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## **A critical discourse analysis of the beauty advertisement by Make Over**

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### **Abstract**

Advertisement as media to promote or sell particular products can be done online, electronic and printed media. It is easy for the public to access or get information. In advertising, the advertiser use the power of language to influence the reader to use the products. Beauty product always attract women. The method to conduct the study is qualitative research. The objectives of the study are to analyse the language features, the discourse strategies, and the social features used in the advertisement of the beauty products MAKE-OVER. The way to collect the data is taken from a caption in Instagram account of beauty products MAKE OVER. The study uses Fairclough's theory three dimension of discourse study. Then the data is analyzed in its language features. The result is the caption uses verb 1, present tense, modals, and adverb of manner. The caption declares imperative, declarative, and positives sentence. It showed that the caption is set to make the reader sure the products. The second discourse strategy is the strategy that is used positive self-representation and compliment. The advertiser influences the reader by state the positive phrases by mentioning the impact after use the products. Thirdly, in the social-cultural practice section, the analysis is based on the assumption that the social context outside the media is influenced by how discourse appears in the media.

*Key words: Advertisement, Critical Discourse Analysis, Textual Analysis, Discourse Strategy Beauty Product, MAKE OVER.*

### **1. Background of the Study**

There are many beauty products in the market. Furthermore each beauty product has a particular brand. Each of the brands has characteristics to

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remember the product easily. The producers have to create the beauty products based on the market is needed. They have to create specific purpose for their products to make buyers interested in the product. Packaging is made in specific colour tone, and the words used are eye-catching or easy to remember and understand. It means that there is something or information to convey to the consumer related to the products.

Another thing that is also important is promoting and selling the products. To be successful doing it, the producer has to do some strategies. It can advertise in printed media, electronic media or other media that people are more interested in and often use. In this era people are more interested in social media to advertising, buying, selling and other transaction in economic commerce. Advertisement is as a form of communication between the text-producer and viewer. So the use of language advertisement is becoming something important. The characteristic of language in advertisement, then, becomes something important because there is relationship between the text-producer and the viewer. According this point of view Wells (1989:11) stated that “advertisement is a paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience”.

The use of the language of the products are brief, dense, and clear. The point carrier of message in advertisement is language, thus advertising process itself is a Discourse. Some kinds advertisement of beauty products are used English as language introduction. It becomes more intention to understand or analysis the words. To understand the content of the text in the beauty products. There are some previous studies concerning the discourse analysis of advertising about certain brand of beauty products, but it is not like the writer choosen. This study concern with words used in the beauty image of one brand beauty products MAKE OVER especially in Instagram accounts.

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Therefore, the writer use Fairclough's framework to analyze the advertisement of beauty products what the language features, discourse strategies, and social features used in advertisement of MAKE OVER in Instagram account.

## **2. Reason for Choosing the Topic**

Discourse study is something interesting for the writer. Because we can find something new through conduct the research and after it. As a student of Language Education have to able to analyze the text or something related to language and branch of the field of the language. In this study the writer choose advertisement that found in Instagram account of beauty products MAKE OVER. This brand is one of famous beauty brand in Indonesia. Nowadays Social media has important role as media promotion. Because it is cheap and easy.

## **3. Objectives of the Study**

Due to the explanation above, then this research seeks to answer the following questions:

- a. What is the language features used by advertisement of MAKE OVER?
- b. What are the discourse strategies used in advertisement of MAKE OVER?
- c. What are the social features used in the advertisement of MAKE OVER?

Objectives of the Study Considering several points as the following:

- a. To analyze the language features used by advertisements of MAKE OVER.
- b. To analyze the discourse strategies used in the advertisement of MAKE OVER.

- c. To analyze the social features used in the advertisement of MAKE OVER.

#### **4. Framework and Review of Literature**

##### *a. Critical Discourse Analysis (CDA)*

Critical Discourse Analysis (CDA) helps to understand language in its use. Language turns out to be a tool of communication and is also used as an instrument to do something or a means to implement a strategy power. Through language, people produce meaning in social life. Critical Discourse Analysis (CDA) is learned for some reasons. Dr. Haryatmono in his book *Critical Discourse Analysis* (2016) stated that why critical analysis of language is necessary.

First, language is used for various functions which consequences can be very diverse. The ability to understand the function of language makes it more observant in calculating the consequences so as to increase the effectiveness of communication and discourse strategies.

Second, the same phenomenon, according to Fairclough, can be described in various ways, there are variations in reports or stories, it can be literal, fictitious, representative or virtual. The various ways of describing reality imply the existence of particular interests, intentions and goals, so it takes sharpness in their interpretation.

Third, the actual use of language tends to be non-transparent, meaning that many discourses do not directly express the sincere intentions of the speaker or writer, but are laden with rhetoric, manipulation and misdirection. So a critical attitude needs to question and suspect the importance of values or goals that are hidden.

Fourth, language, according to Van Dijk (2004), is both constructed and constructed. Language is constructed to produce meaning through adjustments to the demands of its grammatical rules: the use of vocabulary

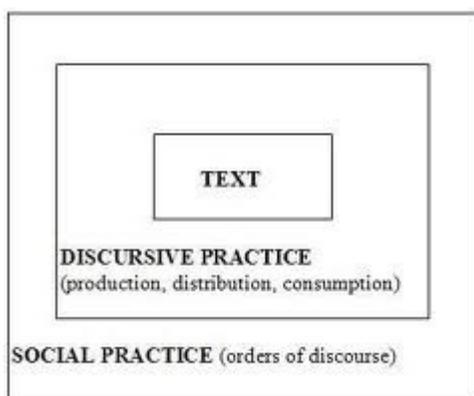
words, terms, or metaphores has led to certain meanings; grammar regulates the use of verbs, themes, modalities, cohesion or coherence of sentences; and the structure of the text reflects the logic of the argument for justification.

Language is said to construct, when people try to give meaning to phenomena or engage in social activities, namely when language is used as a power strategy; and second, when stories/concepts can create real. Using the term military opertaion aren means building an image that the reality operation of the area is dangerous. So language is not a neutral phenomenon, but is always related to developing of awareness of problem. Language has frozen certain values or ideologies.

CDA is a major discipline to investigate any phenomena within language variances in a social context. CDA gives a framework to study the relationship of society and discourse, text and context, power and Language” (Fairclough, 2001).

*Figure 1.*

*Fairclough’s three-dimensional model 2001*



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Fairclough's three-dimensional model has three phases to explore the link between language use and social practice. This framework is the theoretical basis of the objectives of this study, to analyze the language of advertising and see which devices are used in this type of discourse.

The notion of discourse has been studied many times by different researchers with different contexts, situations, and backgrounds. Although taking a researcher's study is acceptable to analyze its weakness, it is important to notice the previous study to get further insight into what current issue happens in the area. It avoids the meaningless study because of what current issue happens in the area. It avoids the meaningless study because of choosing the same topic taken by a researcher unintentionally. Here, are some previous studies with a similar topic about discourse in text and context.

*b. Advertisement*

Advertisement is as a media to promote and introduce a particular products or service. Advertisement deals with information in the form of promotions that aim to make readers/listeners interested in what is being promoted. The words used in advertisements reflect language, meaning on audiences and social practice (Cook, 2001). Advertisement has an aim to persuade the reader or listener to buy the products. Language in the advertisement is usually in the form of implied meaning. Hence it is needed to analyze the real meaning and the features language. Advertisement is considered 'persuasive discourse' because the language used in advertisement is heavily influenced by linguistic communicative means (Villarino & Marina 1997).

*c. Textual Analysis*

Text analysis is a branch of semiotics text which deliberately examines texts in various forms and level. Text analysis means a branch of semiotics text as a

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“language product” in the form of a horde or combination of signs. Text analysis has four main features, ‘vocabulary’, ‘grammar’, ‘cohesion’, and ‘text structure’. In this research study, the linguistic features in terms of lexical, syntactic, and rhetorical devices are explored.

*d. Discourse Strategy*

Strategy is the technique used by the speaker to create a specific effect in the hearer’s mind. Discourse strategy is a common qualitative research method in this research might focus on: the purposes and effects of different types of language, convention and culture rules in communication, how values, beliefs, and assumptions in communication, and how language relate to its social, political and historical context.

*e. Previous Studies*

In the research Hidayat (2020) entitled “Beauty Advertisement Products in Forming the Reality of Society: A Critical Discourse Analysis”. The goal of the study to analyze the advertisement of two competing brands’ advertisement of beauty products in gaining sympathy from the potential public customers. The study showed that the texts in the advertisements were formulated to persuade and attract the sympathy of potential buyers. Moreover, the text was also created by elevating existing realities and shaping certain realities in society so that the advertisement achieved the ultimate goal of reaching the sympathy of the potential buyers.

Another study of Trong Du (2019) “Discourse Analysis of Some Nivea Advertisements” aim to analyze the linguistics features to discover the

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discourse strategies to construct the concept of idea of Nivea advertisements. The researcher used CDA theory of Fairclough. The study reveals that in terms of lexical devices of Nivea advertisement used both positive and negative vocabulary, scientific terms, foreign or exotic words, second personal and possessive pronouns. The discourse strategies including negative and positive self-representation, scientific proof, adding appeal to healthy beauty, and setting close relationship with customers were applied to build the producers' beauty concepts, deliver it to customers, and persuade them to use the product.

Modaresi (2016) the research revealed the critical approach with the findings are both of the advertisement used different grammatical cohesive devices and cohesive lexical devices. The advertising texts in the past used more cohesive of lexical and grammatical cohesive devices. In contrast, nowadays, the figure of the actress or picture of the products covers most of the page and the texts rather brief and do not allow a particular order.

Another previous study of Hambur (2019), this research investigates several slogans of beauty products in social media based on Critical Discourse Analysis (CDA). The researcher found that the commercial text producers promote their beauty products by creating a sense of "being something", "having something", and "becoming something". It means that beauty products companies try to impose particular beliefs, that by possessing their products, the prospective customers may achieve ideal beauty image.

"A Critical Discourse Analysis on Wardah Halal Beauty Advertisements" by Siregar state that Ideological language is used to control people's mind. Thus the advertisers use language as power to gain control over others. Since Indonesia has a lot of muslim population Halal products more interested in. They believe halal products are better for body and soul.

## 5. Method

### *a. Research Design*

In this study, the researcher applied the descriptive qualitative method. The method was used because the data of the research were in the form of written text. The data was taken from Instagram account of one of beauty products MAKE OVER. This beauty products MAKE OVER is one of popular brand of cosmetic. The data are the words, phrases, clauses found in the Instagram account of MAKE OVER. This study analyzed the text through Fairclough's CDA approach. There were some researcher used this approach to conduct their research. This approach has popular This approach concerns on three process, those three processes are described as follows.

- a. Text analysis means analyzing of textual features.
- b. Processing analysis is concerned about relationship between text and interaction – with seeing the text as the products of a process production.
- c. Social analysis is concerned with the relationship between interaction and social context – with the social determination of the processes of production and their social effects.

### *b. The Population and The Sample*

This research conducted with Purposive sampling. Purposive sampling was as “ a method of sampling where the researcher deliberately choose who to include in the study based on their ability to provide necessary data”. This study's unit analysis were caption that found in the Instagram account of MAKE OVER. This research was limited only use advertisement in Instagram account of beauty products MAKE OVER. The researcher only took 18 product of MAKE OVER. This research applied nonprobability purposive sampling. The data was limited only 18 products took from the instagram account of

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beauty product MAKE OVER. Because the researcher only focus to analyze the caption that describe the products and the words which containt persuasive language as a advertisement.

According to Agbede:2016 “Purposive sampling is as “a method of sampling where the researcher deliberately chooses who to include in the study based on their ability to provide necessary data”.

*c. Method of Data Collection*

Method of data collection of the research use non-participant observation technique. In this study the reseacher used CDA approach as a method to analyze the data and analyze the text of advertising beauty products. The data was form of the text or it is called as caption. Then the reseacher also took the some pictures from Instagram account of beauty product MAKE OVER. The pictures as supporting data.The data was collected from Instagram account of beauty products MAKE OVER. The data was limited only 18 products took from the Instagram account of beauty products MAKE OVER. Because the reseacher only focus to analyze the caption that described the product and the words which containt persuasive language as a advertisement. It must be there is imply meaning in it. The beauty product MAKE OVER in its account describe use more English. The products look like internationally. But the reseacher only took the caption that use English.

*d. Data Analysis Procedures*

To analyze the data there some ways to be conducted. The firstwas collect the data from Instagram account of beauty products MAKE OVER. The reseacher took some pictures also. Then analyze the text based on Fairclough’s CDA approach. The analizing was the textual features of the text. The text analyzing has four main features, ‘vocabulary’, ‘grammar’, ‘cohesion’, and ‘text

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structure'. The findings of each elements will breakdown in the tables. The second was analyzing the relation social context. The use of the language in text in context social. How the structure of the text can persuade the viewer to buy the products. Because the research is qualitative the finding will be explain in form of text not counting the number.

## **6. Research Finding and Discussion**

In this part the writer presented the result of the analysis of advertisement beauty products MAKE OVER finding in caption of Instagram account. The data of the research in form of text that took from caption of Instagram account beauty product MAKE OVER. The data of the advertisement text from Instagram account MAKE OVER will be analyzed using the Fairclough CDA theory in three dimensions, namely the textual analysis, discursive strategy analysis and social feature analysis. The following below is an analysis of the three advertisements text for beauty products:

### *a. Textual analysis*

Captions of each beauty products MAKE OVER:

#### 1. Powerstay Demi-Matte Cover Cushion

This bae is totally the talk of the town being true her award winning claims.

#### 2. Powerstay Total Cover Liquid Concealer

Rely on Powerstay Total Cover Concealer to hide unwanted blemishes, fine lines and eye bags.

#### 3. Powerstay Matte Powder Foundation

Flawless looks gets refreshed with every tap of Powerstay Matte Powder Foundation.

#### 4. Multifix Matte Blusher

Multifix Matte Blusher flush cheeks are great to stay gorgeous all day.



5. Powerstay Weightless Liquid Foundation  
NO worries! Covering completely every day can feel as light as air with Powder Weightless Liquid Foundation.
6. Perfect Cover Two Way Cake  
Silky smooth and getting rid of excess oil, no wonder this bae is an all time.
7. Make Over Blush On Singles  
Pair up with our Make Over Blush On Singles and blush the way out.
8. Hydration Serum  
Make Over Hydration Serum is clearly the most favorite primer in the house.
9. Hydrastay Smooth Lip Whip  
Be easy on yourself like a stay gorgeous Sultana you are destined to be.
10. Eyeliner Pencils  
Sultana Look encourages you to collect more eye color.
11. Powerstay Fix & Matte Makeup Setting Spray  
Don't let your makeup slip or melt, Gorgeous! Just spray Powerstay Fix & Matte Makeup Setting Spray
12. Powerstay Eye Palette 'Uptown Bae'  
In this post, we provide suggestions on how to combine Powerstay Eye Palette 'Uptown Bae'
13. Make Over Color Hypnose Cream Lip Matte  
Change holiday moods to hustle vibes with Make Over Color Hypnose Creamy Lip.
14. Make Over Trivia Eye Shadow

Already out & about? Don't forget to color your statement eyes with Make Over Trivia Eye Shadow.

15. Powerskin Radiant Tinted Moisturizer

Combine correction and TREHALOSE skin hydration with Powerskin Tinted Moisturizer

16. Powerskin Liquid Glow Moisturizer

Powerskin Liquid Glow Moisturizer is formulated with 5% Niaciminamide to unleash your skin glowing potential.

17. Hyperblack Superstay Liner

Sharp and intense, eyes gets lines only by the best.

18. Lash Impulse Waterproof Mascara

Lash Impulse Waterproof Mascara and start your day with wide open perspective

The captions in this advertisement of beauty products MAKE OVER mostly use simple present. Those are signed with verb 1 and to be present.

*b. The Use of Simple Present (Verb 1 and to be present)*

The use of simple present from the caption of Instagram account is showed in form of table below.

Table 1. The Use of Simple Present (Verb 1 and to be present)

No	Image	Caption	Verb 1	To be present	Adverb of time
1.		This bae <b>is</b> totally the talk of the town being true her award winning claims.	-	is	-

2		<p>Rely on Powerstay Total Cover Concealer to <b>hide</b> unwanted blemishes, <b>fine</b> lines and eye bags.</p>	<p>Hide Fine</p>	-	-
3		<p>Flawless looks <b>gets</b> refreshed with every <b>tap</b> of Powerstay Matte Powder Foundation.</p>	<p>Gets Tap</p>	-	-
4		<p>Multifix Matte Blusher flush cheeks are great to <b>stay</b> gorgeous all day.</p>	<p>Stay</p>	-	all day
5		<p>Be easy on yourself <b>like</b> a stay gorgeous Sultana you are destined to be.</p>	<p>Like Stay</p>	are	-
6		<p>Silky smooth and getting rid of excess oil, no wonder this bae is an all time.</p>	-	-	an all time
7		<p><b>Pair up</b> with our Make Over <b>Blush</b></p>	<p>Pair up blush</p>	-	-

		On Singles and blush the way out.			
8		Make Over Hydration Serum <b>is</b> clearly the most favorite primer in the house.	-	is	-
9		Be easy on yourself like a stay gorgeous Sultana you <b>are</b> destined to be.	-	are	-
10		Sultana Look encourages you to <b>collect</b> more eye color.	collect	-	-
11.		Don't let your makeup <b>slip or melt</b> , Gorgeous! Just spray Powerstay Fix & Matte Makeup Setting Spray	Slip melt	-	-
12		In this post, we <b>provide</b> suggestions on how to <b>combine</b>	Provide combine	-	-

		Powerstay Eye Palette ‘Uptown Bae’			
13		<b>Change</b> holiday moods to hustle vibes with Make Over Color Hypnose Creamy Lip	Change	-	-
14		Already out & about? Don’t <b>forget</b> to <b>color</b> your statement eyes with Make Over Trivia Eye Shadow.	forget color	-	-
15		<b>Combine</b> correction and TREHALOSE skin hydration with Powerskin Tinted Moisturizer	Combine	-	-
16		Powerskin Liquid Glow Moisturizer <b>is</b> formulated with 5%	-	is	-

		Niaciminamide to unleash your skin glowing potential.			
17		<b>Sharp</b> and <b>intense</b> , eyes <b>gets</b> lines only by the best.	sharp Intense Get	-	-
18		Lash Impulse Waterproof Mascara and <b>start</b> your day with wide <b>open</b> perspective	Start Open	-	-

The use of tense in the captions were simple present tense to describe the beauty products. the descriptive sentence usually uses simple present. It means the sentence has characteristic use verb 1 and to be present or modal present. The captions were presenting and describing the reality (information) of all the products. All the caption are presented in declarative, imperative, and active sentence. Information presented by advertiser clearly and those appropriate with the products are which described. The declarative form was found in the caption, it was used to declare, give information, and give details of the beauty products. The information was set clearly. The setting of pictures can give the reader feel sure with product. They can find out what the beauty products look like. Some sentences present in imperative. The imperative form means that the advertiser persuade the reader in order to buy or use the beauty products. The advertiser want the reader try the products soon. The advertiser try to influence and set the mind of the reader through the words. Hence the captions words are not only giving the information but also giving command

directly to the reader. In this case shows the power of advertisers over their reader.

For example:

Don't forget to color your statement eyes with Make Over Trivia Eye Shadow.

Don't let your makeup slip or melt, Gorgeous!

*c. The use of Declarative, Imperative and Active*

The use of declarative, imperative and active is showed in the table below. The data is showed in table because it is easier to understand.

Table 1. The Use of Declarative, Imperative and Active

No	Image	Caption	Declarative	Imperative	Active
1.		This bae is totally the talk of the town being true her award winning claims.	√	-	√
2.		Rely on Powerstay Total Cover Concealer to hide unwanted blemishes, fine lines and eye bags.	√	-	√
3.		Flawless looks gets refreshed with every tap	√	-	√

		of Powerstay Matte Powder Foundation.			
4.		Multifix Matte Blusher flush cheeks are great to stay gorgeous all day.	√	-	√
5.		Be easy on yourself like a stay gorgeous Sultana you are destined to be.	√	-	-
6.		Silky smooth and getting rid of excess oil, no wonder this bae is an all time	√	-	√
7.		Pair up with our Make Over Blush On Singles and blush the way out.	√	-	√
8.		Make Over Hydration Serum is clearly the most favorite primer in the house.	√	-	√
9.		Be easy on yourself like a stay gorgeous Sultana you <b>are</b> destined to be	√	-	√
10.		Sultana Look encourages you to <b>collect</b> more eye color.	√	-	√
11.		Don't let your makeup <b>slip or melt</b> , Gorgeous!	-	√	-

		Just spray Powerstay Fix & Matte Makeup Setting Spray			
12.		In this post, we provide suggestion on how to combine Powerstay Eye Palette ‘Uptown Bae’	√	-	√
13.		Change holiday moods to hustle vibes with Make Over Color Hypnose Creamy Lip.	√	-	√
14.		Already out & about? Don't forget to color your statement eyes with Make Over Trivia Eye Shadow.	-	√	-
15		Combine correction and TREHALOSE skin hydration with Powerskin Tinted Moisturizer	-	√	-
16.		Powerskin Liquid Glow Moisturizer is formulated with 5% Niaciminamide to	√	-	√

		unleash your skin glowing potential.			
17.		Sharp and intense, eyes gets lines only by the best.	√	-	√
2.		Lash Impulse Waterproof Mascara and start your day with wide open perspective	√	-	√

From the table we know that declarative and active are discovered more than imperative. It means that the advertiser wants to give more information in details each beauty products, the use of the beauty product and the benefit of the beauty products.

*d. The Use of Modality*

The use of modality of ‘can’ to show ability. The use of modality only found in one caption. Modal ‘can’ explain that the advertiser attitude to convince the beauty products MAKE OVER able to bring positive impact make the skin lighter as air after using the products.

Table 3. The Use of Modality

Caption	Modal
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<p>NO worries! Covering completely everyday can feel as light as air with Powder Weightless Liquid Foundation.</p>	<p>Can</p>
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*e. The Use of Adverb*

Adverb is word that explain how the way to do something. Adverb is lied after a verb. In other word adverb explain a verb. The use of adverb are ‘totally’ and ‘ completely, it means that the advertiser want to convince the reader that the beauty products MAKE OVER are recommended.

Table 4. The Use of Adverb

Caption	Adverb
<p>This bae is totally the talk of the town being true her award winning claims.</p>	<p>totally</p>
<p>NO worries! Covering completely everyday can feel as light as air with Powder Weightless Liquid Foundation.</p>	<p>completely</p>

*f. Discourse Strategy*

According to Fairclough advertising for the mass media discourse in which the participants are separated in time and place, hence the language is the power for influence the reader. Sutton [21, p. 68] suggests that advertisement, to some extent, will reflect some personal beliefs and values of the advertiser

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while it is designed to influence the viewers. The advertiser often uses several strategies in the advertisements to attract customers as well as deliver the idea of beauty.

The strategy is used positive self representation and compliment. The advertiser influences the reader by state the positive phrases by mentioning the impact after use the products. And images of the products make the products are more attractive and interested.

For example:

No worries! Covering completely everyday can feel as light as air with Powder Weightless Liquid Foundation.

*g. Social Features*

In the social-cultural practice section, the analysis is based on the assumption that the social context outside the media is influenced by how discourse appears in the media. According to Fairclough (2003), this practice is not related to the production of texts but rather determines how texts are produced and understand. Illustrate of tis practice how the power o society interprets and spreads dominant ideologies within community itself.

## **7. Conclusion**

The result of three-dimensional analysis of Fairclough's theory can be concluded that the first the text analysis, the use of tense, modality, and adverb. In the caption found the most verb 1 and to be present such as: is, are. It means that the advertiser really explain the information and describe the beauty products in details. The products can be used every day to accompany the woman's activities. The captions found in form of imperative, declarative and positive sentence. The declarative and positive is more than imperative. It means the advertiser really influence and set of the reader's mind especially

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woman that the products give positive impact after use it. Each beauty products has description of the sentence, phrase are set to influence women.

The second conclusion is advertising for the mass media both online and printed media will be given impact to the products. Even though the participants are separated in time and place, the advertiser still can influence or persuade the reader through the power of language. The use of language represent the characteristic of the products. Images of the products also represent and give imagination the products look like. The positive representation and compliment in the caption give positive impact to the reader.

The last is social features that used in advertising. The analysis is based on the social assumption that the media is influenced the people, the strength is from the language used. How the advertiser influence to the mind of the reader. The advertisement of the beauty products MAKE OVER give positive assumption which give positive impact of using the products. The advertiser produces a certain beauty image to indirectly persuade women as member resource of society. As another research finding that done by another researcher the use of advertisement is to influence the readers by the words or figures.

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