LANGUAGE FEATURES IN MAYBELLINE NEW YORK ADVERTISEMENTS

A SARJANA PENDIDIKAN THESIS

Presented as Partial Fulfillment of the Requirements to Obtain the Sarjana Pendidikan Degree in English Language Education

By

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ENGLISH LANGUAGE EDUCATION STUDY PROGRAM
DEPARTMENT OF LANGUAGE AND ARTS EDUCATION
FACULTY OF TEACHERS TRAINING AND EDUCATION
SANATA DHARMA UNIVERSITY
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Dean
Rohandi, Ph.D.
I dedicate this thesis to all people who are struggling for life, love, and peace.
STATEMENT OF WORK'S ORIGINALITY

I honestly declare this thesis, which I have written, does not contain the work or parts of work of other people, except those cited in the quotations and the references, as a scientific paper should.

Yogyakarta, 18th September 2015

The Writer

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ABSTRACT

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People can find various kinds of advertisements everywhere and anytime: whenever people read a newspaper or a magazine, turn on the TV, look at the board in train station, airport or even street. Moreover, nowadays, when people open their social media there are always some advertisements that appear on their page. One of the advertisements is *Maybelline New York.* *Maybelline New York* is the biggest cosmetics company from United States. The product is well-known with the use of tagline “*Maybe she is born with it, maybe it’s Maybelline*”. This is interesting because all *Maybelline New York* advertisements use that tagline at the end of the advertisement.

This research aimed to analyze the language features of *Maybelline New York* advertisements. There were two research questions: (1) Which language features are used in *Maybelline New York* advertisements? (2) What are the functions of the language features in *Maybelline New York* advertisements?

The research was qualitative research and it used discourse analysis to analyze the data source. The data source of this research was the commercial video advertisements of the *Maybelline New York* and the transcript of the advertisements.

Based on the analysis, the language features of *Maybelline New York* advertisements were various. The language features which are used in *Maybelline New York* advertisements are lexical features, grammatical features and information structures. The use of those language features had several functions such as to emphasize the name of the products, benefits of the products, and to show that the products exist anytime.

**Keywords:** language features, advertisements, Maybelline New York.
ABSTRAK

Triutami, Dian. 2015. Language Features in Maybelline New York Advertisements. Yogyakarta: English Language Education Study Program, Department of Language and Arts Education, Faculty of Teachers and Training and Education, Sanata Dharma University.


Penelitian ini adalah penelitian kualitatif dan menggunakan metode analysis wacana untuk menganalisis sumber data. Sumber data berasal dari video komersial dari Maybelline New York dan transkrip iklan tersebut.


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CHAPTER I

INTRODUCTION

This chapter presents the research background, research problems, problem limitation, research objectives, research benefits, and definition of terms in order to clarify concepts and avoid misinterpretation.

A. Research Background

Today, everyone living and working in the modern world is under the influence of advertising, due to the fast development of corporation in the world (Bovee & Arens, 1986). People can find any kind of advertisements anywhere and anytime: whenever people open a newspaper, a magazine, turn on the TV, look at the board in train station, airport, or even street they can find advertisements. Moreover, nowadays, when people open their social media there are always some advertisements that appear on their page. As cited in Ke and Wang (2013), advertising exists in every nook and corner of human society and it touches every aspect of human lives. Where ever human get, there is advertising.

It is clear that companies use advertisements as the media for selling their products. One of the purposes of advertising is to build a favourable image of a product, a service, particular brand that matches the profile or motivate of public potential buying (Li, 2009). For instance, a woman has just bought an expensive lipstick even though she already has the lipstick with that certain color in her make-up tools. This woman buys the newest lipstick because she finds the advertisement
promising satisfaction for using the product. The way of advertising builds the image of the product can affect consumers to buy the product. This example also shows that advertisement drives people to do exactly what the advertiser wants through the language whether or not the target audience or consumers really needs the product (Goddard, 2002).

Furthermore, Arens (2006) states that an advertisement shows persuasive information of a certain product. Therefore, the language used in delivering a message must be easy to understand, clear, effective, and persuasive since the nature of advertising is persuade people. In order to make the message understandable, clear, effective, and persuasive, advertiser uses language features such as lexical cohesion, grammatical cohesion and information structure. They take an important part in designing an advertisement. The employment of language features can be seen in Reebok Trainers Shoes; an advertisement for training shoes. The advertisement says “Believes in the athlete in all of us.” The advertisement uses plural pronoun such as us. This plural pronoun has major function to emphasize that consumers should trust Reebok Trainers because athlete wears it too (Carter et al., 2001, p. 118).

One of advertisements which use language features is Maybelline New York broadcast advertisement. This advertisement is famous with its tagline “Maybe she is born with it, maybe it’s Maybelline.” This tagline always appears at the end of Maybelline New York broadcast advertisements. What is the woman born with? Why is it Maybelline? When this sentence appears in Maybelline New York advertisement, what does that sentence attempt to say? What are the different meanings of pronoun
it at the first clause and it at the second clause? Those questions can be answered by analyzing the language features. Hence, this research aims to analyze the use of language features in *Maybelline New York* broadcast advertisements and their functions. The *Maybelline New York* broadcast advertisements are chosen because they use language features to persuade consumers.

Teachers who teach language especially English should know this phenomenon in language features. Those features are lexical cohesion, grammatical cohesion, and structure information and how to apply those theories. Moreover, teacher should have explicit knowledge of linguistics in order to explain the phenomenon of language.

Moreover, students of the English Language Education Study Program will have more references in learning language. Students will have more references in analyzing language features and the functions. Students will not only learn the theories but also practice them. Students should have more examples thus they can have more knowledge when they learn about language features used in advertising.

**B. Research Problems**

This section formulates the questions raised after the research background is presented. The researcher formulated two research questions as follows:

1. Which language features are used in *Maybelline New York* broadcast advertisements?

2. What are the functions of the language features in those advertisements?
C. Problem Limitation

The researcher limits the scope and the focus of this study, regarding the research problems that have been formulated. The researcher focuses on analyzing words, phrases, or sentences in *Maybelline New York* broadcast advertisements. The first part to analyze is language features used in *Maybelline New York* broadcast advertisements. The second part to find out the functions of using language features in *Maybelline New York* broadcast advertisements. The researcher limits this research on the language features of the *Maybelline New York* broadcast advertisements and the functions of using them in advertisements.

To support the answers of the two research questions the researcher uses the theory from the book *Working with texts: A core book for language analysis*, which is written by Carter, Goddard, Reah, Sanger, and Bowring (2001). They specify the language features into three parts, namely the lexical cohesion, grammatical cohesion and information structure.

The analysis is directed towards the English utterances or spoken words in *Maybelline New York* broadcast advertisements. The researcher also uses some previous related studies to help the researcher analyze the use of language features in *Maybelline New York* broadcast advertisements.
D. Research Objectives

There are two major objectives of this research in accordance with the research problems as listed below:

1. To find out the language features used in *Maybelline New York* broadcast advertisements.

2. To find out the functions of the language features in *Maybelline New York* broadcast advertisements.

E. Research Benefits

Since this thesis deals with language features, particularly advertisement, therefore, from the research, the researcher provides some benefits:

1. For teachers: The knowledge on the use of language features in advertisement can help the teachers to explain the other examples to persuade people through language and the functions of using this. This study can help teachers to explain the materials of language features, namely lexical cohesion, grammar cohesion, and information structure. This research can give another example of language features used in daily life and the effect of using it. Teachers will have more references in explaining it to the students.

2. For the future researchers: the future researchers can make use of this thesis as the reference to conduct another study related to language features used in advertisement. The future researcher can use this thesis to review the recent studies of the use of language features and discourse analysis.
3. For scholars who are interested in the discussion about language and advertisement: This thesis is expected to be a source of information for scholars who need to know about language and advertisement. Advertisement always occurs in media. Hopefully, the information within can help the reader understand language features in advertising.

F. Definition of Terms

To avoid misunderstanding and misleading interpretation, it is important to know the definition of terms used in this study. The terms which are used in this study are broadcast advertisements, language features, and *Maybelline New York*.

1. Broadcast advertisement

Broadcast advertisement is non personal communication of information (usually persuasive in nature) about products, services or videos by identified sponsor in mass media such as, television, video in internet, and radio (Bovee & Arens, 1986). This research uses broadcast advertisements of *Maybelline New York*.

2. Language Features

Language features are the elements of any kind of communication either in written or spoken. Language features can have many variations and categories which depend on the subjects and context which will be analyzed. This study provides the theory of language features from Carter et al. (2001). According to Carter et al. (2001) language features are divided into three categories namely lexical cohesion, grammatical cohesion and information structure.
3. *Maybelline New York*

*Maybelline New York* is a worldwide cosmetic company from New York. This company becomes number one cosmetic company in America. *Maybelline New York* is well known with its tagline “*Maybe she’s born with it, maybe it’s Maybelline*” (Maybelline, 2015).
CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter reviews some related studies which support the present research. There are two major points that will be discussed in this section. The first point is the theoretical description which reviews some theories and also other related studies relevant to the topic. The second point is the theoretical framework which provides the synthesized major theories which help the researcher to solve the research problems.

A. Theoretical Description

This part will review some related theories and studies which are related to advertisement and language features.

1. Advertisement

According to Chandor (1958), advertisement is a mean employed to bring a particular message to the notice of the public. Advertisement has the main purpose to generate the audience to take an act based on the messages being advertised. Advertisement is designed to persuade people to do what the advertiser wants. This can be seen when a girl is not interested in buying a whitening cream which promises to give a brighter look on the face. However, after seeing the pictures of a happy-
young lady smiling with her bright face, the girl changes her mind and decides to buy the cosmetic (p.10).

Weilbacher (1984) explains "An advertisement is a marketing tool that helps to build confidence in companies and institutions by conveying accurate and compelling information to consumers about the brand, company, and the institution." (p. 8). As a marketing tool, an advertisement has a function to sell companies' products. An advertisement becomes a medium to publish companies' offer to society. Companies inform society about their commodities which can be in form of goods or services. In this case, companies are trying to gain society's attention to their products. Therefore, an advertisement is a device to connect companies to their consumers.

Bovee and Arens (1986) describe “Advertising is a non-personal communication of information and usually persuasive to introduce the products, services or even ideas through several media” (p.5). Advertisement is non-personal communication because advertisement is directed to groups of people and is therefore non-personal in nature. The advertisement is not just about the commercial promotion of branded product, but can also encompass the idea of texts whose intention is to enhance the image of an individual, group or organisation. However, an advertisement is not restricted to the promotion of tangible products such as soap and soft drinks. An advertisement is also to help sell services or even campaign. For
2. Functions of Advertisement

Advertisement and the development of industry are closely related. The functions of advertisements can be grouped as marketing function, communication function and social function (Bovee & Arens, 1996, P.8).

The first is marketing function. To increase their sales, companies need to develop their market strategies to promote and build relation between the product and consumers.

Advertisement is also to identify products and differentiate them from other. This can be seen from Dr. Pemberton story. As soon as Dr. Pemberton had developed his new drink, he and his friend, Frank M. Robinson, came up with a name for it. They decided to make the name unique, later on the name trademarked of the company. Finally, the company used the trademarked for its advertisements.

For example, on the Earth day, people around the world were asked to turn off the lamp for 2 hours to save the use of electricity.
introduce or persuade consumers to try new products and suggest reuse. The main message communicated through advertising can be either informative or persuasive. Both informative and persuasive advertising are similar in the purpose of influencing consumers to accept the idea brought by advertisers through advertisement. For example, the *Maybelline* advertisement introduces the new product, *Baby Lips Dr. Rescue*. *Maybelline* compares *Baby Lips Dr. Rescue* to the old lips balm.

The third function is social function. By giving consumers an attractive picture of the products, advertisement motivates them to buy the products. This can increase the products usage. Bovee and Arens (1986) explain that advertisements effect of society had led to important social and legal changes. It means that the mass media has an important role in social change.

3. Types of advertisement

The types of advertisement based on Gilson and Berkman (1986) are classified into four types. The first type is **printed advertisement** such as in newspaper and magazine. This advertisement can be found in newspaper or magazine. This advertisement consists of several elements, namely visual(s), headlines, subheads, body copy, slogans, seals, logos, and signature (Arens, 2006, p. 417).
The second type is broadcast advertisement such as advertisements in television, internet, and radio. This type of advertisement is in form of video. Usually this type of advertisement uses famous actress, actors, or public figures to advertise the product or to encourage the consumers to buy the product. The third type is direct and special media such advertisements in catalogue, web, pen, and calendar. In this case a company is a sponsor for a special event or being a sponsor for other companies. For example in Facebook, people can see some advertisements from Lazada, Olx or other companies. The aim is to give more information for consumers about the product. The last type is out-of-home and directory media such as advertisements in form of poster in the bus shelter, shop, and on the wall.

4. Language Features

The language choice is very important to the advertisers. There is a message which will be delivered from addressers to addressees. Addressers, in this case are advertisers, try to find a certain effective, brief, and simple words, phrases or sentences to make the messages understandable. An advertisement in form of video is usually based on a monologue or a dialogue. There are three characteristic features in texts, which are lexical cohesion, grammatical cohesion, and information structure (Carter et al., 2001, p. 112).
a. Lexical Cohesion

The features on lexical cohesion are about how words in the text are correlated toward each other to express certain meaning. Carter et al. (2001) describe that lexical cohesion is basically the choice of vocabulary in a whole text that should be concluded in an analysis to understand the text (p. 115). The term cohesion can be defined as a relationship between certain elements that merge together as a unit. In this context lexical cohesion means the relation between words that becomes an understandable unit. The lexical cohesion includes repetition, synonymy, hyponymy, and meronymy.

1) Repetition

According to Carter et al. (2001) repetition is when the same word or lexeme is repeated in a sentence, clause, or a whole text. The most direct repetition is when the exact same word is repeated. For example, the tagline of Prudential Assurance says “Always listening, always understanding.” Here, the repetition is in the word always to emphasize that Prudential Assurance always understands the customers well and always wants to listen customers’ problems and suggestions. Another example is in the tagline of Dollar MCD Menu “Great Choice. Great Price.” In the tagline, the adjective great is repeated to give good atmosphere of the right choice and it is also good for the customers to save money.
2) Synonymy

Synonymy is when different words appear close to a word or lexeme which has a similar meaning. Adisutrisno (2008) states that synonymy is sameness of meaning which is the relations of words which have, more or less the same meaning, for example, *marvelous* with *astonishing* and *wonderful*.

Darmawan (2015) finds the synonymy in *Kopiko Brown Coffee* advertisement in which the word *delicious* and *tasty* existed in different sentences. *Delicious* and *tasty* are used to describe pleasure of experiencing great pleasure. Another example was found in Philippines advertisement of *Kopiko Café Blanca* in which the words *creamy* and *smooth* are used to describe nice texture of the coffee (p. 38).

3) Hyponymy

According to Adisutrisno (2008) hyponymy involves the notion of inclusion. Hyponymy is a word which appears close to a word that has the same category. The words have a certain group in which the words have a similar characteristic. For instance, dog, cat, rabbit, elephant, bird are kinds of animal. Another explanation about hyponym states that it is a part of hypernym that is considered to be included in the same category (Halliday & Matthiessen, 2004). For example, animal is the hypernym because it is the general term and the more specific terms which are categorized as animal are hyponym such as dog, cat, rabbit, elephant, and bird.
In advertisement hyponymy can be seen in MCD’s advertisements of burger; it has cheesy burger, beef burger, and super burger which have similar characteristics namely burger. This gives the feeling that MCD gives different variants of burgers. Thus, the customers can have many choices of burgers. Another example of hyponymy in advertisement is in Kopiko White Mocca, the term white coffee, mocha, and white mocha are the hyponyms of coffee and coffee is the hypernym.

4) Meronymy

Meronymy comes from the Greek words meros = part and anoma = name. Thus, meronymy is a word which is considered as a part of other word (Adisutrisno, 2008, p. 38). A meronym denotes a constituent part of or a member of something. X is a meronym of Y if Xs are parts of Y or X is a meronym of Y if Xs are members of Y. For example, For example, finger is a meronym of hand because finger is part of hand. Door is a meronym of house, chin is a meronym of face, wheels are meronyms of vehicle because wheels are part of vehicle and so on (Carter et al., 2001, p. 21).

5) Collocation

Collocation has different pattern compared to the other lexical cohesions. It is the relation between some words which usually occur together as a phrase. A word or phrase which is often used with another word or phrase, in a way that sounds correct to people who have spoken the language all their life, but might not be
expected from the meaning In the phrase a hard frost, hard is a collocation of frost and strong would not sound natural.

b. Grammatical Cohesion

Grammatical cohesion is constructed by the grammatical structures each component tie each other. Carter, et al. (2001) classify grammatical cohesion into 3 major classes, namely reference, conjunction, substitutes and ellipsis.

1) Reference

Carter et al. (2001) explain that the main point of reference is to rationalize the text so that it is logically accepted by readers. Reference has a logical relation that connects word to word in a sentence (p. 126). There are types of reference which are stated by Carter et al. (2001) namely personal reference, demonstrative reference and comparative reference.

Personal reference is what is being referred to be identified in the text, either as subject or object. It can also be in form of personal pronoun such as subject and object pronoun for instance I, you, she, they, it, we and he (subject pronoun) them, me, him, her, and us (object pronoun), or in form of possessive pronoun and reflexive pronoun such as my, your, her, his, our, its (possessive pronoun), or ours, theirs, hers (reflexive pronoun) and specified nouns such coffee, candy, and so on which refer to other terms which have been mentioned before to make it clear. Demonstrative reference is the pointer that refers
to a particular noun or to the noun it replaces. There are four demonstratives in English: the near demonstratives *this* and *these* and the far demonstratives *that* and *those*. *This* and *that* are singular; and *these* and *those* are plural. Demonstrative reference can relate one clause to another clause and also one sentence to another sentence. For example, “*Let me pick out the books. I want these, not those.*” It means the speaker wants the book near him/her not the books that far from him/ her.

**Comparative reference** is the link used in a text to state a similar, equal, or different quality of something being referred to. The referent words such as the same, such as, likewise, are used to express similar quality. While *more*, *less*, and *better* are to express the different quality of something.

### 2) Conjunction

Conjunction means the link between words, phrases, and clauses that connect sentences in a text. Carter et al. (2001) state that there are five types of conjunction namely additive conjunction, adversative conjunction, casual conjunction, temporal conjunction and continuative conjunction for discourse or text (p.146).

The first type is **additive conjunction**, which is the connectors to what follows after the first statement was expressed, for example, *and, furthermore, or, in other words*. They give additions as alternative information in the text of speech. The second type is **adversative conjunction**, which shows opposite meanings between the phrases or clauses in text or speech. **Adversative conjunctions** are coordinating
conjunctions which used to express comparisons or contrasts. For example, “He is a shy but loving little boy.” These are other examples of adversative conjunctions *yet, but, however,* and *on the contrary.*

The third type is **causal conjunctions** which show an event or an idea that follows the other ideas or events as an effect, for example, *so, then, consequently, although, because, despite, due to and as a result.* The fourth type is **temporal conjunctions** which are *then, one day, finally, up to now, after, as, as soon as, at first, at once, before, meanwhile* and so on. These conjunctions show the timing of an ideas or event that happens after another. For example, “He came home after me.”

The last type is **continuative conjunction** such as *well, now, of course, surely* which encourage listeners to continue the following ideas or event stated by the speakers.

3) **Substitution and Ellipsis**

Carter et al. (2001) state that substitutes and ellipsis are two related features in grammatical cohesion. Substitution can be defined as a language device in a text, in which some words or phrases of a sentence or utterance might be replaced by certain expressions. Substitution has a significant purpose to avoid repetition as it can be used to replace long phrases with shorter and more functional word (p.141). For example, “*Maybelline Baby lips? So refreshing*” in which *Maybelline Baby Lips* is substituted by *it,* thus there is no unnecessary repetition. If it is repeated it may be awful like “*Maybelline Baby lips? Maybelline Baby lips so refreshing.*” The sentence
may be ineffective and too long. Therefore, substitution is needed in this sentence to make it effective and clear.

In general there are three kinds of substitution such as nominal substitution, verbal substitution, and clausal substitution. **Nominal substitution** is a process of replacement of nouns with *one, ones or same*, for instance, someone says “The chocolate looks delicious. I want one.” The noun *chocolate* is replaced by nominal word *one*. It is clear for the listener that what the speaker means is *chocolate*. **Verbal substitution** is a replacement process of verbs with *do, did, or other auxiliary verbs*. **Clausal substitution** is replacement process of clause, by *so or not*. The substitution aims to avoid the similar words to be repeated exactly at the next sentences or clauses.

Carter et al. (2001) define ellipsis as omission of words which is unnecessary in every discourse (p.197). Goddard (2002) explains that ellipsis occurs mostly in daily life when talking to friends, family or public places in which everyone has understood the speaking style. For example, when someone says “*L size, please,*” instead of “*Could you please take me another t-shirt with L size, please*” in a boutique.

c. Information Structure

Carter et al. (2001) describe that information structure is the presentation of delivering the message intended by the writer through the text. The different texts
follow different rules which dictate to a certain extent the shape of the text produced (p. 146). It can be said that language practices have different genres one from another that distinguish their characteristics apart from others, therefore the information structure is also different. There are several things to consider in distinguishing the genres of discourse texts and speeches such as sentence functions, verbs, and themes.

1) Sentence Functions

Carter et al. (2001) state that there are four main forms sentences which are based on their functions in a text, namely question, statement, imperative or commend, and exclamation. The first form is question which has function to ask for information directly. There are three different functions of asking question. The first function is to ask for information, which the answer will be a certain thing or topic, for example, “What is that?” The second function is to confirm the state of the object being referred by using a simple yes-no question, for instance, “Is it a white chocolate?” The third function is for asking confirmation by using question tag, for example, “It is bitter, isn’t it?”

The second form of a sentence is statement of which function is to explain or describe certain information. The statements usually are used in daily conversation and writing to state ideas. For example, “This is my book. I read it every day and I go to school every day.”

The third form of a sentence is imperative or command which is used to give command to do an action. The main function of imperative or command
sentence is to ask someone or other people to do what the speaker want to. For example, “Close the door!” or “Try this receipt!” In imperative or command sentence no need to put a subject at the beginning of the sentence or put an exclamation mark at the end of it. The last sentence form is exclamation which function is to express emotion like happiness, anger and sadness directly. For example, “This is fantastic!” Those examples show that a single phrase or single word can be a meaningful sentence when it is expressed speaker or writer’s emotion.

2) Verbs

According to Carter et al. (2001), verb is another element of understanding the information structure of a speech or text. Tense and voice are used to analyze the verb which used in a sentence. Carter et al. (2001) state that tense refers to the way verbs are used to signal time. It means the verb in a sentence can show about past, present, or future information. These give information about something which was done in the past, something which is done habitually (present verb), or something which is done in the future. These examples give the differences among the three tenses are as follows;

“She studied English last night.”

“She studies English everyday.”

“She will study English tomorrow.”
The first sentence shows that an action has been done in a particular time. It can be seen by the change of the verb *study* to past simple *studied*. The second sentence indicates that the information is in form of present tense which shows an action which is done habitually; in past, present and future. The last sentence indicates that the information is about an upcoming action that is expected to definitely happen in the near future.

There are two types of voice, namely active voice and passive voice. The use of voice is to deliver information either in form of active or passive voice. A piece of information can be delivered by using active or passive voice. The use of an active verb gives a clear picture of who perform a particular action and to whom, for example, *Police attack protestors*. It shows that the police are the group who attack the protestors and the author blames the police for the attraction. The use of a passive verb states what has been done, but someone who did it is not really important to be mentioned. However, there are certain verbs which cannot be converted into passive voice which are called intransitive verbs such as *cry, rain* and *walk*. Here are some examples of active and passive voice:

“*Andi bought a book yesterday*” (active voice, past tense).

“A building is build” (passive voice, past tense).

“She walks to school” (active voice, present tense).

The first and the second sentence show how active can be converted into passive voice. Both active and passive from the first and second examples have the
same information yet different subject. In the first sentence the subject is Andi the one who made the action of buying something, while in the second sentence the word a building becomes the subject that has been built by someone. Some passive forms omit the original subject of the active form because it is unnecessary to mention the doer or to make the sentence shorter and more effective. The last sentence cannot be converted into passive because went there is intransitive verb.

3) Theme

Theme is a part of information structure that is used to understand a text. Theme is the main idea of information of the text. Theme can be analyzed by looking at the links between clauses or sentences that usually exist at the beginning and the end of a sentence. Carter et al. (2001) explain that theme refers to the part of a sentence, in which the subject matter of the sentence is usually laid out for the reader. It covers all the material before the main verb. Theme refers to the first part of a sentence, in which the subject matter of the sentence is usually laid out for the reader. It covers all the material before the main verb. When sentences are woven tightly together, the end of one sentence (called the focus) can become the theme of the next. But themes have to have some continuity across sentences; otherwise a text that looks tightly knit can make complete nonsense.

The word unit in a sentence, for example, Mr. Kipling makes exceedingly good cakes for his daughter. That sentence has the unit Mr. Kipling as the theme. If
the structure of the sentence is altered to form: *Exceedingly good cakes Mr. Kipling makes*; the phrase *exceedingly good cakes* become the theme.

**B. Review of related Studies**

There are several studies which also discuss the use of language features in advertisements before this study. Those studies help the researcher to find some related theories and the findings of those studies also help the researcher to have further information about how to analyze language features used in advertisements.

The first related study is “An Analysis on the Language Style of the Utterances in Magnum Advertisements” which is written by Permatasari (2014). The aims of this study is to analyze the linguistic features of Magnum advertisements, identify the persuasion techniques which are used by Magnum to advertise the products and to interpret the power relation which Magnum has upon consumers through advertisements. This study helps the researcher to find some related theories of how to analyze utterances in advertisements.

The second related study is “An Analysis of Language Features in English Advertisements,” which is written by Weiting (2010). This study presents a study of the language features of English advertisements on lexical, syntactic and rhetorical levels (p. 19). This study helps the writer to have general concepts of language features used in advertisements.
The last related study is “An Analysis on the Language Features of Commercial Videos of Kopiko Advertisements in Indonesia and The Philippines” which is written by Darmawan (2015). The aim of this study was to identify the language features of Kopiko advertisement in Indonesia and the Philippines. This study analyzed the language features of Kopiko advertisements in Indonesia and the Philippines to find their similarities and differences (p. 4). This study helps the researcher to analyze the language features used in Maybelline New York advertisements. Some theories in this study are used by the researcher in this recent study. The difference of this study and the recent study is in the data and the purposes of analyzing the data.

C. Theoretical Framework

The analysis aims to answer problems mentioned before in the research questions. After reviewing the theories and related studies about language features and advertisements the researcher will use them to answer the two research questions. The first question is, which language features in Maybelline New York broadcast advertisements are used. This research question focuses on finding the language features used in Maybelline New York broadcast advertisements.

There are three major parts of language features, which will be discussed, namely lexical cohesion, grammatical cohesion, and information structure. Lexical
cohesion refers to the choice of vocabulary, in a whole text that should be concluded in an analysis to understand the text. In this context lexical cohesion means the relation between words that makes it an understandable unit. The grammatical cohesion deals with sentence in which grammar rules and patterns. There are three elements of grammatical cohesion, namely reference, conjunction, as well as substitutes and ellipsis. Information structure is the presentation of delivering the message intended by the writer through the text. The theories will help the researcher have general knowledge of how language features work in everyday lives. The main theory of language features is from Carter et al. (2001). The theories of language features from several experts give further explanation about language features.

The second research question is what the functions of the language features in Maybelline New York broadcast advertisements are. This will focus on the connection between the functions of advertisement and the choice of using certain language features in Maybelline New York broadcast advertisements. The theories of advertisement will help the researcher know the context and the content of the advertisement. Therefore, the researcher can have more analysis on the use of language features in advertisement and the functions of using language features to grab consumers' attention. The theories of advertisements are presented by Bovee and Arens (1986) and Weilbacher (1984). The use of language features in advertisements can be analyzed by the theories which are provided by several
researchers and related studies. Therefore, the researcher can explain and understand the discourse and interpret it.
CHAPTER III
RESEARCH METHODOLOGY

This chapter presents a rationale for the methods of research and analysis. This chapter is divided into six parts, namely research method, research setting, data source, instrument and data gathering technique, data analysis technique, and research procedure.

A. Research Method

This research had two research problems to be answered. They were (1) Which language features are used in Maybelline New York broadcast advertisements? (2) What are the functions of the language features in Maybelline New York broadcast advertisements? To answer those two research questions, the researcher conducted a research which was categorized as qualitative research. “Qualitative research is a study which investigates the quality of relationship, activities, situation, and materials. Besides, the data collected are the forms of descriptive rather than numerical data or statistical data” (Frankel & Wallen, 2006, p. 422). Therefore, this research did not deal with any numeric data.

There are many types of qualitative research. Some of them are content analysis, case study, and discourse analysis. The researcher used discourse analysis as the method in conducting this research. Discourse analysis is the analysis of language above and beyond the accumulation of sounds, morphemes, words, clause, and
sentences. Moreover, discourse analysis involves ways of thinking about discourse. Multiple perspectives on a discourse mean that there are three definitions of discourse which are spoken language, written language, and language use above the level of sentence (Wood& Kroger, 2000, p. 3). The use of language features in *Maybelline New York* broadcast advertisement can be analyzed through discourse analysis, because discourse analysis is about explaining and understanding the discourse.

**B. Research Setting**

The data gathering of this research was conducted from December 2015 to June 2015. There were three steps which the researcher had done in conducting this research. Firstly, the researcher looked for the data source in December 2015. The researcher chose 9 commercial videos from *Maybelline New York* cosmetic company as the main source. Secondly, the researcher gathered the data from February 2015 to April 2015. Thirdly, the data analysis was conducted from May to June 2015. Since this research was qualitative research and used a discourse analysis, the only participant in this study was the researcher. Thus, the specific place was not required in conducting this research.

**C. Data Source**

There are many versions of *Maybelline New York* broadcast advertisements which could be found from broadcasting media, such as television and internet.
However, the researcher only chose 9 versions of broadcast advertisements from *Maybelline New York* cosmetic company as seen in Table 3.1.

**Table 3.1 The *Maybelline New York* Broadcast Advertisement**

<table>
<thead>
<tr>
<th>No.</th>
<th>Video</th>
<th>Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td><em>Sensational With Cristy Turlington</em></td>
<td>2014</td>
</tr>
<tr>
<td>5.</td>
<td>*Stay White and Fresh All Day- New <em>Maybelline White Super Fresh</em></td>
<td>2014</td>
</tr>
<tr>
<td>8.</td>
<td><em>New Maybelline Dream Matte Mousse</em></td>
<td>2013</td>
</tr>
</tbody>
</table>

The advertisements used for this research are *Maybelline New York* broadcast advertisements which were published in *Maybelline New York*’s YouTube channel in different years. The researcher chose *Maybelline New York* broadcast advertisements since the advertisements were easy to find because *Maybelline New York* is one of largest cosmetic companies in the world and the advertisements have been published in more than 90 countries. One of the countries is Indonesia.
Furthermore, the broadcast advertisements used for this research was broadcast advertisements from 2012 to 2015. The advertisements were considered representing the newest or the current issue of the world wide information about cosmetics. Therefore, the data used in this research were considered up to date and more reliable. Moreover, the data were chosen because spoken English was present in those advertisements. Each of them has a specific characteristic which differentiates one from another.

**D. Research Instruments and Data Gathering Technique**

The instruments of this research were the commercial videos of *Maybelline New York* broadcast advertisements from its *YouTube* channel. In conducting a discourse analysis research, the source materials could be in form of public record, textbooks, letters, films, or tapes. The discourse used in this research was broadcast advertisements of *Maybelline New York* issued in 2012 to 2015, particularly English advertisements.

The researcher took the samples from *Maybelline New York*’ You Tube channel. Because nowadays people are in the internet-based world, advertisements in *Maybelline New York*’ You Tube channel were assumed to reflect current people’s perceptions about social reflection. In addition, advertisements from the internet were accessible that might ease the researcher in collecting the data. Yet, it was relatively
easy to collect the data, the process of analysing language features used in
advertisement was considered to be very complex.

In gathering the data, there were some steps conducted. The first was
collecting the data. The researcher retrieved some advertisement taken from
*Maybelline New York*’ You Tube. After retrieving as many kinds of advertisement as
possible, the researcher then analyzed the data. After being marked, each word would
be listed and named based on its category: whether it was words, phrases, clauses or
sentences. After dealing with the phrase, clauses and the sentences, the researcher
then checked the phrases, clauses or sentences and the coherence between sentences
to group them as an utterance. From the utterances containing language features the
researcher could classify which language features are uttered. The researcher also
considered the context using the aid of the video in which the language features can
be clearly seen. The examples of the observation sheets are presented in Table 3.2.
The symbol X will be the feature in the language features.

**Table 3.2 The Language Features of *Maybelline New York* Advertisement**

<table>
<thead>
<tr>
<th>Video</th>
<th>Language Features X (Lexical cohesion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby-Lips Dr. Rescue From Maybelline New York</td>
<td>Repetition, Hyponymy.</td>
</tr>
<tr>
<td><em>Sensational With Cristy Turlington</em></td>
<td>.....</td>
</tr>
<tr>
<td><em>Dream Fresh BB Cream from Maybelline New York</em></td>
<td>....</td>
</tr>
</tbody>
</table>
E. Data Analysis Technique

This research is qualitative and using discourse analysis as the research method. One of discourse analysis techniques is narrative analysis. According to Cohen, Manion, and Morrison (2011), narrative analysis is the technique of interpreting and analysing the data based on personal experiences or observations. This technique gives narrative form to experience. The narrative analysis was used to analyze the words, clauses, sentences, and texts. The researcher used narrative analysis because this research analysed the transcript of broadcast advertisement as the text.

The researcher used narrative analysis to find out way the words, clauses, and sentences in the text can be categorised as using certain types of language features. For instance, an advertisement employs words *dry lips, sore lips, baby lips* in the text and the researcher categorized the advertisement as using hyponymy. By using narrative analysis the researcher can find out what made the advertisement considered using hyponymy. This could be found out because the researcher had observed the data before. Therefore, all the data presented in this discourse analysis research were in the form of narrative or descriptive text.

F. Research Procedure

This research had several steps to conduct. Ary, Jacobs, and Razavieh. (2002), state that there are seven stages in research (pp. 29-30). Those stages are selecting the
research problems, reviewing the literature, designing the research, collecting the data, analyzing the data, interpreting the findings and stating conclusions, and reporting result as follows:

**Figure 3.1: The Research Procedure**
1. Selecting the Research Problems

This step was at the very beginning of the research. In this step the researcher selected the problem to investigate. Based on the researcher’s curiosity and daily life activities, the researcher found that most women tend to buy a certain cosmetic product to look more beautiful. Moreover, the researcher thought that women tend to buy a certain cosmetic product because of the brand. Some people said that the more expensive the brand the more they showed their class. Furthermore, the researcher found that advertisement also takes an important part in creating the way people see the brand. Sometimes, people tend to buy what advertisements say not what they really need. Related to these phenomena, the researcher came up with two research questions as stated in Chapter I.

2. Reviewing the Literature

In this step, the researcher reviewed some linguistic books to find out some related literature to conduct the research. This step aimed to find the main theories and the support theories to help the researcher analyze the data. The main theories were taken from Arens and Bovee (1986) and Carter et al. (2001). As a result, the researcher could understand the functions of language features in advertisement.

3. Designing the Research

Based on research questions and the reviewed literature, the researcher designed the research. The research was discourse analysis using narrative analysis. The data source of this research was Maybelline New York broadcast advertisements issued from 2012 to 2015.
4. Collecting the Data

The next step, the researcher looked for data source for the investigation. The researcher decided to use Maybelline New York broadcast advertisements issued in 2012, 2013, 2014, and 2015. Specifically, the researcher only focused on the language features used in those advertisements. The researcher found the data source from Maybelline New York channel on Youtube.com.

5. Analyzing the Data

In this step, the researcher analyzed the transcripts of the advertisements. At first, the researcher analyzed which language features are employed in Maybelline New York broadcast advertisements. After that, the researcher answered the second research question, which was about the function of language features in advertisements.


This step needed the researcher’s critical thinking because it dealt with the result of the research. In this step, the researcher interpreted the data based on the reviewed literatures. This made deep explanation about the findings in form of essay and narrative. Therefore, the use of tables was rarely found in this research. After interpreting the data, the researcher made conclusions about the findings.

7. Reporting Result

The researcher interpreted the data and the results of the research in the oral examination or thesis defense in front of examiners from English Language Education Study Program. This was done for the sake of responsibility toward what
the researcher had written and to get suggestions from the examiners. After that the researcher published the thesis.
CHAPTER IV

RESEARCH RESULTS AND DISCUSSION

This chapter is divided into two sections. The first section presents the language features used in *Maybelline New York* broadcast advertisements to answer the first research. The language features found include lexical cohesion, grammatical cohesion, and information structure. The second section describes the functions of language features in *Maybelline New York* broadcast advertisements to answer the second research question. This section employs theory of Carter et al. (2001) of language features and Bovee and Arens (1986) of advertisement functions.

A. The Language Features Used in *Maybelline New York* Broadcast Advertisements

To answer the first question about the language features used in *Maybelline New York* broadcast advertisements, the researcher found the transcripts of nine advertisements, namely *Baby Lips Dr. Resue, Be Sensational with Cristy Turlington, Dream Fresh BB Cream, New Dream Liquid Mousse, Stay White and Fresh All Day, Color Sensational Creamy Mattes, Maybelline Volume Express, New Maybelline Dream Matte Mousse* and *The Blushed Nudes Palette from Maybelline New York*. In this case, the utterances were spoken by actress and the narrators. The researcher analyzed the advertisements to find the language features used in those
advertisements. Before, analyzing the language features used, the researcher has discussed language features in Chapter II.

There are three main parts of language features which discussed namely lexical cohesion, grammatical cohesion, and information structure. Lexical cohesion refers to the choice of vocabulary in a whole text that should be concluded in an analysis to understand the text. In this context, lexical cohesion means the relation between words that becomes an understandable unit. Grammatical cohesion is constructed by the grammatical structures of which component tie each other. There are three elements of grammatical cohesion, namely reference, conjunction, substitutes, and ellipsis. Information structure is the presentation of delivering the message intended by the researcher through text.

The first advertisement is Maybelline Dr. Rescue Baby-Lips issued in 2015. Further, the lexical cohesion cases discovered in the advertisements are as follows:


The first lexical cohesion to discuss is repetition. There are some theories discussing repetition. In this case, the researcher uses the theory from Carter, et al (2001). Repetition occurs when the same word or lexeme is repeated in a sentence, clause, or a whole text.
In the utterance [1], there are several words which are repeated, namely *lips* and *rescue*. The word *lips* is repeated in mentioning some kinds of lips such as *sore lips*, *baby lips*, and *dry lips*. It indicates that repetition occurs in this utterance. Furthermore, the word *rescue* is also repeated several times such as in *Dr. Rescue*, *rescue me*, and *the rescue*. This indicates that this advertisement uses repetition.

The second type of lexical cohesion found is **Hyponymy**. The use of hyponymy can be seen in this figure 4.1.

![Lips (hyponym)](image)

**Figure 4.1: The Hyponym of Lips**

This shows various kinds of lips used in this advertisement, namely *super sore lips*, *baby lips*, and *dry lips*. The three words have the same category of *lips*. The word *lips* is the general term, therefore, *lips* is the hyponym. The terms *super sore lips*, *baby lips*, and *dry lips* are the hyponym of *lips*.

The third type of lexical cohesion found is **collocation**. The researcher used dictionary to figure out whether or not a certain word belongs to collocation. In this case, the researcher found that the term *dry lips* is a collocation which combines adj-noun namely adj. *dry* and noun *lips*. Hence, *dry lips* is the only collocation found in *Maybelline Dr. Rescue baby-lips is dry lips*. 
The second element of language feature is grammatical cohesion. This type is divided into 4 parts, namely references, conjunctions, substitutions, and ellipsis. The first will be analyzed is reference. As seen in utterance [1], the researcher found that personal pronoun as part of personal reference occurs in the tagline of this advertisement such as in Maybe, it’s Maybelline. The researcher analyzed that pronoun it refers to Baby Lips Dr. Rescue. However, the researcher cannot find other references in this advertisement.

The second part of grammatical cohesion is conjunction. The researcher found that there is one type of conjunction used in this advertisement, namely additive conjunction. This conjunction can be seen in the sentence “Dry lips are soothed and cooled with a touch of icy menthol.” The conjunction and in the sentence is a part of additive conjunctions.

The third part of grammatical cohesion is Ellipsis. The ellipsis can be seen in the question “Super sore lips?” The omitted part of this question might be “Is it...” Hence, the full version of this sentence might be “Is it super sore lips?” Although, the sentence was not complete, the listener could understand that it was a question.

The last part of language features found in this advertisement is information structure such as question, imperative sentence, tense, voice, and theme. The sentence functions which are found in this advertisement are question, statement, and imperative. The question is found in the opening of this advertisement “Super sore lips?” The statements which found in these advertisements are “Baby Lips Dr. Rescue lip balm from Maybelline New York seals in moisture for 12 hour hydration”
and “Dry lips are soothed and cooled with a touch of icy menthol.” The imperative sentence can be seen in the sentence “Rescue me.” The researcher indicates this sentence as imperative sentence because it showed someone asked the product to rescue her.

The tense which is used in this advertisement is simple present tense. The use of simple present tense can be seen in the use of present verb like seals and present auxiliary verb like is. This advertisement uses active and passive voice. The Sentence “Baby Lips Dr. Rescue lip balm from Maybelline New York seals in moisture for 12 hour hydration” implies the use of active voice. While, the sentence “Dry lips are soothed and cooled with a touch of icy menthol” showed the use of passive voice. The last part which is found in this advertisement is theme. The theme of this advertisement is Baby Lips Dr. Rescue lip balm, because the focus of this advertisement is the product namely Baby Lips Dr. Rescue lip balm. Hence, the rest of sentences discuss the product.


The second advertisement to discuss is Be Sensational with Cristy Turlington. In this case, the researcher finds that there are two types of lexical cohesion used in this advertisement, namely repetition and hyponymy. In this part, the word sensational and city are repeated several times and so are in the noun phrase sensational city. This indicates that repetition occurs in this advertisement. Besides,
the word *New York* in this advertisement is also repeated at the end of this advertisement like in the sentence “Be *sensational!* *Full Fan Effect Mascara, Maybelline New York.*”

Meanwhile, the word *New York* in the utterance is hyponym of the word city. It is because *New York* is the specific place which represents the general term *city*. Therefore, the term city is the hypernym and *New York* is hyponym. This implies that this advertisement also uses **hyponymy**.

The next type to discuss is the grammatical cohesion. The first type found is **specified noun** as part of **personal reference**. The term *New York* in the sentence refers to *sensational city*. The second reference found is **comparative reference** like *most* in the sentence “*New York is the most sensational city in the world.*”

Moreover, the researcher also found the **Ellipsis** in this advertisement such as in the sentence “*Full Fan Effect Mascara, Maybelline New York.*” The researcher found that the auxiliary verb is missing from this sentence. Hence, it can be “*This is Full Fan Effect Mascara from Maybelline New York.*” However, the researcher cannot find the use of **substitution** in this advertisement.

The last part of language features to discuss is information structure. The first type to discuss is **sentence function** such as **statement**. The researcher found that the sentences “*Everyday there is something sensational happening in the city*” and “*New York is the most sensational city in the world*” are statements. It is because the sentences deliver information in the sentences. The second type to discuss is
imperative sentence like be sensational. This is called as imperative sentence because it asks someone to do something.

The second type of information structure found is tense such as simple present tense. The use of simple present tense can be seen in the sentence “Everyday there is something sensational happening in the city,” “New York is the most sensational city in the world” and “That’s why I love here.” Those sentences are simple present tense because they use present auxiliary verb like is. Hence, this indicates that those sentences are in form of simple present tense.

The last type of information structure is theme. The researcher finds that the theme of this advertisement is sensational. It is because the term which is emphasized is the term sensational. This is also related to the product which is also related to word sensational. The advertiser attempts to say that the product from New York is sensational like the city which is also sensational.

[3] Wanna good skin day every day? Meet New Dream Fresh BB cream from Maybelline New York! BB cream is the instant 81 skin protector. The revolution. It’s not a foundation more than moisturizer. Packs with 8 great skin benefits or unique gel water oil free BB, smooths, improves, hydrates, and protects for good skin day every day. In this snap, new dream fresh BB. Maybe she is born with it, maybe it’s Maybelline. (New Dream Fresh BB cream from Maybelline, 2012).

The third advertisement is New Dream Fresh BB Cream from Maybelline. The types of Lexical cohesion which are found in this advertisement are repetition, meronymy, hyponymy, and collocation. The repetition can be seen in the phrase good skin, BB cream, Maybelline, and every day. The phrase good skin is showed in the question ‘Wanna good skin day every day? and the sentence “Packs with 8 great
skin benefits or unique gel water oil free BB, smoothes, improves, hydrates, and protects for good skin day every day.” The other phrases are also repeated several times such as Maybelline New York and BB Cream. It appears several times in this advertisement. The next lexical cohesion found is meronymy such as foundation and moisturizer. Both are parts of make-up which is used for face as basic make up. Moreover, the researcher discovered that this advertisement also uses collocation such as good skin as found in the question “Wanna good skin day every day?” and the clause “For good skin day every day.” The collocation found is the combination between adj.: good and noun: skin.

The types of grammatical cohesion used in this advertisement are personal reference, demonstrative reference, comparative reference, additive conjunction, and ellipsis. The personal reference can be seen in the use of subject pronoun it to replace BB cream as seen in sentence “BB Cream- It’s not just a foundation more than moisturizer.” Another personal pronoun which is used in this advertisement is subject pronoun such as she in the tagline “Maybe she is born with it” which refers to woman who buys the product. The demonstrative reference found in this advertisement is this. It is used when the model in the advertisement said “In this snap.” The demonstrative reference this refers to the benefits of the product. Comparative reference is found in the sentence, “It’s not a foundation more than moisturizer.” The reference “more than” is comparative reference, because it compares one thing to another.
The use of **additive conjunction** can be seen in the use of *and* and *or* such as in the sentence “Packs with 8 great skin benefits or unique gel water oil free BB, smoothes, improves, hydrates, and protects for good skin day every day.” The use of **ellipsis** can be seen in the question “Wanna good skin day every day?” and the sentences “the revolution” and “ Packs with 8 great skin benefits or unique gel water oil free BB.” There are some parts of the sentences which are omitted, such as in the sentence “Wanna good skin day every day?” This sentence should be “Do you want good skin day in everyday?” The omitted part of this question is “Do you...” In the sentence “Packs with 8 great skin benefits or unique gel water oil free BB” the omitted part is the subject, because this sentence starts with verb. Another sentence is “The revolution.” This implies that there is something omitted from this sentence. The omitted part of this sentence might be the subject and the verb. So, the full sentence might be “This is the revolution.” Although, the sentence is not complete, the listener can understand that it is the sentence whether it is a question or a statement. The researcher knows that it is a question from the way the speaker said it.

The types of information structure used in this advertisement are question, statement, imperative or command, tense, and passive voice. The use of **question** can be seen in the question “Wanna good skin every day?” It implies that it is a question because there is a question mark at the end of that sentence. The researcher also found the use of **statement** which can be seen in the sentences “It’s not a foundation more than moisturizer” and “Pack with 8 skin benefits or unique gel oil free BB,
smoothes, improves, hydrates, and protects, for good skin day every day.” Those sentences are considered as statements because there is something which is being stated. The use of imperative sentence appears in the sentence “Meet the New Dream Fresh BB cream from Maybelline New York.” This sentence is indicated as an imperative sentence because it asks the consumer to meet the New Dream Fresh BB Cream from Maybelline New York.

The last parts of information structure used are tense and voice. The researcher discovered that this advertisement uses simple present tense in the whole utterances. The voice used in this advertisement is passive voice as seen in the tagline “Maybe she is born with it, maybe it’s Maybelline.”


The fourth advertisement to discus is New Dream Liquid Mousse from Maybelline New York, issued in 2012. The researcher discovers that this advertisement uses two types of lexical cohesion such as repetition and collocation. In this advertisement there are some phrases which appear several times such as Maybelline, 100% poreless perfection, New Dream Liquid Mousse foundation, and maybe. Those words repeated in some parts of this advertisement. Besides, the researcher also found the use of collocation such as flawless skin.
The types of grammatical cohesion used in this advertisement are personal reference, comparative reference, additive conjunction, and ellipsis. The use of **personal reference** can be seen in the use pronoun *it* which refers to the product *New Dream Liquid Mousse* and the benefits of the product and pronoun *she* which refers to woman. The use of **comparative reference** can be seen in the sentence “Like it’s been air brush.” The researcher found that the word *like* is part of comparative reference.

The **additive conjunction** is also found in this advertisement, such as *and* in sentence “It’s smoother and perfect.” The last part of grammatical cohesion is **ellipsis** which can be seen in question “Flawless skin?” and statement “Old news.” The question might be “Is it flawless skin?” Hence, the omission part is “Is it...” The complete statement of “Old news” might be “It is old news.” This indicates that the omission part of this sentence is “It is...”

The types of information structure used in this advertisement are sentence functions such as question, statement, imperative sentence, exclamation, tense, and theme. The use of question in this advertisement showed in the sentence “flawless skin?” The question mark used in that sentence indicates that this sentence is a question. The use of **statement** can be seen in the sentence “100% poreless perfection has arrived,” “A new liquid sensation that air whipped for 100% poreless perfection,” “It’s smoother and perfect,” and “Like it’s been air brush.” Those sentences are statement because they give information or state something. The **imperative sentence** is found in the clause “Prove it” and **exclamation** is found in
the clause “Old news!” The **tenses** used are simple present tense and present perfect tense. The use of **theme** can be seen in the sentences which includes *new dream liquid mousse from Maybelline New York* as the name of the product.

[5] Stay white and feel fresh all day without touching up. *New White Super Fresh* from *Maybelline New York*. 12 hours of white, 12 hours of fresh. New clean touch technology with super absorb empower. Resists heat and humidity. Stay fresh, sweat free all day long. *New White Super Fresh* with SPF 34PA++. Maybe she is born with it, maybe it’s *Maybelline*. (Stay White and Fresh All Day- New Maybelline White Super fresh, 2014)

The fifth advertisement is *Stay White and Fresh All Day- New Maybelline White Super Fresh* which was published in 2014. There are several types of Lexical features found in this advertisement, namely repetition, meronymy, and collocation. The researcher discovers that there are several words which are repeated such as *white, fresh, new white super fresh, 12 hours, and Maybelline*. The use of **meronymy** is discovered in the noun phrase *New White Super Fresh with SPF 34PA++. This indicates that SPF 34PA++ is a part of New White Super Fresh*. Another lexical cohesion is **collocation** like *all day long* as seen in *Stay fresh, sweat free all day long*.

The types of grammatical cohesion used in this advertisement are **personal reference** like specified nouns to replace the other term, such as *new lean touch technology* which refers to *New Maybelline White Super Fresh*. The use of personal pronoun *she* refers to woman who buys the product. The word *and* implies the use of **additive conjunction** such in the sentence “*Stay white and feel fresh all day without touching up*” and ‘*Resist heat and humidity.***
The types of information structure used in this advertisement are sentence **functions** such as **imperative sentence** in the sentence “Stay white and feel fresh all day without touching up resist heat and humidity.” The use of **tense** can be seen in the use of simple present tense. The use **theme** can be seen in the emphasis of the product **new white super fresh**.


In the sixth advertisement is **Color Sensational Creamy Mattes** from **Maybelline New York**, the researcher discovers that there is only one type of lexical cohesion used, namely repetition. The use of **repetition** in this advertisement can be seen in emphasis of the phrase **creamy mattes**, **colors sensational**, and **Maybelline**. They are repeated several times such as **creamy mattes** which appeared at the beginning, middle and the end of this advertisement. It also happens to the word **Maybelline** which is showed at the middle and the end of the advertisement. The last is **colors sensational** which also appears several times in this advertisement.

The researcher discovers that there are several types of grammatical cohesion used in this advertisement such as **personal reference**, **continuative**, and **conjunction**. The use of **personal reference** can be seen in the use of specified nouns to replace the product such as **Maybelline creamy Mattes** which refers to **Color**
Sensational Creamy Matte. The **continuative conjunction** can be discovered in the sentence “Now Lips slip into creamiest mattes.”

The types of information structure used in this advertisement are **statement** like in “Now, lips slip into creamiest mattes” and “Unique matte cream formula meets ball technique color for our smoothes most addictive mattes.” The use of **simple present tense** can be seen in the use of present auxiliary verb such as is and present verb such as meet in some sentences in this advertisement as seen in the sentences “Unique matte cream formula meets ball technique color for our smoothes most addictive mattes. Maybelline creamy mattes, maybe it’s Maybelline.” The last type is **theme**, the researcher discovered that the main idea of this advertisement is “Colors sensational the creamy mattes from Maybelline New York,” because all sentences emphasize the quality of that product. Moreover, it indicates the main idea of the whole text.


The seventh advertisement is the commercial video of *Maybelline Volume Express*. The researcher discovered that there is one type of lexical cohesion used in this advertisement, namely **repetition**. The word **double, bolder, New Colossal Pumped Up Mascara, maybe, and brush** is mentioned several times in some sentences in this utterance. It indicates that repetition occurs in this utterance. For
example, the word *double*; “The first double curse stamp pumped, the double short of mascara on drop biggest brush.”

Here, the word *double* is emphasized by the advertiser. Also the word *bolder* is used in different parts such as “Bolder, bigger look at me lushes” and “Pumped up volume of these 16 times bolder.” The phrase *pumped up volume* as the name of the product is also repeated like in “New Colossal Pumped Up Mascara from Maybelline New York” and “New colossal pumped up mascara.” The word *brush* and *maybe* also appear several times in this advertisement, for instance, “Maybe she is born with it. Maybe it’s Maybelline” and “For big brush lovers, double short of mascara on drop biggest brush.”

The types of grammatical cohesion which are discovered in this advertisement are personal reference, comparative reference and ellipsis. The **personal reference** can be seen in the use of personal pronoun such as *she* and *it* which refer to the products and woman. The comparative words such as *bigger* and *bolder* imply the use of **comparative reference**. The use of **ellipsis** can be seen in the question “*The impact?*” The researcher found that there is no question tag in this question. The clause “*The game changer, for big brush lovers*” is also ellipsis because there is no subject and auxiliary verb to make it as a sentence. The sentence should be “*This is the game changer for big brush lovers.*”

The researcher also finds the use of **question, statement, exclamation, tense, and theme** as parts of information structure. The question is found in “*The
"Impact?" and "clams?" The statement is discovered in the sentences "The game changer for big brush lovers" and "The first double curse stamp pumped, the double short of mascara on drop biggest brush." They are statements because they state ideas of the product. The use of exclamation can be seen in the clause "not a chance!"
The tense used in this advertisement is simple present tense. The theme of this advertisement is "New Colossal Pumped Up mascara."


In this advertisement the researcher finds repetition and meronymy. The repetition can be seen in the emphasis of Dream Matte mousse, Maybelline, and foundation. Those words appear several times in this advertisement. The researcher found that those words are repeated at the beginning, middle, and the end of this advertisement. Besides, meronymy is also appeared in this advertisement like 100% micro-fine which is the meronym of Dream Matte mousse foundation. The Dream Matte mousse foundation as whole and 100% micro-fine is the meronym because 100% micro-fine is part of Dream Matte mousse foundation.

The types of grammatical cohesion which are discovered in this advertisement are personal pronoun such as it, our and specified noun; dream matte mouse which refers to Dream Matte mousse foundation from Maybelline New York; and ellipsis such as in the question "The secret?" in the sentence "Dream Matte mousse foundation from Maybelline New York," and "Number one dream matte
mouse’. The omissions in those sentences are the WH question, the subject of the sentence, and the auxiliary verb.

Moreover, the researcher also finds the use of information structure which is divided into four major parts, namely sentence functions, verb, and theme. The sentence functions found in this advertisement are question, statement, imperative, and exclamation. The use of question can be seen in the question of “The Secret?” The narrator asked about the secret in this product. The statements found in this advertisement are “The essential is air whipped sensation. 100% micro-fine for matte perfection,” “Our foundation with silky matte powder fuse like on smoothie” and “Number one dream matte mouse.” The use of imperative is also found in this advertisement such as “Discover the dream” and “Live the dream.” Meanwhile, the use of exclamation is also used in this advertisement like ‘Flawless finish.’

This use of tense can be seen from the use of simple present tense in the sentences. The sentence is classified as simple present tense because they use present verb. Besides, this advertisement also uses theme which indicates the main topic of this advertisement. The theme of this advertisement is Dream Matte mousse foundation from Maybelline New York. It is because all sentences talk about it.


The last advertisement discussed is The Blushed Nudes Palette. In this advertisement the researcher discovers that there are two types of lexical cohesion
used in this advertisement such as repetition and meronymy. The **repetition** can be seen in word *the Blushed Nudes Palette*, and *Maybelline* which are mentioned several times. *The blushed Nudes palette* is the name of the product thus it appears several times such as in *“The blushed Nudes palette, new from Maybelline New York”* and *“New the blushed Nudes palette, Maybe it’s Maybelline.”* The word *Maybelline* is also repeated in this advertisement. Moreover, the researcher also finds the use of **meronymy** as seen in *“The blushed Nudes palette, new from Maybelline New York, Twelve shadows in rosy gold tones create infinite looks”* The Twelve shadows are the meronym of *The Blushed Nudes palette* because it part of the product.

The types of grammatical cohesion in this advertisement are **personal reference**, **comparative reference** and **ellipsis**. The use of personal reference can be seen in the use of *it* in *“Maybe, it’s Maybelline”* which refers to *New the blushed Nudes palette*. The comparative reference is in the use of *bolder* in *‘From bolder blush to Risque Rose’*. **Ellipsis** is also found in this advertisement such as in the sentence *“The blushed Nudes palette, new from Maybelline New York”* the subject and the auxiliary verb is omitted in this sentence.

Moreover, the researcher discovers the use of **statement** and **imperative sentence** as parts of sentence function, **simple present tense**, **active voice**, and **theme**. The use of **statement** is showed in the sentence *‘Twelve shadows in rosy gold tones create infinite looks, from bolder blush to Risque Rose’*. The **imperative sentence** can be seen in the opening and the end of this advertisement such as *discover the dream* and *live the dream*. 
This advertisement uses **simple present tense** which can be seen in the use of present verb like *create*. The researcher discovers the use of **active voice** in the sentence *Twelve shadows in rosy gold tones create infinite looks, from bolder blush to Risque Rose.* The **theme** of this advertisement is *the blushed nudes palette*, since all sentences refer to this product.

As a result, the researcher discovers that there are four types of lexical cohesion are used, namely repetition, hyponymy, meronymy, and collocation. The most type of lexical cohesion used is repetition because it can be found in all of the selected *Maybelline New York* advertisements. Other types are only found in some advertisements.

Besides, the researcher finds the use of grammatical cohesion such as reference, conjunction, and ellipsis. The most used is reference and ellipsis. It is because the researcher only finds two types of conjunction namely additive and continuative conjunctions in these advertisements. Ellipsis is also used in most of advertisements because it seems more effective instead of using complete sentence.

The last feature is informative structure. The researcher can discover all information structure such as sentence functions, verbs, and theme. The sentence functions used are question, statement, imperative sentence, and exclamation. The verbs used are tenses, active voice, and passive voice. The researcher discovers that all advertisements use present tense such as simple present tense and present perfect tense. Moreover, the researcher also finds the use of theme in those advertisements.
B. The Functions of Language Features

This part answers the second research question about the functions of language features in *Maybelline New York* broadcast advertisements. The researcher uses the theories of advertisements focusing on the functions of advertisement and the theories of language features. In this part the researcher relates theories of advertisements functions with the use of language features. Hence, the researcher could analyze how language features are used in *Maybelline New York* broadcast advertisements.

1. Lexical Cohesion of *Maybelline New York* Broadcast Advertisements

Based on the data analysis the researcher finds that there are 4 types of lexical cohesion are used in the selected *Maybelline New York* broadcast advertisements. The most used lexical in those advertisements is repetition. The functions of using repetition are to emphasize the name of the product, the name of the company, and the benefits of the product.

The use of repetition is also related to the function of advertisements. By showing the name of the products, the name of the company, and the benefits of the products, the company can build a relation between the product and consumers. The repetition in *Baby Lips Dr. Rescue from Maybelline New York* version shows how repetition is used to build the relation between the product and consumers. In the advertisements there are some girls who are having demonstration and ask to rescue them. The advertiser repeats the word *rescue* in several ways such as:
In this case, the advertiser emphasizes that in [1] the rescue is the answer of the girls’ problem. The second part shows that the rescue is from Maybelline New York’s product which is called Baby Lips Dr. Rescue Lip balm. The third rescue shows that the girls want to rescue and the last part emphasizes that the rescue which can help the girls from super sore lips is only Baby Lips Dr. Rescue Lip Balm from Maybelline New York. The same as in Baby Lips Dr. Rescue from Maybelline New York version the other 8 advertisements also use repetition to inform the name of the product, the benefits and the name of the company.

Furthermore, the researcher also finds that there are several advertisements which repeat the words sensational and dream such as in Be Sensational with Cristy Turlington, Color Sensational Creamy Mattes from Maybelline New York, Dream Fresh BB Cream from Maybelline New York, New Dream Liquid Mousse from Maybelline New York, and New Maybelline Dream Matte Mousse. Those advertisements repeat the words sensational and dream several times. The researcher finds that Maybelline New York Company uses a certain word to be the name of certain product series such as sensational and dream both of which are repeated to inform consumers that the products belong to the same series.
Moreover, the *Maybelline New York* broadcast advertisements also use hyponymy, meronymy and collocation. The hyponym is found in several *Maybelline New York* advertisements such in *Maybelline Baby Lips Dr. rescue from Maybelline New York* and *Dream Fresh BB Cream from Maybelline New York*. The hyponym found is *Baby Lips Dr. rescue from Maybelline New York*:


[6] *Baby lips Dr. Rescue lip balm from Maybelline New York*

[7] *Dry lips are soothed and cooled with a touch of icy menthol.*

and in *Dream Fresh BB Cream from Maybelline New York*:

[8] *Foundation and moisturizer*

In [5], [6] and [7] there are three different kinds of lips such as *sore lips, baby lips,* and *dry lips.* The hypernym of those phrases is *lips.* Here, the advertiser emphasizes the problem in the lips such as *sore lips* and *dry lips* which can be rescued by *baby lips Dr. Rescue lip balm.* This is because the focus of the product is *lip balm* which is related to the lip. Therefore, the advertiser uses hyponymy to make it clear.

In [8] the advertiser compares the *foundation* and *moisturizer* make-up products. Both *foundation* and *moisturizer* have similar meaning but have different functions. They are parts of make-up. The *foundation* and *moisturizer* are the old versions and the new version is *Dream Fresh Cream BB* product. Thus the advertiser uses hyponyms to show that there is something new.

In *Maybelline New York* broadcast advertisements the researcher also finds the use of meronymy and collocation. The use of meronymy in *Maybelline New York*
advertisements is to inform the consumers about the parts of the products, the benefits and the strengths of the products. For instance, in *Stay White and Fresh All Day- New Maybelline White Super Fresh* advertisement, the *New White Super Fresh* powder product as the whole and *SPF 34PA++* is the meronym. It is because *SPF 34PA++* is part of *New White Super Fresh* powder product.

The use of meronomy is also found in *New Maybelline Dream Matte Mousse*. The product namely *New Dream Matte Mousse* as whole and *silky matte powder fuse* is the meronym. The last meronym which is used in Maybelline New York advertisement is in *The Blushed Nudes Palette from Maybelline New York* advertisement. The researcher finds that this advertisement also uses meronomy. The product, namely *The Blushed Nudes Palette* is the whole and the meronym is the *twelve shadows* in the *The Blushed Nudes Palette*. This shows that the *twelve shadows* are parts of *The Blushed Nudes Palette* products. Thus, the twelve shadows are the meronym of *Blushed Nudes Palette* product.

The last part of lexical cohesion is collocation. The *Maybelline New York* advertisements use collocation only in general terms such as *dry lips*, *good skin*, *flawless skin* and *all day long*. The collocation is used in the advertisements to give general problem such as *dry lips*. The collocation is also used to show consumers that by using the products their skin will be a *good skin and flawless skin all day long*. 
2. Grammatical Cohesion of *Maybelline New York* Broadcast Advertisements

Grammatical cohesion includes three main features, namely reference, conjunction, and substitution and ellipsis. These three features deal with structure of the sentences to make the message more effective. This is also related to the function of advertisement, namely communication function. The communication function is to introduce the product and persuade consumers to buy the products. Therefore, the sentence structure should be clear, short and effective.

There are several elements of grammatical cohesion which are used in *Maybelline New York* advertisements such as personal reference, demonstrative reference, comparative reference, additive conjunction, continuative conjunction, substitution, and ellipsis. Ellipsis can be found in most of *Maybelline New York* advertisements.

In *Maybelline New York* advertisements personal reference is used the most. The use of personal reference is to mention the name of the product. Thus, consumers can focus on the product. Moreover, the advertisements also use pronoun such *she, it* and *our*. The pronoun *it* refers to the name of the product or the benefit of the product such as in *New Dream Liquid Mousse*:


[10] A new liquid sensation that air whipped for 100% poreless perfection.

Prove it!
In [9] it refers to the product name and in [10] it refers to the benefit of the product. Moreover, in every advertisement of Maybelline New York the researcher finds that there is always a slogan “Maybe she is born with it.” The pronoun she refers to woman who will buy the products Maybelline New York. This emphasizes that women deserve to have the product because they are maybe born with it and for it. The researcher also finds the use of possessive pronoun like our in New Maybelline Dream Matte Mousse:


The pronoun our refers to the company and consumers. Because instead of saying Maybelline New York’s foundation the advertiser uses our to give positive feeling that the foundation not only refers to the company but also consumers. The use of demonstrative reference such as this refers to how the product works. Moreover, the advertisements also use comparative reference such as, more than, like, bigger, smoother, and Bolder. It shows that Maybelline New York’s cosmetics products give more than other cosmetics products. These show that Maybelline New York’s cosmetics products are better than other products.

The other elements of grammatical cohesion are conjunction, substitution and ellipsis. The conjunctions such as additive and continuative are used in Maybelline New York advertisements. The most used conjunction is additive conjunction such as and and or. Those two conjunctions aim to connect one word to another word or one benefit to other benefits of the products. The continuative conjunction is found in Maybelline New York advertisement is Nowin “Now Lips slip
into creamiest mattes” and “Now, to the Rescue.” Those conjunctions have same meanings that the advertiser emphasizes that something has changed and there is something new.

The last element of grammatical cohesion is substitutions and ellipsis. However, there is no substitution used in Maybelline New York advertisements. Therefore, the researcher will discuss ellipsis further. Ellipsis is mostly used in Maybelline New York advertisements. The ellipsis used in selected Maybelline New York advertisements is usually found in questions such as “Super sore lips?” “Flawless skin?” “Wanna good skin day every day?” “The secret?” and “Clams!”

The use of ellipsis is to omit the subject pronouns in the sentence such as it in the sentence “Seals in moisture for 12 hours hydration” and “Old news” and “This’ in “the revolution.” Instead of using the complete sentence the advertiser uses ellipsis to make the sentence short and effective. The simple sentence can make consumers get the main point easily and quickly like in question “Super sore lips?” This can make consumers get the main message and attract the consumers’ attention right way.

3. Information Structure of Maybelline New York Broadcast Advertisements

The information structure aims to make audience respond and receive the message of the advertisements. The Maybelline New York broadcast advertisements include statement, question, commands, and exclamation in their advertisement. The researcher finds that some Maybelline New York advertisements have different form in the opening of the advertisements. For example, the question is used to ask the
problems which are faced by the women, offer something to consumers or ask for information, for example,

[12] Super sore lips? Now to the rescue!


In [12] the advertisement asks the problem because the next part suggests consumers to find the rescue. In [13] the advertisement offers consumers whether they want good skin every day. While, in [14] the advertisement confirms the state of object being referred. The other advertisements use statements which give information about what is happening now such as “Now lips slip into creamiest matte,” “Everyday there is something sensational happening in the city.” The statement is used to catch consumers’ attention and state what is happening.

The functions of using commands are to ask consumers to do something for their beauty such as in The Blushed Nudes Palette advertisement. The opening is “Dare to go nude” or “Discover the dream.” These give consumers choices to do something about their beauty. Here, the advertisements do not offer solution but implicitly ask consumers to find it in Maybelline New York cosmetic products.

Moreover, the Maybelline New York broadcast advertisements also use present tense such as simple present tense and present perfect tense. This is obviously to describe or explain something. Moreover the use of present tense shows fact or something that will still exist in the past, present and the future.
The future voice is also dominated by active voice because the advertiser wants to emphasize the name of the products, the benefit of the products, and the name of the company. However, the use of passive voice is also needed to emphasize the problems which can be solved by *Maybelline New York* cosmetic products. The use of theme is also beneficial in this advertisement. By using the theme the advertiser can deliver the main idea of the advertisements. Thus, consumers will get the point of the advertisements.
CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the conclusions of the findings of this study based on the data analysis and the related studies. There are two parts of this chapter namely conclusion and recommendations.

A. Conclusions

Having analyzed the data as presented in Chapter IV, the researcher comes to the conclusion section. There are two research questions as formulated in Chapter I. The first research question is to find out which type of language feature is used in Maybelline New York advertisements. The second research question is formulated in order to know the functions for using the language features in the advertisements utterances.

Based on the data analysis the language features used in Maybelline New York advertisements are lexical cohesion, grammatical cohesion, and information structure. Lexical cohesion which is used is repetition. Repetition can be found in all of Maybelline New York advertisements, while other elements such as hyponymy, meronymy, and collocation are rare to find in Maybelline New York advertisements.

The types of grammatical cohesion which are used in Maybelline New York advertisements are personal reference, demonstrative reference, comparative reference, additive conjunction, continuative conjunction, ellipsis. However, the
researcher cannot find the use of substitutions in those advertisements. The researcher finds that all of *Maybelline New York* advertisements use information structure such as sentence functions, verb, and theme.

The analysis on the language features of *Maybelline New York* advertisements lead to further analysis about the functions of using language features in *Maybelline New York* advertisements. In this part, the researcher relates the advertisement functions and language features which are used in *Maybelline New York* advertisements. The researcher finds that the type of lexical features which is used the most is repetition. It implies that the advertiser wants to emphasize the benefits of the products, where the products are from and why consumers should choose it. Hence, the repetition appears several times in one advertisement.

The use of lexical cohesion the use of grammatical cohesion is also important. By using reference and conjunction the advertiser can get consumers’ attention. Moreover, the use of ellipsis can also make the sentences effective and attractive. The use of ellipsis can make the message easily and quickly delivered to consumers. Although the advertiser does not use a complete sentence, statement or question, consumers will get the point.

The last part is information structure. There are three elements of information structure, namely sentence functions, verbs and themes. The use of statements, questions, commands, and exclamations as parts of sentence functions give a clear idea of what the advertiser says. For example, the use of present tense shows that the product will exist all the time. Most of *Maybelline New York*
advertisements use active voice to give clear idea about what the advertisement talk about. The use of commands and exclamation is intended to give positive feeling of the products. Furthermore, the use of theme as the opening is also meant to make consumers get the message of the advertisements.

B. Recommendations

The analysis of the language features in advertisements can be beneficial not only for advertisers who directly deal with advertising realm but also teachers and students who deal with linguistics. The analysis of the language features used in Maybelline New York advertisements can be a model of English lesson materials. Therefore, there are some suggestions for English teachers and students for the English Language Education Study Program, for advertisers, and for future researchers. This study also can give contribution to study of linguistics and English Education.

1. For English Teachers

Since advertisement is one of lesson materials in English subject, this study can help teachers to improve their teaching materials. The language features used in Maybelline New York advertisements can be used as additional materials for studying advertisements and language. This study can be utilized as an example of analyzing language used in different contexts. Learning language features may be difficult for students without giving example of the use of language features in real life.
Therefore, advertisement can be one of good examples to explain the use of language features in the real life.

2. For ELESP Students

Students may face difficulties in learning linguistics because the few of examples of using it. Advertisement can be an interesting medium for students to learn about linguistics. Students can also enrich their vocabulary because a medium such as advertisement often adds new vocabulary. By following the development of technology both lecturers and students can develop their knowledge in linguistics and apply it.

Moreover, the analysis on language features can give more explanation for students in lexical cohesion, grammatical cohesion, and information structure. How to use them and what are the functions of using them. Sometimes, students may face difficulty in learning grammar because they do not know how to use that properly. Thus, the analysis on language features in advertisement can be one of the best examples of how to use present tense. Furthermore, sometimes students do not have any clear ideas about collocation, hyponymy, and meronymy. This research can help students to have more examples of understanding those terms.

3. For Future Researchers

This research can help future researchers who have similar topic, namely language feature used in advertisement to find other theories which is related to the
use of language features in advertisements. Future researchers can analyze the use of language features not only in broadcast video in websites but also in magazines or newspapers. The future researchers can analyze not only the utterances in advertisements but also the slogans or taglines which are used in advertisements. Moreover, the future researchers can connect the use of language features in advertisements as the reasons for using them.
REFERENCES


APPENDICES
APPENDIX 1: THE TRANSCRIPTS OF MAYBELLINE NEW YORK

ADVERTISEMENTS

1. Baby Lips Dr. rescue from Maybelline New York

   Narrator: Super sore lips?

   Now to the rescue!

   Baby Lips Dr. Rescue lip balm from Maybelline New York.

   Seals in moisture for 12 hour hydration.

   Dry lips are soothed and cooled with a touch of icy menthol

   Female : Rescue me!

   Narrator: Baby Lips Dr Rescue. Maybe it’s Maybelline.

2. Be Sensational with Cristy Turlington

   Cristy Turlington : Everyday there is something sensational happening in the city.

   New York is the most sensational city in the world, my opinion. That’s why I love here.


3. Dream Fresh BB Cream from Maybelline New York

   Narrator : Wanna good skin day everyday?

   Meet New Dream Fresh BB cream from Maybelline New York!

   BB cream is the instant 81 skin protector.

   The revolution
It’s not a foundation more than moisturizer.

Pack with 8 great skin benefits or unique gel water oil free BB, smooths, improves, hydrates, and protects for good skin day every day.

In this snap, new dream fresh BB.

Maybe she is born with it, maybe it’s Maybelline.


Female 1 : Flawless skin?

Old news.

Narrator : 100% poreless perfection has arrived.

*New Dream Liquid Mousse* foundation from *Maybelline New York*.

A new liquid sensation that air whipped for 100% poreless perfection.

Prove it!

It’s smoother and perfect.

Like it’s been air brush.

Could be unporeless to 100% poreless perfection.

New dream liquid mousse foundation.

Maybe she is born with it, may be it’s Maybelline.

5. Stay white and Fresh all day- new Maybelline white superfresh

Narrator : Stay white and feel fresh all day without touching up.

*New White Super Fresh* from *Maybelline New York*. 
12 hours of white, 12 hours of fresh.

New clean touch technology with super absorb empower. Resist heat and humidity. Stay fresh, sweat free all day long.

New white super fresh with SPF 34PA++.

Maybe she is born with it, may be it’s Maybelline.

6. Color Sensational Creamy Mattes from Maybelline New York

Narrator : Now, Lips slip into a creamiest mattes.

*Colors Sensational Creamy Mattes from Maybelline New York.*

Unique matte cream formula meets ball technique color for our smoothes most addictive mattes.

Maybelline creamy mattes, maybe it’s Maybelline

7. Maybelline Volume Express

Narrator : Bolder, bigger look at me lushes.

*New Colossal Pumped Up mascara from Maybelline New York.*

The game changer! For big brush lovers.

The first double curse stamp pumped the double short of mascara on drop biggest brush. Collagen doubled.

The Impact! Pumped up volume of these 16 times bolder.

Clams? Not a chance.

*New Colossal Pumped Up Mascara.*

Maybe she is born with it. Maybe it’s Maybelline
8. New Maybelline Dream Matte Mousse

Narrator : Discover the dream.

*Dream Matte Mousse* foundation from *Maybelline New York*.

The essential is air whipped sensation.

100% micro-fine for matte perfection. The secret?

Our foundation with silky matte *powder fuse* like on smoothie.

Flawless finish.

Female 1 : Live the dream!

Narrator : Number one dream matte mouse. Maybe it’s Maybelline.

9. The Blushed Nudes Palette from Maybelline New York

Narrator : Dare to go nude.

*The Blushed Nudes* palette, new from *Maybelline New York*.

Twelve shadows, in rosy gold tones create infinite looks.

From bolder blush to Risque Rose.

All blushed. Never hushed.

*New The blushed Nudes* palette, Maybe it’s Maybelline
APPENDIX 2: THE DATA ANALYSIS OF MAYBELLINE NEW YORK

ADVERTISEMENTS

1. Lexical Cohesion

a. Repetition

<table>
<thead>
<tr>
<th>No.</th>
<th>Video</th>
<th>Repetition</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Baby Lips Dr. Rescue from Maybelline New York</td>
<td>Super sore lips? The Rescue. Dr. Rescue lips Rescue me!</td>
</tr>
<tr>
<td>3.</td>
<td>Dream Fresh BB Cream from Maybelline New York</td>
<td>Good skin New Dream Fresh BB Cream from Maybelline New York! BB cream Good skin New dream fresh BB. Maybe she is born with it, maybe it’s Maybelline.</td>
</tr>
<tr>
<td>5.</td>
<td>Stay White and Fresh all Day- new Maybelline White Super Fresh</td>
<td>Stay White Fresh New White Super fresh Maybelline New York. 12 hours white, 12 hours of fresh. Stay fresh.</td>
</tr>
<tr>
<td></td>
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</tr>
<tr>
<td>7.</td>
<td><strong>Maybelline Volume Express, New Maybelline</strong></td>
<td>Bolder, bigger look at me lushes. New Colossal Pumped Up mascara from Maybelline New York. For big brush lovers. The first double curse stamp pumped the double short of mascara on drop biggest brush. Collagen doubled. Pumped up volume of these 16 times bolder. New colossal pumped up mascara. Maybe she is born with it. Maybe it’s Maybelline</td>
</tr>
<tr>
<td>8.</td>
<td><strong>New Maybelline Dream Matte Mousse</strong></td>
<td>Discover the dream. Dream Matte mousse foundation from <em>Maybelline New York</em>. The essential is air wipes sensation. 100% micro-fine for matte perfection. Live the dream! Number one Dream matte mouse.</td>
</tr>
</tbody>
</table>

b. Synonymy

-
c. Hyponymy

<table>
<thead>
<tr>
<th>No.</th>
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<th>Hyponymy</th>
</tr>
</thead>
</table>
| 1.  | Baby Lips Dr. Rescue from Maybelline New York                         | Super sore lips?  
Now to the rescue.  
Baby Lips Dr. Rescue lip balm from Maybelline New York.  
Seals in moisture for 12 hour hydration.  
Dry lips are soothed and cooled with a touch of icy menthol. |
| 2.  | Be Sensational with Cristy Turlington                                 | New York is the most sensational city in the world, my opinion.          |
| 3.  | New Dream Fresh BB Cream from Maybelline                              | -                                                                        |
| 4.  | New Dream Liquid Mousse from Maybelline New York                       | -                                                                        |
| 5.  | Stay white and Fresh all day- New Maybelline White Super Fresh         | -                                                                        |
| 6.  | Color Sensational Creamy Mattes from Maybelline New York               | -                                                                        |
| 7.  | Maybelline Volume Express, New Maybelline                             | -                                                                        |
| 8.  | New Maybelline Dream Matte Mousse                                     | -                                                                        |
| 9.  | The Blushed Nudes Palette from Maybelline New York                     | -                                                                        |

d. Meronymy
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<td>Baby Lips Dr. Rescue from Maybelline New York</td>
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<td>2.</td>
<td>Be Sensational with Cristy Turlington</td>
<td>-</td>
</tr>
<tr>
<td>3.</td>
<td>Dream Fresh BB Cream from Maybelline New York</td>
<td>Meet the new dream fresh BB cream from Maybelline New York! BB cream is the instead 81 skin protectors. Pack with 8 skin benefits or unique gel oil free BB, smoothes, improves, hydrates, and protects, for good skin day every day.</td>
</tr>
<tr>
<td>4.</td>
<td>New Dream Liquid Mousse from Maybelline New York</td>
<td>-</td>
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<tr>
<td>5.</td>
<td>Stay white and Fresh all day- new Maybelline White Super Fresh</td>
<td>New white super fresh with SPF 34PA++.</td>
</tr>
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<td>6.</td>
<td>Color Sensational Creamy Mattes from Maybelline New York,</td>
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<td>7.</td>
<td>Maybelline Volume Express, New Maybelline</td>
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<tr>
<td>8.</td>
<td>New Maybelline Dream Matte Mousse</td>
<td>Our foundation with silky matte powder fuse like on smoothie.</td>
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e. Collocation
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<thead>
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<td>1.</td>
<td>Baby Lips Dr. Rescue from Maybelline New York</td>
<td>Dry lips</td>
</tr>
<tr>
<td>2.</td>
<td>Be Sensational with Cristy Turlington</td>
<td>-</td>
</tr>
<tr>
<td>3.</td>
<td>Dream Fresh BB Cream from Maybelline New York</td>
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</tr>
<tr>
<td>4.</td>
<td>New Dream Liquid Mousse from Maybelline New York</td>
<td>-</td>
</tr>
<tr>
<td>5.</td>
<td>Stay White and Fresh all day- New Maybelline White Super Fresh</td>
<td>All day long.</td>
</tr>
<tr>
<td>6.</td>
<td>Color Sensational Creamy Mattes from Maybelline New York</td>
<td>-</td>
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<td>7.</td>
<td>Maybelline Volume Express, New Maybelline</td>
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<td>8.</td>
<td>New Maybelline Dream Matte Mousse</td>
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<td>9.</td>
<td>The Blushed Nudes Palette from Maybelline New York</td>
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7. Grammatical Cohesion

a. Personal Reference

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</tr>
<tr>
<td>2.</td>
<td>Be Sensational with Cristy Turlington</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Dream Fresh BB Cream from Maybelline New York</td>
<td>Meet the new dream fresh BB cream from Maybelline New York! BB cream</td>
</tr>
<tr>
<td></td>
<td></td>
<td>It’s not a foundation more than moisturizer.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New Dream Fresh BB.</td>
</tr>
<tr>
<td>4.</td>
<td>New Dream Liquid Mousse from Maybelline New York</td>
<td>100% poreless perfection has arrived.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New dream liquid mousse foundation from Maybelline New York</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A new liquid sensation that air whipped for 100% poreless perfection.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Like it’s been air brush.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New dream liquid mousse foundation.</td>
</tr>
<tr>
<td>5.</td>
<td>Stay white and Fresh all day- new Maybelline white super fresh</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Color Sensational Creamy Mattes from Maybelline New York,</td>
<td>Now, Lips slip into a creamiest mattes. Colors sensational the creamy mattes from</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maybelline New York. Unique matte cream formula meets ball technique color</td>
</tr>
<tr>
<td></td>
<td></td>
<td>for our smoothes most addictive mattes. Maybelline creamy mattes. Maybe it’s</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maybelline</td>
</tr>
<tr>
<td>7.</td>
<td>Maybelline Volume Express, New Maybelline</td>
<td>Bolder, bigger look at me lushes. New Colossal Pumped Up mascara from Maybelline</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New York. The game changer!</td>
</tr>
<tr>
<td>8.</td>
<td>New Maybelline Dream Matte Mousse</td>
<td>Discover the dream. Dream Matte mousse foundation from</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Maybelline New York.</em></td>
</tr>
<tr>
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<td>Video</td>
<td>Personal Reference</td>
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<td>-----</td>
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</tr>
<tr>
<td>1.</td>
<td>Baby Lips Dr. rescue from Maybelline New York</td>
<td>-</td>
</tr>
<tr>
<td>2.</td>
<td>Be Sensational with Cristy Turlington</td>
<td>-</td>
</tr>
<tr>
<td>3.</td>
<td>Dream Fresh BB Cream from Maybelline New York</td>
<td>In <em>this</em> snap, new dream fresh BB.</td>
</tr>
<tr>
<td>4.</td>
<td>New Dream Liquid Mousse from Maybelline New York</td>
<td>-</td>
</tr>
<tr>
<td>5.</td>
<td>Stay white and Fresh all day- new Maybelline white super fresh</td>
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<tr>
<td>9.</td>
<td>The Blushed Nudes Palette from Maybelline New York</td>
<td>-</td>
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</table>

The essential is air wipes sensation. 100% micro-fine for matte perfection. The secret? Our foundation with silky matte *powder fuse* like on smoothie. Flawless finish. Live the dream! Number one Dream matte mouse. Maybe it’s Maybelline.
### c. Comparative Reference

<table>
<thead>
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<th>No.</th>
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<tbody>
<tr>
<td>1.</td>
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<tr>
<td>2.</td>
<td>Be Sensational with Cristy Turlington</td>
<td>New York is the most sensational city in the world, my opinion.</td>
</tr>
<tr>
<td>3.</td>
<td>Dream Fresh BB Cream from Maybelline New York</td>
<td>It’s not a foundation more than moisturizer..</td>
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<td>4.</td>
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<td>5.</td>
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<td>Maybelline Volume Express, New Maybelline</td>
<td>Bolder, bigger look at me lushes. The first double curse stamp pumped the double short of mascara on drop biggest brush.</td>
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<td>9.</td>
<td>The Blushed Nudes Palette from Maybelline New York</td>
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d. Additive Conjunction

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<tr>
<td>2.</td>
<td>Be Sensational with Cristy Turlington</td>
<td>-</td>
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<tr>
<td>3.</td>
<td>Dream Fresh BB Cream from Maybelline New York</td>
<td>Pack with 8 skin benefits or unique gel oil free BB, smoothes, improves, hydrates, and protects, for good skin day every day.</td>
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<td>4.</td>
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<td>5.</td>
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<td>-</td>
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<td>6.</td>
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<td>7.</td>
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<td>8.</td>
<td>New Maybelline Dream Matte Mousse</td>
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</tr>
<tr>
<td>9.</td>
<td>The Blushed Nudes Palette from Maybelline New York</td>
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e. Adversative Conjunction
- 

f. Causal Conjunction
- 

g. Temporal Conjunctions
-
h. Continuative Conjunctions

<table>
<thead>
<tr>
<th>No.</th>
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<th>Substitution</th>
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</table>
| 1.  | Baby Lips Dr. rescue from Maybelline New York | Super sore lips?  
Now to the rescue.  
Baby Lips Dr. Rescue lip balm from Maybelline New York. |
| 2.  | Be Sensational with Cristy Turlington       | -                                                                           |
| 3.  | Dream Fresh BB Cream from Maybelline New York | -                                                                           |
| 4.  | New Dream Liquid Mousse from Maybelline New York | -                                                                           |
| 5.  | Stay white and Fresh all day- new Maybelline white super fresh | -                                                                           |
Colors sensational the creamy mattes from Maybelline New York. |
| 7.  | Maybelline Volume Express, New Maybelline    | -                                                                           |
| 8.  | New Maybelline Dream Matte Mousse           | -                                                                           |
| 9.  | The Blushed Nudes Palette from Maybelline New York | -                                                                           |

a. Substitution

-
b. Ellipsis

<table>
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<tr>
<th>No.</th>
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<td>1.</td>
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<td>Super sore lips? Baby Lips Dr. Rescue lip balm from Maybelline New York</td>
</tr>
<tr>
<td>2.</td>
<td>Be Sensational with Cristy Turlington</td>
<td>Be sensational! full fan effect mascara, Maybelline New York</td>
</tr>
<tr>
<td>3.</td>
<td>Dream Fresh BB Cream from Maybelline New York</td>
<td>Wanna good skin day every day?</td>
</tr>
<tr>
<td>5.</td>
<td>Stay white and Fresh all day- new Maybelline white super fresh</td>
<td>New white super fresh from Maybelline New York. 12 hours white, 12 hours of fresh. New clean touch technology with super absorb empower. Resist heat and humidity.</td>
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<td>8.</td>
<td>New Maybelline Dream Matte Mousse</td>
<td>Dream Matte mousse foundation from <em>Maybelline New York</em>. The secret?</td>
</tr>
<tr>
<td>9.</td>
<td>The Blushed Nudes Palette from Maybelline New York</td>
<td>Dare to go nude. The blushed Nudes palette, new from Maybelline New York</td>
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8. Information Structure

a. Question

<table>
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<td>Super sore lips?</td>
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<td>2.</td>
<td>Be Sensational with Cristy Turlington</td>
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<td>3.</td>
<td>Dream Fresh BB Cream from Maybelline New York</td>
<td>Wanna good skin day every day?</td>
</tr>
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<td>4.</td>
<td>New Dream Liquid Mousse from Maybelline New York</td>
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<td>5.</td>
<td>Stay white and Fresh all day- new Maybelline white super fresh</td>
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<td>6.</td>
<td>Color Sensational Creamy Mattes from Maybelline New York,</td>
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<td>New Maybelline Dream Matte Mousse</td>
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<td>2.</td>
<td>Be Sensational with Cristy Turlington</td>
<td>Everyday there is something sensational happening in the city. New York is the most sensational city in the world, my opinion. That’s why I love here.</td>
</tr>
<tr>
<td>3.</td>
<td>Dream Fresh BB Cream from Maybelline New York</td>
<td>It’s not a foundation more than moisturizer. Pack with 8 skin benefits or unique gel oil free BB, smoothes, improves, hydrates, and protects, for good skin day every day. In this snap, new dream fresh BB.</td>
</tr>
<tr>
<td>4.</td>
<td>New Dream Liquid Mousse from Maybelline New York</td>
<td>100% poreless perfection has arrived. New dream liquid mousse foundation from Maybelline New York. A new liquid sensation that air whipped for 100% poreless perfection. Like it’s been air brush. Maybe she is born with it, maybe it’s Maybelline.</td>
</tr>
<tr>
<td>5.</td>
<td>Stay white and Fresh all day- new Maybelline white super fresh</td>
<td>New clean touch technology with super absorb empower, resist heat and humidity.</td>
</tr>
<tr>
<td>6.</td>
<td>Color Sensational Creamy Mattes from Maybelline New York,</td>
<td>Unique matte cream formula meets ball technique color for our smoothes most addictive mattes.</td>
</tr>
<tr>
<td>7.</td>
<td>Maybelline Volume Express, New Maybelline</td>
<td>The game changer for big brush lovers. Maybe she is born with it. Maybe it’s Maybelline.</td>
</tr>
</tbody>
</table>
8. New Maybelline Dream Matte Mousse
   The essential is air wipes sensation. 100% micro-fine for matte perfection. The secret? Our foundation with silky matte powder fuse like on smoothie. Number one Dream matte mouse. Maybe it’s Maybelline.

9. The Blushed Nudes Palette from Maybelline New York

c. Command

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<th>No.</th>
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<tbody>
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<td>1.</td>
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<td>3.</td>
<td>Dream Fresh BB Cream from Maybelline New York</td>
<td>Meet the new dream fresh BB cream from Maybelline New York</td>
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<td>4.</td>
<td>New Dream Liquid Mousse from Maybelline New York</td>
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<tr>
<td>5.</td>
<td>Stay white and Fresh all day-new Maybelline white super fresh</td>
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</tr>
<tr>
<td>6.</td>
<td>Color Sensational Creamy Mattes from Maybelline New York,</td>
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<td>7.</td>
<td>Maybelline Volume Express, New Maybelline</td>
<td>Bolder, bigger look at me lushes.</td>
</tr>
<tr>
<td>8.</td>
<td>New Maybelline Dream Matte Mousse</td>
<td>Discover the dream. Live the dream</td>
</tr>
<tr>
<td>9.</td>
<td>The Blushed Nudes Palette from Maybelline New York</td>
<td>Dare to go nude.</td>
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### Exclamation

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</tr>
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<td>2.</td>
<td>Be Sensational with Cristy Turlington</td>
<td>Be sensational!</td>
</tr>
<tr>
<td>3.</td>
<td>Dream Fresh BB Cream from Maybelline New York</td>
<td>The revolution!</td>
</tr>
<tr>
<td>4.</td>
<td>New Dream Liquid Mousse from Maybelline New York</td>
<td>-</td>
</tr>
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<td>5.</td>
<td>Stay white and Fresh all day- new Maybelline white super fresh</td>
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<td>6.</td>
<td>Color Sensational Creamy Mattes from Maybelline New York</td>
<td>-</td>
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<tr>
<td>7.</td>
<td>Maybelline Volume Express, New Maybelline</td>
<td>The game changer!</td>
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<tr>
<td></td>
<td></td>
<td>The Impact!</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Not a chance!</td>
</tr>
<tr>
<td>8.</td>
<td>New Maybelline Dream Matte Mousse</td>
<td>Flawless finish!</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Live the dream!</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Number one Dream matte mouse!</td>
</tr>
<tr>
<td>9.</td>
<td>The Blushed Nudes Palette from Maybelline New York</td>
<td>All blushed, never hushed! New the blushed Nudes palette!</td>
</tr>
<tr>
<td>No.</td>
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<tr>
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<td>Dream Fresh BB Cream from Maybelline New York</td>
<td>BB cream is the instant 81 skin protectors. The revolution. It’s not a foundation more than moisturizer. Maybe she is born with it, maybe it’s Maybelline.</td>
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<tr>
<td>5.</td>
<td>Stay white and Fresh all day- new Maybelline white super fresh</td>
<td>New clean touch technology with super absorb empower raises hit and humidity. Stay fresh, sweet free all day long. New white super fresh with SPF 34PA++. Maybe she is born with it, may be it’s Maybelline.</td>
</tr>
<tr>
<td>6.</td>
<td>Color Sensational Creamy Mattes from Maybelline New York</td>
<td>Maybe it’s Maybelline</td>
</tr>
<tr>
<td>7.</td>
<td>Maybelline Volume Express, New Maybelline</td>
<td>Maybe she is born with it. Maybe it’s Maybelline</td>
</tr>
<tr>
<td>8.</td>
<td>New Maybelline Dream Matte Mousse</td>
<td>The essential is air wipes sensation. 100% micro-fine for matte perfection. The secret?</td>
</tr>
<tr>
<td>9.</td>
<td>The Blushed Nudes</td>
<td>Twelve shadows, in rosy gold tones create</td>
</tr>
</tbody>
</table>
### b. Theme

<table>
<thead>
<tr>
<th>No.</th>
<th>Video</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Baby Lips Dr. rescue from Maybelline New York</td>
<td>Baby Lips Dr. rescue</td>
</tr>
<tr>
<td>2.</td>
<td>Be Sensational with Cristy Turlington</td>
<td>Everyday there is something sensational happening in the city. New York is the most sensational city in the world, my opinion. That’s why I love here.</td>
</tr>
<tr>
<td>3.</td>
<td>Dream Fresh BB Cream from Maybelline New York</td>
<td>Dream Fresh BB Cream</td>
</tr>
<tr>
<td>5.</td>
<td>Stay white and Fresh all day- new Maybelline white super fresh</td>
<td>New white super fresh from Maybelline New York.</td>
</tr>
<tr>
<td>6.</td>
<td>Color Sensational Creamy Mattes from Maybelline New York,</td>
<td>Color Sensational Creamy Mattes</td>
</tr>
<tr>
<td>7.</td>
<td>Maybelline Volume Express, New Maybelline</td>
<td>Maybelline Volume Express</td>
</tr>
<tr>
<td>8.</td>
<td>New Maybelline Dream Matte Mousse</td>
<td>New Maybelline Dream Matte Mousse</td>
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</tbody>
</table>
c. Voice

<table>
<thead>
<tr>
<th>No.</th>
<th>Video</th>
<th>Sentence</th>
<th>Active Voice</th>
<th>Passive Voice</th>
</tr>
</thead>
</table>
| 1.  | Baby Lips Dr. rescue from Maybelline New York                        | - Baby Lips Dr. Rescue lip balm from Maybelline New York Seals in moisture for 12 hour hydration.  
- Dry lips are soothed and cooled with a touch of icy menthol. | ✔            |               |
| 2.  | Be Sensational with Cristy Turlington                                | - Everyday there is something sensational happening in the city.  
- New York is the most sensational city in the world, my opinion. | ✔            | ✔             |
| 3.  | Dream Fresh BB Cream from Maybelline New York                        | - Maybe she is born with it, maybe it’s Maybelline.                      |              | ✔             |
| 4.  | New Dream Liquid Mousse from Maybelline New York                     | - 100% poreless perfection has arrived.  
- Like it’s been air brush.                                                                                 | ✔            |               |
<p>| 5.  | Stay white and Fresh all day- new                                     | - Maybe she is born with it,                                                                 | ✔            |               |</p>
<table>
<thead>
<tr>
<th></th>
<th>Product Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Maybelline white super fresh</td>
<td>may be it’s Maybelline.</td>
</tr>
<tr>
<td>6</td>
<td>Color Sensational Creamy Mattes from Maybelline New York,</td>
<td>-</td>
</tr>
<tr>
<td>7</td>
<td>Maybelline Volume Express, New Maybelline</td>
<td>- Collagen doubled.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Maybe she is born with it. Maybe it’s Maybelline</td>
</tr>
<tr>
<td>8</td>
<td>New Maybelline Dream Matte Mousse</td>
<td>- The essential is air wiped sensation. 100% micro-fine for matte perfection.</td>
</tr>
<tr>
<td>9</td>
<td>The Blushed Nudes Palette from Maybelline New York</td>
<td>- Twelve shadows, in rosy gold tones create infinite looks.</td>
</tr>
</tbody>
</table>