

ABSTRACT

Nur Aini Latifah. 1175030194. *STYLISTIC ANALYSIS OF KOREAN BEAUTY COSMETIC ADVERTISING IN NATURE REPUBLIC INSTAGRAM CAPTION*. An Undergraduated Thesis, English Literature, Faculty of Adab and Humanities, Sunan Gunung Djati State Islamic University Bandung. Supervisor: 1. Dr. Dedi Sulaeman, M.Hum. 2. Toneng Listiani, M.Hum.

Keywords: *Linguistic Features, Language Style, Advertising, Korean Beauty, Instagrams*

Language in advertisement has a creative concept to present a message to the reader or the audience. The purpose of this research is to find out and identify lexical features used in Nature Republic cosmetic advertising posts in Instagram captions and analyze Language Styles found in Nature Republic cosmetic advertising posts in Instagram captions, especially Nature Republic. They were classified by using Grey's theory (2008) for lexical features and Wells's theory (1995) for language style. The findings of the research show, Lexical features are used in Korean beauty cosmetic advertising posts in Instagram captions, there are found Hyperbole are 2 data, Weasel word is 1 data, neologism are 2 data. familiar language are 3 data, simple vocabulary is 1 data, euphemism is 1 data, Humor are 2 data, Glamorization are 7 data, Potency is 9 data. Combining Glamorization and Potency lexical features, Nature Republic crafts Instagram posts that not only capture attention through aesthetic appeal and popular culture but also assertively communicate the potency and effectiveness of their skincare products. the language style is used Korean beauty cosmetic advertising posts in Instagram captions Nature Republic, there are Hard Sale are 2 data, Soft Sale are 3 data, Lecture and Drama are 3 data, Straightforward are 2 data, Demonstration are 2 data, Problem Solution are 9 data, Slice of Life 5 data, Spokesperson is 1 data. Nature Republic's adept combination of The Problem Solution and The Slice of Life language styles strikes a harmonious balance. This dual linguistic approach not only highlights the potency of their skincare products but also establishes a profound connection with their audience through relatable, everyday scenarios. The result is a compelling Instagram advertising strategy that appeals to both the practical and emotional aspects of skincare enthusiasts and potential customers.