysis. This research used informal method because it presented the analysis by using words.

In analyzing the data source, a theory is a very important thing to be used to resolve the problems discussed. A theory provides a framework for explaining an observation. There are several theories which were used as references to make this paper, but only one theory which will be used as the main theory. It is the theory of

language function proposed by Roman Jakobson in his book entitled *The Framework of Language* (1980). Jakobson stated:

“Language must be investigated in all the variety of its functions. An outline of these functions demands a concise survey of the constitutive factors in any speech event, in any act of verbal communication.” (Jakobson, 1980:81)

RESULT OF STUDY

From some Maybelline New York Cosmetic Advertisements, there are only five from six kinds of language function were found, they are referential function, emotive function, conative function, phatic function and poetic function but there is no metalingual function found in these advertisements.

1. Referential Function

Referential function is the function which focuses on describing or showing something. It can be used to inform something, such as description, statement or asking and explaining something in form of declaratives or interrogatives. Declarative used to state something, while interrogative used to ask or request something. In the interrogative sentence, the position of subject and auxiliary or linking verb “be” will be exchanged.

Data 1

Maybelline Fashion Brow Duo Shaper

Girls, do you wanna know the secret to natural looking brows every day?

Uy! Ay!

My secret: the new Maybelline Brow Duo Shaper

From fake-looking to natural-looking

Make your natural brows happen and go from “Ay!” to “Wow!”

There are two referential functions found in data 1 which explained as follow.

(1) *“Girls, do you wanna know the secret to natural looking brows every day?”*

(2) *“My secret: the new Maybelline Brow Duo Shaper. From fake-looking to natural-looking, Make your natural brows happen and go from “Ay!” to “Wow!””*

The utterance (1) above is referential function because its function is to ask something to someone. It is a form of interrogative sentence because it ends with the question mark (?) and there is an auxiliary verb “do” in front of the subject “you” which is the characteristic of interrogative sentence, the position of subject and auxiliary verb or linking verb is exchanged. And the utterance “*Girls, do you wanna know the secret to natural looking brows everyday?*” is form of interrogative sentence that just need “yes” or “no” answer.

While the utterance (2) is also the referential function because its function is to inform things to someone. The addresser gives us the information about her secret in

making natural-looking brows by using Maybelline Brow Duo Shaper. It is the form of declarative sentence which ends with period (.).

2. Emotive Function

Emotive function is the function which focuses on the expression of the addresser. It will come out when the addresser likes or dislikes something so it can be a positive or a negative expression. Beside of using sentences to express the emotion, the addresser also can use interjections.

Data 1

Maybelline Moisture Whip Lipstick

Moist, wet
Wonderful colors
Colors that lick your lips
Moisture whip colors by Maybelline
With moisturizer and the protective sunscreen
To keep your lips
Very soft, very moist, very wet
And I think that's very wonderful
Moisture Whip Lipstick by Maybelline
For long-lasting colors that lick your lips

The utterance which shows the emotive function from the advertisement above is explained as follow.

(1) *"And I think that's very wonderful"*

The utterance (1) above is emotive function because the addresser said *"And I think that's very wonderful"* to express her feeling about the product. She claims this lipstick is very wonderful because of the colors and the superiority of the lipstick. It can be known as emotive by the use of the personal pronoun *"I"* which means it focuses on the addresser.

3. Conative Function

Conative function is a function which helps the addresser to make the addressees do something. It uses imperatives sentences, such as commands, requests, instructions, permissions, etc. Imperative often used with a vocative when you mention to whom a command or request is being addressed. Imperative sentences can also consist of nothing but verb.

Data 1

Maybelline 2-in-1 Brow Shaping Pencil

Your brows
They say it all

Maybelline 2-in-1 brow shaping pencil
Just shape and fill with angled tip and blend with the brush for perfectly shaped
Smudgeproof and long-lasting brows
Even for the brow newbies out there
Try it now

There are two conative functions found based on the utterances above which explained as follow.

- (1) *“Just shape and fill with angled tip and blend with the brush for perfectly shaped”*
- (2) *“Try it now”*

The utterance (1) above is conative because its function is to instructs someone. The addresser's instruction is about the step in using Maybelline 2-in-1 Brow Shaping Pencil. She instructs us to shape then fill and the last is blend with the brush for brows perfect shape.

While the utterance (2) is also a conative because its functions is to commands someone to do something. The addresser commands the addressee to try the new Maybelline product.

4. Phatic Function

Phatic function is a function which uses to open the conversation and to maintain the contact between addresser and addressee. It consists of greetings, complements, gossip, etc.

Maybelline Clear Smooth All in One Powder

Is your powder best in oil control?
Let's see which one absorbs oil the fastest
Clear Smooth All in One absorbs oil the fastest
The best in oil control

The utterance which shows the phatic function is explained as follow.

- (1) *“Is your powder best in oil control? Let's see which one absorbs oil the fastest”*

It can be concluded that the utterances above are phatic function because it is used to start the utterances of the video. The addressee will be curious why she ask *“Is your powder best in oil control?”* and is that the product that best in oil control. And the addressee will be more curious because the model compare Clear Smooth All in One powder with other brands.

5. Poetic Function

Poetic function is a function which focuses on the aesthetic sense of beauty in its language. It uses the poetic features to express something, such as the songs, poems, repetition and figurative language. Poetic function also can be found in slogan of advertisements.

Maybelline Total Temptation Mascara

Given to New Temptation Mascara from Maybelline New York
Creamy formula infused with coconut extract lashes
So soft, so dense, so tempting
New Temptation Mascara
Only from Maybelline New York

The utterance which shows the poetic function based on the utterances above is explained as follow:

(1) “*So soft, so dense, so tempting*”

The utterances above show the poetic function because they use the same phrase. It is also ear catching and easy to remember. It is the form of repetition which uses the repetition of “*so...*”. This utterance created the aesthetic sensation of language.

CONCLUSION

The conclusion of this study can be formulated based on the scope of discussion. There are eight advertisements that were analyzed. They are Fashion Brow Duo Shaper, 2 in 1 Brow Shaping Pencil, Super BB Cushion Radiant Poreless, Clear Smooth All in One Powder, Master Contour V-Shaped Duo Stick, New Total Temptation Mascara, and Moisture Whip Lipstick.

Based on the analysis in the previous chapter, not all the utterances in Maybelline advertisements had six language functions. Each advertisement consists of two to five language functions from six kinds of language functions. There are only five from six kinds of language function found in Maybelline New York Cosmetic Advertisements. They are the referential function, emotive function, conative function, phatic function, and poetic function and there is no metalinguistic function.

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