CHAPTER I

INTRODUCTION

The first chapter is the introduction which contains an explanation of the background of the research, statement of problem, research purpose, research significance and classification of term key.

1.1 Background of the Research

Advertising can be classified into various forms, including print ads, TV commercials, and radio commercials. All these mediums possess the capability to capture the attention of consumers and persuade them to take an interest in and purchase products. Advertising is essentially a persuasive tool employed by companies to promote their products to specific customer groups Dominick (2005).

According to Piller (2003) the language of advertising is characterized by its immediate impact and rapid persuasive nature. The use of English in advertising is a worldwide phenomenon. As noted by Ingrid Piller, "English is the most commonly used language in advertising messages in non-English-speaking countries, alongside the local language." The widespread use of advertising has given rise to a distinct style of English, known as advertising English, distinguished by its unique traits: simplicity, and strong persuasive appeal, setting it apart from other forms of language. To effectively convey information, advertising English must be lively, relatable, emotionally resonant, and captivating. In the subsequent discussion, we will analyze various features of advertising, examining how morphology, syntax, and rhetorical devices are employed in English advertisements to convey messages to potential buyers.

Over time, Instagram has evolved into a multifaceted electronic commerce platform. Currently, numerous companies and sellers utilize Instagram as a pivotal platform for marketing and selling their products. The distinct advantage lies in its global reach, enabling individuals worldwide to effortlessly engage with their preferred brands and products without the necessity of physical store visits.

Furthermore, Instagram serves as an efficacious social media platform for information dissemination, facilitating the upload of photos and videos via the Instagram application.

One prevalent method adopted by businesses on Instagram to promote their products involves crafting succinct textual descriptions of the product, commonly referred to as Instagram captions. To effectively reach a global audience, it is undisputed that companies predominantly employ English as the medium of communication, bridging people from diverse regions across the world. As elucidated by Freeman, Larson, and Long, English "has progressively assumed the role of the international language in realms such as business, commerce, science, technology, international relations, and diplomacy" (Freeman, 1991).

Instagram hosts a competitive landscape where numerous companies vie for consumer attention. As articulated by Goddard, "written advertisements must contend with various other forms of textual content in our highly literate culture" Goddard (2001). Therefore, it is imperative for businesses to craft easily memorable and comprehensible phrases when advertising their products to consumers. This strategic approach is notably embraced by Korean beauty product companies to promote their products on Instagram.

K-Beauty is an abbreviation of Korean Beauty which mentions Korean-style beauty in the use of skincare and makeup brands from Korea. According to Kwon (Kwon, 2018) K-Beauty is a general term for all skincare, makeup, and bath & body products originating from South Korea. Meanwhile, Lim (2020) K-Beauty is defined as Korean plastic surgery and cosmetic products including makeup and skincare. One of them is Nature Republic @naturerepublic_kr_kr which have Instagram followers 564.000.

Nature Republic has become a new shopping destination for cosmetics lovers by offering product concepts that carry Korean women's beauty care. the company, which was founded in 2009 and is headquartered in Seoul, has also opened its first outlets in the Middle East and Russia. Currently, the brand is in 17 countries, including in China, Cambodia, Thailand, and Vietnam. Nature Republic

targets young female consumers aged 17-25 years or the millennial and gen Z generations who are currently passionate about lifestyle with the Korean lifestyle concept.

Of course, the language they use to advertise is an interesting thing, therefore analyzing how they advertise is an interesting part, therefore in examining the advertisement the researcher will use a stylistic approach.

Stylistics is a critical approach that is not limited to literary analysis (Barry, 2002). This study utilizes non-literary materials as its dataset. The choice of approach and captions is closely intertwined because captions differ significantly, and each company has its unique style when crafting them. Hence, to decipher the distinct style and underlying motifs of these captions, a stylistic approach is particularly well-suited.

The analysis also incorporates the examination of linguistic features. Linguistic features encompass a comprehensive exploration of various language components and their interactions with the external world beyond language itself. Raveli, 1996 (as cited in (Schleppegrell, 2001), 2008) nominalization is typically associated with other related linguistic features. These include intricate nominal group structures, featuring numerous pre and post modifiers, the use of embedded clauses, and the selection of prestigious, technical, and formal vocabulary, as opposed to more everyday language. Linguistic features form the foundation of linguistics and are fundamental aspects of language study.

The study of linguistic features encompasses a broad perspective, including lexicography, pragmatics, psychology, sociology, semantics, stylistics, phonology, and grammar. Linguistic items or features can manifest as written sentences, spoken expressions, specific syntactic structures, words, or even particular pronunciations of certain sounds. Consequently, they serve as a rich source of linguistic resources. Additionally, the examination of linguistic features sheds light on the nature of language, its core functions, its constituent elements, and universal language traits.

In this study, researcher will also focus on lexical features commonly used in advertising and advertising. The purpose of using lexical features is to make the

product more attractive to consumers. Advertisers or people who do business through social media apply lexical features to attract consumers attention through the diction they use when purchasing products. Not only that, by studying lexical characteristics can see the language styles used in advertisements.

Dyer, (2004) argued that that styles not only exhibit shared linguistic features, reflecting both regional and social dialect distinctions but also demonstrate associations with other social factors. Building upon Dyer's assertion, became evident that style established connections between social factors and the language employed within a given society. In essence, this suggests that societal norms and circumstances influence the choice of communication style. In addition, Thomas & Wareing, (1999) stated that people may use different style in the way they talk depends on the situation and context they are talking in. This account is based on the premises that people are mainly seeking to show solidarity and approval there, dealing with others.

The language used in Instagram captions is very diverse for each user. Simpson research that to do stylistics explores language, and more specifically explores creativity in the use of language. In addition, in the case of business accounts, the company will use the creative style possible to attract and get to know followers or readers about the product.

Based on the explanation above, this research will be useful in understanding lexical features in advertising. In addition, it is also to find out the style of advertisement resulting from the characteristics that appear on Instagram captions, especially on Korean beauty nature Republic.

Firstly, Zahra (2011) analyzed language style used by bloggers in the blogosphere. Here, she described that there are five styles of language style, namely: consultative style, casual style, deliberative style, oratorical style, and intimate style. From her analysis, she found that mostly the bloggers like to use consultative style or key among others. They used the effective method in delivering their responses to get the complete information of blogger's responses and also to express grateful.

The second previous study had been done by Katrandjiev, Velinov, and Radova (2016). They conducted the research entitled the rhetorical figures in Bulgarian Advertising Slogans. The results showed that the most popular figures of thought in Bulgarian advertising slogans are as follows: metaphor, exclamation, antithesis, hyperbole, and aposiopesis. On the other hand, the most frequently used figures of speech were the following: appeal, epithet, and anaphora. This study had less focus because researchers took three sources' media of advertising with various categories.

The third, Dini Safitri (2015) conducted research, entitled Rhetoric in social media (Pathos Discourse Model on Rhetoric in Social Media). The concerning of this research, namely, to examine the modes of rhetoric that exist on Facebook post based on four themes, namely politics, the Islamic world, criminality. This study showed that rhetoric on social media is a model that invites conversation and contains the pathos discourse.

Fourth, According to Li Min (2009) in the Stylistic Analysis of the Magazine Advertisement Atkins Chocolate Chip Granola Bar study. This advertisement "Atkins Chocolate Chip Granola Bar" adopts many devices in linguistic, textual and contextual aspects. It uses well-organized language, exact figures, eye-catching and bright pictures and affirmative adjectives to describe the good quality of the product. Using these devices, the producer can better communicate with the consumers and make the product more popular among the consumers to achieve the goal of ever-lasting purchase and popularity among the consumers.

Based on the previous study above, researcher concludes that there are still gap, such as is lacked data and less focuses, and most of the researchers analyzed the aspects of the rhetoric of advertisements in traditional mass media and rhetoric on other discourse such as rhetoric on speech, bloggers, and argumentative essay. There are one two previous study about rhetoric have focused on advertisement. Those are the study by Li Min (2009) conducted stylistic in Atkins Chocolate Chip Granola Bar advertisement on Magazine. However little data because the

researcher only put one advertisement and only found two principles and one element of rhetoric.

The second, the study by katrandjief, Velinov and Radova (2016) examined rhetoric in slogan advertisement. Moreover, this study is not focused because the researcher took the data from three sources media: magazines, internet and TV, and many categories of advertisement, such as foodstuff, drinks, automobiles, airlines, gas station, clothing and cosmetics, tourism and so on. Therefore, the researcher expands the study of linguistic feature and language style in advertisement on modern mass media that is social media, in this case, is Instagram. To be more specific, the writer takes the cosmetic product as the data analysis.

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1.2 Statement of the Problem

Based on the background of the problems above, the main aim of this study is to find out and identify lexical features and analyze Language Styles found in cosmetic advertising posts in Instagram captions, especially Nature Republic.

Hence, there are two formulated problems that are used to further analyze this study. They are:

1. What Lexical features are used in Korean beauty cosmetic advertising posts in Nature Republic Instagram captions?

2. What Language styles are found Korean beauty cosmetic advertising posts in Nature Republic Instagram captions?

1.3 Research Objective

In relation to the problems above, this study attempts to reach the following objectives:

1. To analyze Lexical features are used in Korean beauty cosmetic advertising posts in Nature Republic Instagram captions.

2. To analyze Language Styles are found in in Korean beauty cosmetic advertising posts in Nature Republic Instagram captions.

1.4 Research Significance

This research is expected to be useful for others. The benefits expected from this research, both theoretically and practically, are as follows:

1. Theoretically

Currently, watching a Instagram captions are not just to know the texting of a advertising, but it is even better if you can take full advantage of the advertising. This is the benefit of linguists for learning, especially language learning. then theoretically, this study can contribute to the study of linguistic in pragmatic, especially in lexical features and their language style.

2. Practically

This research is expected to be useful in practical terms. This research is expected to contribute to further research, especially all students majoring in English Literature who also analyze lexical feature in

advertising using the same or different approaches. This research is expected to enrich the understanding of the researcher, provide information and confirmation to students to be a trigger for another researcher to be critical and creative in responding to the development of lexical features and language style.

a. Academic Readers

Research results can become a new reference and source for academic readers. Readers can better understand and analyze more deeply about lexical features. This research is expected to provide a broader insight into how the advertising have meaning and what types of representations are contained.

b. Public Readers

Beside current development and popularity of the Instagram, the researcher wishes the research could give the encouragement addition for everyone interested in this study and it also can be the alternative reference or the supporting complement of the research that has been done.

1.5 Clarification of Key Terms

To clarify the key terms used in this study, some definitions are put forward.

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1. Stylistic

defines stylistics as an analytical approach to literary texts using linguistic description, bridging the disciplines of literature and linguistics.

2. Advertising

Advertising is a form of communication that aims to promote or sell a product, service, or idea to a target audience. It involves the creation and dissemination of persuasive messages through various

media channels, such as television, radio, print publications, websites, social media platforms, and outdoor displays..

3. Lexical features

are commonly used in advertising and commercial. The goal of using lexical features is to make the products more interesting for consumers.

4. Language Style

numerous advertisement styles exist to formulate messages. These encompass various approaches, including the hard sell, soft sell, lecture and drama, straightforward, demonstrations, comparison, problem solution, slice of life, and spokesperson methods.

5. Instagram

Instagram was established in October 2010 by Mike Krieger and Kevin Systrom as a free iPhone app designed for photo sharing among friends, which rapidly evolved into a prominent social networking site).