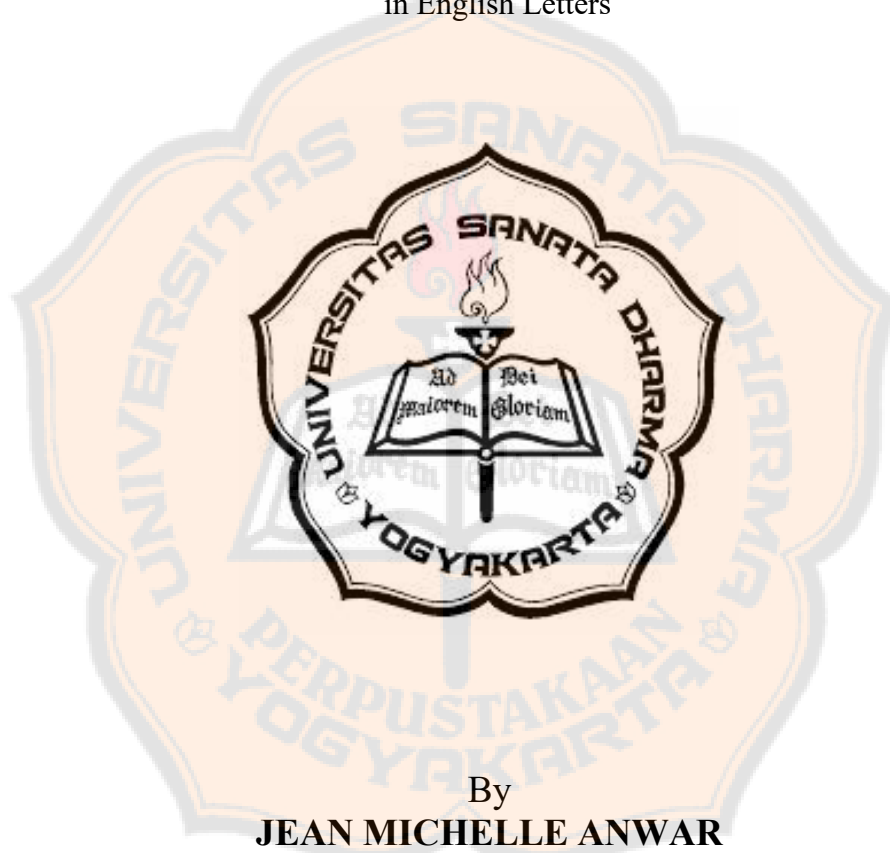


**A SOCIOLINGUISTIC ANALYSIS ON LANGUAGE STYLE IN  
SOCIAL MEDIA ADVERTISEMENTS OF INDONESIAN  
LOCAL SKINCARE BRANDS**

**AN UNDERGRADUATE THESIS**

Presented as Partial Fulfillment of the Requirements  
For the Degree of *Sarjana Sastra*  
in English Letters



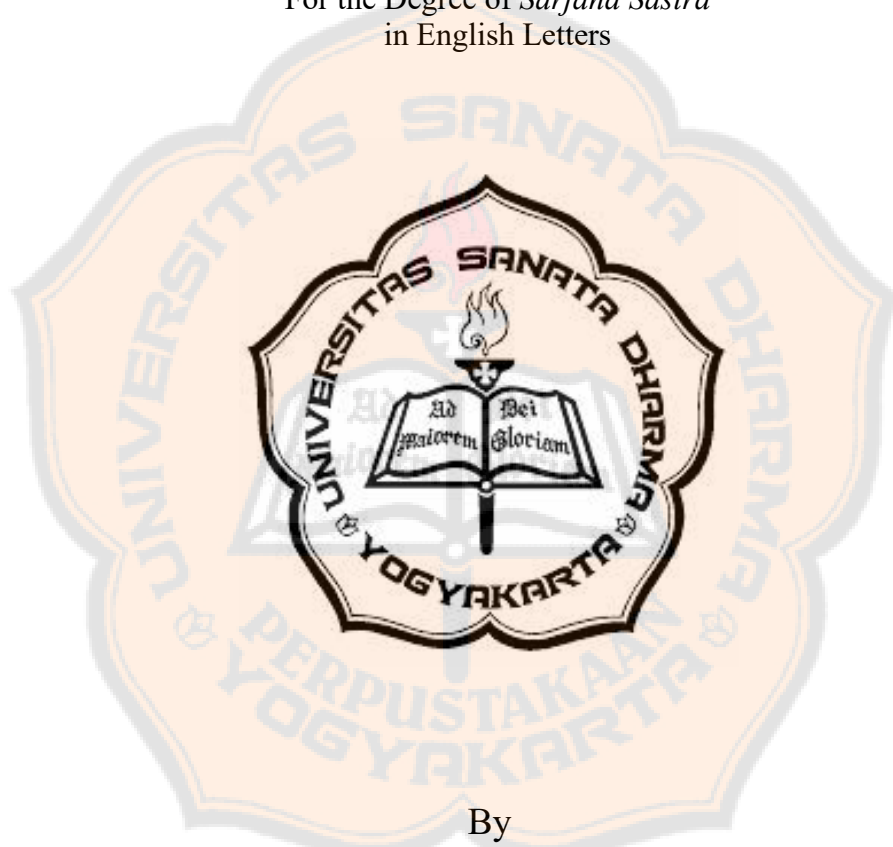
By  
**JEAN MICHELLE ANWAR**  
Student Number: 194214025

**DEPARTMENT OF ENGLISH LETTERS  
FACULTY OF LETTERS  
UNIVERSITAS SANATA DHARMA  
YOGYAKARTA  
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Student Number: 194214025

Approved by



Wedhowerti, S.Pd., M.Hum  
Advisor

18 January 2023



Dr. Francis Borgias Alip, M.Pd., M.A.  
Co-Advisor

18 January 2023

*A Sarjana Sastra Undergraduate Thesis*

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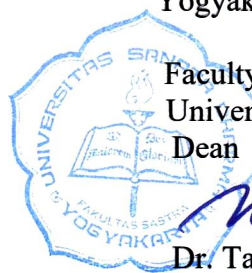

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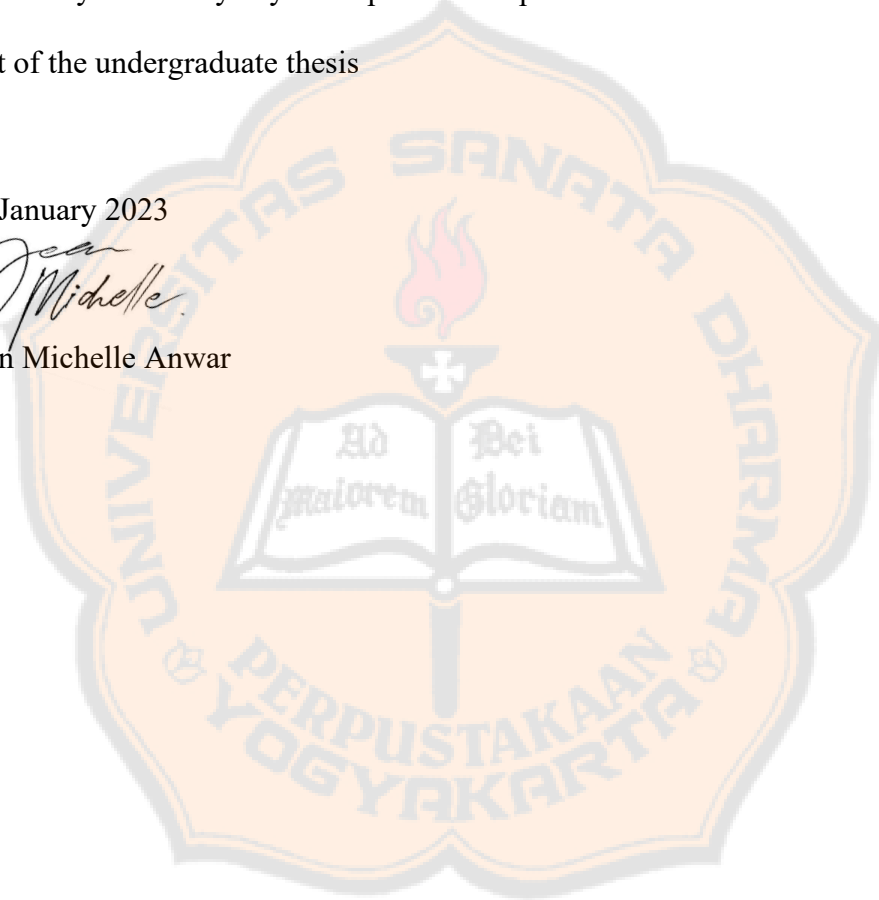
  
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17 January 2023

*Jean Michelle*  
Jean Michelle Anwar



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Pada tanggal 17 Januari 2023

Yang menyatakan,

  
Jean Michelle Anwar

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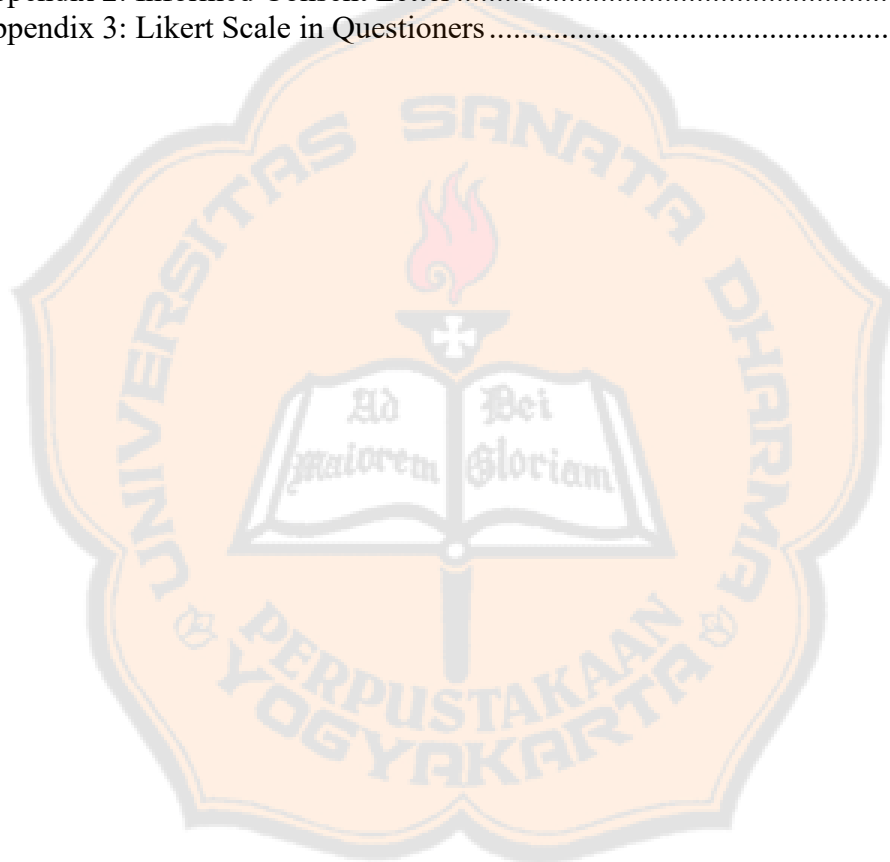
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### LIST OF ABBREVIATIONS

CaS	: Casual Style
CoS	: Consultative Style
InS	: Intimate Style
FoS	: Formal Style
FrS	: Frozen Style
S1	: Statement 1
S2	: Statement 2
S3	: Statement 3



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**ABSTRACT**

ANWAR, JEAN M. (2023). **A Sociolinguistic Analysis on Language Styles in Social Media Advertisements of Indonesian Local Skincare Brands**. Yogyakarta: Department of English Letters, Faculty of Letters, Universitas Sanata Dharma.

Chaika (1982) explained how styles in language can be perceived differently by the recipients. That would just explain how language style plays an important role in our daily communication since it determines how words are received. Therefore, it is worthwhile to analyse how such language phenomenon in advertisements are perceived in its market area. This research is conducted to find out how language style works in the social media advertisements of Indonesia's local skincare brands, whose products brought in a tremendous income in the social media era while on the other hand, the term *skincare* itself experienced a long rise in popularity.

Based on the phenomenon, three research questions have been addressed in this study. The first research question aims to identify the categories of language styles employed in the social media advertisement of Indonesian local skincare brands, also to find out which style appears the most. The second research question aims to understand the responses from the market audience by observing how respondents perceive the language styles implied in the advertisements. The third research question aims to find out which style is the most preferable for them.

This study is a sample study that used qualitative method. The data of this study are the utterances found in ten local skincare brands' advertisements taken from Instagram and survey results that were conducted among the students of English Letters Department of Sanata Dharma University. Sociolinguistic theories have been applied in the analysis of the data, especially the theory of language styles categories proposed by Joos (1967), followed by the theory by Chaika (1982) that stated how styles in communication can be received differently by recipients.

The results showed that all types of language styles are found in ten brands' advertisements, namely consultative style (40%), casual style (20%), intimate style (20%), frozen style (10%) and formal style (10%). The result also showed that the language styles implied in the advertisements are perceived differently (90%) and the most preferable style for the audience is consultative style (73,3%).

**Keywords:** *Language Style, Skincare, Social Media Advertisement, Sociolinguistics.*

## ABSTRAK

ANWAR, JEAN M. (2023). **A Sociolinguistic Analysis on Language Styles in Social Media Advertisements of Indonesian Local Skincare Brands**. Yogyakarta: Program Studi Sastra Inggris, Fakultas Sastra, Universitas Sanata Dharma.

Chaika (1982) menjelaskan bagaimana gaya dalam bahasa dapat dipandang secara berbeda oleh penerima. Hal itu menjelaskan bagaimana gaya bahasa berperan penting dalam komunikasi kita sehari-hari karena gaya bahasa menentukan bagaimana kata-kata diterima. Oleh karena itu, akan bermanfaat untuk menganalisa bagaimana fenomena bahasa dalam iklan dirasakan di area pasarnya. Penelitian ini dilakukan untuk mengetahui bagaimana gaya bahasa bekerja pada iklan media sosial merek perawatan kulit lokal Indonesia, yang produknya mendatangkan penghasilan luar biasa di era media sosial, sementara di sisi lain, istilah perawatan kulit sendiri (*skincare*) mengalami popularitas yang lama.

Berdasarkan fenomena tersebut, tiga pertanyaan penelitian telah dibahas dalam penelitian ini. Pertanyaan penelitian pertama bertujuan untuk mengidentifikasi kategori gaya bahasa yang digunakan dalam iklan media sosial merek perawatan kulit lokal Indonesia, serta untuk mengetahui gaya mana yang paling banyak muncul. Pertanyaan penelitian kedua bertujuan untuk memahami tanggapan dari khalayak pasar dengan mengamati bagaimana tanggapan responden terhadap gaya bahasa yang tersirat dalam iklan. Pertanyaan penelitian ketiga bertujuan untuk mengetahui gaya mana yang paling disukai oleh mereka.

Penelitian ini merupakan penelitian sampel yang menggunakan metode kualitatif. Data dari penelitian ini adalah ucapan yang ditemukan dalam sepuluh iklan merek *skincare* lokal yang diambil dari Instagram dan hasil survei yang dilakukan di kalangan mahasiswa Program Studi Sastra Inggris Universitas Sanata Dharma. Data dianalisis dengan teori sosiolinguistik, khususnya teori kategori gaya bahasa yang dikemukakan oleh Joos (1967), dilanjutkan dengan teori oleh Chaika (1982) yang menyatakan bagaimana gaya dalam komunikasi dapat diterima secara berbeda oleh penerima.

Hasil penelitian menunjukkan bahwa setiap jenis gaya bahasa terdapat pada sepuluh iklan merek, yaitu gaya konsultatif (40%), gaya kasual (20%), gaya intim (20%), gaya beku (10%), dan gaya formal (10). Hasil penelitian juga menunjukkan bahwa gaya bahasa yang tersirat dalam iklan dipersepsikan berbeda (90%) dan gaya bahasa yang paling disukai audiens adalah gaya konsultatif (73,3%).

**Kata kunci:** *Language Style, Skincare, Social Media Advertisement, Sociolinguistics.*

## CHAPTER I

### INTRODUCTION

#### A. Background of the Study

The employment of language style takes a big part in our daily communication as social beings. However, people are not aware of this. The combination of style and language produces meanings and it determines how the words are received by the recipients. Therefore, it is possible for language style to be employed as a strategy in conducting communication with targeted participants in a particular circumstance.

Style in communication, as defined by Chaika (1982), is the manner in which people interact either verbally or through writing that serves to express a social or aesthetic impression (p. 29). It argues that language style is a particular manner that is used by individuals interacting with one another. Chaika (1982) also explained how the use of language style in communication has an impact to the interpretation of the message that is received (p.30). When a speaker's way of speech does not appear to reflect the words that are conveyed, the style would be more convincing. For example when a person said "that is so funny", but said it with a sarcastic tone, it would just mean the opposite. In this case, language style forms a particular system in communication that is related to language but also apart from it.

Many would suggest the use of stylistics theory when it comes to the context of style and language since the study of stylistics already explains the significance of styles in linguistics features. However, it was also explained how

linguistics composition could not always produce the precise information of what is formulated, like how the relation of style in language and communication can only be explained from a sociolinguistic view. The relation of styles and sociolinguistics is also supported by some experts. For example, Wardhaugh and Fuller (2006), who explain that the use of certain styles of speech, such as speaking extremely formally or very casually, is related to the circumstances or the condition in which we conduct communication (pp. 19-20). For example, in a classroom, a student would talk more politely to teachers than to his/her classmates. It implies that the condition and the setting influence the speaker's communication strategy. As compared to communicating the intended meanings, the language style used in a communication primarily focuses on a social message. Therefore, the occurrence of such phenomenon would stick to the context of language and society.

Nowadays social media has a very important role in our society, it has a great impact as a communication tool since information can be spread rapidly and easily. Not only as a communicating tool, people have been seeing social media as a marketing opportunity. Quesenberry (2018) states, "As people's attention and time has shifted to online activity, marketers have been able to monitor their actions and decisions" (p.11). This explains why many companies and brands use social media as a way to advertise their products. Social media advertising has been one of the most productive ways to enlarge a product market in this era. Variety of products began to be explored as social media always come with new things. One example is the market of skincare in social media.

Skincare is the term that is used to define the tools and the practices people use to take care of their skin with the purpose to have a flawless and healthy skin condition. According to Mahto (2021), the urge for having perfect, young-looking appearance is not a recent one and has been recorded from the time of Ancient Egypt, when unguent, a soothing medication, was widely used to maintain the skin's moisture (p. 11). Even though the tradition of such beauty treatments have existed for a long time, the term 'skincare' feels like a new discourse in this era because instead of calling it 'skincare', people used to apply the word 'cosmetics'. However, people now have begun to differentiate the two things based on its functions: skincare refers to the products that are used for skin treatments while cosmetics refers to the products that are used to improve looks or appearances (which also include skincare, haircare, bodycare, and make up).

In Indonesia, the term *skincare* became popular during the rise of social media. Many products started to appear and labeled itself as local brands and the market of skincare began to expand and became larger even more. This phenomenon can also be seen in many e-commerce where skincare become one of many top selling items. According to an article by Kompas (2021), the market of local skincare brands reached to 378 Billion Rupiah in the first two weeks of February 2021 (*10 Brand Skincare Lokal Terlaris di Online Market Place, 2022*, para. 2). This is an interesting phenomenon since the term *skincare* itself just experienced its popularity in the time when social media has become an ordinary platform to advertise a product.



Therefore, it would be worthwhile to understand how language style, as something that is inseparable from our daily communication, works in the social media advertisements of Indonesian local skincare brands. To be more specific, this research analysed the language styles in the social media advertisements of the top ten local skincare brands in 2021 that was based on the statistics of the top selling products in e-commerce done by Kompas.com. The ten local brands are MS Glow, Scarlett Whitening, Somethinc, Avoskin, Wardah, White Lab, Bio Beauty Lab, Emina, Elshe Skin, and Everwhite.

The researcher chose this topic because of the tremendous income from the skincare products market in e-commerce that occurred in a short time while on the other hand, the term skincare itself experienced a rather long rise in popularity. This research is conducted to find out how language style works in the social media advertisements of local skincare brands, to reveal how language styles are employed and received by the local brands' consumer who are also Indonesian social media users.

### **B. Problem Formulation**

To conduct this research, two research questions were formulated.

1. What language styles are employed in the social media advertisements of Indonesian local skincare brands and which one appears the most?
2. How do the participants of the survey as readers/audience perceive the language styles used in the advertisements?
3. Which language style is the most preferable?

### C. Objectives of the Study

Based on the research questions, there would be two research objectives addressed in this study. The first objectives aimed to identify the categories of language styles that are employed in the social media advertisements of Indonesian local skincare brands, also to find out which style appears the most.

The second objective of the study aimed to understand the responses from the participants in the market area by observing how survey respondents as the readers or audience perceive the language styles that are implied in the advertisements.

The third objective of the study aimed to find out which style is the most preferable for them. This would relate to the context of language and society.

### D. Definition of Terms

There would be three concepts that needed to be defined in conducting this study which are language style, social media advertisement, and skincare.

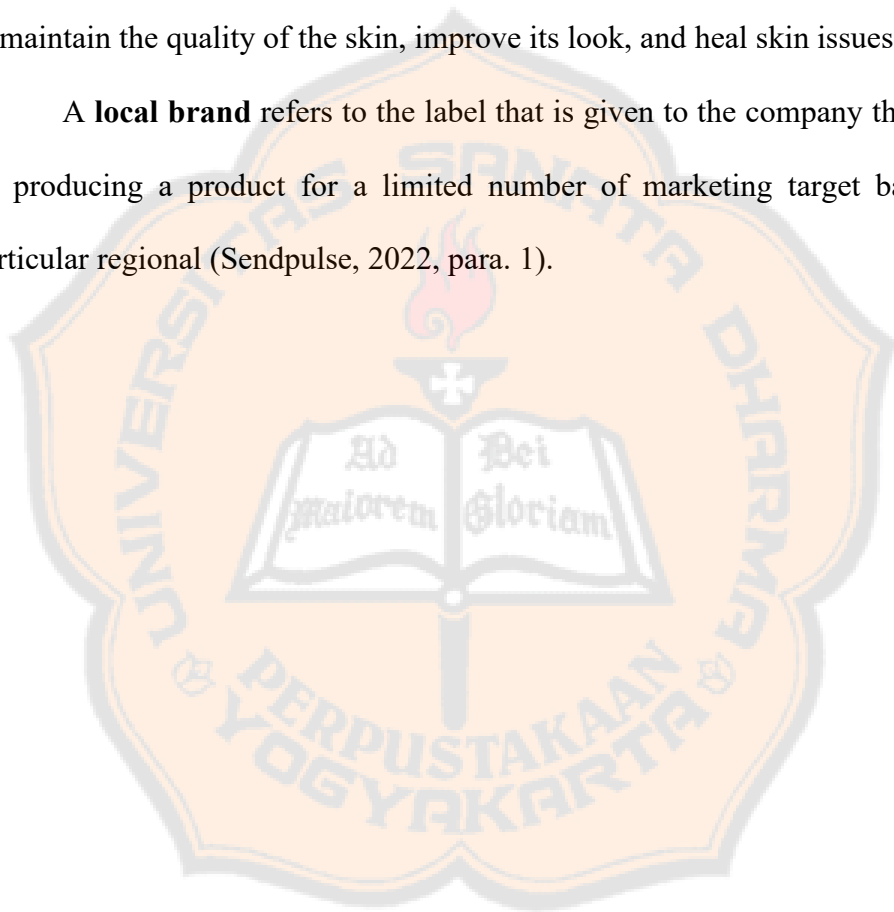
**Language Style** as defined by Chaika (1982) is the variety of ways people interact with each other through verbal or written expression in a particular social context (p. 29). This statement expresses that there may be a variety of language use and linguistics pattern that is applied when people conduct communication. Martin Joos stated that there are five categories of language styles that include frozen style, formal style, consultative style, casual style, and intimate style (Joos, 1967, p.11).

According to Deshpande (2020), **social media advertisements** is an online method of marketing strategy that uses social networks such as Facebook,

Twitter, and Instagram as its platform with the purpose to engage ideal target customers (Deshpande, 2020, para. 1).

**Skincare**, as explained by Mahto (2020), is known to be the practices and products you apply to maintain healthy and attractive skin. In other words, skincare refers to the variety of procedures, either medically or not, that are used to maintain the quality of the skin, improve its look, and heal skin issues.

A **local brand** refers to the label that is given to the company that focuses on producing a product for a limited number of marketing target based on a particular regional (Sendpulse, 2022, para. 1).



## CHAPTER II

### REVIEW OF LITERATURE

To support this research, some theories and previous studies that are relevant to this study are needed. This chapter will cover the related studies, related theories, and the theoretical framework of this research which are described by the followings.

#### A. Review of Related Studies

The relation of language and advertisements has previously been studied by several people. The first study that would be relevant with this research is taken from a published journal article titled *Language Styles of iPhone Advertisements Slogans* done by Rozaliana (2020). The research focuses on finding the linguistic features that are used in iPhone advertisements slogans and what characterizes the use of the language. This research would be relevant to the present research since it discusses how language style works in advertising a product. The difference is that this research analyses the lexical and syntactic features in the slogans while the present research analyses vocabularies, grammar, tone, and fonts in utterances to categorize the language styles in the advertisements. The researcher found similarity to this study since this present study also used advertisements as its object. However, the research was conducted using stylistic theories while the present research would be using sociolinguistic theories.

The second study that would compliment this research is done by Dennaya & Bram (2021) with the title *Language Style in Fashion Advertisements of Online*

*Vogue Magazine*. This study discusses the types of language styles used by Online Vogue Magazine in fashion advertisements. Just like the present study, this study also used advertisements as its object. The difference is that the research only analyses the type of language style that appears in the advertisements while the present research also analyses the responses of the styles used from the market audience. Moreover, this study would be relevant to the present research since it also uses sociolinguistic approach. However, this study adopts Wells, Burnett, and Moriarty's theory which covers nine types of language styles while the present research would use the theory proposed by Martin Joos that covers five categories of language styles. Moreover, the research leaves a gap by stating, but not presenting the factors of the non-covered language styles.

The last related study that is used is from Permatasari & Yulia (2013), a journal with the title *An Analysis on the Language Styles of the Utterances in Magnum Advertisements*. This research discusses the linguistics features in ten Magnum advertisements and aims to reveal the power relation the advertisements have upon the consumers. The research results that there were only a few linguistic features in Magnum advertisements and power relation between the company and the consumers can be seen clearly since the utterances are understandable. The difference from the present research is that this research aims to find out how linguistic features in advertisements gives persuasive messages to audience while the present research aims to find out the response of language styles used in advertisements. This research is relevant to the present research since both research analyses a language phenomenon, which is language style, in

advertisements and its relation to the audience in the market. However, this research applies the theory by Grey (2008) that discusses the linguistic features categories in advertising language and the theory by French & Raven (1959) about power relation in advertisements while the present research applies the theory by Joos (1967) about five language styles categories and the theory by Chaika (1982) that discusses how language styles are received differently by recipients.

## **B. Review of Related Theories**

### **1. Sociolinguistics**

Sociolinguistics is described to be the field of language that studies its connection with the society (Holmes&Wilson, 2017, p. 1). The study of sociolinguistics would explain how social environment influence language phenomena and vice versa. Sociolinguistics covers the theory of many social related context in language such as the phenomenon of language style in social communication. Sociolinguistic theory would be relevant to this research since this research discusses how such language variation works in advertisements, where advertisement itself works as a communication tool for with a certain goal to achieve from a targeted society. In this case, language style is considered to be the language phenomenon and Indonesian social media users will be considered as the society.

#### **a. Language Style**

Language style refers to the way individuals use language in a particular situation. As what have been explained in the previous chapter, style in speech

plays a significant role in the process of communication since it determines how words are received. Chaika (1982) stated how this kind of language phenomenon can not be understood thoroughly with linguistics concept, but can only be examined through the connection of language and society (p.29).

In communication, language style plays a role as an expression that complements the language formula that is used. It is possible for a speaker to use a style that contradicts the meanings of what is being spoken. (Chaika, 1982, p. 29) As a result, it is possible for the addressee to perceive the language style differently. For example, when a person said a happy news but use a low intonation, the hearer may perceive a different feeling of the words spoken. The same things goes to the words written in advertisements. The vocabularies used, the punctuation or the tone in the texts may give readers various ideas of what is being said.

By understanding the concept of language style, we can also see how it always exist in the society. This statement is also supported by a previous theory by Joos (1967) who described styles as a part of what is called 'usage-scales of English'. In this theory, styles in language are divided into five categories, or what he named as the five clocks. He divides these styles depending on how people are comfortable using them in different circumstances (p. 12). The five styles of language are frozen, formal, consultative, casual, and intimate style.

#### i. Frozen Style

Frozen style is described to be "a style for print and for declamation" (Joos, 1967, p. 39). Joos also claimed frozen style to be the highest style in English due to the

level of formality. Frozen style is characterized by the presence of authoritative tone in the text as well as by the limitation of direct interaction between author and reader or speaker and hearer. Other than that, this style typically uses likely more advanced vocabularies or complex grammatical constructions. Frozen style is usually applied in conducting communication in a group of people who are, and probably will always be considered as social strangers.

#### ii. Formal Style

Joos (1967) stated that formal style would likely to start a conversation between strangers (p.35). Just like frozen style, formal style is also an organized style. However, the use of frozen style would permit the interaction between speaker and hearer while formal style works differently. In this case, formal style commonly uses a more understandable phonetic or grammatical structure that allows more interaction between participants but still would be more complicated than the other three styles. Moreover, personal assistance would be unavailable in its usage. This makes the use of formal style by the writer or speaker to have a narrow response from the reader or hearer. The use of formal style would include the use of generally recognized grammatical format such as the use of title before names like 'Mr.' or 'Mrs' in addressing someone's identity.

#### iii. Consultative Style

Consultative style is said to be "the easiest kind of English to describe" (Joos, 1967, p.22). Not from the grammatical order that has no strict rules, but from the interaction that it produces. This makes consultative style to have less tabulation than formal and frozen style, but still higher than casual and intimate style.



Consultative style is also used in communicating with strangers, but the simpler rules of this style invites more interaction between the participants. This style is used in a semi-formal setting, typically with one speaking intervals and a short response from the others. The speaker, who use this style, would set enough information for the listeners in beginning the conversation. In return, the listener who receive the information would also give enough feedback. For example, only saying 'that's right' as a signal of agreeing to what the other speaker is saying.

#### iv. Casual Style

Casual style frequently occurs in conducting communication with friends, or sometimes family members in a more friendly social circumstances. Joos (1967) also stated that the use of this language style to a stranger would make the person feels more like an insider (p. 23). However, the use of casual style would sometimes exclude background information from the speaker and makes no guarantee of the addressee's participation, with the expectation that the listener would understand just fine to what is being delivered. The use of casual style is often followed by the use of nicknames rather a tittle or last name in addressing to the other person. Grammar is not really observed in the use of this style and slang frequently appears in this context. The random formulation of casual style characterizes casual style gives the recipients convenience in their own perception.

#### v. Intimate Style

Intimate style is the language style that is used in conducting a more private conversation. The use of intimate style would not contain any form of public materials (Joos, 1967, 29). In other words, intimate style would make the listener

to explicitly focus on the true intention of what the speaker says. This style often occurs in a very close social relationship that would not contain any system of the other styles. Intimate style is at the lowest level among the other style due to the level of informality. Grammar is not an important aspect in this context. Intimate style focus more on personal feelings than the language construction.

### **C. Theoretical Framework**

This research aims to find out the styles of language used in the social advertisements of local skincare brands and how recipients perceive the styles. The related studies and theories that are presented above would contribute to this analysis.

The first related study contributes to this analysis by giving the idea of how a language phenomenon, which is language style, makes a role in the making of advertisements. The second related study also supports this idea while relating it to the relation of language and society. Moreover, the third related study helps to understand the language styles categories that can be found in the use of language as a tool of communication. Through those studies, the researcher could understand how the analysis of language style in any kind of media is possible.

Sociolinguistic theory supports the research since this study analyses language variation in a social phenomenon as its object which relates to the context of language relation with the society. Therefore, in answering the first research question, the sociolinguistic theory, specifically the theory of language styles by Joos (1967), which covers five categories of language styles, is used. The theory will be useful to help the researcher understand how language style

can be identified through the grammatical structure and formality level of the words applied. This would also help to explain in what way the social media advertisements of local skincare delivers their message, whether the style that is used is frozen style, formal style, consultative style, casual style, or intimate style.

The second theory that is used comes from Chaika (1982) that explains how language style can be perceived differently by the recipients. This theory is useful as it gives the idea that it is possible for people to interpret the language styles differently. The researcher applies this theory in formulating the second research question, which aims to find out how the language styles employed in the advertisements are perceived by the respondents as the readers or audience. Moreover, this theory will also support the use of sociolinguistic approach in this analysis as it proves how such language variation functions in a particular group of people.

### CHAPTER III

#### METHODOLOGY

##### **A. Object of the Study**

The object that is used in this study is the language styles applied in the social media advertisements of Indonesian local skincare brands. There are ten local brands that will be analyzed as the object of the study which are MS Glow (2013), Scarlett Whitening (2017), Somethinc (2019), Avoskin (2014), Wardah (1995), White Lab (2016), Bio Beauty Lab (2017), Emina (2014), Elshe Skin (2016), and Everwhite (2016). These brands launched cosmetics products such as make up products and skincare products. The reason for choosing these local brands is because according to a statistic done by Kompas.com (2021), these ten brands were the top ten high selling brands for local skincare products in 2021. However, this research will focus on the advertisements on social media as the data. Therefore, the advertisements that are used for this analysis would be taken from the same year, which is 2021. The advertisements will be taken from each local brand's Instagram postings. Instagram is chosen as the main source due to the perpetual activities from both the brands and the market audience. The data in this research will be in a form of pictures with utterances to be analysed. The data of this research will be all the utterances of English use that appears in the advertisements.

##### **B. Approach of the Study**

To support this research, a sociolinguistic approach is employed. Sociolinguistics as explained by Holmes (2013) discusses the relationship of

language and society. This explains how the use of sociolinguistic theory would help to understand how language functions with the society. The use of language style in communication, as explained by Chaika (1982), relates to the context of language and society. In this matter, language style would be the phenomenon in language and local skincare brands advertisement in social media would be the phenomenon in the society. To be more specific, the language that is used here is American English, since it is the most commonly used English in Indonesia. Therefore, the analysis of language styles in Indonesian local brands' skincare advertisements can be analyzed through sociolinguistic approach.

### **C. Method of the Study**

To produce the result of this research, methods for the data collection and steps for the data analysis are employed.

Creswell (2014) explains qualitative research as the method of understanding the inquiry to understand social or human issues. This research is a qualitative research since it aims to understand the relation of a language phenomenon in a society. This research is a sample study. Sample study is conducted to limit the data since it would be impossible to analyze the whole population. This research employed purposive sampling in collecting its data. Purposive sampling is used as it allows this research to gather qualitative results from the research scope.

#### **1. Data Collection**

The data of this analysis are pictures of the skincare brands advertisement and survey answers. The data were collected through the following steps. The first

step was to look for the skincare products advertisements from the ten local brands' advertisement from Instagram. The second step of the data collection was to take screenshots of the advertisements found. The data are in a form of pictures with utterances to be analyzed. The third step was to choose one advertisement from each brand to be analyzed. The researcher took one advertisement of each brand as a sample data. The researcher only chose one advertisement from each brands since it already represents the characteristics of language use in each brands' marketing strategy. Therefore, there were ten data that were analyzed in this step.

The data were selected based on three criteria as follows.

1. The data must be an advertisement that was published in each local brands' Instagram accounts in 2021.
2. The advertisements must be a written advertisement.
3. The advertisement must be written in English.

In order to answer the second research question and to follow it up to first research question, the fourth step of the data collection was done by conducting a survey. The participants of the survey were also gathered using the purposive sampling method. The sample of the whole society was the English Letters Department of Sanata Dharma. The scope of the participant was chosen because of the limited ability to reach a wider scope due to the Covid-19 pandemic. Moreover, the variety of social backgrounds among the students would be enough to represent the community of skincare products consumers and Indonesian social

media users at the same time. The subject participant was chosen since they would be credible to meet the following criteria.

1. The respondent must be an active Indonesian Instagram users since the data are taken from Instagram.
2. The respondent has to understand English. In this matter, the respondents should be those who use English in a daily basis and have the ability of speaking, reading, and writing in English. Therefore, the scope of the participants would be English Letter Department students that would be credible to meet this criterion.
3. The respondent has to be a regular consumer of skincare products who would be relatable to this topic.

The survey was done by giving questioners via Google Form. The example is presented in Appendix 3. The survey was conducted to reveal whether respondents disagree or agree to some statements given. The statements are:

1. The advertisement uses very formal English.
2. The advertisement uses complex grammatical structures and difficult vocabularies to be understood.
3. The advertisement doesn't give much information about the product.

Likert scale was applied as a tool in this survey. Likert scale was employed to specify the respondents' agreement and disagreement to the statements given in the range from 1-5 with (1) for strongly disagree, (2) for disagree, (3) for neutral, (4) for agree, (5) for strongly agree with the statements given. The result of the survey then became the data for the last step in this

analysis, which is to compare the result of the first research question and the result of the second research question.

## **2. Data Analysis**

The first objective of this study aims to analyze the types of language styles used in the local skincare brands' social media advertisements. Therefore, to answer the first research question, the researcher had to identify the collected data into five categories of language styles based on the theory proposed by Joos (1967). The data was analyzed by firstly identifying the utterances found in the advertisement. The data then were categorized into the language styles categories, whether it is categorized as Frozen style, Formal style, Consultative style, Casual style, or Intimate style.

As described by Joos (1967) the categories are divided according to its formality and convenience level. Therefore, the data was categorized by analyzing the characteristics through the five components. The components mentioned are the grammatical structures, vocabularies, font characters, amount of information, and tones in texts. The components represented each style's characteristics and determined to which style the utterances belong. The examples are the existence of slang that only appears in Casual Style, good amount of information in Consultative Style, and the existence of authoritative tone that only appears in Frozen Style. This analysis resulted numbers of the language style categories appearances in the advertisements and showed which language style is employed the most.



The second objective aims to find out if readers as the audience perceive the language styles that are implied differently. Therefore, respondents are needed. In order to answer the second research question, the researcher applied the following steps. The first step was to gather respondents. The respondents that agreed to participate then had to fill the letter of consent that is presented in the appendix (Appendix 2). The second step was to give questionnaires for the participants to answer. The questioners were given in a Google Form. There was one questioner with eleven sections to be respond to. In the first ten sections, the respondents should answer if they agree or disagree to the statements given. Likert scale was applied in this step. The Likert scale resulted answers in numbers to remark if the participants (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, (5) strongly agree with the statements given. The results of the survey were calculated and was further categorized through the following scoring system.

**Table 1.**

**Likert Scale Scoring System for the Survey Result**

<b>Language Style Categories</b>	<b>Likert Scoring</b>
Intimate Style	3 - 5
Casual Style	6 - 8
Consultative Style	9 - 11
Formal Style	12 - 14
Frozen Style	15

The numbers was used to measure the strength of the participants responses towards the statements whether they agree or disagree. The likert scale

that was used in this analysis is the five scale with (1) strongly disagree to have the minimum value and (5) strongly agree to have the maximum value. Therefore, the value of the score would be (1)<(2)<(3)<(4)<(5). However, there are three statements to respond to in the survey, so each section would result three survey answers. Therefore, the highest point for a section would be (15) while the lowest would be (3). Each statement represent the same value of the styles' characteristics. The likert scoring numbers have been calculated according to the scores from each survey answers that gives value to each styles with intimate style to have the lowest value and frozen style to have the highest value according to its characteristics. For example, if a respondent answer (1) to all three statements, the total score would be (3) and that would mean that the respondent perceived the language style as intimate style.

The results of the survey are presented in the appendix (Appendix 1). The respondents' name in the data are coded to keep the respondents' personal identity. The codes are formed according to their numbers of participation and names. For example, participant number 1 with the name Erika Karina Alyadinda is coded into 1/EKA. The last step of the data analysis was to compare the result to the result from the analysis of the first research question.

The third objective is aimed to reveal which language style is the most preferable for the audience in the market. The survey has also included a section that could answer this problem. The answers then were calculated to result the percentages of the language style that is preferred the most.

## CHAPTER IV

### ANALYSIS RESULTS AND DISCUSSIONS

This chapter covers the results and discussions of this research. There are two sections in this research. The first section discusses the language styles categories that are employed in the local skincare brands' social media advertisements and which language style appears the most. The second section discusses how the society as the recipients receives the language styles. The last section would discuss which language style is the most preferable for the audience.

#### **A. Language Styles Categories in the Social Media Advertisements of Indonesian Local Skincare Brands and the Style That Appears the Most**

Language style is divided into five main categories according to its use. The categories are divided according to the formality level which can be seen through the characteristics of the language. The characteristics that is analyzed are the grammatical structures, vocabularies, font characters, amount of information, and tones in texts. From the data that have been analyzed, the researcher found that all types of language styles are employed in the ten local skincare brands advertisements from Instagram. This analysis has resulted numbers of the appearances that is served in the following table.

**Table 2.**  
**Types of Language Styles in the Local Brand Advertisements.**

<b>Language Styles Category</b>	<b>Frequency of Appearances</b>	<b>Percentages (%)</b>
Consultative Style	4	40
Casual Style	2	20
Intimate Style	2	20
Formal Style	1	10
Frozen Style	1	10

The table explains that all language styles categories that is proposed by Joos (1967) are employed in the ten local brands advertisements in social media. The type of language style that is used the most is consultative style (40%) with 4 data, followed by casual style (20%) and intimate style (20%) with 2 data each, and the least employed are formal style (10%) and frozen style (10%) with 1 data each. The discussions of this analysis are explained in the next section.

### **1. Consultative Style**

Consultative style is the easiest style to be understood. This may also explain why this type is used the most in the advertisements of the local skincare brands. Consultative style in written text can be characterized through the language formality, which can be both formal and informal, and also the amount of information that it serves.

## a. Scarlett Whitening



Figure 1. Scarlett Whitening Advertisement

The first advertisement that is considered to employ consultative style comes from the brand Scarlett Whitening. As can be seen in the picture, there are two utterances written in this advertisement which are:

- i. "HERBALISM MUGWORTH MASK With Niacinamide, Vit C, Mugwort Extract, Allantoin, Bamboo Charcoal & Chlorophyll"
- ii. "Unclogs Pores, Brighten Your Skin!"

It can be seen that the utterances don't use formal English in its writing because of the type of font that is used which seems to be more fun than being formal. However, the utterances have good grammatical structures, where one in a noun phrase form (i.) with the use of capitals for the title or name of the product and one in a verb phrase form (ii). Moreover, the thing that makes the advertisement to be categorized as consultative style is the good amount of information that it gives, which can be seen from utterance no (i.) that gives the description of the ingredients of the product.

## b. Somethinc



Figure 2. Somethinc Advertisement

The second advertisement that is considered to employ consultative style comes from the brand Somethinc. As can be seen in the picture, there are four utterances written in this advertisement which are:

- i. “NON-IONIC Surfactant”
- ii. “Micelle Technology”
- iii. “20 Seconds Melt”
- iv. “Deep Cleanse Without Stripping&Always Gentle!”

Although the utterances have good grammatical structures, just like the previous data, the utterances don't use formal English in its writing because of the type of font which seems to focus more to be attractive than being formal. However, it serves as a informative advertisement since utterance no (i.), (ii.), and (iii.) describes what the products have and the abilities that the products offer. Moreover, it is also supported by utterance no (iv.) that tells the functions and the powers of the products.

## c. Wardah



Figure 3. Wardah Advertisement

The third advertisement that is considered to employ consultative style comes from the brand Wardah. As can be seen in the picture, there are four utterances written in this advertisement which are:

- i. "Non-acnegenic"
- ii. "Non-comedogenic"
- iii. "Alcohol free"
- iv. "Get glowing skin with Wardah Hydra Rose"
- v. "MICRO GEL SERUM"

Not like the first two advertisements, this advertisement uses a more formal type of font face. The grammatical structure in the writing is also good with utterances (i.), (ii.), (iii.), and (v.) in the form of noun phrases and utterance (iv.) in the form of verb phrase. Utterance no (i.), (ii.), and (iii.) gives information about the product by stating the goodness of the product, followed by utterance no

(iv.) that states the benefit of using the product. The use of capitalism in utterance

(v.) marks the superiority of the product that entitles the advertisement.

d. Emina

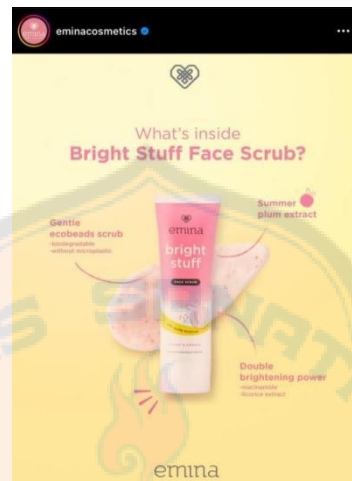


Figure 4. Emina Advertisement

The last advertisement that is considered to employ consultative style comes from the brand Emina. As can be seen in the picture, there are four utterances written in this advertisement which are:

i. “What’s inside Bright Stuff Face Scrub?”

ii. “Summer plum extract”

iii. “Gentle ecobeads scrub

-biodegradable

-without microplastics”

iv. “Double brightening power

-niacinamide

-Bicorice extract”



Just like the previous advertisement, this advertisement use a pretty formal font face. This advertisement also has good grammatical structures in the utterances with interrogative sentence in utterance no (i.), followed by noun phrases in the other utterances. The use of interrogative sentence in the advertisement doesn't only attract interaction with readers but also creates a good presentation of information that the product wants to tell. It can be seen in utterances (ii.), (iii.), and (iv.) that point out the benefits and the ingredients of the product.

## 2. Casual Style

The use of casual style makes the recipient, which is a stranger, feels like an insider since grammars or other language features is not important in this style. However, information is sometimes limited in this style. What differentiate this style with the other style is the use of slang words that sometimes appear in its use.

### a. Avoskin



Figure 5. Avoskin Advertisement

The first advertisement that applies casual style in its writing comes from the brand Avoskin. There are three utterances that are analyzed in this data which are:

- i. “YOUR SKIN BAE”
- ii. “GLOW CONCENTRATE TREATMENT”
- iii. “HERO INGREDIENTS”

As can be seen in the picture, this advertisement, which applies casual style, puts less words compared to the advertisements that employ consultative style. But this is not the main characteristic that makes the utterances in this advertisement to be considered as casual style. The informal writing of the utterances is also not enough to represent the characteristic of casual style. The thing that makes the utterances to be considered as casual style is the use of slang in utterance (i.) in the word “BAE” that comes from the word “*babe*” or “*baby*”.

b. Elsheskin



Figure 6. Elsheskin Advertisement

The last advertisement that applies casual style in its writing comes from the brand Elsheskin. There are four utterances that are analyzed in this data which are:

- i. "THE WAIT IS OVER"
- ii. "New weapon for our Acne Fighter is here!"
- iii. "Introducing The Perfect Acne Duo"
- iv. "Save **Our Skin** From Acne"

The utterances seem to have no grammatical errors in its writings and use a pretty formal font face. Utterance (i.) uses capitals to mark the sentence as the title of the advertisement, and then followed by utterance (ii), (iii), (iv) that support the products' presentation. However, the utterance doesn't give much information about what the products can do or what the products contain. Moreover, The advertisement uses creative writing more than formal writing. It can be seen from the many figurative languages it uses like "New weapon for our Acne Fighter" in utterance (ii.) and "Save **Our Skin**" in utterance (iv.). The letters written in bold in utterance (iv.) makes it to be read as "SOS" which is a code signal for extreme situation.

### 3. Intimate Style

The use of intimate style feels very personal compared to the other styles. The use of this style doesn't consider any kind language rules and focuses more to the intonations and feelings than the words spoken. However, the data in this study are all written language that doesn't contain any kind of phonological aspects. Therefore, the characteristic of intimate style that is analyzed in the data

would be the absence of formality and the abstract pattern of all the characteristics that represents each style.

a. MS Glow



Figure 7. MS Glow Advertisement

The first advertisement that applies intimate style in its utterances comes from the brand MS Glow. There are two utterances:

- i. "MS GLOW SERUM"
- ii. "YOUR GLOWING SKIN Booster"

Utterance (i.) doesn't have any grammatical mistakes since it uses capitals to mark the noun phrase as the title of the advertisement. The words are mostly written in capitals which gives the effect to have some kind of authoritative tone in the text, which only appears in the use of frozen style. However, in utterance (ii.), the writing shifts from the use of uppercase letters in all the first three words and lowercase letters in the last word, which can be considered to be a informal writing. Moreover, the utterances also doesn't provide enough information about the product. Therefore, the pattern of the characteristics in this advertisement is abstract and is considered to be employ intimate style in the writings.

## b. Everwhite



Figure 8. Everwhite Advertisement

The last advertisement that applies intimate style in its utterances comes from the brand Everwhite. There is only one utterance which says “GLOW Starts now”. Just like the previous data, the advertisement is considered to employ intimate style due to the abstract pattern of characteristics that appears in the utterance. The use of capitals gives an authoritative tone, but it only appears in the first word. The writing is very not formal and it can also be seen from the font face that makes the phrase looks more to be fancy than being formal.

#### 4. Formal Style

Just like frozen style, formal style can be characterized through the formal writing and the grammatical structure. However, formal style often uses a simpler grammatical structures and vocabularies compared to frozen style. The information that this style provides is also clearer than what frozen style can

provide. Moreover, not like frozen style, there is no existence of authoritative tone in the text in this style.

a. Whitelab



Figure 9. Whitelab Advertisement

The characteristics of formal style is found in this data. There is only one utterance in the advertisement that says “Powerful ingredients that understand your skin problems.”

The utterance has a good grammatical structure with “Powerful ingredients” as the subject, followed by “that understand your skin problems” as the clause that complements it. The utterance even uses the correct punctuation to end the sentence, which is a full stop. The use of uppercase letter is also correct, which only appears at the first letter of the sentence and there is no authoritative tone in the text. Moreover, the utterance also doesn’t provide much information about the product, which suits the characteristics of formal style.

## 5. Frozen Style

Frozen style is the most formal style in the language style category. Frozen style is characterized by the existence of authoritative tone in the text and the very limited information that this style provides. Moreover, this style sometimes uses a very complex grammatical structure and hard vocabularies to be understood.

### a. Bio Beauty Lab



Figure 10. Bio Beauty Lab Advertisement

The only data that appears to employ frozen style in its utterance comes from the brand Bio Beauty Lab. There is only one utterance in the advertisement which is “Love the skin you are in”

Although the font face are variative, the utterance doesn't have any grammatical errors that makes the writing to sound formal. The grammatical structure and vocabularies are also not complex and still understandable, but the utterance is written in a form of imperative sentence, which gives an authoritative tone to the text. Moreover, the information that the utterance provides is very limited.

## **B. The Perception of the Language Styles Implied in the Skincare Advertisements by Respondents**

It has been explained that the messages which a style carries in the use of language could be received differently by the participants. From the theory explained, it can be said that it is possible for listeners or readers as the recipients to have different perception and misinterpret the language style that is used. To understand this language phenomenon, the researcher has conducted a survey that is done by several people from the related community, which are the social media users and the skincare products consumers.

From the survey data analyzed, the researcher found the recipients or readers perceived and interpreted the language styles used in the advertisements different from what is implied. There are three to four styles that are received by the recipients from one language style category that is employed in the advertisements. The result of this analysis is exemplified in the following table.



Table 3.

**Survey Results of Section 1- 10: Perceptions of Language Styles in the  
Advertisements by English Letters Department Students of Sanata Dharma**

Data	Language Style Category	Percentages of Language Styles Perception by Recipients (%)					Accuracy
		FrS	FoS	CoS	Cas	InS	
Datum 1/MS Glow	Intimate Style	0	6,7	53,3	36,7	3,3	NOT MATCH
Datum 2/Scarlett Whitening	Consultative Style	0	3,3	16,7	60,0	20,0	NOT MATCH
Datum 3/Somethinc	Consultative Style	0	6,7	20,0	66,7	6,7	NOT MATCH
Datum 4/Avoskin	Casual Style	0	10,0	53,3	30,0	6,7	NOT MATCH
Datum 5/Wardah	Consultative Style	0	0,0	23,3	73,3	3,3	NOT MATCH
Datum 6/Whitelab	Formal Style	0	13,3	60,0	26,7	0,0	NOT MATCH
Datum 7/Bio Beauty Lab	Frozen Style	0	3,3	43,3	43,3	10,0	NOT MATCH
Datum 8/Emina	Consultative Style	0	0,0	16,7	56,7	26,7	NOT MATCH
Datum 9/Elsheskin	Casual Style	0	3,3	26,7	60,0	10,0	MATCH
Datum 10/Everwhite	Intimate Style	0	0,0	33,3	63,3	3,3	NOT MATCH

The table above shows the result of the survey done by 30 participants with a total of 900 data. From the table above, it can be seen that the readers as the recipients interpreted the language styles very differently. There are only 10% that interprets the language styles used as what is implied while the other 90% interpret it differently. The discussions of this analysis are explained in the next section.

**a. Datum No.1/ MS Glow**

Analyzing it from its characteristics, the style that is employed in MS Glow’s advertisements is Intimate Style. However, the survey resulted that the respondents interpreted the language style in the advertisement as Consultative Style (53,3 %), Casual Style (36,7%), Formal Style (6,7%) and Intimate Style (3,3%).

**Table 4.**  
**Survey Results Examples for Datum No.1/ MS Glow**

Respondents’ Code	Respondents’ Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
1/EKA	3	3	3	9	Consultative Style
11/IPA	1	3	3	7	Casual Style
13/HYLG	2	5	5	12	Formal Style
16/G	1	2	1	4	Intimate Style

**i. Consultative Style**

Respondent 1/EKA interpreted the style implied in the advertisement as Consultative Style with the following description:

- a) Respondent 1/EKA feels neutral about statement 1, that the advertisement uses very formal English.
- b) Respondent 1/EKA feels neutral about statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 1/EKA feels neutral about statement 3, that the advertisement doesn't give much information about the product.

#### ii. Casual Style

Respondent 11/IPA interpreted the style implied in the advertisement as Casual Style with the following description:

- a) Respondent 11/IPA strongly disagrees to statement 1, that the advertisement uses very formal English.
- b) Respondent 11/IPA feels neutral about statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 11/IPA feels neutral about statement 3, that the advertisement doesn't give much information about the product.

#### iii. Formal Style

Respondent 13/HYLG interpreted the style implied in the advertisement as Formal Style with the following description:

- a) Respondent 13/HYLG disagrees to statement 1, that the advertisement uses very formal English.
- b) Respondent 13/HYLG strongly agrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.

c) Respondent 13/HYLG strongly agrees to statement 3, that the advertisement doesn't give much information about the product.

#### iv. Intimate Style

Respondent 16/G interpreted the style implied in the advertisement as Intimate Style with the following description:

a) Respondent 16/G strongly disagrees to statement 1, that the advertisement uses very formal English.

b) Respondent 16/G disagrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.

c) Respondent 16/G strongly disagrees to statement 3, that the advertisement doesn't give much information about the product.

#### b. Datum No.2/ Scarlett Whitening

Analyzing it from its characteristics, the style that is employed in Scarlett Whitening's advertisements is Consultative Style. However, the survey resulted that the respondents interpreted the language style in the advertisement as Casual Style (60%), Intimate Style (20%), Consultative Style (16,7%), Formal Style (3,3%).

**Table 5.**  
**Survey Results Examples for Datum No.2/ Scarlett Whitening**

Respondents' Code	Respondents' Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
5/T	2	2	3	7	Casual Style
10/PNW	1	2	1	4	Intimate Style
15/ATA	4	3	2	9	Consultative Style
3/YA	4	4	4	12	Formal Style

i. Casual Style

Respondent 5/T interpreted the style implied in the advertisement as Casual Style with the following description:

- a) Respondent 5/T disagrees to statement 1, that the advertisement uses very formal English.
- b) Respondent 5/T disagrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 5/T feels neutral about statement 3, that the advertisement doesn't give much information about the product.

ii. Intimate Style

Respondent 10/PNW interpreted the style implied in the advertisement as Intimate Style with the following description:

- a) Respondent 10/PNW strongly disagrees to statement 1, that the advertisement uses very formal English.

b) Respondent 10/PNW disagrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.

c) Respondent 10/PNW strongly disagrees to statement 3, that the advertisement doesn't give much information about the product.

### iii. Consultative Style

Respondent 15/ATA interpreted the style implied in the advertisement as Consultative Style with the following description:

a) Respondent 15/ATA agrees to statement 1, that the advertisement uses very formal English.

b) Respondent 15/ATA feels neutral about statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.

c) Respondent 15/ATA disagrees to statement 3, that the advertisement doesn't give much information about the product.

### iv. Formal Style

Respondent 3/YA interpreted the style implied in the advertisement as Formal Style with the following description:

a) Respondent 3/YA agrees to statement 1, that the advertisement uses very formal English.

b) Respondent 3/YA agrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.

c) Respondent 3/YA agrees to statement 3, that the advertisement doesn't give much information about the product.

### c. Datum No.3/ Somethinc

Analyzing it from its characteristics, the style that is employed in Somethinc’s advertisements is Consultative Style. However, the survey resulted that the respondents interpreted the language style in the advertisement as Casual Style (66,7%), Consultative Style (20%), Formal Style (6,7%), Intimate Style (6,7%).

**Table 6.**  
**Survey Results Examples for Datum No.3/ Somethinc**

Respondents’ Code	Respondents’ Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
21/N	2	2	2	6	Casual Style
13/HYLG	4	4	2	10	Consultative Style
2/J	4	4	4	12	Formal Style
10/PNW	2	2	1	5	Intimate Style

i. Casual Style

Respondent 21/N interpreted the style implied in the advertisement as Casual Style with the following description:

- a) Respondent 21/N disagrees to statement 1, that the advertisement uses very formal English.
- b) Respondent 21/N disagrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 21/N disagrees to statement 3, that the advertisement doesn't give much information about the product.

#### ii. Consultative Style

Respondent 13/HYLG interpreted the style implied in the advertisement as Consultative Style with the following description:

- a) Respondent 13/HYLG agrees to statement 1, that the advertisement uses very formal English.
- b) Respondent 13/HYLG agrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 13/HYLG disagrees to statement 3, that the advertisement doesn't give much information about the product.

#### iii. Formal Style

Respondent 2/J interpreted the style implied in the advertisement as Formal Style with the following description:

- a) Respondent 2/J agrees to statement 1, that the advertisement uses very formal English.
- b) Respondent 2/J agrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 2/J agrees to statement 3, that the advertisement doesn't give much information about the product.

#### iv. Intimate Style

Respondent 10/PNW interpreted the style implied in the advertisement as Intimate Style with the following description:

- a) Respondent 10/PNW disagrees to statement 1, that the advertisement uses very formal English.



b) Respondent 10/PNW disagrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.

c) Respondent 10/PNW strongly disagrees to statement 3, that the advertisement doesn't give much information about the product.

**d. Datum No.4/ Avoskin**

Analyzing it from its characteristics, the style that is employed in Avoskin's advertisements is Casual Style. However, the survey resulted that the respondents interpreted the language style in the advertisement as Consultative Style (53,3 %), Casual Style (30%), Formal Style (10%) and Intimate Style (6,7%).

**Table 7.**

**Survey Results Examples for Datum No.4/Avoskin**

Respondents' Code	Respondents' Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
15/ATA	4	3	2	9	Consultative Style
9/G	2	2	4	8	Casual Style
1/EKA	3	4	5	12	Formal Style
6/J	1	1	1	3	Intimate Style

**i. Consultative Style**

Respondent 15/ATA interpreted the style implied in the advertisement as Consultative Style with the following description:

a) Respondent 15/ATA agrees to statement 1, that the advertisement uses very formal English.

b) Respondent 15/ATA feels neutral about statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.

c) Respondent 15/ATA disagrees to statement 3, that the advertisement doesn't give much information about the product.

#### ii. Casual Style

Respondent 9/G interpreted the style implied in the advertisement as Casual Style with the following description:

a) Respondent 9/G disagrees to statement 1, that the advertisement uses very formal English.

b) Respondent 9/G disagrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.

c) Respondent 9/G agrees to statement 3, that the advertisement doesn't give much information about the product.

#### iii. Formal Style

Respondent 1/EKA interpreted the style implied in the advertisement as Formal Style with the following description:

a) Respondent 1/EKA feels neutral about statement 1, that the advertisement uses very formal English.

b) Respondent 1/EKA agrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.

c) Respondent 1/EKA strongly agrees to statement 3, that the advertisement doesn't give much information about the product.

iv. Intimate Style

Respondent 6/J interpreted the style implied in the advertisement as Intimate Style with the following description:

- a) Respondent 6/J strongly agrees to statement 1, that the advertisement uses very formal English.
- b) Respondent 6/J strongly agrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 6/J strongly agrees to statement 3, that the advertisement doesn't give much information about the product.

e. Datum No.5/ Wardah

Analyzing it from its characteristics, the style that is employed in Wardah's advertisements is Consultative Style. However, the survey resulted that the respondents interpreted the language style in the advertisement as Casual Style (73,3%), Consultative Style (23,3%), Intimate Style (3,3%).

**Table 8.**

**Survey Results Examples for Datum No.5/ Wardah**

Respondents' Code	Respondents' Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
4/CA	1	2	4	7	Casual Style
17/KDR	5	3	1	9	Consultative Style
10/PNW	1	1	1	3	Intimate Style

i. Casual Style

Respondent 4/CA interpreted the style implied in the advertisement as Casual Style with the following description:

- a) Respondent 4/CA strongly agrees to statement 1, that the advertisement uses very formal English.
- b) Respondent 4/CA agrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 4/CA disagrees to statement 3, that the advertisement doesn't give much information about the product.

#### ii. Consultative Style

Respondent 17/KDR interpreted the style implied in the advertisement as Consultative Style with the following description:

- a) Respondent 17/KDR strongly disagrees to statement 1, that the advertisement uses very formal English.
- b) Respondent 17/KDR feels neutral about statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 17/KDR strongly agrees to statement 3, that the advertisement doesn't give much information about the product.

#### iii. Intimate Style

Respondent 10/PNW interpreted the style implied in the advertisement as Intimate Style with the following description:

- a) Respondent 10/PNW strongly disagrees to statement 1, that the advertisement uses very formal English.
- b) Respondent 10/PNW strongly disagrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.

c) Respondent 10/PNW strongly disagrees to statement 3, that the advertisement doesn't give much information about the product.

**f. Datum No.6/ Whitelab**

Analyzing it from its characteristics, the style that is employed in Whitelab's advertisements is Formal Style. However, the survey resulted that the respondents interpreted the language style in the advertisement as Consultative Style (60%), Casual Style (26,7%), and Formal Style (13,3%).

**Table 9.**  
**Survey Results Examples for Datum No.6/Whitelab**

Respondents' Code	Respondents' Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
18/F	4	2	3	9	Consultative Style
8/K	1	1	5	7	Casual Style
30/JM	5	3	5	13	Formal Style

**i. Consultative Style**

Respondent 18/F interpreted the style implied in the advertisement as Consultative Style with the following description:

- a) Respondent 18/F agrees to statement 1, that the advertisement uses very formal English.
- b) Respondent 18/F disagrees statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 18/F feels neutral about statement 3, that the advertisement doesn't give much information about the product.

### ii. Casual Style

Respondent 8/K interpreted the style implied in the advertisement as Casual Style with the following description:

- a) Respondent 8/K strongly disagrees to statement 1, that the advertisement uses very formal English.
- b) Respondent 8/K strongly disagrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 8/K strongly agrees to statement 3, that the advertisement doesn't give much information about the product.

### iii. Formal Style

Respondent 30/JM interpreted the style implied in the advertisement as Formal Style with the following description:

- a) Respondent 30/JM strongly agrees statement 1, that the advertisement uses very formal English.
- b) Respondent 30/JM feels neutral about statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 30/JM strongly agrees statement 3, that the advertisement doesn't give much information about the product.

### g. Datum No.7/ Bio Beauty Lab

Analyzing it from its characteristics, the style that is employed in Bio Beauty Lab's advertisements is Frozen Style. However, the survey resulted that the respondents interpreted the language style in the advertisement as Consultative Style (43,3%), Casual Style (43,3%), Intimate Style (10%), Formal Style (3,3%).

**Table 10.**

**Survey Results Examples for Datum No.7/Bio Beauty Lab**

Respondents' Code	Respondents' Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
4/CA	2	4	3	9	Consultative Style
14/DAY	2	2	4	8	Casual Style
29/MRAP	1	1	3	5	Intimate Style
30/JM	4	4	5	13	Formal Style

i. Consultative Style

Respondent 4/CA interpreted the style implied in the advertisement as Consultative Style with the following description:

- a) Respondent 4/CA disagrees to statement 1, that the advertisement uses very formal English.
- b) Respondent 4/CA agrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 4/CA feels neutral about statement 3, that the advertisement doesn't give much information about the product.

ii. Casual Style

Respondent 14/DAY interpreted the style implied in the advertisement as Casual Style with the following description:

- a) Respondent 14/DAY disagrees to statement 1, that the advertisement uses very formal English.

b) Respondent 14/DAY disagrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.

c) Respondent 14/DAY agrees to statement 3, that the advertisement doesn't give much information about the product.

### iii. Intimate Style

Respondent 29/MRAP interpreted the style implied in the advertisement as Intimate Style with the following description:

a) Respondent 29/MRAP strongly disagrees to statement 1, that the advertisement uses very formal English.

b) Respondent 29/MRAP strongly disagrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.

c) Respondent 29/MRAP feels neutral about statement 3, that the advertisement doesn't give much information about the product.

### iv. Formal Style

Respondent 30/JM interpreted the style implied in the advertisement as Formal Style with the following description:

a) Respondent 30/JM strongly agrees statement 1, that the advertisement uses very formal English.

b) Respondent 30/JM agrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.

c) Respondent 30/JM strongly agrees statement 3, that the advertisement doesn't give much information about the product.



**h. Datum No.8/ Emina**

Analyzing it from its characteristics, the style that is employed in Emina’s advertisements is Consultative Style. However, the survey resulted that the respondents interpreted the language style in the advertisement as Casual Style (56,7%), Intimate Style (26,7%), Consultative Style (16,7%).

**Table 11.**

**Survey Results Examples for Datum No.8/Emina**

Respondents’ Code	Respondents’ Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
20/ADP	2	2	2	6	Casual Style
24/K	2	2	1	5	Intimate Style
12/K	4	4	2	10	Consultative Style

**i. Casual Style**

Respondent 20/ADP interpreted the style implied in the advertisement as Casual Style with the following description:

- a) Respondent 20/ADP disagrees to statement 1, that the advertisement uses very formal English.
- b) Respondent 20/ADP disagrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 20/ADP disagrees to statement 3, that the advertisement doesn't give much information about the product.

### ii. Intimate Style

Respondent 24/K interpreted the style implied in the advertisement as Intimate Style with the following description:

- a) Respondent 24/K disagrees to statement 1, that the advertisement uses very formal English.
- b) Respondent 24/K disagrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 24/K strongly disagrees to statement 3, that the advertisement doesn't give much information about the product.

### iii. Consultative Style

Respondent 12/K interpreted the style implied in the advertisement as Consultative Style with the following description:

- a) Respondent 12/K agrees to statement 1, that the advertisement uses very formal English.
- b) Respondent 12/K agrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 12/K disagrees to statement 3, that the advertisement doesn't give much information about the product.

### i. Datum No.9/ Elsheskin

Analyzing it from its characteristics, the style that is employed in Elsheskin's advertisements is Casual Style. However, the survey resulted that the respondents interpreted the language style in the advertisement as Casual Style (60%), Consultative Style (26,7%), Intimate Style (10%) and Formal Style (3,3%).

**Table 12.**

**Survey Results Examples for Datum No.9/Elsheskin**

Respondents' Code	Respondents' Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
19/P	3	2	3	8	Casual Style
28/BA	4	4	1	9	Consultative Style
4/CA	1	2	2	5	Intimate Style
12/K	4	3	5	12	Formal Style

i. Casual Style

Respondent 19/P interpreted the style implied in the advertisement as Casual Style with the following description:

- a) Respondent 19/P feels neutral about statement 1, that the advertisement uses very formal English.
- b) Respondent 19/P disagrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 19/P feels neutral about statement 3, that the advertisement doesn't give much information about the product.

ii. Consultative Style

Respondent 28/BA interpreted the style implied in the advertisement as Consultative Style with the following description:

- a) Respondent 28/BA agrees to statement 1, that the advertisement uses very formal English.

b) Respondent 28/BA agrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.

c) Respondent 28/BA strongly disagrees to statement 3, that the advertisement doesn't give much information about the product.

### iii. Intimate Style

Respondent 4/CA interpreted the style implied in the advertisement as Intimate Style with the following description:

a) Respondent 4/CA strongly disagrees to statement 1, that the advertisement uses very formal English.

b) Respondent 4/CA disagrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.

c) Respondent 4/CA disagrees to statement 3, that the advertisement doesn't give much information about the product.

### iv. Formal Style

Respondent 12/K interpreted the style implied in the advertisement as Formal Style with the following description:

a) Respondent 12/K strongly agrees to statement 1, that the advertisement uses very formal English.

b) Respondent 12/K feels neutral about statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.

c) Respondent 12/K strongly agrees to statement 3, that the advertisement doesn't give much information about the product.

**j. Datum No.10/ Everwhite**

Analyzing it from its characteristics, the style that is employed in Everwhite’s advertisements is Intimate Style. However, the survey resulted that the respondents interpreted the language style in the advertisement as Casual Style (63,3%), Consultative Style (33,3%), Intimate Style (3,3%).

**Table 13.**

**Survey Results Examples for Datum No.10/Everwhite**

Respondents’ Code	Respondents’ Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
26/OZY	2	2	4	8	Casual Style
18/F	3	3	3	9	Consultative Style
23/S	1	1	3	5	Intimate Style

**i. Casual Style**

Respondent 26/OZY interpreted the style implied in the advertisement as Casual Style with the following description:

- a) Respondent 26/OZY disagrees to statement 1, that the advertisement uses very formal English.
- b) Respondent 26/OZY disagrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 26/OZY agrees to statement 3, that the advertisement doesn't give much information about the product.

## ii. Consultative Style

Respondent 18/F interpreted the style implied in the advertisement as Consultative Style with the following description:

- a) Respondent 18/F feels neutral about statement 1, that the advertisement uses very formal English.
- b) Respondent 18/F feels neutral about statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 18/F feels neutral about statement 3, that the advertisement doesn't give much information about the product.

## iii. Intimate Style

Respondent 23/S interpreted the style implied in the advertisement as Intimate Style with the following description:

- a) Respondent 23/S strongly disagrees to statement 1, that the advertisement uses very formal English.
- b) Respondent 23/S strongly disagrees to statement 2, that the advertisement uses complex grammatical structures and difficult vocabularies to be understood.
- c) Respondent 23/S feels neutral about statement 3, that the advertisement doesn't give much information about the product.

## C. The Most Preferable Language Styles for the Audience

The third objective of this research also aims to find out which language style is the most preferable to the audience. Therefore, in the last section of the survey, the audience were asked to choose one advertisement that would be

preferable for target audience in the market. The result of this survey is presented in the following table.

**Table 14.**

**Survey Result of Section 11: The Most Preferable Language Style**

No.	Brand	Language Style Employed	Number of Voters	Percentage (%)
1.	Emina	Consultative Style	8	26,7
2.	Scarlett Whitening	Consultative Style	7	23,3
3.	Wardah	Consultative Style	4	13,3
4.	Somethinc	Consultative Style	3	10
5.	Elsheskin	Casual Style	3	10
6.	MS Glow	Intimate Style	2	6,7
7.	Avoksin	Casual Style	1	3,3
8.	Whitelab	Formal Style	1	3,3
9.	Bio Beauty Lab	Frozen Style	1	3,3
10.	Everwhite	Intimate	0	0,0

The table shows that from 30 survey participants, the most preferable language styles for the audience comes from the brand Emina (26,7%) which employs Consultative Style. Followed by Scarlett Whitening (23,3%), Wardah (13,3%) and Somethinc (10%) that also applies Consultative Style in its utterances in the advertisements. From this case, it can be seen that the most preferable language styles for the local skincare brands' advertisement is Consultative Style. Consultative styles is chosen because it is the easiest to understand and it gives a lot of information about the product to the readers. Then it is followed by Casual

Style that is applied in the advertisements of the brand Elsheskin (10%) and Avoskin (3,3%). Intimate style is next which is employed by the brand MS Glow (6,7%) and Everwhite (0%). The least preferable language styles in the social media advertisement would be Frozen Style (3,3%) and Formal Style (3,3%).





## CHAPTER V

### CONCLUSION

The analysis of language styles in the social media advertisements of Indonesian local skincare brands has resulted the types of language styles that are employed in the utterances and also the style that appears the most. Analyzing it from the characteristics that each style has, it was found that all types of language styles categories are employed in the 10 local skincare brands advertisements which are Frozen Style, Formal Style, Consultative Style, Casual Style and Intimate Style. It was also revealed that the type of language style that is applied the most in the advertisements is Consultative Style. However, as the participants of the market, the respondents of this survey as the readers of the advertisements perceived and interpreted the language styles differently. From 10 data that is analyzed, there is only 1 datum (10%) that is perceived similarly to what is implied while the other 9 data (90%) produced non-matching results. The language style that is the most preferable for the respondents as both the social media users and market audience is Consultative Style.

The analysis of language styles and its relation with social media advertisements could help to understand the employment of such language phenomenon and its relation with the social media users society. The result of this analysis would be useful to understand the feedback of participants in the market area. However, the researcher suggests to do such analysis with objects that uses verbal language to produce a greater result since intonations also determines to which language styles category the words contained belonged.

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APPENDICES

Appendix 1 : Survey Results

Survey Results for Datum No.1/MS Glow

Respondents' Code	Respondents' Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
1/EKA	3	3	3	9	Consultative Style
2/J	4	2	2	8	Casual Style
3/YA	4	2	4	10	Consultative Style
4/CA	1	4	5	10	Consultative Style
5/T	3	2	5	10	Consultative Style
6/J	1	1	5	7	Casual Style
7/JL	3	1	5	9	Consultative Style
8/K	5	1	5	11	Consultative Style
9/G	3	2	4	9	Consultative Style
10/PNW	2	1	3	6	Casual Style
11/IPA	1	3	3	7	Casual Style
12/K	2	2	5	9	Consultative Style
13/HYLG	2	5	5	12	Formal Style
14/DAY	3	1	5	9	Consultative Style
15/ATA	3	2	4	9	Consultative Style
16/G	1	2	1	4	Intimate Style
17/KDR	4	4	5	13	Formal Style
18/F	3	2	2	7	Casual Style
19/P	2	2	2	6	Casual Style
20/ADP	3	1	5	9	Consultative Style
21/N	3	1	5	9	Consultative Style
22/ASWSK	2	1	5	8	Casual Style
23/S	2	4	4	10	Consultative Style
24/K	4	1	5	10	Consultative Style
25/A	2	1	5	8	Casual Style
26/OZY	3	2	3	8	Casual Style
27/NF	3	1	3	7	Casual Style
28/BA	2	2	4	8	Casual Style
29/MRAP	3	2	4	9	Consultative Style
30/JM	3	2	5	10	Consultative Style

**Survey Result for Datum No.2/Scarlett Whitening**

Respondents' Code	Respondents' Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
1/EKA	3	3	2	8	Casual Style
2/J	4	2	1	7	Casual Style
3/YA	4	4	4	12	Formal Style
4/CA	3	2	2	7	Casual Style
5/T	2	2	3	7	Casual Style
6/J	1	1	1	3	Intimate Style
7/JL	5	1	1	7	Casual Style
8/K	5	1	1	7	Casual Style
9/G	3	1	1	5	Intimate Style
10/PNW	1	2	1	4	Intimate Style
11/IPA	1	3	2	6	Casual Style
12/K	3	3	2	8	Casual Style
13/HYLG	1	1	1	3	Intimate Style
14/DAY	2	2	2	6	Casual Style
15/ATA	4	3	2	9	Consultative Style
16/G	1	2	4	7	Casual Style
17/KDR	1	3	1	5	Intimate Style
18/F	3	2	2	7	Casual Style
19/P	1	3	2	6	Casual Style
20/ADP	3	3	4	10	Consultative Style
21/N	2	4	2	8	Casual Style
22/ASWSK	2	4	2	8	Casual Style
23/S	4	3	3	10	Consultative Style
24/K	3	3	2	8	Casual Style
25/A	2	2	2	6	Casual Style
26/OZY	1	2	2	5	Intimate Style
27/NF	2	3	4	9	Consultative Style
28/BA	3	3	1	7	Casual Style
29/MRAP	2	4	3	9	Consultative Style
30/JM	2	2	2	6	Casual Style

**Survey Results for Datum No.3/Somethinc**

Respondents' Code	Respondents' Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
1/EKA	3	3	2	8	Casual Style
2/J	4	4	4	12	Formal Style
3/YA	3	2	3	8	Casual Style
4/CA	2	2	3	7	Casual Style
5/T	3	2	4	9	Consultative Style
6/J	1	3	3	7	Casual Style
7/JL	3	3	2	8	Casual Style
8/K	5	2	3	10	Consultative Style
9/G	2	3	3	8	Casual Style
10/PNW	2	2	1	5	Intimate Style
11/IPA	1	3	2	6	Casual Style
12/K	3	4	5	12	Formal Style
13/HYLG	4	4	2	10	Consultative Style
14/DAY	3	2	2	7	Casual Style
15/ATA	4	3	1	8	Casual Style
16/G	1	2	3	6	Casual Style
17/KDR	5	1	1	7	Casual Style
18/F	4	2	2	8	Casual Style
19/P	3	2	4	9	Consultative Style
20/ADP	3	3	3	9	Consultative Style
21/N	2	2	2	6	Casual Style
22/ASWSK	2	4	2	8	Casual Style
23/S	2	2	2	6	Casual Style
24/K	4	2	4	10	Consultative Style
25/A	2	2	3	7	Casual Style
26/OZY	1	2	2	5	Intimate Style
27/NF	3	2	2	7	Casual Style
28/BA	4	3	1	8	Casual Style
29/MRAP	2	2	3	7	Casual Style
30/JM	2	3	1	6	Casual Style

**Survey Results for Datum No.4/Avoskin**

Respondents' Code	Respondents' Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
1/EKA	3	4	5	12	Formal Style
2/J	5	5	4	14	Formal Style
3/YA	3	3	4	10	Consultative Style
4/CA	3	2	4	9	Consultative Style
5/T	2	2	4	8	Casual Style
6/J	1	1	1	3	Intimate Style
7/JL	5	1	3	9	Consultative Style
8/K	5	1	5	11	Consultative Style
9/G	2	2	4	8	Casual Style
10/PNW	1	1	1	3	Intimate Style
11/IPA	5	3	3	11	Consultative Style
12/K	3	3	5	11	Consultative Style
13/HYLG	2	4	3	9	Consultative Style
14/DAY	2	2	4	8	Casual Style
15/ATA	4	3	2	9	Consultative Style
16/G	1	2	4	7	Casual Style
17/KDR	3	3	5	11	Consultative Style
18/F	3	2	2	7	Casual Style
19/P	4	4	4	12	Formal Style
20/ADP	2	2	5	9	Consultative Style
21/N	2	2	4	8	Casual Style
22/ASWSK	2	2	5	9	Consultative Style
23/S	4	3	3	10	Consultative Style
24/K	4	1	5	10	Consultative Style
25/A	2	2	4	8	Casual Style
26/OZY	2	2	4	8	Casual Style
27/NF	3	3	5	11	Consultative Style
28/BA	2	1	4	7	Casual Style
29/MRAP	3	2	4	9	Consultative Style
30/JM	2	3	5	10	Consultative Style

**Survey Results for Datum No.5/Wardah**

Respondents' Code	Respondents' Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
1/EKA	2	3	1	6	Casual Style
2/J	4	2	4	10	Consultative Style
3/YA	3	2	1	6	Casual Style
4/CA	1	2	4	7	Casual Style
5/T	3	2	2	7	Casual Style
6/J	1	1	5	7	Casual Style
7/JL	5	1	5	11	Consultative Style
8/K	1	1	4	6	Casual Style
9/G	3	2	3	8	Casual Style
10/PNW	1	1	1	3	Intimate Style
11/IPA	5	5	1	11	Consultative Style
12/K	3	1	2	6	Casual Style
13/HYLG	4	2	2	8	Casual Style
14/DAY	3	2	2	7	Casual Style
15/ATA	4	3	1	8	Casual Style
16/G	2	2	2	6	Casual Style
17/KDR	5	3	1	9	Consultative Style
18/F	4	2	1	7	Casual Style
19/P	5	2	1	8	Casual Style
20/ADP	3	3	1	7	Casual Style
21/N	3	2	2	7	Casual Style
22/ASWSK	2	2	2	6	Casual Style
23/S	3	3	2	8	Casual Style
24/K	5	1	1	7	Casual Style
25/A	2	3	4	9	Consultative Style
26/OZY	2	2	2	6	Casual Style
27/NF	4	2	2	8	Casual Style
28/BA	4	3	4	11	Consultative Style
29/MRAP	2	4	2	8	Casual Style
30/JM	4	3	3	10	Consultative Style



## Survey Results for Datum No.6/Whitelab

Respondents' Code	Respondents' Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
1/EKA	3	3	5	11	Consultative Style
2/J	4	2	5	11	Consultative Style
3/YA	4	3	5	12	Formal Style
4/CA	4	1	5	10	Consultative Style
5/T	4	1	4	9	Consultative Style
6/J	1	1	5	7	Casual Style
7/JL	4	1	5	10	Consultative Style
8/K	1	1	5	7	Casual Style
9/G	3	2	5	10	Consultative Style
10/PNW	2	1	4	7	Casual Style
11/IPA	3		3	6	Casual Style
12/K	4	2	4	10	Consultative Style
13/HYLG	5	2	5	12	Formal Style
14/DAY	3	2	5	10	Consultative Style
15/ATA	4	2	4	10	Consultative Style
16/G	2	2	5	9	Consultative Style
17/KDR	5	2	5	12	Formal Style
18/F	4	2	3	9	Consultative Style
19/P	4	1	5	10	Consultative Style
20/ADP	3	3	3	9	Consultative Style
21/N	3	2	4	9	Consultative Style
22/ASWSK	2	2	5	9	Consultative Style
23/S	1	1	5	7	Casual Style
24/K	5	1	5	11	Consultative Style
25/A	2	2	4	8	Casual Style
26/OZY	3	2	4	9	Consultative Style
27/NF	4	2	4	10	Consultative Style
28/BA	4	2	2	8	Casual Style
29/MRAP	1	2	3	6	Casual Style
30/JM	5	3	5	13	Formal Style

**Survey Results for Datum No.7/Bio Beauty Lab**

Respondents' Code	Respondents' Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
1/EKA	1	2	5	8	Casual Style
2/J	4	1	4	9	Consultative Style
3/YA	2	2	4	8	Casual Style
4/CA	2	4	3	9	Consultative Style
5/T	3	1	5	9	Consultative Style
6/J	1	1	5	7	Casual Style
7/JL	5	1	4	10	Consultative Style
8/K	1	1	5	7	Casual Style
9/G	3	2	5	10	Consultative Style
10/PNW	2	1	4	7	Casual Style
11/IPA	1	1	1	3	Intimate Style
12/K	3	3	5	11	Consultative Style
13/HYLG	1	1	5	7	Casual Style
14/DAY	2	2	4	8	Casual Style
15/ATA	2	2	2	6	Casual Style
16/G	1	1	5	7	Casual Style
17/KDR	2	1	5	8	Casual Style
18/F	3	2	2	7	Casual Style
19/P	2	2	5	9	Consultative Style
20/ADP	2	2	4	8	Casual Style
21/N	2	2	5	9	Consultative Style
22/ASWSK	2	2	5	9	Consultative Style
23/S	2	3	5	10	Consultative Style
24/K	3	1	5	9	Consultative Style
25/A	1	2	4	7	Casual Style
26/OZY	2	2	5	9	Consultative Style
27/NF	3	3	5	11	Consultative Style
28/BA		1	3	4	Intimate Style
29/MRAP	1	1	3	5	Intimate Style
30/JM	4	4	5	13	Formal Style

## Survey Results for Datum No.8/Emina

Respondents' Code	Respondents' Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
1/EKA	1	3	1	5	Intimate Style
2/J	4	2	2	8	Casual Style
3/YA	1	2	2	5	Intimate Style
4/CA	2	2	2	6	Casual Style
5/T	4	2	1	7	Casual Style
6/J	1	1	1	3	Intimate Style
7/JL	5	1	5	11	Consultative Style
8/K	1	1	5	7	Casual Style
9/G	1	1	2	4	Intimate Style
10/PNW	3	1	1	5	Intimate Style
11/IPA	3	3	1	7	Casual Style
12/K	4	4	2	10	Consultative Style
13/HYLG	2	2	2	6	Casual Style
14/DAY	2	2	2	6	Casual Style
15/ATA	4	3	1	8	Casual Style
16/G	1	1	3	5	Intimate Style
17/KDR	4	2	1	7	Casual Style
18/F	4	2	1	7	Casual Style
19/P	3	3	3	9	Consultative Style
20/ADP	2	2	2	6	Casual Style
21/N	3	2	2	7	Casual Style
22/ASWSK	2	4	2	8	Casual Style
23/S	3	3	2	8	Casual Style
24/K	2	2	1	5	Intimate Style
25/A	2	4	3	9	Consultative Style
26/OZY	2	3	2	7	Casual Style
27/NF	3	2	2	7	Casual Style
28/BA	3	2	4	9	Consultative Style
29/MRAP	2	2	1	5	Intimate Style
30/JM	4	3	1	8	Casual Style

**Survey Results for Datum No.9/Elsheskin**

Respondents' Code	Respondents' Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
1/EKA	3	3	5	11	Consultative Style
2/J	4	2	2	8	Casual Style
3/YA	3	2	3	8	Casual Style
4/CA	1	2	2	5	Intimate Style
5/T	3	2	3	8	Casual Style
6/J	1	1	1	3	Intimate Style
7/JL	5	1	4	10	Consultative Style
8/K	1	1	4	6	Casual Style
9/G	2	3	5	10	Consultative Style
10/PNW	2	1	2	5	Intimate Style
11/IPA	3	2	4	9	Consultative Style
12/K	4	3	5	12	Formal Style
13/HYLG	2	2	4	8	Casual Style
14/DAY	2	2	4	8	Casual Style
15/ATA	4	3	2	9	Consultative Style
16/G		2	5	7	Casual Style
17/KDR	5	2	1	8	Casual Style
18/F	5	2	2	9	Consultative Style
19/P	3	2	3	8	Casual Style
20/ADP	3	2	2	7	Casual Style
21/N	2	2	2	6	Casual Style
22/ASWSK	2	1	5	8	Casual Style
23/S	3	3	3	9	Consultative Style
24/K	3	1	4	8	Casual Style
25/A	2	2	4	8	Casual Style
26/OZY	3	2	2	7	Casual Style
27/NF	3	3	2	8	Casual Style
28/BA	4	4	1	9	Consultative Style
29/MRAP	2	2	3	7	Casual Style
30/JM	1	2	4	7	Casual Style

**Survey Results for Datum No.10/Everwhite**

Respondents' Code	Respondents' Answer to Statements			SCORE	Language Style Category
	S1	S2	S3		
1/EKA	1	1	4	6	Casual Style
2/J	4	2	2	8	Casual Style
3/YA	2	3	4	9	Consultative Style
4/CA	2	3	4	9	Consultative Style
5/T	3	1	5	9	Consultative Style
6/J	1	1	5	7	Casual Style
7/JL	4	1	4	9	Consultative Style
8/K	1	1	5	7	Casual Style
9/G	3	2	5	10	Consultative Style
10/PNW	1	1	4	6	Casual Style
11/IPA	3	3	1	7	Casual Style
12/K	2	1	5	8	Casual Style
13/HYLG	3	1	5	9	Consultative Style
14/DAY	1	1	4	6	Casual Style
15/ATA	4	3	1	8	Casual Style
16/G	1	1	5	7	Casual Style
17/KDR	3	3	5	11	Consultative Style
18/F	3	3	3	9	Consultative Style
19/P	1	1	4	6	Casual Style
20/ADP	2	2	3	7	Casual Style
21/N	2	2	4	8	Casual Style
22/ASWSK	2	2	3	7	Casual Style
23/S	1	1	3	5	Intimate Style
24/K	5	1	5	11	Consultative Style
25/A	2	2	4	8	Casual Style
26/OZY	2	2	4	8	Casual Style
27/NF	3	2	3	8	Casual Style
28/BA	2	2	4	8	Casual Style
29/MRAP	2	1	4	7	Casual Style
30/JM	2	2	5	9	Consultative Style

### Appendix 2: Informed Consent Letter

Yes

No

I understand that I will be given a copy of this signed Consent Form.

<b>Name of Participant (print):</b> _____ <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <span>Signature: _____</span> <span>Date: _____</span> </div>
<b>Name of Witness (print):</b> _____ <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <span>Signature: _____</span> <span>Date: _____</span> </div>
<b>Person Obtaining Consent:</b> _____ <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <span>Signature: _____</span> <span>Date: _____</span> </div>

**Note: A copy of the signed, dated consent form must be kept by the Principle Investigator(s) and a copy must be given to the participant.**

### Appendix 3: Likert Scale in Questioners

The advertisement uses very formal English.

Disagree
1
2
3
4
5
Agree

The advertisement uses complex grammatical structures and difficult vocabularies to be understood.

Disagree
1
2
3
4
5
Agree

The advertisement doesn't give much information about the product.

Disagree
1
2
3
4
5
Agree

After section 2: Continue to next section