

Analysis of Language Styles: Rhetoric and Figurative Language in Makeup Advertisement on Instagram

Saja Salim¹, Isti Purwaningtyas²

{sajasalim29@student.ub.ac.id¹, tyaz_wijaya@ub.ac.id²}

Universitas Brawijaya Jl.Veteran, Ketawanggede, Kec. Lowokwaru, Kota Malang, Jawa Timur 65145

Abstract. Many digital advertisements are featured on Instagram, such as an advertisement for makeup products. One factor that attracts people to purchase makeup products is how the advertisement impression leaves on people. This study attempt to examine the language style, especially rhetoric and figurative of online makeup advertisements on Instagram. The method of this research is the qualitative descriptive method. This study used the theory of language styles proposed by Keraf (2010). The result showed there were five types of rhetorical language styles, alliteration, assonance, asyndeton, polysyndeton, hyperbole, and erotic while the figurative language styles are simile, personification, synecdoche, and metonym. The result shows that some companies use rhetoric and figurative language styles to describe their products' characteristics and produce an emphasize, appealing, and strong impression advertisement. This study attempt to fill the gap by investigating the purpose of using language styles in Instagram advertisements.

Keywords: Language styles, advertisement

1 Introduction

Since the corona pandemic in 2019 which made mass isolation worldwide, interactions and face-to-face meetings were limited. People increasingly rely on technology that connects to the internet, one of which is social media. Social media offers its users a variety of advantages, including ways to interact and communicate, access to knowledge, education, the business world, and entertainment. Not only as a place to interact, but nowadays, social media has become a means of working with various fields, one of which is Instagram.

Instagram is a platform for visualizing information through pictures, text, video, audio animation, or multimedia data [1]. Instagram is a social media platform that is ideal for delivering adverts that potential customers may see directly. On Instagram, a potential consumer may see firsthand how the style and vision of the product they're considering buying, combined with a combination of written and visual content, might influence them to make the purchase.

Based on its advantages and the fact that Instagram has an increasing number of users each year, businesses frequently use it as a product promotion tool. On social media, different items are promoted, and companies compete to come up with catchy messages for digital advertisement. To create an attractive advertising message, several styles of language are used to persuade potential consumers to buy the product. Language style has become important to get consumers' attention when advertising products. When reading an advertisement, language style becomes a tactic to keep readers from becoming boring and bored. The intentional use of a variety of appealing language expressions in advertising keeps the provided product's quality and accuracy maintained. The goal of advertising language is its persuasive nature, which tries to persuade consumers to use the promoted goods or services.

The language style is the ability and skill to write and use words beautifully. The author's soul and personality are specifically revealed through the language style, which is a way of communicating ideas through words [2]. The goal of commercial advertising is created through the language style used to enchant the public's interest. Several social media account advertisements on Instagram offer makeup products using various language styles. The appealing language and the choice of the right words might motivate readers to purchase the products offered, including cosmetics products, particularly for women's needs. However, the fact is, many people fall for advertisements that use unique words without understanding what the advertisement means. Hence the study of language style is important to make people aware that the language used in advertisements is indeed made as attractive as possible with a certain purpose.

Some researchers have conducted several studies in a similar field. The first one is done by Hesti, Tang, & Aj (2022), entitled Functions of Rhetoric and Figurative Language in Instagram Social Media Skin Care Ads. This study aims to examine the function of rhetorical and figurative language styles in digital skincare advertisements. The other study in the same field has done by Wati, Sufiyandi, & Asridayani (2019) entitled Language Style Used in English Advertisements on Facebook: Stylistic Analysis. This study aims to explain the kind of language style mostly used in English advertisements on Facebook.

The third study is entitled An Analysis of Language Styles Used by Burger King on Instagram Posts. This study done by Rahmadany, Halim, & Djaenab (2021) focuses to find the style of language in the Instagram post of Burger King and the dominant language style used. There are similarities and differences based on the three previous studies. All the research used social media as the object of the study, the first and third previous studies used Instagram as the data source, while the second one use Facebook as the object and data source of their research. These three studies examine language styles in advertisements using several theories, which are Keraf (2010) and Martin Joss (1976).

All of the previous studies examined the use of language styles and their function, none has investigated the purpose of using language styles in Instagram advertisements. This research aims to examine the language style in online makeup advertisements on Instagram, especially rhetoric and figurative language style. Furthermore, this research also investigates the purpose of using language styles in online advertisements. The researcher expects that this study will provide an informational resource and useful reference for other researchers.

2 Literature Review

2.1 Language Style

Language style describes the link between speakers' or writers' thoughts or messages while using language in communication. It allows easier understanding of the information for readers. The style of one's language can reveal whether someone delivers their thoughts formally or informally [3]. Circumstances and factors determine whether something is formal or informal. While the informal style is often utilized in casual conversations, the formal style is typically employed in formal situations. Aside from that, age, socialization, and mood are the main determinants of language style.

Language style can be referred to as the ability and skill to write or use words appealingly. It is a way of conveying feelings or ideas in an attempt to leave an impression and have the greatest possible impact on readers. A good language style must contain the following 3 elements: honesty, courtesy, and attractiveness. People can assess an individual's personality, morals, and skills based on their language style [2]. The more effective the language is, the more positively people will assess someone. Language style refers to a certain way of expressing thoughts through language that reflects the writer's thoughts and personality.

There are four categories of language styles: those based on word choice, those based on tone, those based on sentence structure, and those based on direct or indirect meaning. This study will concentrate on rhetorical and figurative language styles, which are two categories of language styles based on direct or indirect meaning.

2.2 Figure of Speech

The style of language based on the indirectness of meaning is usually referred to as a figure of speech. The figure of speech can be interpreted as an evaluative or emotive language deviation from ordinary language either in spelling, word formation, construction (sentences, clauses, phrases), or the application of a term to obtain clarity, emphasis, decoration, humor, or other effects. Using figures of speech aims to explain, strengthen, animate inanimate objects, stimulate associations, cause laughter, or as decoration.

The figure of speech contains a rhetorical language style. A rhetorical language style, or one that deviates from standard grammar to produce a certain effect, can be used as the advertising language style [1]. The rhetoric language style is divided into several types, namely: alliteration, assonance, anastrophe, apophasis or preterist, apostrophe, asyndeton, polysyndeton, chiasmus, ellipsis, euphemisms, litotes, hysteron proteron, pleonasm and tautology, periphrasis, prolepsis or anticipation, erotesis, syllepsis & zeugma, koresio/epanorthosis, hyperbole, paradox, and oxymoron.

Besides rhetoric language style, the figure of speech also consists of figurative language style. A language style is regarded from the perspective of meaning and cannot be understood in terms of the meanings of the individual words that make it up. Figurative language style includes simile, metaphor, allegory/parable/fable, personification, allusion, eponym, epithet, synecdoche, metonymic, antonomasia, hypallage, irony/cynism/sarcasm, satire, innuendo, antiphrasis, and paronomasia [2].

2.3 Advertisement

Those who work in the field of business deal with advertising. In general, advertising is a strategy employed by businesses to market and promote their goods and services. There is two forms of advertisement, offline and online advertisement. Offline advertisements can be in the form of a brochure, pamphlets, radio ads, TV ads, magazines, newspapers, and flyers. While online or digital advertisements usually utilize the internet to promote the product. Search Engine Marketing (SEM), display advertising, social network ads, email marketing, and many more are some examples.

Advertising discourse has a structure as a form of language. The structure turns an advertisement into an elaborate language structure [4]. The way an advertisement is structured can also affect the reader, influencing them to accept the persuasiveness of the language used in the advertisement. The order in which words and phrases are used substantially affects how well people understand.

Examining and researching the phenomenon of advertising in diverse fields and several other facets of culture in the present and the future is interesting. Numerous academic fields, including linguistics, management, communication, psychology, and economics, can be used to study advertising. To affect a person's mindset and behavior, advertising can provide details to customers through the language used to present the goods that wanted to sell.

2.4 Previous Study

Some researchers have conducted several studies in a similar field. The first one is done by Hesti, Tang, & Aj (2022) entitled Functions of Rhetoric and Figurative Language in Instagram Social Media Skin Care Ads. According to the study, various rhetorical language types are used in Instagram social media skin care advertisements, including alliteration, assonance, asyndeton, polysyndeton, eroticism, and hyperbole. Additionally, figurative language patterns were found, including simile, personification, synecdoche, and metonymy. This study also examines the function of rhetorical and figurative language styles in digital skincare advertisements.

The second is a study by Wati, Sufiyandi, & Asridayani (2019) entitled Language Style Used in English Advertisements on Facebook: Stylistic Analysis. This study aims to explain the kind of language style mostly used in English advertisements on Facebook. The findings of this study show that alliteration is frequently used in advertisements. This study also discovers that advertisers use language style as a marketing tool to attract customers and enhance the advertisements.

The third study is done by Rahmadany, Halim, & Djaenab (2021) entitled An Analysis of Language Styles Used by Burger King on Instagram Posts. This study focuses to find the style of language in the Instagram post of Burger King and the dominant language style used. The result shows the most dominant type used was the casual and consultative style. The language style found from the analysis increases the interest of customers in buying the product.

3 Methodology

The method used in this research is the qualitative descriptive method. The research design used in this article is descriptive, in which the researcher describes the study's subject and then analyzes the object. In this research, data collected were from documentary sources. Every type of written or printed informational source is referred to as a documentary source [5]. The researcher collects the data from the advertisements on Instagram. The data was taken from a local makeup advertisement on the Instagram account of *Luxrime*, *BLP beauty*, *Somethic*, *Studio Tropik*, *Secondate*, *Rose All Day*, *Maybelline*, and *Dazzle Me*. The data of this research is a sentence that used rhetoric and figurative language style that fits the theory of language style by Keraf (2010). The techniques of data collection are observation, documentation, and reading. The researcher analyzes the data using descriptive data analysis in which the researcher classifies the data, presents the data, and draws a conclusion at the end of the analysis. The data were assessed using meaning analysis, especially by reading the data found while seeing Instagram advertisements, translating the advertising language carefully, and classifying the data into language styles by existing theories. After the data is analyzed, the researcher makes a deeper and more detailed discussion. Lastly, the researcher draws a conclusion based on the findings that have been analyzed.

4 Finding and Discussion

From the many kinds of language styles according to Keraf (2010), in this research, the researcher limits the focus only to language style based on direct or indirect meaning. After examining the data. A total of 21 advertisements have been examined and the researcher has found several styles of language were used in ads both rhetoric and figurative.

4.1 Rhetoric Language Style in Makeup

Table 1. The types of rhetoric language styles found in the advertisement

No.	Makeup Instagram Advertisement		
	Rhetoric Language Style	Quantity	Percentage
1.	Alliteration	2	13%
2.	Assonance	3	20%
3.	Asyndeton	1	7%
4.	Hyperbole	4	27%
5.	Polysyndeton	3	20%
6.	Erothesis	2	13%
Total		15	100%

After observing and analyzing the data according to Keraf (2010), there are alliteration, assonance, asyndeton, hyperbole, polysyndeton, and erothesis.

1. Alliteration Language Style. The researcher found two alliteration language styles from 21 advertisements that have been observed. One of the examples is *ALL EYES*

ON US, Line your eyes like you mean it with #PowerLinerBLP. This data was taken from the @blpbeauty Instagram account on October 20th, 2022. Based on the makeup advertisement, for example, there is a repetition of the same consonant sounds. A form of repeated same consonant which is generally used in poems or prose is the description of rhetorical language style. The consonant being repeated in the advertisement is the *l* consonant in the word all, line, and like. The repeated consonant creates a unique rhyme once the whole sentence of the advertisement is read. The utilization of alliteration in the advertisement is an attempt to emphasize and make the advertisement sound artistic from repetition.

2. Assonance Language Style. In the assonance language style, the researcher found three advertisements that used assonance. Assonance is slightly the same as alliteration, forming a repetition of certain letters, alliteration is repeating consonant sounds while assonance repeats the vowel sound. One example was taken from the @luxcrime_id Instagram account on October 20th, 2022. *Roses are red, Violets are blue, My lashes are long, Yours can be too.* There is a form of looping the same vowel sound. The vowel being repeated is *e* as in the word roses, red, lashes, are, and be. Once the advertisement is read by the audience, it will sound like a poem since the rhyme of the last word of the phrase is the same. The repetition of the sound makes the advertisement sounds more aesthetic and unique. The rhythm created by the use of an assonance language style intends to give a strong impression to the audience.
3. Asyndeton Language Style. The asyndeton language style found is just one advertisement from @somethincmakeup Instagram account which was taken on October 20th, 2022. *Ready, Shade, Match! We heard that some of you haven't found your perfect shade match?*, the advertisement uses the asyndeton language style because there must be conjunctions after the word ready, shade, and match but are just replaced with commas. Asyndeton is the absence of conjunctions between words, phrases, and clauses. The use of asyndeton in the word ready, shade, and match make this advertisement more concise and compact. Besides it also creates a unique rhythm when the reader reads it. The use of the asyndeton style will also speed up the reader in the understanding of the meaning of the advertisement.
4. Polysyndeton Language Style. The researcher found three advertisements that used polysyndeton language style. In contrast with asyndeton, polysyndeton is a language style where a series of words, phrases, or clauses are connected with a conjunction. As an example, *Moisturize and nourishes your lips while leaving a sheer, buildable colour for juicy and instantly fresh look.* The data was taken from the @studiotropik Instagram account on October 20th, 2022. According to the example, the phrase *moisturize and nourishes your lips while leaving a sheer, buildable colour for juicy and instantly fresh look* are the explanation of what effect after using the product being advertised. The use of the conjunction “and” here are to connect the

explanation of the product's effect and since it is a long explanation the conjunction *and* helps the reader to understand enough the explanation.

5. Hyperbole Language Style. The researcher finds four types of hyperbole, it is the most often found. Hyperbole is the use of excessive words or statements, to exaggerate things or statements. As in this advertisement, *Put your sunglasses on or you'll go blind by immortal!* which was taken from the @*somethincmakeup* Instagram account on October 19th, 2022. The sentence *go blind by immortal* is an excessive statement and less rational. The word *go blind* here mean using the product will make the face extra glowing which people will notice since it is the advertisement for a highlighter product. Normally people will not go blind once they see a glowing face, which is why it includes hyperbole because *go blind* is an exaggerated statement. Despite the exaggerated statements, the use of hyperbole in this advertisement has successfully created a dramatic effect after using the product is advertised which might easily attract buyers.

6. Erothesis Language Style. This language style is the least found from the total data which has been observed. *One is never enough, right? Here you go, presenting our limited special bundle that consist of: Luxcrime hydroboost lip gloss shade dream, Luxcrime ultra light lip stain shade caffein, Luxcrime ultra light lip stain shade hustle,* which was taken from the @*luxcrime_id* Instagram account on October 27th, 2022. Erothesis language style is a kind of question that is used in writing to achieve a deeper effect and reasonable emphasis [1]. Sentence *one is never enough, right?* is a form of rhetorical question intended for teasing the reader to buy the new shade of the product which just been released. The rhetorical question itself does not require an answer at all. It was created just to emphasize the announcement of the new shade of the advertised product.

4.2 Figurative Language Style

Table 2. The types of figurative language styles found in the advertisement

No.	Makeup Instagram Advertisement		
	Rhetoric Language Style	Quantity	Percentage
1.	Simile	2	40%
2.	Personification	1	20%
3.	Synecdoche	1	20%
4.	Metonymy	1	20%
Total		5	100%

After examining and classifying the data based on Keraf (2010), several kinds of figurative language styles are found below.

1. Simile Language Style. This language style is quite commonly used in advertisements. As in the makeup advertisement taken from the @luxcrime_id Instagram account on October 18th, 2022, *the perfect nude brown color that goes on as light as water and feels like nothing at all*. The simile language style is an explicit comparison of two things using comparison words, like and as. The use of non-real sentences gives the statement its intended meaning, which is to reflect similarities between one item and another. As in the example, the product being advertised, which is lip tint is compared with water as the phrase *as light as water*. The author tries to compare the texture of water which is smooth, light, and feels nothing at all. The word *water* here is to refer the texture of the product which is light and feels nothing once applied to the lips. The author of the advertisement use simile to introduce and describe an image of the products being sold by making it easier for the reader with objects that resemble it so that the reader will be able to visualize it.
2. Personification Language Style. Personification is the language style that describes inanimate objects in human behavior. It is a sort of figurative language where human characteristics are given to an inanimate object or non-human entity to make a point or idea more vividly and imaginatively expressed. The researcher found the data from the @luxcrime_id Instagram account on October 19th, 2022. *Introducing NEW Ultra Creamy Lip Velvet Hug your lips in rich, creamy color. This semi-matte lip cream comfortably cushions lips in one-swipe color while blurring and smoothing. Featuring a lip-hugging applicator and a whipped, velvety texture for a comfortable wear, full-coverage color, this lip cream nourishes and softens with Jojoba oil*. It can be seen from the word *hug* in the phrase *new ultra creamy lip velvet hug your lips in rich*. The lip product is described as it will hug lips once it applies to the lip. The word *hug* here means that the lip velvet will cover lips softly and feel comfortable in lips. The use of personification in this advertisement tends to describe the feeling after using the product which can attract the readers' curiosity about the advertised product.
3. Synecdoche Language Style. Synecdoche will easily attract the attention of buyers because it is using a part of something to express the whole or using the whole to express a part. As in the advertisement by @dazzleme_id Instagram account which was taken on October 18th, 2022. *Now you know why everyone loves Dazzle Me Mousse Lip Cream.*“. The phrase *everyone loves Dazzle Me Mousse Lip Cream* in this advertisement expresses the whole population to express a part. Claims that everyone loves the product being advertised might not be true but once the reader read this advertisement, they will easily be tempted to buy the product. By using synecdoche in the advertisement, a company will easily increase sales by attracting the reader's interest.
4. Metonymy Language Style. The last figurative language style found is metonymy, as in the advertisement which was taken from the @imploracosmetics Instagram account on October 19th, 2022. *Get ready for new lippies. Launching soon and available on Implora Cosmetic official store*. The advertisement uses the word *lippies*, instead of a form of lip product such as lip tint, lip cream, lip velvet, and any other. The word *lippies* here show the use of metonymy which means the act of replacing a thing's name with that of an attribute or attachment. The word *lippies*

were also meant a lip product, it just a makeup term that widely used among teenagers, because the target market for this product is also teenagers.

4.3 Analysis of Language Style Purpose on Makeup Advertisement on Instagram

1. Emphasize. The application of various language styles intends to make the advertisement deserve special attention and show that is something important. The purpose of emphasis can be seen in the context and statement of the advertisement as, *Presenting to you, our Gel Lip Gloss that will transform your lips into a glassy dream*. The language style used in the advertisement above uses hyperbole in order to emphasize the exaggerated claim, which is to transform your lips into a glassy dream. Transforming your lips into a glassy dream means that after applying the product, you will get glossy and shiny lips as the statement *glassy dream*.
2. Appealing. An advertisement must be created as attractive as possible, with the aim that people who see the advertisement are interested in the products advertised so that the seller will benefit from people who buy the product after watching the advertisement. As in the advertisement of the lip product, *Plush Lip Tint for every occasion, every time of day*. The language style in the advertisement is alliteration. The word *every* is repeated twice and it creates an attractive advertisement with a rhythm. Alliteration is usually used to convey the emotion and mood of the author about the advertisement. Alliteration creates an appealing advertisement by imbuing sentences with an aesthetic certain flow.
3. Strong impression. Impression in the advertisement can be strengthened by creating creative advertisements using language styles that leave a strong impression on the audience. As an example, *Which shade are you dying to try?*. The word *dying* in the advertisement shows the use of hyperbole language style. The word *dying to try* is an exaggeration that means which shade you desperately want to try, due to the various shade of the product being advertised. It gives a strong impression to the reader as it uses the word *dying*, which is rarely used in advertisements. It gives a strong impression because the audience will be remembered this advertisement for a long time.

5 Conclusion

This study examines the language style used in makeup advertisements on Instagram. The classification of language style is based on the indirectness of meaning according to Keraf's (2010) rhetoric and figurative language style. This research found 6 types of rhetoric language styles consisting of alliteration, assonance, asyndeton, polysyndeton, hyperbole, and erthesis. Furthermore, it was also found the figurative language styles which include simile, personification, synecdoche, and metonymic. The language style found by various official Instagram account of cosmetic companies consist of *Luxcrime, Rose All Day, Maybelline, Secondate, Implora, Dazzle me, Somethinc, Studio Tropik, and BLP beauty*. The purpose of using rhetoric and figurative language style is to produce an emphasize, appealing, and advertisement that gives a strong impression. Creates advertisements with mentioned purpose expected to benefit the company by persuading and influencing the consumer to buy the product being advertised. Creating an advertisement using a certain language style is an

effective way to promote a brand or service. Besides, it also describes the characteristics of the brand. Both rhetoric and figurative language style in the advertisement certainly have a positive impact. To better understand how language style is used in advertisements, more study on the topic is required.

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