

Beauty Concept in Pond's Advertisements: A Critical Discourse Analysis

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Abstract. This research aimed at analyzing the beauty concept in Pond's advertisements based on three-dimensional models of discourse in Fairclough's Critical Discourse Analysis (CDA) framework. This research uses a qualitative method to analyze the beauty concept in Pond's advertisements. The results of this study show that the language used in Pond's advertisements appear very interesting in building image to the viewers and were successful in using the various discourse strategies to attract people's attention to buy the product being advertised. For the social practices, the words found in the advertisements are considered have power or control over people. Pond's advertisements also construct a concept through persuasive linguistic features and visual features. Pond's advertisements contribute to the construction of an image of ideal beauty in women's mind through the pictures and texts in which portray a certain beauty concept.

Keywords: Critical Discourse Analysis, Pond's Advertisements, Beauty Concept

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1. Introduction

Nowadays the majority of people have a different perspective towards beauty. Some people, especially in Indonesia, believe that to be beautiful must have white or bright face. People seem to forget that Indonesia is made up of numerous tribes and ethnicities, then they have different skin tones. Woman and beauty are two difficult things to separate because when we talk about woman, we also talk about their beauty. Therefore, being always beautiful will follow every woman wherever she is, wherever she goes, or what age she is. The role of the media in perpetuating the beauty construction is inextricably linked.

Advertisement is a persuasive communication medium which is designed to help achieve marketing goals and generate responses (Gilson and Berkman, 1980). Usually advertisements are informative and they have a persuasive factor in providing knowledge about products being advertised. Currently, advertisements use appealing words to attract viewers' attention

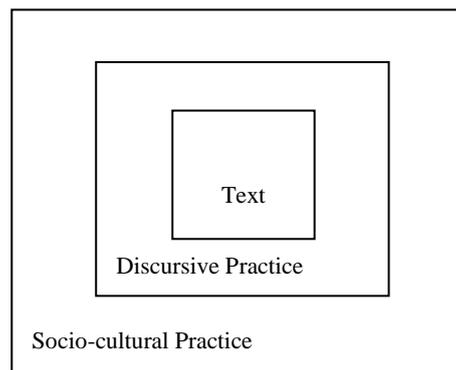
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(Kompas.com). Advertisements which use emotional appeal are very effective method to attract viewers' attention (Brown, 2006: 80).

Since the advertisement is an interesting topic, the writer found that there are many research on the analysis of advertising discourse, especially in the advertising of beauty products. The research about beauty product advertisements show that they significantly maintain and control the audiences' mind behind the beauty concept. So, the result of this study can make a contribution in the research dealing with the discourse analysis of advertising. Due to this fact, this study was designed to analyze the discourse used in Pond's Advertisements which advertise beauty product. Thus, this study seeks to find out the linguistic features, discourse strategies, and social features used in Pond's advertisement and how the beauty concept is realized in the Pond's advertisements.

The theoretical framework used in this study is a Critical Discourse Analysis framework. Critical discourse analysis (CDA) is a study of the relationship between language and all the components involved in language use, as well as the context of its use. Fairclough (2001) suggested that there are three-dimensional models in analyzing the linguistic aspects of advertisements.



1. Text

Text analysis is related to linguistics, such as by looking at semantics, vocabulary, and sentence structure, as well as coherence and cohesiveness and how these elements form an understanding. According to Fairclough (in Eriyatno, 2001) each text has three functions: representation, relations, and identity. Several types of text can be analyzed in exposing meaning through the textual dimension, including:

a) Coherence and Cohesion

This analysis shows how clauses are formed into sentences and how sentences are formed to form larger units. The relationship in this analysis can be seen through the use of repetitions, lexicals, antonyms, synonyms, conjunctions, pronouns, and others.

b) Grammar

In critical analysis, the angle of the clause found in the discourse is more emphasized in grammar analysis. The transitivity, theme, and modality of this clause are all analyzed. The analysis of transitivity determines the verbs used which construct the clause whether the clause is passive or active, as well as the significance of nominalization. Theme analysis aims to text's thematic structure. Meanwhile, the modality is used to show the power or knowledge utterance's level. According to Fairclough, modality as forming social relationships capable of interpreting attitudes and power.

c) Diction

Diction is the analysis of selected key words which used in the text. Beside, the metaphors used in the text can be seen. The vocabulary used is primarily concerned with how certain events, groups or activities, and people are in a particular set. This vocabulary will be crucial because it deals with how the truth is represented in language and how language actually builds a particular reality.

2. Discursive Practice

Discourse practice links text and socio-cultural practice. According to Fairclough, discourse practice functions to know how the texts are produced, distributed, and consumed. There are three stages in analyzing the dimensions of discourse:

a) Text Production

Text production analyzes who is producing the text (the parties involved in the text production process itself).

b) Text Distribution

Text distribution analyzes what and how media are used in the distribution of produced texts whether it uses electronic or printed media, newspapers, and others.

c) Text Consumption

Text consumption analyzes who are the target consumers/recipients of the text.

Fairclough (1995) developed an analytical framework, drawing on the concept of 'interdiscursivity' (the combination of genres and discourses in a text) 'intertextual chains' (the relationship between texts 'before' and 'after'), and 'manifest intertextuality' (the representation of discourse).

3. Socio-cultural Practice

Socio-cultural practice is related to contexts of the text outside; for example situation context or media context in its relation to a particular culture or political society. There are three aspects of socio-cultural practices:

a) Situational

The situational aspect looks at the context of events when the news are published.

b) Institutional

The institutional aspect looks at how an influence of organizational institution on practice when a discourse is produced.

c) Social

The social aspect looks at the micro aspects such as the political, economic, or the cultural system of society as a whole. Through this aspect, it can be found the essence of a text by exposing the text into deep things. Additionally, a text contains a certain ideology that the writer entrusts so that people would follow writer's will.

2. Research Method

This study uses qualitative method and the data are analyzed descriptively. The social phenomenon of relevant utterance is described in this study.. This research is analyzed because the researcher describes the phenomena that appear in the society about the beauty concept which is conducted in Pond's advertisements. The data collection method of this study uses documentation type and for the data analysis technique uses Miles, Huberman and Saldana. Two Pond's advertisements have been selected for analysis: *Pond's Flawless White* and *Pond's White Beauty Facial Foam*. Those two Pond's advertisements are selected for CDA analysis and the aim of this study is to explore the use of language, the ideology, and visuals behind the certain images. The data of Pond's advertisements are collected from Google and downloaded from <http://tiny.cc/v9z3tz>, and <http://tiny.cc/1az3tz>. The data being analyzed in this research is from the verbal and the visual text of the advertisements.

3. Results and Discussion

This part presents the results of the research and the discussion on the main points in the findings. The textual analysis, discursive strategy analysis, and social feature analysis are used and how is the beauty concept realized in Pond's advertisements.

Data 1: “ Pond’s Flawless White”



Text: 7-Day Challenge or your money back

Source: <http://tiny.cc/v9z3tz>

1. Text Analysis

a. The use of Pronoun

In this finding, it was found that this advertisement uses the pronoun 'your' or second personal pronoun in building a close relationship with viewers. The producers of this advertisement use a possessive pronoun 'your' in convincing or persuading people to use the product as it is a recommendation from a friend who has a white or bright face. The word 'your' is considered to approach customers directly and build a friendly relationship with them (Rashid, Rahman, & Rahman, 2016).

b. The use of Conjunction

In this advertisement, the advertisers use conjunction to express their ideas about why the product should be bought. A disjunctive conjunction was found in this Pond's Flawless White. The “or” conjunction is used in the advertisement to attracts attention of viewers because it offers the option of following the challenge in 7 days for having white face or getting their money back if it doesn’t work. Therefore, this advertisement encourages the viewers to select one of them.

c. The Use of Numeric Figure

The advertisement of Pond’s Flawless White uses number to gain attention of viewers. The advertisement uses the number ‘7’ to show how long we will follow the challenge to get the perfect white face. It also shows that by using this product, it only takes a few time to get a perfectly white face. Then, the number ‘7’ in the text ‘7-day Challenge or your money back offers viewers more purchasing choices as a guarantee.

d. Transitivity in the Advertisement

7-Day	Challenge	Or	your money back
Circ: Time	Material Process	Conj.	Goal

The text above contains material process. There is no participant found in the text. There is a goal only in this process, that is ‘your money back’ as the result of the process. The active sentence, an imperative form and simple present tense used by advertisers to ask and convince the viewers to do something. This way is considered to influence or persuade the viewers’ emotions. It shows the advertisers’ power to the audience.

e. Mood Analysis

7-Day	Challenge		Or	your money back
Subject	Finite	Predicator	Adjunct: Disjunctive	Complement
MOOD		RESIDUE		

2. Discourse Practice

Interdiscursivity	Genre	Advertisement
	Tenor	Advertisers to viewers
	Mode	Written
	Dimension of Text	7-Day Challenge or your money back Topic: Unmarked Topical Theme Knowledge Areas: Social relationship formed from product’s point of view.
Intertextual Chain	Texts are produced by agency of Pond's Institute advertisement, converted into text, distributed to internet, then consumed by viewers.	
Manifest Intertextuality	Discourse Representation	Texts are vocalized by persuasive sales of Pond’s Flawless White promotor
	Presupposition	7-Day Challenge or your money back <i>It needs time for getting flawless white</i>
	Irony	-

3. Socio-cultural Practice

In this finding, it was found that the construction of this advertisement is influenced by social aspect. "7-Days Challenge or your money back" are the words of this advertisement. All of the words in this advertisement have a social meaning for society. The advertisement can affect people's thinking after being heard or seen many times. People would assume that the advertised product will give them a perfect white face in just 7 days, and that if this does not happen, their money will be returned. Furthermore, the word 'your' is used in this advertisement, implying a social relationship in order to build a friendly relationship with viewers. In addition, the advertisers present a beautiful white-faced woman as a model for the product. It is able to generate power towards people in the perception of beauty among people in society through the model seen in the commercial.

Data 2: "Pond's White Beauty Facial Foam"



Text: #WajahBaruIndonesia
(#NewFaceofIndonesia)

Source: <http://tiny.cc/v9z3tz>

1. Text Analysis

a. The use of Adjective Phrase

In this finding, it was found that Pond's White Beauty Facial Foam advertisement uses adjective phrase. The word 'WajahBaru or NewFace' is an adjective phrase in the advertisement. The adjective phrase 'WajahBaru or NewFace' shows that this advertisement has a good prospect result of using this product and a good image.

b. The Use of Hashtag (#)

This advertisement uses the hashtag WajahBaruIndonesia. The use of hashtag (#) in this advertisement is a strategy used to make people easier to find out the new Indonesian women face looks like that the new face of Indonesians is no longer dark, brown, etc. But Indonesian women new face is white and radiant.

c. Transitivity in the Advertisement

#WajahBaruIndonesia (#NewFaceofIndonesia)
Goal

The text above contains material process. There's no participant found in the text, but there is a goal only, that is #WajahBaruIndonesia. The material process is realized by the goal '#WajahBaruIndonesia' as the result of the process. The advertisers use material process to show the action of making or creating new face of Indonesia which is done by Pond's White Beauty Facial Foam product. In the text of the advertisement, material clause is used by advertisers in active sentence and declarative form.

d. Mood Analysis

#WajahBaruIndonesia
Subject
MOOD

2. Discourse Practice

Interdiscursivity	Genre	Advertisement
	Tenor	Advertisers to viewers
	Mode	Written
	Dimension of Text	<p>#WajahBaruIndonesia</p> <p>Topic: Marked Topical Theme</p> <p>Knowledge Areas: Preeminence formed from product's point of view.</p>

Intertextual Chain	Texts are produced by agency of Pond's Institute advertisement, converted into text, distributed to Television and internet, then consumed by viewers.	
Manifest Intertextuality	Discourse Representation	Texts are vocalized persuasively by a well-known Indonesian singer-song writer as a Pond's White Beauty Facial Foam promotor.
	Presupposition	#WajahBaruIndonesia <i>Every Indonesian woman wear new face</i>
	Irony	Dark or brown face skin is the old face of Indonesia

3. Socio-cultural Practice

Pond's White Beauty Facial Foam advertisement contains social aspect. Since the words used in the advertisement have social meanings, they have power to affect society in social terms. This advertisement is one of the most popular advertisements so that this advertisement is seen by public. People believe that Pond's White Beauty Facial Foam product can give them a new face (white face) after seeing the advertisement many times. Moreover, the the advertisers present a famous and beautiful Indonesian singer-songwriter as the product's model. She is Raisa. Raisa plays the role of a singer-songwriter to create an ideology that how women are more likely to buy a product if a celebrity or well-known public figure endorses it. In addition, the model representation has the ability to invoke influence in people's perceptions of beauty in society.

3.2. The Beauty Concept is Realized Through Persuasive Linguistic Features and Visual Features

This study looks at two Pond's advertisements where the advertisements use various strategies to persuade or manipulate viewers. The Pond's advertisements use various linguistic features such as direct pronoun, conjunction or cohesion, numeric figure, adjective phrase, hashtag, positive vocabulary, and appropriate grammar structures to attract the viewers' attention in Pond's advertisements analysis. The name of products also contain some influencing words which motivate the consumers towards the products name. The advertisers use Adjective Phrase in their products' names, such as 'Flawless White' in Pond's Flawless White advertisement and 'White Beauty' in Pond's White Beauty Facewash. After analyzing the two advertisements, the

result shows that the visual image also has a significant impact to viewers. Pond's Flawless White Advertisement presents a beautiful white-faced woman as a model for the product and Pond's White Beauty Facial Foam presents a visual image of a beautiful and famous singer-songwriter from Indonesia, namely Raisa. The advertisements analyzed above create an ideological concept about women through certain linguistic aspects. The linguistic analysis and persuasion method used in Pond's advertisements expose how they form a positive self-representation where the advertisements persuade viewers about what and how beauty standard look like that constructs the beauty concept.

4. Conclusion

From the analysis, it can be concluded that the textual features used in two Pond's advertisements were direct pronoun, conjunction or cohesion, numeric figure, adjective phrase, hashtag in constructing language features. The process in the advertisements were material. The advertisements also used declarative or imperative form, simple present tense and active sentence in presenting the information. The discourse strategies used in Pond's product advertisements were interdiscursivity, intertextual chains, and manifest intertextuality. The socio-cultural practice in Pond's product advertisements used social aspects where the words can affect public in social term. The beauty concept is realized through persuasive linguistic features and visual text. Pond's advertisements used various linguistic features to attract the viewers' attention. The Pond's products name also contain some influencing words which motivate the consumers towards the product name. Additionally, the advertisers use the visual images in Pond's advertisements to attract attention of viewers in which through the visual features portray a concept, that is beauty concept where beautiful women must have white or bright face skin. This is what and how beauty looks like.

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