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ENGLISH LITERATURE DEPARTMENT ADAB AND HUMANITIES FACULTY THE STATE ISLAMIC UNIVERSITY SULTHAN THAHA SAIFUDDIN JAMBI

2023

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Jambi, 06 Januari 2023

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The Dean of Adab and Humanities Faculty, State Islamic University SulthanThaha Saifuddin Jambi

Assalamu'alaikumwr. wb.

After reading and revising everything extended necessary, so we agree that the thesis with the title "Manny Gutierrez's Language Style on his Social Media" can be submitted to Munaqasyah (Thesis Examination) in partial of fulfilment to the requirement for the degree of humanities scholar.

Therefore, we submit it in order to be received well. Thus, we hope it can be useful for all.

Wassalamu'alaikumwr. wb.

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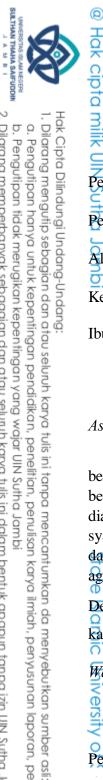
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NOTA DINAS

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Ibu Dekan Fakultas Adab dan Humaniora UIN STS Jambi Di-Tempat

Assalamu"alaikum wr. wb

Setelah membaca dan mengadakan perbaikan seperlunya, maka kami berpendapat bahwa skripsi saudari: Tiani Dwi Pramesty, Nim. 403180026, yang berjudul "Manny Gutierrez's Language Style on his Social Media". Telah dapat diajukan untuk dimunaqosahkan guna melengkapi tugas-tugas dan memenuhi syarat-syarat untuk memperoleh gelar sarjana strata satu (S1) pada Fakultas Adab dan Humaniora, UIN STS Jambi. Maka, dengan ini kami ajukan skripsi tersebut agar dapat diterima dengan baik.

Demikianlah kami ucapkan terima kasih, semoga bermanfaat bagi kepentingan Rampus dan para peneliti.

Wassalamu"alaikum wr.wb

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Pembimbing II

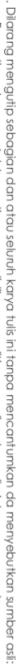
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LETTER OF RATIFICATION

This thesis had been examined by the session of Adab and Humanities Faculty, State of Islamic University South accepted as a part of the University Sulthan Thaha Saifuddin Jambi on January, 31th 2023 and accepted as a part of the requirement be requirement have to be fulfilled or obtaining Undergraduated Degree (S1) in English Literature Department.

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ORIGINAL THESIS STATEMENT

I who signed this letter:

Name	: Tiani Dwi Pramesty
NIM	: 403180026
Department	: English Literature
Faculty	: Adab and Humanities

By signing this letter, I stated that the thesis entitled: "MANNY GUTIERREZ'S LANGUAGE STYLE ON HIS SOCIAL MEDIA" is my original work. If this thesis is not original or cheating from other researchers, I will be ready to responsible and get punishment based on the rule of Adab and Humanities Faculty of Islamic State University of Sulthan Thaha Saifuddin Jambi.

Therefore, I make this statement in good health and mind.

Jambi, January 14th 2023

The Researcher



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"Dan janganlah kamu memalingkan wajah dari manusia (karena

sombong) dan janganlah berjalan di bumi dengan angkuh. Sungguh, Allah

tidak menyukai orang-orang yang sombong dan membanggakan diri."

(QS. AL-LUQMAN:18)

Do not (contemptuously) turn your face away from people, nor tread

haughtily upon earth. Allah does not love the arrogant and the

vainglorious. (QS. AL-LUQMAN: 18) (https://myislam.org)

مَرَجًا إِنَّ ٱللَّهَ لَا يُحِبُّ كُلَّ

ولاتصَعِّرْ خَدَكَ لِلنَّاسِ وَلَاتَمْشِ

مُخْنَالِ فَخُورِ (^١)

DEDICATION



First of all I would say my grateful to Allah SWT always gives me health and rahmah to finish this thesis. I would like to dedicate this thesis to:

My beloved father, REGIANTO for your advice, spirit, and praying. My beloved mother, SRI WARNI for educating me so far, taught me to be a

betterperson, for your endless love, your supporting, and everything.

My beloved brother, WREDO SUMHARSIDIK.

Dr. Diana Rozelin, M.Hum., and Norra Erisha, M.A. as my advisors, for your helpand patience as long as you guided me to finish my thesis.

And My friends who I considered as My family, Farin Maulida Hasana, Nur Atika, Nur Anisa, Rosmaria for supporting me in every condition. *I am very lucky to have you all. I just want to Thanks for the advice, help, support, love, and ideas.* I am very lucky to have you all. I just want to give the best for you!

Thanks for the great experience you have given to me

Last but not least, for all people who have helped me to finish this thesis.

Thanks for the advice, help, s Thanks for the great e Last but not least, for all ThANK YOU SO MUCH! ha Saifuddin Jambi



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ACKNOWLEDGEMENT



Alhamdulillahirabbil 'aalamiin.

All praises be to Allah, the Most Beneficent and the Most Merciful who has given me the mercy, strength, health, and giudance in accomplishing this thesis entitled Manny Gutierrez's Language Style on his Social Media which is submitted to fulfill the requirements for bachelor degree (S-1) in English Literature, Adab and Humanities, Islamic State University of Sulthan Thaha Saifuddin Jambi. Shalawat and salam always be given to our Prophet, Muhammad SAW, who has brought us from the darkness era to thebrightness era with all this knowledge.

I would like to thank those who have assisted me in writing this thesis. My sincere gratitude goes to:

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- 2. Dr. Halimah Dja'far, M. Fil.I, the Dean of Adab and Humanities Faculty. Dr. Ali Muzakir, M. Ag.; Dr. Alfian, M. Ed.; and Dr. Raudhoh, M. Pd. I., The Vices of the Dean.
- 3. Dian Mukhlisa, M.A., The Chairwoman of English Literature Department and Chandri Febri Santi, M.Pd., The Secretary of English Literature Department, and all the lecturers in Adab and Humanities Faculty.
- 4. Dr. Diana Rozelin, M.Hum., and Mrs. Norra Erisha, M.A. my advisors,

mentors, and life coach. Their great advice helped me through my journey here, taught me about technical in writing this thesis and so forth. Suggestions and constructive criticism from them helped

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improve this thesis immensely, making the work more interesting and engaging than what I had initially envisioned. I am sure the lesson learnt will be significantly useful.

- 5. My beloved parents, Regianto and Sri Warni for their love, pray, support and their struggle for my future. I am nothing without their love.My beloved brother, Wredo Sumharsidik for their support. Thank you is not enough to repay your kindness.
- 6. My self, thanks for sticking around all this time. Every tears and pray willbe replied someday.
 - 7. All of my beloved friends, Farin Maulida Hasana, Nur Atika, Nur Anisa,

and Rosmaria, no words can describe it.

Jambi, January 14th 2023 The Researcher

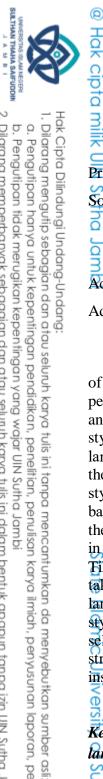
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ABSTRACT

: Dr. Diana Rozelin, M.Hum.

: NorraErisha, M.A.

Pramesty, Tiani Dwi.2023

Gutierrez's Language ;Manny Style on his

Media

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Social

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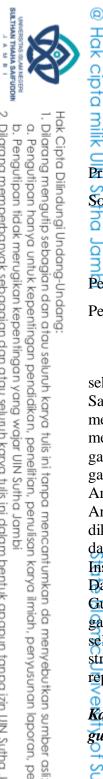
AdvisorII

Language style is defined as the choice of words used by a specific group of people when speak in a place and in one condition. It is very important for people to express their ideas, people use style depend on with whom they speak and where they speaking too. This research is aimed to analyze language style, style of advertisement messages, and functions of language style. The analysis of language style was based on the five language styles proposed in Martin Joos's theory. The analysis of style of advertisement messages was based on the nine style in William Wells's theory. The analysis of functions of language style was based on the seven functions of language styles proposed in Michael Halliday's theory. The researcher used qualitative method and descriptive analysis technique in which the data was collected by watching the video on the Instagram and Tiktok then categorized the data from each theories. The data in this research were taken from the video on Manny Gutierrez's Instagram and Tiktok. For the language style, the researcher found casual language style and intimate language style. For style of advertisement messages, the researcher found hard-sell, softsell, the demonstration, the problem solution, the spokesperson, and straightforward. For the functions of language style, the researcher found instrumental, representational, personal, heuristic, and imaginative.

Keywords: language style, style of advertisement messages, functions of language style, many gutierrez, endorsement. Sulthan Thaha Saifuddin Jambi

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ABSTRAK

Pramesty, Tiani Dwi.2023

;Manny Gutierrez's Language Style on his

Media

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Pembimbing II

: NorraErisha, M.A.

: Dr. Diana Rozelin, M.Hum.

Gaya bahasadidefinisikansebagaipilihan kata yang digunakan oleh sekelompok orang tertentuketikaberbicara di suatutempat dan dalamsatukondisi. Sangat pentingbagi orang untukmengekspresikan ide mereka. orang pada menggunakangayatergantung siapamerekaberbicara dan di mana merekaberbicara Penelitianinibertujuanuntukmenganalisisgayabahasa, juga. gayapesaniklan, dan fungsigayabahasa. Analisisgayabahasadidasarkan pada lima gayabahasa vang dikemukakandalamteori Martin Joos. Analisisgayapesaniklandidasarkan pada sembilangayadalamteori William Wells. Analisisfungsigayabahasadidasarkan pada tujuhfungsigayabahasa vang dikemukakandalamteori Michael Halliday. Penelitimenggunakanmetodekualitatif dan teknikanalisisdeskriptifdimana data dikumpulkandenganmenonton video di Instagram dan Tiktokkemudianmengkategorikan data dari masing-masing teori. Data dalampenelitianinidiambildari video di Instagram dan Tiktokmilik Manny Gutierrez. Untukgayabahasa, penelitimenemukangayabahasacasual dan ayabahasaintimate. Untukgayapesaniklan, penelitimenemukan hard-sell, softthe demonstration, the problem solution, the sell. spokesperson, dan Untukfungsigayabahasa, straightforward. penelitimenemukan instrumental, representasional, personal, heuristik, dan imajinatif.

Kata Kunci: Gaya bahasa, gaya pesan iklan, fungsi gaya bahasa, many gutierrez, promosi. of Sulthan Thaha Saifuddin Jambi

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CHAPTER I INTRODUCTION

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The part of oral language such as advertising also has its own style. Behind the attractiveness of an advertisement, it turns out that there are separate advertising styles that make the advertisements that we see in any Tate media feel interesting. Wells (1995:435-441) states there are several styles of Islamic advertisement formulate the message. These are hard sell, soft sell, lecture and drama, straightforward, demonstrations, comparison, problem solution, slice of University life, and spokesperson. Advertising is an activity related to promoting, introducing, and selling a product, it is a form of combining oral language and written language. It can be done with one or both language. Examples that can 0 SUIT only be done in one language are advertisements in newspapers, advertisements on radio, and so on. While advertising that can use both ban language is like the endorsement on Instagram and TikTok. Endorsement is Inana one of social media advertising.

Endorsement is an advertising method utilized by celebrities or Influencers Saifuddin Jamb to promote or sell a service or product within the shape of cooperation between two collectively beneficial events. Endorsements typically occur among

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@ Hak cipta milik celebrities or influencers and the online or offline store with the purpose of growing the sales graph for the store. In endorsement, the power of celebrities or influencers is needed. The cleverness of the celebrities or influencers in SZ placing the communication style in the right situation will affect every activity S carried out, including the endorsement process. Therefore, celebrities or Tha influencers must be able to improve their quality and ability to get a good view 5 in the eyes of the public, because there is a lot of competition for celebrities or influencers in endorsements. The store will look at and choose a program that is considered capable of influencing the audience to be used in endorsements.

According to digital multi-platform website that disscused about beauty, Popbela.com, Manny Gutierrez Jr or as known professionally as Manny MUA is a Makeup Artist, Beauty Influencer, Youtuber from the US exactly in San Diego, California. Manny Mua is one of five male famous makeup artists in the US. He is the first male brand ambassador of Maybelline. He is the founder of Lunar Beauty. He have 4.1m followers on Instagram, have 1.5m followers on Tiktok, almost 5m Youtube subscribers and so on.

Based on the explanation above, the researcher selects Manny Gutierrez we because he has an attractive way to promote a product, he uses casual and ō intimate language styles as a way of his speaking. The researcher selects ਰ Islamic Manny Gutierrez's social media because some of his Endorsement is still last from 2018 till now which is we can see it anytime whenever we want to learn C about his language style as long as his social media is exist. The second is niversi because he is a native speaker. And the last, the researcher hopes this study will give a new contribution about stylistic expressed by a native speaker especially 0 on endorsement language style.

Sulthar Seeing the phenomenon that occurred, social media has become a big part of human life, so theresearcher are interested in taking research topics regarding the endorsement language style used by makeup artists and beauty naha influencer Manny Gutierrez in product endorsements on his social media. The researcher want to examine the research topic in more depth and detail. The Saifuddin endorsement language style on Manny Gutierrez's social media was taken because it is the most dominant activity occurred in that influencers' social

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@ Hak cipta milik media, so people who see the endorsement of influencers could know and learn that in the endorsement there are certain style of language used for endorsement, also there are types of advertising messages and functions are S used to make it more organized, attractive and increase the endorsement. This Sutha is one of the finding of this research, the endorsement was about Setting Powder;



Manny said: "You guys, can we talk about the innovation of this product? This is the SHEGLAM insta-ready face and under-eye setting powder duo. We have a powder on the top. I'm gonna get it, on the top, and a powder on the bottom. It's a first product. It's first. Lemme go put some foundation on real quick and then I'll show you the product in action. So taking the top powder, I'm gonna set my under eyes. We love a good top in this household. Ah..look \mathcal{L} how smooth my under eyes are and bright. Yeah, i know. And this is \$6 and Q 50cents, and you can use the code 'MANNY' to save 15% off the entire site. ਛ I'm just saying. And now we're using the bottom powder to set the rest of my S face. Just absorb all that excess moist cheeck. Bitch, i am smooth and i am amic matte. Call me Matty Mua."

University In the post above, he tells us the description of the product that endorse him, from the way he talked we can get that he uses casual language styles which makes it his distinctive style of talked, namely casual language styles. 0 We could know he uses casual language style in his endorsement because he ŝ uses the words "Gonna", "Lemme", "Bitch" these words is one of Da characteristics of casual style that is the sentence uses slang word. The word "gonna" stands for "going to" and the word "lemme" stands for "let me". And the style of advertisement messages he used in that endorsement are Hard-sell Saifuddin Jamb and The Demonstrations. It became a hard-sell because he showed that the product used was really good, the product we really needed, he also mentioned

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@ Hak cipta milik the advantages and benefits of the product. And it becomes part of the demonstrations because the way he conveys that the product is good is by the way he uses the product himself. Ē

B. The Problem of the Research

Б Based on the background of research above, these are the problem of the Б research:

5 1. What are types of Language Styles are used in Manny Gutierrez's Social Media Endorsement?

2. Whatare the messages of advertisements tyle conveyed on Manny

Gutierrez's Social Media Endorsement?

3. What are the fuctions of Language Style that used the most in Manny Gutierrez's Endorsement?

C. The Objectives of the Research

The objectives of the research that represent what this research wants to accomplish are described as follows:

21. To get descriptive knowledge about the language styles used in Manny

Ω Gutierrez's social media endorsement using Martin Joos's theory. ਛ

 $\frac{\sqrt{3}}{2}$ 2. To elaborate the messages of advertisement style conveyed on Manny

Gutierrez's social media endorsement using William Wells's theory.

3. To know what are the fuctions of Language Style used the most in Manny Gutierrez's endorsement using M Halliday's theory.

D. The Limitation of the Research

Sulthar This research is limited to the language styles used in Manny Gutierrez's Instagram and Tiktok endorsement. The study only focuses on Instagram and Tiktok endorsement used in Manny Gutierrez started from February 2021 until nana August 2022. The language observed and analyzed is the language styles in Manny Gutierrez's Instagram and Tiktok endorsement. The endorsement on Saifuddin Instagram will be taken from Instastory and IGTV, while on Tiktok is just from Tiktok videos.

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E. The Significance of the Research

This research is expected to have both theoretical and practical significance for everyone. For the theoretically, the findings can enlarge linguistic theory about the language style, style of advertisement messages and functions of language style specifically in Instagram and Tiktok endorsement. It can be the reference for future studies in the marketing field, especially in an online marketing promotion in social media.

Practically, the findings will be useful for:

1. The advertisers or endorsers who use social media as a marketing promotion

to enlarge the information about the language style used and how to convey the message content of advertising effectively and more attractive.

- 2. The readers, it will be useful to increase knowledge about language style, style of advertisement and functions of language style.
- 3. The researchers, the findings will be an idea to investigate further about the language style used in advertisements on Instagram or other social media with other scopes and perspectives.

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CHAPTER II THEORETICAL FRAMEWORK

(P) Hak cipta milik U THE THE Language Style

S Chaika (1982: 29) states language style is the way people use language in ina communication, which can be written or oral. Depending on the situation, ۵ people typically use both formal or informal language. Style also instructs the bistener how to interpret what is being said: seriously, humorously, ironically or in other ways.

According to the statement above, style is the way in which human conveyed their ideas or messages. It is easier to receive ideas or messages if we are aware of the speaker's or author's condition and style. Dyer (2004:74), argues that not only do some of the same linguistic features in pattern of both regional and social dialect differentiation but style also display correlations with other social factors.

According to Dyer's statement above, style demonstrates the relationship between social issues and the language employed by human. It indicates that society can forecast what type of communication they will employ based on the ō current situation. Furthermore, Sincalair in Thomas and Wareing (2005: 146) ਰ Islamic indicate that people's communication styles vary depending on the scenario and environment in which they are speaking. This account is founded on the University assumption that people are primarily looking for ways to express unity and acceptance when engaging with others.

The usage of language style occurs throughout discussion, according to the of Sulfhar statement above, and it depends on the scenario and context they discuss. It is employed in the style of language in a communication mainly focuses on an intended social message rather than gets the message of communication.

In conclusion, language style is refers to how society manage others and Thaha Saifuddin Jamb regulate their interaction in conveying thoughts or ideas through words and tone of voice. Language style qualities include: picking and selecting the linguistic forms that appear from a person or group of people.

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Joos (1976: 156) states language style refers to the type of language used by the speaker and is characterized by a scale of formality. According to Martin Joos in his book "The Five O'clocks", language style is classified into S five types: frozen language style, formal language style, consultative language style, casual language style, and intimate language style. They are as follows:

5 Frozen Style (Oratorical Style)

This style is the most formal style of speech. This style usually used in formal ceremony, official government events and international meeting such as in palace, religion ritual, the court and some other occasions. This style have some characteristics such as; the structure of the language can't be modified, utilizes long sentences and good grammatical structure, utilizes complicated phrases, and a consistently serious tone, the concerned for the grammatical, and the subject matter substantial. So, this style can be considered as the frozen style, like the president do the speech in the ceremony,PBB event and this style usually tends to be monologue or involves a fairly large group. For example in the line, "I should be honour to be your student". As a result, the word "should" demands more courtesy than "will" or "shall".

State Islamic University of Sulthan Thaha Saifuddin Jamb 2. Formal Style (Deliberative Style)

This style usually used in formal situation like the name of the style "formal". The code labels defining formal style is the usage of "may" "for" "can" or "might". Aside from that, the other features of this is the utilizes of standard words, structure of the sentence that is complicated and varied than the consultative style, broad vocabulary, low speed speaking, and avoidance of the utilizes of repetition. It refers to the formal manner employed at school by teachers, students, lecturers, and headmasters, as well as in formal events that discuss important issues, such as formal speeches and official meetings.

Example:

1. I would like to invite you.

2. May I help you?.

3. Could you help me?.

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- 4. I may come early.
- 5. I might not cook.

6. In my opinion, it would be better for you.

3. Consultative Style

This style is known as business style. It is usually often use in semiformal situation. It is usually used in business transactions and other transactions. Consultative style is utilized in some group discussions, ordinary conversations at school, companies, and trade speech conversations such as those between a lecturer and a student, a doctor and a patient, a buyer and a seller, and an expert and an apprentice. Consulative style has shorter sentences than formal language, and the addressee frequently engages by providing comments. Yeah, Mhmm, that's correct, I believe, I see.

4. Casual Style

Casual style is usually called informal language. This style is used in relaxed or normal situation. This can occur during a discussion between parents, family members, or when among other people with whom they have a close bo the utilize of fi is the negliger sentences, the s Example: 1. Are you fee 2. Mhmm..yo 3. Out of beco 4. Going to be 5. Girl becom **5. Intimate Style** Ianguage durin Tiara but they of code in sentence have a close bond. The structure of sentence in casual style is incomplete, the utilize of first name than last name, a characteristic feature of this style is the negligence of unstressed words, particularly at the beginning of sentences, the sentence use of slang word or non-standard word.

- 1. Are you feeling good today Tia?
- 2. Mhmm..your food smell so good.
- 3. Out of become outta.
- 4. Going to become gonna.
- 5. Girl become chick.

This style is completely very close relationship and have private language during the conversation, it is like in your family your name is Tiara but they called you with 'yaya' this is example of the utilize of private code in sentences, the utilize of phrases that suggest an intimate relationship

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and the utilize of quick ad slurred pronunciation, nonverbal communication, non-standard forms, and the utilize of jargon. In intimate language style has it own intimate labels such as sweetheart, darling, honey, baby or even dad or mom.

Example:

- 1. My baby looks gorgeous today.
- 2. How was your day, Honey?
- 3. Damn baby girl
 - 4. I love you sweetheart

B. Style of Advertisement Messages

Wells (1995:435) says that language in advertising has a creative concept for conveying a message to the reader or audience. Furthermore, in order to be effective in business, an advertisement should provide an object to society utilizing a variety of kinds of language. The style of language relates to how language is used in a certain environment, by a specific person for a given goal, and so on.

Wells (1995:435-441) states that there are several styles of advertisement \sim tate formulas the message. These include hard sell, soft sell, lecture and drama, straightforward, demonstrations, comparison, problem solution, slice of life, and spokesperson.

1. Hard sell

straightforw and spokesp **1. Hard sel** hard the mine emphasiz hard-sell because **2. Soft sell** Soft is meant attitude. advertise hard sell is a sensible informative message that's intended to impact the mind and elicit a logical response. This style's approach is direct, emphasizing concrete the features of product, amenities, and the benefits. A hard-sell message attempts to persuade the buyer to purchase the product because it is extremely good, must have, and the best.

Soft sell uses an emotional message and it is built around an image that is meant to impact the listener and elicit a response based on emotion and attitude. The delicate, interesting, and confusing message highlights how advertisements sell moods and dreams rather than product features. The

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hard sell is certainly more persuasive than the soft sell. Sometimes hard and soft selling styles coexist.

 A lecture is a verbally. A drama is specific circumstance advertising like in the the audience. A lecture is a serious structured teaching provided by a lecture verbally. A drama is a story or play that revolves around characters in a specific circumstance. A lecture is a type of direct address. From the advertising likein the television or in the written page, the speaker addresses

4. Straightforward

In a straightforward, the advertisement usually communicates facts in a clear factual way without utilizing any gimmicks or embellishments. In other words, this style of advertisements in this form deliver messages that are more rational rather than emotive. Cigarette advertising, for example, that make promises regarding less tar are typically presented in a clear manner.

5. The Demonstration

The demonstration message is focused on how to use the product and what is the advantages of product for you. In a demonstration, listener or reader are persua delivering messag though what has product. This style **6. The Problem Solu** This style know problem that the solution to the pre-make their product **7. The Slice of Life** The slice of life presented as a sh which "average in position of listenin reader are persuaded to trust what the advertiser says. Furthermore, when delivering messages, the speaker speaks loudly and enthusiastically, as though what has been said is factual and accurate while using the product. This style can be extremely persuasive.

6. The Problem Solution

This style known as the hero technique, this the style starts with a problem that the listener or reader had and then the product become a solution to the problem. This is a frequent approach used by advertisers to make their product advertised run more smoothly.

The slice of life is an elaborate rendition of a problem-solving message presented as a short drama. It employs a commonplace circumstance in which "average individuals" discuss the issues. It places the audience in the position of listening where the issues are expressed and resolved.

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8. The Spokesperson

This message using the person to speak or mention famous person on behalf of product is another popular.

9. Comparison This k comparing on in which the This kind of style advertising is to delivers ideas or messages by comparing one product to another product. This messages might be direct, in which the competition is addressed, or indirect, in which other prominent brands are highlighted.

C. The Function of Language Style

Wardhaugh (1974: 24) states that the speakers are aware of the social relevance of pronunciation and that their attitudes toward it are good as a result of their social attitudes. According to Halliday by Chaer and Agustina (2004), function of language is the way of people using their language when they speak. In this research, the researcher uses function of language by Halliday's theory. In Howard Jackson's book (2011: 42), Halliday states there are 7 functions of language, those are; instrumental, regulatory, representational, ō personal, heuristic, imaginative and interactional. ਰ

Islamic University of Sulthan Thaha Saifuddin Jamb 1. Instrumental

This function attempts to bluff or manipulate the environment in order to make an event to occur; more specifically, this function is visible when someone orders directly or indirectly. This function's job is not just to make the listener do something, but also to do the action that the speaker desires. As a result, speakers perform this function to express imperative sentences. This is the "I want" function, where users express their wants and needs. The instrumental role includes things like ruling, prohibiting, requiring, obliging, and so on. For instance, don't come home late, eat the fruits, and give me that sweetie.

2. Regulatory

It refers to the use of language to govern one's conduct for this one function. This language's primary function is to regulate, supervise, and plan

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events against other individuals. The main porpose of this function is to order or regulate. This is the "Do as I say" function, in which someone exercises control over people in their environment and tell them what to do. This function includes features such as begging, expecting, approving, rejecting, suggesting, inviting, and organizing, among others. As an example, Please put the glass slowly and please take a bath.

3. Representational

This function of language's goal is to create inquiries and deliver facts that everyone could see. This function or also known as "I have got something to tell you" function, in which language is employed to communicate information or to express propositions. These are the things that have the representational role of informing, describing, reporting, and defining. As an example: My brother's wife will have a tea party and she is invites you.

4. Personal

This function is associated with the use of language, with the goal of expressing sentiments, emotions, personal and profound reactions in a person. The audience can infer how the speaker feels such as sad, joyful, annoyed, angry and etc in this scenario. Personal function or often known as "Here I Come," in which people use language to show their individuality and convey their identities and sentiments. This function includes the ability to convey their feeling, express emotion, worry, empathy, and etc. As an example: It's entertaining, i'm sorry to hear that, and I'm pleased with this food, ciara excellent woman.

State Islamic University of Sulthan Thaha Saifuddin Jamb **5. Heuristic**

The goal is to examine facts and learn a variety of things. This function also know as "Tell me why?" function, in which humans use language to examine their surroundings and learn about the facts they live in. This is the function for asking questions. For example, Why is giraffe's neck is long?, Can you see how good is this product is?.

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6. Imaginative

In this function language is employed for the enjoyment of both speakers and listeners or readers. Typically, this role takes the shape of works of art such as poetry, jokes, folklore, fairy-tales and so on. This function is used to express ideas or thoughts don't know they are true or not, their feeling and so in. This function is called with "Let's pretend" function, in which someone utilizes language simply to play with words. For example: I will be a princess if I live in a big house.

7. Interactional

Interactional refers to language expressions that usually have a fixed pattern, such as we say greeting when we meet or leave, and asking about the situation. This function is called with "Me and you" function, in which people utilize language to make personal contact and form social relationships. For example: Hi gorgeous, see you when I see you, love you daddy, and good morning.

D. Social Media

Social media is the 'place' where we can interact with people around the \mathcal{S} ō world without meet up. McCay-Peet and Quan-Haase (2017: 17) states social ਛ Islamic media are web-based services that enable as an individu, groups, which we can collaborated, connected, interacting, and establish society by allowing they to University produce, create, modify, sharing, and engaged with easily accessible usergenerated material.

Solomon and Tuten (2015: 4) Social media are online platforms for of Sulthar communicate, conveyance, collaboration, and cultivation among interconnected and interdependent networks of people, communities, and organizations that have been augmented by technology capabilities.

The Endorsement

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Celebrity endorsement is an efficient strategy used by marketers. It Saifuddin approaches the consumer's requirement from a psychological standpoint. As a result, it alters his behavior and decision-making towards the promoted product

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or brand (Khatri: 2006). Furthermore, according to Gayatri Hutami Putri milik (2018), endorsement is a type of product promotion or advertisement that is advertised by celebgram as a business field with the purpose of raising a store's S or company's sales turnover.

S From the definitions above, endorsement is an advertising uses influencers Tha or celebrities who command a high degree of recognition, trust, respect or Jamb awareness amongst the people.

F. Previous Studies

The first previous study is from Tuty Wahyuni from The State Islamic University Sulthan Thaha Saifuddin Jambi (2022) she conducted a research with the title "Language Style in Cosmetics Advertisement" the main objectives of this research are (1) to find out the types of language style in cosmetics advertisement (2) to find out the kinds of meaning of language style in cosmetics advertisement. She used Martin Joos and Geoffrey Leech Theory. This research used qualitative research and use descriptive method to analyze the data. The finding in this research, there are two language style found in $\underline{\circ}$ cosmetics advertisement (1) language style of casual and language style of ō intimate. The first is language style of casual there are eleven data. The second ਰ Islamic is language style of intimate there are five data. She found language style of casual are the statements of advertisement in caption on instagram and the Universi theye are have language usually use on daily. The language style of intimate that statement were the advertisement use the language just only community of cosmetic that language. (2) there are two kinds of meanings language style 0 from seven meaning of language style in cosmetics advertisement. Those are Sulthar conceptual meaning, and connotative meaning. Conceptual meaning there are three data, connotative meaning there are two data. And the last, she found the conceptual meaning of language style that the meaning really from the naha language with meaning. The connotative meaning are the meaning not in the dictionary, its mean the meaning different with means.

Saifuddin Jamb Lena Nur Latifah from The State Islamic University Sulthan Thaha Saifuddin Jambi (2021) she conducted a research with the title "Language

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@ Hak cipta milik Style of Men and Women on Instagram" she analyzed a caption on instagram written by public figure. To answer the problem of research, she used two theorists that is, Martin Joos theory, and function of language style SZ used function of language theory by Halliday. This research used qualitative $\stackrel{\text{\tiny \sc cl}}{=}$ descriptive analysis. The source of data in this research is caption post on ħ instagram. The writer analyzed 20 people, where in there are 10 men captions 5 and 10 women captions with three each captions. For technique of collecting data, she used documentation, and for technique analysis data used descriptive analysis technique. The result of this research showed that: First, from 60 captions post had been analyzed, the writer found 1 frozen style, 7 formal styles, 29 casual styles, 23 intimate styles. The results divided into men caption and women caption. In men"s caption found 1 frozen style, 7 formal styles, 18 casual styles, and 4 intimate styles, while in women's caption found 13 casual styles, and 17 intimate styles. As the result, casual style that dominant used by men and women on Instagram. Second, for function of language style, in men"s caption found 1 instrumental, 3 interactional, 20 personal, 6 imaginative, while in women's caption found 1 instrumental, 1 interactional, 23 personal, and 5 imaginative. As the result, personal function that dominant tate used by men and women on Instagram.

Islamic Muhammad Sood is from Maulana Malik Ibrahim State Islamic University of Malang (2018) the title this research is "Language Style Used by Woman ⊆ Accounts on Instagram Caption". The result draws that there are seven niversi Instagram Pots along with the captions which are appropriated with the kinds and characteristics of language style. Linguist classifies language style into 0 many types, namely: Formal style, informal style, colloquial stylefrozen style, Sulthan consultative style, casual style, and intimate style. In case, those types of language style almost found on each woman accounts. Unless frozen and consultative styles, because both of them were difficult to find on the captions. ng Frozen and consultative styles seldom occur on Instagram captions and often Da happen only in daily conversation.

Saifuddin Octaviana Arini Haqqo from State Islamic University of Maulana Malik Ibrahim Malang (2016) conducted a research on language style of

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advertisement in Jakarta Post with the title "Language Style In The Jakarta Post Advertisements". She discovered numerous types of advertisements in the Jakarta Post Advertisement. She discovered 50 datas that corresponded SZ with the characteristic of language style in advertisement from nine sorts of \simeq language style. The following are examples of advertisement utterances used in the Jakarta Post newspaper: Hard Sell, Soft Sell, Straightforward and The Problem Solution. She used descriptive qualitative method in analyzing the data.

Ulil Inayah Muthmainah from alauddin state islamic university makassar (2016) she conducted a reaseach on "Language Style Of English Commercial Advertisement On Television". She discovered many language styles that are commonly employed in English advertisements on television. This study concentrated on William Wells' idea, which analyzed language style. The descriptive approach was then used to analyze it. The research instrument was note taking, which was employed to collect more valid data. She found the personification four times, Alliteration in three and Assonance in two. The following is a Simile style that was used in an advertisement. She also used 🗠 desciptive qualitative method in analyzing the data.

tate From the previous studies above, there are similarities and differences. The researchers above have not discussed about Manny Guttierez and no one has discussed the style of language on endorsements. The similarities of this of Suffor Thoma Safuto Research Design research and other research are the same discussion about language style and the same research method, namely descriptivequalitative. And the difference between this research and other research is in the object of research.

CHAPTER III METHODOLOGY

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In this research, the researcher uses the qualitative method and descriptive approach. Qualitative research is a research that is descriptive and tends to utilize analysis with an inductive approach. Neergaard and Ulhoi (2007), qualitative research entails the study and collection of a wide range of derived materials—case study, personal experience, introspective, life story, interview, observational, historical, interaction.

Miles and Huberman (1994) explain that qualitative data are sources of detailed descriptions that are grounded in reality and offer an explanation of the processes that occur in the local context. Qualitative data can lead us to unexpected discoveries and the development of a new theoretical framework. The data enable researchers to move beyond preconceived preconceptions and early frameworks.

Qualitative research according to Creswell (2012), is a type of research that explores and understands the meaning in a number of individual or group of people from social problem.

From the description above, the researcher take a conclution that qualitative research is a naturalistic inquiry technique that seeks a comprehensive knowledge of social events in their natural context. The researcher uses this method because the main propose of the research is describing and explaining the data in the form of word from a video.

B. Source of the Data

According to Sandu Siyoto and M Ali Sodik (2015: 67) data is anything that has no value to the recipient but nevertheless needs to be processed. Data can be a state, picture, voice, letters, numbers, mathematics, language, or other sign symbols that can be used as material to observe the environment, objects, events, or a concept. The data of this research are videosendorsement which are gained by watching Instagram IG TV @mannymua733 and Tiktok videos @mannymua, and they are specified to advertisement which deal with language style. Then, the data source of this research are mostly beauty products like cosmetics, skincare but there is one video endorsement about oral care (toothbrush).

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@ Hak cipta The researcher will use the endorsement period from February 2021 to August 2022, there are 66 meme videos, 6 endorsement videos, 5 makeup tutorial videos, 2 daily vlog videos, and 11 review videos on Instagram. And SZ there are 152 meme videos, 6 endorsement videos, 14 makeup tutorial videos, S 13 review videos, 13 daily vlog videos and 2 podcast videos. Conducting ħ research in that time frame due to the variety of endorsements made by the object of research so that the researcher assumes that endorsements made $\frac{2}{6}$ during that time period will be able to fulfill the problem of the research. The researcher will take 6 screenshot endorsement videos on Instagram and 6 screenshot endorsement videos on Tiktok.

C. Technique of Data Collection

In this research, the researcher uses documentation technique. Sandu Siyoto and Sodik M. Ali (2015: 77) documentation technique is a technique for finding data about note variables, transcript, books, magazines, incriptions, newpapers, agendas and so on. So, technique data collection is the process of gathering and measuring information for the data findings.Compared with $\underline{\circ}$ other methods this technique is quite easy, documentation is a technique used Tate by the researcher to get data from the various media matters regarding data to be studied.

Islamic The data of this research are taken by watching Instagram and Tiktok Universit videos. In collecting all the data, there are several steps. First, the researcher watched the Instagram and Tiktok videos and found the language style, style of advertisement messages and function of language style used in the 0 endorsement. Then, the researcher collected all the videos by using the screen Sulthan recorder on the phone. Finally, the researcher selected the data that is specialized on endorsements which contains language style, style of advertisement messages and function of language style. In addition, the naha resercher used some video editing apps to slow motion the video, so the 1 Saifu researcher can hear everything the Influencer said in the video correctly.

D. Technique of Data Analysis

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After collecting all the data, the writer performs analysis data. According to Mamik (2015: 133) technique data analysis is a process of processing data into a new information with the propose the data become easier to understand. To analysis this research, the researcher uses descriptive analysis After collecting all the data, the writer performs analysis data. According to Mamik (2015: 133) technique data analysis is a process of processing data

To analysis this research, the researcher uses descriptive analysis S technique. According to Miles & Huberman (1994: 10) analysis consists of ħ three activities that occur simultaneously: data reduction, data display, Jamb conclusions drawing/ verification.

1. Data Reduction

According to Miles & Huberman (1994: 10) Data reduction refer to the process selecting, focusing, simplifying, abstracting, and transforming the data that appear in written-up field notes or transcriptions. The researcher categorized the data in accordance with the kinds of language style based on the Martin Joos, style of advertisement messages based on William Wells, and function of language style based on M Halliday's theory.

2. Data Display

A display is an organized, compressed assembly of information that permits conclusion drawing and action (Miles & Huberman, 1994: 11). The researcher interpreted and describe the data from each category.

3. Conclusion Drawing/ Verification

According to Miles & Huberman (1994: 11), conclusion is verified as the analyst proceed. The researcher made a conclusion based on the research findings.

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CHAPTER IV FINDING AND ANALYSIS

Hak cipta milik UK: Finding

Sutha In this chapter, the researcher results are presented in detail on the findings and analysis section. Based on the research finding, the researcher could found the types of endorsement language style on Manny Canada Tiktok using Martin Joos's theory, found the style of advertisement messages found the functions of language style on Manny Gutierrez's using Halliday's theory. From the five types of language style using Martin Joos's theory, the reseacher found 2 language styles, those are casual language style and intimate language style. From the 9 styles of advertisement messages using William Wells's theory, the researcher found 5 style there are hard-sell, soft-sell, the demonstration, the problem-solution, the spokesperson and straightforward. And from 7 functions of language style using Halliday's theory, the researcher found 5 functions there are instrumental, representational, personal, heuristic $\stackrel{\text{\tiny \sc opt}}{=}$ and imaginative.

NO	FINDING	TYPES	TOTAL
1	Language Style	Casual Style	8
		Intimate Style	4
2	Style Of Advertisement Messages	Hard-Sell	10
		Soft-Sell	2
		The Demonstration	11
		The Problem Solving	1
		The Spokesperson	2
		Straightforward	1
3	Functions Of Language Style	Instrumental	1
		Representational	11
		Personal	6
		Heuristic	4
		Imaginative	2

Analysis

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1. Types of Language Style

Language style is a person's style in communicating (speaking, writting) which has characteristics in word and tone of voice. The researcher found 2 language styles use in this research, they are casual language style and intimate language style. From 12 data, there 8 casual language style and 4 intimate language style.

1. Casual Style

In this language style, the researcher found 8 datas.





Manny said: "I know y'all have seen this trend. Flound around. And I need to try myself. Look at her, she's beautiful (woman in the background). I need to attempt this. Let's prep the skin first. Will take the Laneige Hydro UV Defense Sunscreen Broad Spectrum SPF 50, I use it as a primer, it is so good. It's lightweight, it completely blend to the skin, the whitecast disappears, and give you the glowy finish. If you looking for the new SPF...run!!! don't walk. Look at my skin..woah!! (start to do the same make up as the woman on the background) start with pink, same brush taking lavender, same step taking blue, green, and yellow. (same make up as the woman on the background) that's not too bad. You now give the highlight...uh!! and this is the final look. What do you think? Zoom the no filter...i'm obsessed!. And my skin still glowing with miss Laneige. Stunning." Analysis:

In the sentence above, Manny used the **Casual Language Style**. In the sentence "I know y'all seen this trend", it is casual style because the word in the sentence is one of the characteristics of casual style that is the sentence uses slang word. The word "y'all" stands for "you all".

Picture4.2

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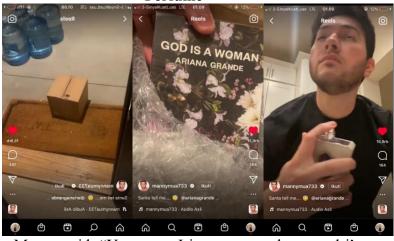


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"Perfume"



Manny said: "You guys..I just got a package, and i'm so excited to open it up!! (say hello to the package) well, hello gorgeous. (opening the package) owh I know she is. Okay we're gonna do this togetha. We're gonna open it, she's so beautiful, are u kidding?! This god is woman fragrant. We got a lil compliment. Look at this, look at this. That is lux (show up the parfume). Okay let's try out. (smelling) it's so warm, oh my god...it's so gorgeous floral, (laughing) wait..(smelling again) this is so good. Ms. Ariana..she did it again. Perfect as a gift for a holidays. Wow..that's pleasant." Analysis:

In the sentence above, Manny used the Casual Language Style. In the sentence "okay we're gonna do this togetha", "we're gonna open it", "we got a lil compliment", those are casual style because some words in the sentence is one of the characteristics of casual style that is the sentence uses slang word. The word "gonna" stands for "going to", the word "togetha" stands for "together", and the word "lil" stands for "little".

> Picture 4.3 "Eye-shadow 1"



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Manny said: "Y'all look how freaking cute these new palette are from Benefits. We have fire, earth, and air, all inspired by horoscopes. I'm gonna use the earth angel palette on my face today. We're take hula on the temple, we're take the honeymoon on the top of the cheek for the blush. (exhaled heavily) I wanna go on a honeymoon. And last but not least, we're gonna take cookie to highlight. Owh...it's so good. Honestly you guys, they're so good. I would definetly recommend." Analysis:

In the sentence above, Manny used the Casual Language Style. In the sentence "Y'all look how freaking cute these new palette are from Benefits", "I'm gonna use the earth angel palette on my face today", "I wanna go on a honeymoon", "we're gonna take cookie to highlight", those are casual style because some words in the sentences above is one of the characteristics of casual style that is the sentence uses slang word. The word "y'all" stands for "you all", the word "gonna" stands for "going to", and the word "wanna" stands for "want to".

"Eye-shadow 2"





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Manny said: "I've been waiting for these, i've been waiting for these. And the fire nation attacked 'colourpop x avatar last airbender', I don't know you understand how excited I am for this. Oh my god, you guys...I literally a katara simp, like you can do anything to me and I would say thank you. Okay ..look at how detail this packaging is, the gold foil, the embellishments...wow, they cover up. They not come to play game. We have an eyeshadow palette right here, you'll have to pry this up. The hand mirror outta my dead cold hands. We also have four cream liners. These super shock cheek, look at that, look at those, if you guys thought I was gonna touch these or use these, you thought wrong. These are collectibles (kiss the palette)." Analysis:

In the sentence above, Manny used Casual Language Style. In the sentences "The hand outta my dead cold hands" and "if you guys thought I was gonna touch these or use these" those are casual style because the sentences above is one of the characteristics of casual style that is the sentence uses slang word. The word "outta" stands for "out of" and "gonna" stands for "going to".

"Eye-shadow 3"



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Manny said: "This is the 'Urban Decay Naked x Robin Eisenberg palette'. Look at this, y'all. Oh my Goddes. Make sure you're priming your lids. I use the primer potion, I'm gonna give course. Damn, I'm beat huh. I'm gonna take Perversion Liner and I'm gonna start etching out kinda where I want it to be. God, this pencil's creamy. Look at that blend.I'm gonna take the shade 'ice crater' and really reinforce that shadow and add that shade, see that? So we're gonna wipe it off that brush and go with 'home planet' periwinkle. Hmm. Pack that. Oh my God, the pigmentation. Stop it, as you guys all know I'am a little extra and I decided to take the exact same shade and a little tiny brush and mixed all nighter setting spray with it to create this own custom liner thing, they turned out perfectly. Taking a little bit of version of my lash line to kinda blend it out and make we get that little smoky wing going on. Okay, guys. So once we got it to this spot, I think it's looking pretty great. And I'm gonna add this single shade 'solstice' from Rinake. Just a little glimmer. Now this finishes badboy. We're gonna do perversion in the waterline. Urban Decay...y'all really did that with the new naked. It is so stunning. I'm obsessed."

Analysis:

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In the sentence above, Manny used Casual Language Style. In the sentences "Look at this, y'all", "I'm gonna give course", "Damn, I'm beat huh. I'm gonna take Perversion Liner and I'm gonna start etching out kinda where I want it to be", ". I'm gonna take the shade 'ice crater' and really reinforce that shadow and add that shade, see that? So we're gonna wipe it off that brush and go with 'home planet' periwinkle", "Taking a little bit of version of my lash line to kinda blend it out and make we get that little smoky wing going on", "And I'm gonna add this single shade 'solstice' from Rinake", "We're gonna do perversion in the waterline", and "Urban Decay...y'all really did that with the new naked" the bold words are casual language style because the sentences above is



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one of the characteristics of casual style that is the sentence uses slang word. The word "y'all" stands for "you all", the word "gonna" stands for "going to", the word "kinda" stands for "kind of".

> Picture 4.4 <u>"Lip cre</u>am"



Manny said: "You guys, we got a new product alert, new product alert right here. We have the new 'Urban Decay Vice Lip Bond'. Let's bond this lips. Bound? Bond? Bind? Binded. I was ready for use these and they are insane. Then shake 'em up. This the component right here, I like the component, they are like fairy crom mix metals, are we mixing metals here? I just love to shaking ass, I wanna shake it real bad, like you know. It was funny, is that like these two partnership on this, and we can do just like you go on a date and like show how long they last. But I'm like, I'm single, oh single is fuck. Hmm..(apply the lip vice) like gorgeous coverage, and it's the shade 'savor'. We just let it dry, and I like the formula, looks like it doesn't look dry. It was so hydrating. And so pretty on the lips. Are you kidding?! And once this dry...(the hand touch the lips) still there...witchcraft...science. Whatever you thinking it's works on this **fucking lips**." Analysis:

In the sentence above, Manny used the Casual Language Style. In the sentence "Then shake 'em up", "I just love to shaking ass", "I wanna shake it real bad", "oh single is fuck", "Whatever you thinking it's works on this fucking lips", the bolt word above is casual style because the it is one of the characteristics of casual style that is the sentence uses slang word. The word "em" stands for "them", the word "wanna" stands for "want to".

Picture 4.5



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Manny said: "Ariana...ariana you got me gal. We're trying that today. So we got the new aria beauty sweetener concelear. It's supposed to be a creamy buildable hydrating concelear and we're gonna find out if it's sweetener or it's sour. That was a lame huh (laughing). I'm gonna take the shade 'Light Five N' and their little ufo blender. It's so cute. Just gonna dip the tip in real quick. Let see how it looks.We're applying..holy shit (shocked). I only have primer on my skin, so I wanted to see the coverage and i'm impressed. The way that melted into my skin though. I'm shook and this is it set. Overall super creamy, great coverage, will crease pretty easily because it is so creamy and hydrating but I'm impressed." Analysis:

In the sentence above, Manny used Casual Language Style. The sentences "we're gonna find out if it's sweetener or it's sour", "I'm gonna take the shade 'Light Five N", "Just gonna dip the tip in real quick" and "We're applying..holy shit" those are casual language style because the bolt words above is one of the characteristics of casual style that is the sentence uses slang word. The word "gonna" stands for "going to".

> Picture 4.6 "Blush"



Manny said: "I'm gonna take the new Benefits Cosmetics 'shelly blush'. I'mma take a small amount like this just a little tiny a little long way and then lightly put that over every spot. I just put the tint to set the tint in place. The blush are satin finish, so they really give you natural glow to the skin and I kinda love it" Analysis:

In the sentence above, Manny used Casual Language Style. The sentence "I'm gonna take the new Benefits Cosmetics 'shelly blush", "I'mma take a small amount like this just a little tiny a little long way", "and I kinda love it" the bolt words above are casual language style because the bolt words above is one of the characteristics of casual State Islamic University of Sulfhan Thana Sauddin Jambi language style that is the sentence uses slang word. The word "kinda" stands for "kind of", the word "gonna" stands for "going to" and "I'mma" stands for "I am going to".

In this language style, the researcher found 4 datas.

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Picture 4.7 "Setting powder"



Manny said: "You guys, can we talk about the innovation of this product? This is the SHEGLAM insta-ready face and under-eye setting powder duo. We have a powder on the top. I'm gonna get it, on the top, and a powder on the bottom. It's a first product. It's first. Lemme go put some foundation on real quick and then I'll show you the product in action. So taking the top powder, I'm gonna set my under eyes. We love a good top in this household. Ah. look how smooth my under eyes are and bright. Yeah, i know. And this is \$6 and 50cents, and you

can use the code 'MANNY' to save 15% off the entire site. I'm just saying. And now we're using the bottom powder to set the rest of my face. Just absorb all that excess moist cheeck. Bitch, I am smooth and I am matte. Call me Matty Mua."

Analysis:

In the sentence above, Manny tells us the description of the product that endorse him, from the way Manny talked we can get that he used Intimate Language Styles. In the sentence "Bitch, i am smooth and I am matte", "Call me Matty Mua" it tells us that he used intimate language style because he called himself "Matty Mua" instead "Manny Mua" because his face become matte after using the product, and that's become one of the characteristics of intimate style that is being a private code or signaling.

> Picture 4.8 "Toothbrush"

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Manny said: "You guys, remember the other day I posted on my stories how much I love the new OralB iO toothbrush? Baby..when I tell you...it's the best thing i've ever try. Then we talked about their video, and I said...yes..yes. I am obsessed with oral care. I like tooth floss, brush, mouthwash, all care dentist. We adding Miss OralB iO the, the newest tooth brush from OralB to the routine, it levels me up. The fact that the toothbrush has a bluetooth that you can connect to your phone. I'm gonna do it (connect to the bluetooth). One of my favorite features and I'll let you know the part that just made me give the chef kiss. When you brushing too hard it will light up red when you brush just perfect it will go green. Ah. listen, for someone who has sense of gums, there's a gum care section, you can using on gum care. And we gonna see the score, like actually tells you what your score is, like how well you brush your teeth. Ah...baby we got a 91%, 91% coverage, 0% over pressure. And it makes it almost perfect." Analysis:

In the sentence above, Manny used Intimate Language Style. In the sentence "Baby..when I tell you..it's the best thing i've ever try" and "Ah...baby we got a 91%" it is intimate style because the word "baby" is one of the characteristics of intimate style that is signaling intimate relation by using one of intimate label.

> Picture 4.9 "Foundation Balm"

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Manny said: "Using a band aid to test how full coverage something is, it's kinda genius. We're gonna take the 'SHEGLAM Skin Influencer Full Coverage Foundation Balm'. We'regonna see just how much this **bad boy covers.** I've used this foundation before and it's insane coverage, it's so nice, the texture is amazing, it's like really creamy because its matte finish. The gag to that, this is only \$8.49, how did they do this?! And 30 shades too. <u>And moment of truth..hell, how full</u> <u>coverage this bad boy.</u> Y'all...what?! I'm little pink from the band aid removal but you can see maybe, she covered up the vitiligo, the discoloration, everything..wow. I'm also gonna use this as concelear actually as well just kinda go over like what?! So good..it's so good. Is this not stunning? No filter..just have the new Iphone 13pro, so the front camera doesn't play any games. <u>Honey...she's porcelain.</u> They did it again."

Analysis:

In the sentence above, Manny used **Intimate Language Style**. The sentences "We're gonna see just how much this bad boy covers", "I'm also gonna use this as concelear actually as well just kinda go over like what?! So good..it's so good" and the sentence "We're gonna see just how much this bad boy covers", "And moment of truth..hell, how full coverage this bad boy" and "Honey...she's porcelain" it is intimate language style because the word "bad boy" and "honey" are two of the characteristics of intimate language style those are using private code and signaling intimate relation by using intimate style label.

Picture 4.10 "Face serum and moisturizer"

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Manny said: "Do you have dry skin? <u>There is no shame in this</u> <u>game</u>, <u>baby</u>. This is the brand eczema honey and first of all the packaging is adorable one, first and foremost. It's adorable and it's literally meant for people with eczema obviously, or you kinda flicking of the skin, things like that. As someone with an autoimmune disease myself, I think it's really cool to see brands like this. It's also really good for dryness, flaking, itchiness, redness, things like that. Really really good for that specifically. I'm gonna try it on, so you guys can see what it looks like, I'm gonna taking the nursing face serum which I think is phenomenal, very intense hydration for me especially when I'm using retinol, baby</u>. I'm gonna need some intense hydration afterwards, so 'imma take this and put this all over my face. Oh my gosh it's so nice but it's super gorgeous. I'm gonna seal it in with the moisturizer and you guys the whole line is fragrance free."

In this sentence, Manny used **intimate language style**.. The sentence "There is no shame in this game, baby" and "very intense hydration for me especially when I'm using retinol, baby" it is intimate style because the word "baby" is one of the characteristics of intimate style that is signaling intimate relation by using one of intimate label.

2. Style of Advertisement Message

From 12 data, the researcher found 10 hard-sell, 1 soft-sell, 11 the demonstration, 1 the problem-solution, 2 the spokesperson and 1 straightforward.

Picture 4.1 "Sunscreen"

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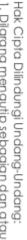
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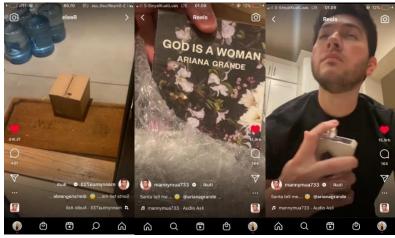
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Manny said: "I know y'all have seen this trend. Flound around. And I need to try myself. Look at her, she's beautiful (woman in the background). I need to attempt this. Let's prep the skin first. Will take the Laneige Hydro UV Defense Sunscreen Broad Spectrum SPF 50, I use it as a primer, it is so good. It's lightweight, it completely blend to the skin, the whitecast disappears, and give you the glowy finish. If you looking for the new SPF...run!!! don't walk. Look at my skin..woah!! (start to do the same make up as the woman on the background) start with pink, same brush taking lavender, same step taking blue, green, and yellow. (same make up as the woman on the background) that's not too bad. You now give the highlight...uh!! and this is the final look. What do you think? Zoom the no filter...i'm obsessed!. And my skin still glowing with miss Laneige. Stunning." Analysis:

The style of advertisement messages he used in the endorsement are Hard-sell and The Demonstrations. It becomes a hard-sell because he shows us that the product (sunscreen) was really good, the product we really needed, and we could know that is Hard-sell by seeing the bolt sentence above. And it becomes the part of the demonstrations because the way he conveys that the product is good is by using the product himself.

> Picture4.2 "Perfume"



Manny said: "You guys..I just got a package, and i'm so excited to open it up!! (say hello to the package) well, hello gorgeous. (opening the package) owh I know she is. Okay we're gonna do this togetha. We're gonna open it, she's so beautiful, are u kidding?! This god is woman fragrant. We got a lil compliment. Look at this, look at this. That is lux (show up the parfume). Okay let's try out. (smelling) it's oh my god...it's so gorgeous floral, (laughing) SO warm, wait..(smelling again) this is so good. Ms. Ariana..she did it again. Perfect as a gift for a holidays. Wow..that's pleasant." Analysis:

The style of advertisement messages he used in the endorsement are The spokesperson, Soft-sell and The demonstration. It becomes the spokesperson because he mentioned Ariana Grande and it shows one of characteristics of the spokesperson that is using or mentioned people like celebrities to make the product more popular. It becomes soft-sell because the way he describes and promote the product is subtle and it makes more intriguing. And the last is the demonstration, it becomes the demonstration style because the way he conveys that the product is good is by using the product himself.

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Manny said: "Y'all look how freaking cute these new palette are from Benefits. We have fire, earth, and air, all inspired by horoscopes. I'm gonna use the earth angel palette on my face today. We're take hula on the temple, we're take the honeymoon on the top of the cheek for the blush. (exhaled heavily) I wanna go on a honeymoon. And last but not least, we're gonna take cookie to highlight. Owh...it's so good. Honestly you guys, they're so good. I would definetly recommend."

Analysis:

The style of advertisement messages he used here are Hard-sell and The Demonstrations. It becomes a hard-sell because from the bold and underline sentence above he showed that the product used was really good, the product he really recommend to buy and use. And it becomes part of the demonstrations because the way he conveys that the product is good is by using the product himself

"Eve-shadow 2"

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Manny said: "I've been waiting for these, i've been waiting for these. And the fire nation attacked 'colourpop x avatar last airbender', I don't know you understand how excited I am for this. Oh my god, you guys...I literally a katara simp, like you can do anything to me and I would say thank you. Okay ..look at how detail this packaging is, the gold foil, the embellishments...wow, they cover up. They not come to play game. We have an eyeshadow palette right here, you'll have to pry this up. The hand mirror outta my dead cold hands. We also have four cream liners. These super shock cheek, look at that, look at those, if you guys thought I was gonna touch these or use these, you thought wrong. These are collectibles (kiss the palette)." Analysis:

The style of advertisement messages he used here is Hard-sell. It becomes hard-sell because we could see from the bold and underline senttence above that he described the product is good and gorgeous, not only good at the formula of the makeup product but also pretty at the packaging.

"Eye-shadow 3"



Manny said: "This is the 'Urban Decay Naked x Robin Eisenberg palette'. Look at this, y'all. Oh my Goddes. Make sure you're priming your lids. I use the primer potion, I'm gonna give course. Damn, I'm beat huh. I'm gonna take Perversion Liner and I'm gonna start etching out



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brush and go with 'home planet' periwinkle. Hmm. Pack that. Oh my God, the pigmentation. Stop it, as you guys all know I'am a little extra and I decided to take the exact same shade and a little tiny brush and mixed all nighter setting spray with it to create this own custom liner thing, they turned out perfectly. Taking a little bit of version of my lash line to kinda blend it out and make we get that little smoky wing going on. Okay, guys. So once we got it to this spot, I think it's looking pretty great. And I'm gonna add this single shade 'solstice' from Rinake. Just a little glimmer. Now this finishes bad boy. We're gonna do perversion in the waterline. Urban Decay...y'all really did that with the new naked. It is so stunning. I'm obsessed." Analysis: The style of advertisement messages he used in the endorsement are Hard-sell and The demonstration. It becomes hard-sell because the

kinda where I want it to be. God, this pencil's creamy. Look at that blend. I'm gonna take the shade 'ice crater' and really reinforce that

shadow and add that shade, see that? So we're gonna wipe it off that

way he describe and promote the product is showed that the product is very good, he also mentioned the advantages of the product we could see it from the explanation that bold and underline above. And it becomes the demonstration because the way he conveys that the product is good is by using the product himself.

Picture 4.4 "Lip cream"



Manny said: "You guys, we got a new product alert, new product alert right here. We have the new 'Urban Decay Vice Lip Bond'. Let's bond this lips. Bound? Bond? Bind? Binded. I was ready for use these and they are insane. Then shake 'em up. This the component right here, I like the component, they are like fairy crom mix metals, are we mixing metals here? I just love to shaking ass. I wanna shake it real bad, like you know. It was funny, is that like these two partnership on this, and we can do just



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like you go on a date and like show how long they last. But I'm like, I'm single, oh single is fuck. Hmm. (apply the lip vice) like gorgeous coverage, and it's the shade 'savor'. We just let it dry, and I like the formula, looks like it doesn't look dry. It was so hydrating. And so pretty on the lips. Are you kidding?! And once this dry...(the hand touch the lips) still there...witchcraft...science. Whatever you thinking it's works on this fucking lips." Analysis:

The style of advertisement messages in the endorsement are Hardsell and The Demonstration. In the bold and underline sentence above, it becomes a hard-sell because from the explanation that bolt and underline above he showed that the product used was so good, he mentions that the product is good to someone who has dry lips. And it becomes part of the demonstrations because the way he conveys that the product is good is by using the product himself.

> Picture 4.5 "Concealer"



Manny said: "Ariana...ariana you got me gal. We're trying that today. So we got the new aria beauty sweetener concelear. It's supposed to be a creamy buildable hydrating concelear and we're gonna find out if it's sweetener or it's sour. That was a lame huh (laughing). I'm gonna take the shade 'Light Five N' and their little ufo blender. It's so cute. Just gonna dip the tip in real quick. Let see how it looks. We're applying..holy shit (shocked). I only have primer on my skin, so I wanted to see the coverage and i'm impressed. The way that melted into my skin though. I'm shook and this is it set. Overall super creamy, great coverage, will crease pretty easily because it is so creamy and hydrating but I'm impressed."

Analysis:



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@ Hak cipta milik UIN Sutha Jamb product a compliment is making the product looks great to use, it's like the product is really good, in the bold and underline sentence we could see he conveys "The way that melted into my skin though. I'm shook and this is it set. Overall super creamy, great coverage, will crease pretty easily because it is so creamy and hydrating but I'm impressed" it is one of hardsell characteristics. And when he use the product it tells us that he used the demonstration style by using the product. Last but not least, it becomes the spokesperson style because he mentioned Ariana Grande"Ariana...ariana you got me gal" and it shows one of characteristics of the spokesperson that is using people like celebrities to make the product more popular. Picture 4.6 "Blush"

The style of advertisement messages he used in the endorsement

are Hard-sell, The demonstration, and The spokesperson. It becomes

hard-sell style because the way he described the product and gives the



Manny said: "I'm gonna take the new Benefits Cosmetics 'shelly blush'. I'mma take a small amount like this just a little tiny a little long way and then lightly put that over every spot. I just put the tint to set the tint in place. The blush are satin finish, so they really give you natural glow to the skin and I kinda love it"

Analysis:

The style of advertisement messages he used here are Straightforward and The demonstration. It becomes Straightforward because the way he promoted and described the product is good is so subtle, and to the point which is one of straightforward characteristics that is giving information without any gimmicks of embellishments. And it



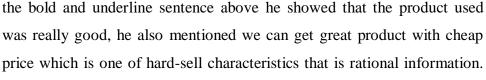
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price which is one of hard-sell characteristics that is rational information. And it becomes part of the demonstrations because the way he conveys that the product is good is by using the product himself.

are Hard-sell and The Demonstrations. It becomes a hard-sell because in

The style of advertisement messages he used in that endorsement

Picture 4.8 "Toothbrush"

becomes the demonstration because the way he conveys that the product is good is by the way he uses the product himself.

Picture 4.7 "Setting powder"



Manny said: "You guys, can we talk about the innovation of this product? This is the SHEGLAM insta-ready face and under-eye setting powder duo. We have a powder on the top. I'm gonna get it, on the top, and a powder on the bottom. It's a first product. It's first. Lemme go put some foundation on real quick and then I'll show you the product in action. So taking the top powder, I'm gonna set my under eyes. We love a good top in this household. Ah..look how smooth my under eves are and bright. Yeah, i know. And this is \$6 and 50cents, and you can use the code 'MANNY' to save 15% off the entire site. I'm just saving. And now we're using the bottom powder to set the rest of my face. Just absorb all that excess moist cheeck. Bitch, I am smooth and I am matte. Call me Matty Mua." Analysis:



Manny said: "You guys, remember the other day I posted on my stories how much I love the new OralB iO toothbrush? Baby..when I tell you..it's the best thing i've ever try. Then we talked about their video, and I said...yes..yes. I am obsessed with oral care. I like tooth floss, brush, mouthwash, all care dentist. <u>We adding Miss OralB iO, the newest tooth</u> <u>brush from OralB to the routine, it levels me up. The fact that the</u> <u>toothbrush has a bluetooth that you can connect to your phone. I'm</u> <u>gonna do it (connect to the bluetooth). One of my favorite features and</u> <u>I'll let you know the part that just made me give the chef kiss. When</u> <u>you brushing too hard it will light up red when you brush just perfect</u> <u>it will go green. Ah..listen, for someone who has sense of gums, there's</u> <u>a gum care section, you can using on gum care. And we gonna see the</u> <u>score, like actually tells you what your score is, like how well you</u> <u>brush your teeth. Ah...baby we got a 91%, 91% coverage, 0% over</u> <u>pressure. And it makes it almost perfect</u>."

Analysis:

The style of advertisement messages he used in the endorsement are **Hard-sell** and **The Demonstrations**. In the bold and underline sentence above, itbecomes a hard-sell because he showed that the product used was really good, the product has many features and he really recommend to buy and use which is one of hard-sell characteristic that is mentioned the features the product have. And it becomes part of the demonstrations because the way he conveys that the product is good is by the way he uses the product himself.

Picture 4.9 "Foundation Balm"

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Manny said: "Using a band aid to test how full coverage something is, it's kinda genius. We're gonna take the 'SHEGLAM Skin Influencer Full Coverage Foundation Balm'. We're gonna see just how much this bad boy covers. I've used this foundation before and it's insane coverage, it's so nice, the texture is amazing, it's like really creamy because its matte finish. The gag to that, this is only \$8.49, how did they do this?! And 30 shades too. And moment of truth..hell, how full coverage this bad boy. Y'all...what?! I'm little pink from the band aid removal but you can see maybe, she covered up the vitiligo, the discoloration, everything..wow. I'm also gonna use this as concelear actually as well just kinda go over like what?! So good..it's so good. Is this not stunning? No filter..just have the new Iphone 13pro, so the front camera doesn't play any games. Honey...she's porcelain. They did it again."

Analysis:

The style of advertisement messages he used in the endorsement are Hard-sell and The demonstration. In the bold and underline sentence above, it becomes hard-sell because he tells us that the product is super worth to buy because just with \$8.49 we can get great product, he really describe how good the product is. And it becomes the demonstration because he shows us how good the product is while he using it so we could know that the product works well.



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Manny said: "Do you have dry skin? There is no shame in this game, baby. This is the brand eczema honey and first of all the packaging is adorable one, first and foremost. It's adorable and it's literally meant for people with eczema obviously, or you kinda flicking of the skin, things like that. As someone with an autoimmune disease myself, I think it's really cool to see brands like this. It's also really good for dryness, flaking, itchiness, redness, things like that. Really really good for that specifically. I'm gonna try it on, so you guys can see what it looks like, I'm gonna taking the nursing face serum which I think is phenomenal, very intense hydration for me especially when I'm using retinol, baby. I'm gonna need some intense hydration afterwards, so 'imma take this and put this all over my face. Oh my gosh it's so nice but it's super gorgeous. I'm gonna seal it in with the moisturizer and you guys the whole line is fragrance free."

Analysis:

The style of advertisement messages he used in the endorsement are Hard-sell, The Demonstration, and The Problem Solution. The bold and underline above become hard-sell because he really describe and tell the people that the product is great, he tells about the benefits of the product also so recommended to use especially for dry skin and the people who have eczema. As we can see, he used the product himself to find out and to make sure that the product works well and it becomes the part of the demonstration. Last but not least, it becomes the part of the problem solution style because at first he begin to explain with some problem by asking who has dry skin and eczema and after he explains how good the product can be used for people who don't have skin problems but also become the solution and highly recommended for people who have problem with dry skin and eczema.



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3. The Function of Language Style

From 12 data, the researcher found 5 functions, those are; 1 instrumental, 11 representational, 6 personal, 4 heuristic and 2 imaginative functions of language style.

Picture 4.1 "Sunscreen"



Manny said: "I know y'all have seen this trend. Flound around. And I need to try myself. Look at her, she's beautiful (woman in the background). I need to attempt this. Let's prep the skin first. Will take the Laneige Hydro UV Defense Sunscreen Broad Spectrum SPF 50, I use it as a primer, it is so good. It's lightweight, it completely blends to the skin, the white cast disappears, and gives you a glowy finish.If you looking for the new SPF...run!!! don't walk. Look at my skin..woah!! (start to do the same makeup as the woman in the background) start with pink, same brush taking lavender, same step taking blue, green, and yellow. (same makeup as the woman in the background) that's not too bad. You now give the highlight...uh!! and this is the final look. What do you think?Zoom the no filter...I'm obsessed! And my skin still glowing with miss Laneige. Stunning." Analysis:

In the sentence above, we could see and read that Manny uses **Instrumental, Representational, Personal** and **Heuristic** functions of language style. It becomes instrumental function of language style when he said "If you looking for the new SPF...run!!! don't walk" because he said to the listener something he requested to do. It becomes representational when he said "Let's prep the skin first. Will take the Laneige Hydro UV Defense Sunscreen Broad Spectrum SPF 50, I use it as a primer, it is so good. It's lightweight, it completely blends to the skin, the white cast disappears, and give you the glowy finish" because

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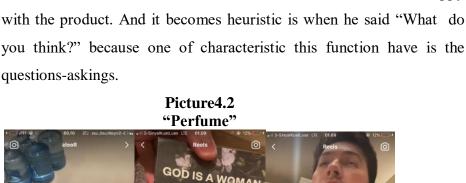
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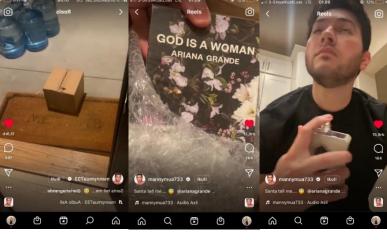
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he gives the listeners information about the product. It becomes

personal when he said "Look at my skin..woah!!" and "Zoom the no

filter...I'm obsessed!" because he shows his emotion that he's happy

Manny said: "You guys..I just got a package, and i'm so excited to open it up!! (say hello to the package) well, hello gorgeous. (opening the package) owh I know she is. Okay we're gonna do this togetha. We're gonna open it, she's so beautiful, are u kidding?! This god is woman fragrant. We got a lil compliment. Look at this, look at this. That is lux (show up the parfume). Okay let's try out. (smelling) it's so warm, oh my god...it's so gorgeous floral, (laughing) wait..(smelling again) this is so good. Ms. Ariana..she did it again. Perfect as a gift for a holidays. Wow..that's pleasant." Analysis:

In the sentence above, Manny uses two functions of language style, that is Representational and Personal. It becomes representational when he said "(smelling) it's so warm, oh my god...it's so gorgeous floral" because he describes what the smell parfume is. And it becomes personal when he said "and i'm so excited to open it up!!" because he shows his emotion that he's happy to open up the package.

> Picture 4.3 "Eye-shadow 1"



Manny said: "Y'all look how freaking cute these new palette are from Benefits. We have fire, earth, and air, all inspired by horoscopes. I'm gonna use the earth angel palette on my face today. We're take hula on the temple, we're take the honeymoon on the top of the cheek for the blush. (exhaled heavily) I wanna go on a honeymoon. And last but not least, we're gonna take cookie to highlight. Owh...it's so good. Honestly you guys, they're so good. I would definetly recommend." Analysis:

In the sentence above, the researcher found that Manny used two functions of language style, that is **Imaginative and Representational**. It becomes imaginative when he said "I wanna go on a honeymoon" because he express thoughts or ideas, whether they are real or not. And it becomes representational when he said "Owh...it's so good. Honestly you guys, they're so good. I would definetly recommend" because he gives the listener information that the product is good to use.



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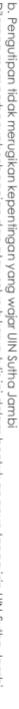
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"Eve-shadow 2"



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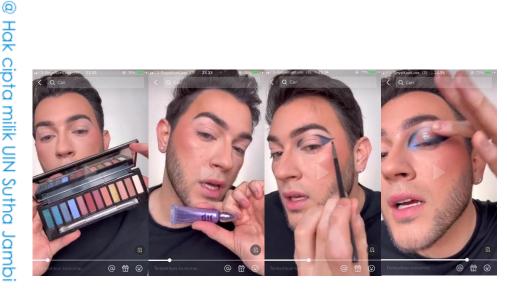


Manny said: "I've been waiting for these, i've been waiting for these. And the fire nation attacked 'colourpop x avatar last airbender', I don't know you understand how excited I am for this. Oh my god, you guys...I literally a katara simp, like you can do anything to me and I would say thank you. Okay ..look at how detail this packaging is, the gold foil, the embellishments...wow, they cover up. They not come to play game. We have an eyeshadow palette right here, you'll have to pry this up. The hand mirror outta my dead cold hands. We also have four cream liners. These super shock cheek, look at that, look at those, if you guys thought I was gonna touch these or use these, you thought wrong. These are collectibles (kiss the palette)." Analysis:

In the explanation above, the researcher found that Manny has two functions of language style in his endorsement, that is Representational and Personal. It becomes representational when he describe how good the product is "Okay ..look at how detail this packaging is, the gold foil, the embellishments...wow, they cover up." And it becomes personal representational function is when he said his feeling about the product "I've been waiting for these, i've been waiting for these".

"Eve-shadow 3"

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Manny said: "This is the 'Urban Decay Naked x Robin Eisenberg palette'. Look at this, y'all. Oh my Goddes. Make sure you're priming your lids. I use the primer potion, I'm gonna give course. Damn, I'm beat huh. I'm gonna take Perversion Liner and I'm gonna start etching out kinda where I want it to be. God, this pencil's creamy. Look at that blend. I'm gonna take the shade 'ice crater' and really reinforce that shadow and add that shade, see that? So we're gonna wipe it off that brush and go with 'home planet' periwinkle. Hmm. Pack that. Oh my God, the pigmentation. Stop it, as you guys all know I'am a little extra and I decided to take the exact same shade and a little tiny brush and mixed all nighter setting spray with it to create this own custom liner thing, they turned out perfectly. Taking a little bit of version of my lash line to kinda blend it out and make we get that little smoky wing going on. Okay, guys. So once we got it to this spot, I think it's looking pretty great. And I'm gonna add this single shade 'solstice' from Rinake. Just a little glimmer. Now this finishes bad boy. We're gonna do perversion in the waterline. Urban Decay ... y'all really did that with the new naked. It is so stunning. I'm obsessed. Analysis:

In the sentence above, the researcher found **Representational** function of language style. It becomes representational because here he's giving the listener information about how to make an eye-look like his. "I'm gonna take Perversion Liner and I'm gonna start etching out kinda where I want it to be. God, this pencil's creamy. Look at that blend. I'm gonna take the shade 'ice crater' and really reinforce that shadow and add that shade, see that? So we're gonna wipe it off that brush and go with 'home planet' periwinkle. Hmm. Pack that. Oh my God, the pigmentation. Stop it, as you guys all know I'am a little extra and I decided to take the exact same shade and a little tiny brush and

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mixed all nighter setting spray with it to create this own custom liner thing, they turned out perfectly. Taking a little bit of version of my lash line to kinda blend it out and make we get that little smoky wing going on. Okay, guys. So once we got it to this spot, I think it's looking pretty great. And I'm gonna add this single shade 'solstice' from Rinake. Just a little glimmer. Now this finishes bad boy. We're gonna do perversion in the waterline."

> Picture 4.4 "Lip cream"



Manny said: "You guys, we got a new product alert, new product alert right here. We have the new 'Urban Decay Vice Lip Bond'. Let's bond this lips. Bound? Bond? Bind? Binded. I was ready for use these and they are insane. Then shake 'em up. This the component right here, I like the component, they are like fairy crom mix metals, are we mixing metals here? I just love to shaking ass. I wanna shake it real bad, like you know. It was funny, is that like these two partnership on this, and we can do just like you go on a date and like show how long they last. But I'm like, I'm single, oh single is fuck. Hmm. (apply the lip vice) like gorgeous coverage, and it's the shade 'savor'. We just let it dry, and I like the formula, looks like it doesn't look dry. It was so hydrating. And so pretty on the lips. Are you kidding?! And once this dry...(the hand touch the lips) still there...witchcraft...science. Whatever you thinking it's works on this fucking lips." Analysis:

In the sentence above, the researcher found that Manny has two functions of language style in his endorsement, that is Representational and Personal. It becomes representational when he describe how good the product is "and I like the formula, looks like it doesn't look dry. It was so hydrating. And so pretty on the lips." And it



insane".

Analysis:

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becomes personal when he's excited and he shows his emotion that is

happy when he try the product "I was ready for use these and they are

Manny said: "Ariana...ariana you got me gal. We're trying that today. So we got the new aria beauty sweetener concelear. It's supposed to be a creamy buildable hydrating concelear and we're gonna find out if it's sweetener or it's sour. That was a lame huh (laughing). I'm gonna take the shade 'Light Five N' and their little ufo blender. It's so cute. Just gonna dip the tip in real quick. Let see how it looks. We're applying..holy shit!! (shocked). I only have primer on my skin, so I

wanted to see the coverage and i'm impressed. The way that melted into my skin though. I'm shook and this is it set. Overall super creamy, great coverage, will crease pretty easily because it is so

In the sentence above, the researcher found **Representational and**

Personal functions of language style. It becomes representational

function when he inform the listener how good the product is by

describing the advantages "The way that melted into my skin though.

I'm shook and this is it set. Overall super creamy, great coverage, will

crease pretty easily because it is so creamy and hydrating but I'm

impressed" and it becomes personal when he shows his emotion that is

Picture 4.5 "Concealer"

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creamy and hydrating but I'm impressed."

shocked "We're applying .. holy shit!!".



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Picture 4.6 "Blush"



Manny said: "I'm gonna take the new Benefits Cosmetics 'shelly blush'. I'mma take a small amount like this just a little tiny a little long way and then lightly put that over every spot. I just put the tint to set the tint in place. The blush are satin finish, so they really give you natural glow to the skin and I kinda love it"

Analysis:

In the sentence above, the researcher found Representational function of language style. It becomes representational when he said "The blush are satin finish, so they really give you natural glow to the skin" because he inform the listener what finish look the product gives.

Picture 4.7 "Setting powder"



Manny said: "You guys, can we talk about the innovation of this product? This is the SHEGLAM insta-ready face and under-eye setting powder duo. We have a powder on the top. I'm gonna get it, on the top, and a powder on the bottom. It's a first product. It's first. Lemme go put some foundation on real quick and then I'll show you the product in action. So taking the top powder, I'm gonna set my under eyes. We love a good top in this household. Ah. look how smooth my under eyes are and bright. Yeah, i know. And this is \$6 and 50cents, and you can use



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the code 'MANNY' to save 15% off the entire site. I'm just saying. And now we're using the bottom powder to set the rest of my face. Just absorb all that excess moist cheeck. Bitch, i am smooth and i am matte. Call me Matty Mua."

Analysis:

In the sentence above, the researcher just found two functions of language style that Manny use, that is Heuristic and Imaginative. It becomes heuristic when he ask the listener "You guys, can we talk about the innovation of this product?" because one of heuristic characteristic is the questions-askings. It becomes imaginative when he said "Bitch, i am smooth and i am matte. Call me Matty Mua" because imaginative or "Let's pretend" function, where someone uses language to create their own imaginary environment or where they simply use language playfully.

> Picture 4.8 "Toothbrush"



Manny said: "You guys, remember the other day I posted on my stories how much I love the new OralB iO toothbrush? Baby..when I tell you..it's the best thing i've ever try. Then we talked about their video, and I said...yes..yes. I am obsessed with oral care. I like tooth floss, brush, mouthwash, all care dentist. We adding Miss OralB iO the, the newest tooth brush from OralB to the routine, it levels me up. The fact that the toothbrush has a bluetooth that you can connect to your phone. I'm gonna do it (connect to the bluetooth). One of my favorite features and I'll let you know the part that just made me give the chef kiss. When you brushing too hard it will light up red when you brush just perfect it will go green. Ah..listen, for someone who has sense of gums, there's a gum care section, you can using on gum care. And we gonna see the score, like actually tells you what



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your score is, like how well you brush your teeth. Ah...baby we got a 91%, 91% coverage, 0% over pressure. And it makes it almost perfect." Analysis:

In the sentence above, the researcher found The Representational and Personal functions language style in Manny's endorsement. It becomes representational when he describe the features about the product to listener "The fact that the toothbrush has a bluetooth that you can connect to your phone. I'm gonna do it (connect to the bluetooth). One of my favorite features and I'll let you know the part that just made me give the chef kiss. When you brushing too hard it will light up red when you brush just perfect it will go green. Ah. listen, for someone who has sense of gums, there's a gum care section, you can using on gum care." And it becomes personal when he said "Baby..when I tell you...it's the best thing i've ever try" because he shows his emotion that he's happy to try the product.

Picture 4.9 "Foundation balm"



Manny said: "Using a band aid to test how full coverage something is, it's kinda genius. We're gonna take the 'SHEGLAM Skin Influencer Full Coverage Foundation Balm'. We're gonna see just how much this bad boy covers. I've used this foundation before and it's insane coverage, it's so nice, the texture is amazing, it's like really creamy because its matte finish. The gag to that, this is only \$8.49, how did they do this?! And 30 shades too. And moment of truth..hell, how full coverage this bad boy. Y'all...what?! I'm little pink from the band aid removal but you can see maybe, she covered up the vitiligo, the discoloration, everything..wow. I'm also gonna use this as concelear actually as well just kinda go over like what?! So good..it's so good. Is



this not stunning? No filter..just have the new Iphone 13pro, so the front camera doesn't play any games. Honey...she's porcelain. They did it again." Analysis:

In the sentence above, the researcher found two functions of language style, that is **Representational and Heuristic**. It becomes representational when he inform the listener how good the product and the product is super worthy to buy "I've used this foundation before and it's insane coverage, it's so nice, the texture is amazing, it's like really creamy because its matte finish. The gag to that, this is only \$8.49, how did they do this?! And 30 shades too". And it becomes heuristic when he asked the listeners "Is this not stunning?" because it is the one of characteristics of heuristic function that is the questions-askings.

Picture 10 "Face serum and moisturizer"



Manny said: "Do you have dry skin? There is no shame in this game, baby. This is the brand eczema honey and first of all the packaging is adorable one, first and foremost. It's adorable and it's literally meant for people with eczema obviously, or you kinda flicking of the skin, things like that. As someone with an autoimmune disease myself, I think it's really cool to see brands like this. It's also really good for dryness, flaking, itchiness, redness, things like that. Really really good for that specifically. I'm gonna try it on, so you guys can see what it looks like, I'm gonna taking the nursing face serum which I think is phenomenal, very intense hydration for me especially when I'm using retinol, baby. I'm gonna need some intense hydration afterwards, so 'imma take this and put this all over my face. Oh my gosh it's so nice but it's super gorgeous. I'm gonna seal it in with the moisturizer and you guys the whole line is fragrance free." Analysis:

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In the sentence above, the researcher found Heuristic and Representational functions of language style. It becomes heuristic because in the beginning of the video he asked the listener, which is one of characteristics of heuristic function the questions-askings "Do you have dry skin?". And it becomes representational when he inform the listener about how good the product is especially for someone who have skin problems "It's also really good for dryness, flaking, itchiness, redness, things like that. Really really good for that specifically".

CHAPTER V

CONCLUSION

State Islamic University of Sulthan Thaha Sate Conclusion Language

Language style is a person's style in communicating (speaking, writting)

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which has characteristics in word and tone of voice. In this research, the researcher found that;

- @ Hak cipta milik UIN Sutha Jamb There are two language style found by usingMartin Joos's theory in this research; casual language style and intimate language style. The most used language style is casual style, this style become the distinctive style of Manny Gutierrez because this style of language is interesting to listen and makes the listener comfortable because it's like talking to a friend, not like doing a stiff endorsement.
 - 2. There are six style of advertisement messages found by using William Wells's theory; hard-sell, soft-sell, the demonstration, the problemsolution,

the spokesperson and straighforward. And the most used style of advertisement messages are hard-sell and the demonstration, those style are really good use combined when doing endorsement because those style shows us how good the product by explaining what is the benefit of the product, what is the advantages, and what product suits us (hard-sell) and we can see how good the product with the influencers/celebrities using the product themselves (the demonstration).

There are five functions of language style found by using Michael Halliday's

State Source University of Suggestion theory; instrumental, representational, personal, heuristic, and imaginative. And the most used functions of language style is representational, this function is suit for endorsement because this function goal is to create inquires and deliver facts of the product, and also have a role of informing, describing, reporting and defining.

na Saifuddin Jamb Based on the result of the research, the writer would give some suggestions, they are:

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@ Hak cipta milik UIN Sutha Jamb For everyone who reads this thesis, the researcher hopes this thesis could 1. be useful as a reference in learning about language style, style of advertisement messages and the function of language style. It is suggested to increase, understand and develop broader research about other types of language style, style of advertisement messages and then other functions of language style.

For the next researcher who wants to conduct the same research with 2. different research object. It is suggested to compile more complete material and analysis, since the researcher feels that this thesis is still far from perfection.

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APPENDIX

1.

Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah

UNIVERSITIAS ISLAM SULTHAN THAHAS J A M R					
	o 🤉 Pio	ctures	Language	Text	Analysis
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	Picture 4.1	"Sunscreen"	Casual	I know y'all have	Manny used the Casual
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bago		A C O O O O O O O O O O O O O O O O O O			characteristics of casual
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b <mark>. Pengutipan tidak merugikan kepentingan yang waj</mark> Dilarang memperbanyak sebagaian dan atau seluruh					"y'all" stands for "you all".
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karya t			Language	this togetha. We're	Language Style. In the
ultis in	npa	GOD IS A WOMAN	Style	gonna open it,	sentence "okay we're gonna
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					gonna open it", "we got a lil
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UIN 2		sa o laur			sentence uses slang word.
Sutho	sumber asli:				The word "gonna" stands
uk apapun tanpa izin UIN Sutha Jambi	Sulthan Thaha				for "going to", the word
nbi	har				"togetha" stands for
Z	Th				"together", and the word
	aho				"lil" stands for "little"
3	Pict	ure 4.3	Casual	"Y'all look how	Manny used the Casual
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kan sumber asıı: han laporan, penulisan kritik atau tinjauan suatu masalah rizin UIN Sutha Jambi				gonna touch these or use these" those are casual style because the sentences above
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Pemp	mengutip tipan han			Style	I'm gonna give course.	sentences "Look at this,
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b. Pengutipan tidak merugikan kepentingan yang wajar uin sutina Jambi Dilarang memperbanyak sebagaian dan atau seluruh karya tulis ini dalam bent	arang mengutip sebagian dan atau seluruh karya. Pengutipan hanya untuk kepentingan pendidikan,		E		<u>I'm gonna take</u>	course", "Damn, I'm beat
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un do	atau seluruh Ningan penc				out kinda where I want	gonna start etching out
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) kany	penel	7/1			really reinforce that	reinforce that shadow and
a tul	ulis ini tanpa penelitian, p	Tresidan C 🗄 🛇			shadow and add that	add that shade, see that? So
is ini o					shade, see that? So	we're gonna wipe it off that
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n bei	in kar	Sta			that brush and go with	planet' periwinkle",
~	nkan Na ilr	tel			<u>'home planet'</u>	"Taking a little bit of
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oun t	neny , pen	nic			Taking a little bit of	
anpo	yusur	Uni			version of my lash line	we get that little smoky
izin	han k	verg			to kinda blend it out and	wing going on", "And I'm
S NID	apor	ity			make we get that little	gonna add this single shade
ık apapun tanpa izin UIN Sutha Jamb	er asli: an, per	of S			smoky wing going on.	'solstice' from Rinake",
Jam	ii: enuli	LIH .			And I'm gonna add this	
₫.	san k	â			single shade 'solstice'	in the waterline", and
	aritik o	Tho			from Rinake.	"Urban Decayy'all really
	tau t	ha			We're gonna do	did that with the new
	finjau	Sail			perversion in the	naked" the bold words are
	an su	Üd			waterline. Urban	casual language style
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	lah.	Ъb.				

I. Dilarang mengutip sebagian dian atau seluruh karya tulis ini tanpa mencantumk a. Pengutipan hanya untuk kargentingan pendidikan, penelitian, penulisan karya <u>unvestores suverteen</u> b. Pengutipan tidak merugikan kepentingan yang wajar UIN Sutha Jambi 2. Dilarang memperbanyak sebagaian dan atau seluruh karya tulis ini dalam bent	@ Hak cipta milik UIN Sutha Jambi Hak Cipta Dilindungi Undang-L		that with the new naked. It is so stunning. I'm obsessed."	is one of the characteristics of casual style that is the sentence uses slang word. The word "y'all" stands for "you all", the word "gonna" stands for "going to", the word "kinda" stands for "kind of".
c kep kani	$rac{1}{2}$ Picture 4.4	Casual	Then shake 'em up.	Manny used the Casual
an ata Contin Gaian	"Lip cream"	Language	<u>I just love to shaking</u>	Language Style. In the
gan j gan j dan	Lipercam	Style	ass, I wanna shake it	sentence "Then shake 'em
any(al-3-Separateurose (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	Style	real bad, like you know	up", "I just love to shaking
idikan ang w selun			oh single is fuck	ass", "I wanna shake it real
n, per n, per vajar	SEATLER		Whatever you thinking	bad", "oh single is fuck",
penelitio ar UIN Si karya tu			it's works on this	"Whatever you thinking it's
tanpa r tian, pe Sutha	Imanymut/231 Imax Imax Imanymut/231 Imax Imanymut/231 Imax <		fucking lips."	works on this fucking lips",
a mencanti penulisan k a Jambi ini dalam b	a c e e 😝 a c e e 🌢			the bolt word above is
im be				casual style because the it is
karya iln bentuk c	e soul			one of the characteristics of
ilmiah, ik ap ap				casual style that is the
, pen				sentence uses slang word.
penyusunan un tanpa izir				The word "em" stands for
nan k	verg			"them", the word "wanna"
(an da menyebutkan sumber asii: a ilmiah, penyusunan laporan, penulis uk apapun tanpa izin UIN Sutha Jambi	ity o			stands for "want to".
utha	of S			
sli: benuliş Jamt) (° 1 - 12	
- 3	Picture 4.5	Casual	we're gonna find out if	Manny used Casual
'iiik a	G Concealer	Language	<u>it's sweetener or it's</u>	Language Style. The
tau tii	has	Style	<u>sour</u> . <u>I'm gonna take the</u>	sentences "we're gonna find out if it's sweetener or it's
njavc	aifc		shade 'Light Five N'	sour", "I'm gonna take the
kritik atau tinjauan suatu masalah.	n "Concealer" aha Saifu din Jambi		Shude Light 11ve IV	sour, i in goinia take the
atu m	iii L			
nasak	am		76	
ah.	₫.			

1. Dilarang mengutip sebagian dan atau seluruh karya tulis ini tanpa mencantumi a. Pengutipan hanya untuk kepentingan pendidikan, enelitian, penulisan karya sutnum tuduk asi Pengutipan tidak merugikan kepentingan yang wajar UIN Sutha Jambi 2. Dilarang memperbanyak sebagaian dan atau seluruh karya tulis ini dalam bent	<image/>	Casual	and their little ufo blender. It's so cute. Just gonna dip the tip in real quick. we're applyingholy shit Shit Shit Shit Shit Shit Shit	shade 'Light Five N", "Just gonna dip the tip in real quick" and "We're applyingholy shit" those are casual language style because the bolt words above is one of the characteristics of casual style that is the sentence uses slang word. The word "gonna" stands for "going to".
kanya	"Blush"	Casual Language	<u>new Benefits Cosmetics</u>	Language Style. The
tanpa mencantumkan da menyebutkan sumber asli: tian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah. I Sutha Jambi I tulis ini dalam bentuk apapun tanpa izin UIN Sutha Jambi	The second secon	Style	<u>'shelly blush'. I'mma</u> <u>take a small amount like</u> <u>this just a little tiny a</u>	Language Style. The sentence "I'm gonna take the new Benefits Cosmetics 'shelly blush'", "I'mma take a small amount like this just a little tiny a little long way", "and I kinda love it" the bolt words above are casual language style because the bolt words above is one of the characteristics of casual language style that is the sentence uses slang word. The word "kinda" stands for "kind of", the word "gonna" stands for "going to" and

pta Dilles in tangan dan atau seluruh karya tulis ini tangang mengutip sebagian dan atau seluruh karya tulis ini tangangutipan hanya untuk kepentingan pendidikan, penelitian, angulipan tidak merugikan kepentingan yang wajar UIN Suthang memperbanyak sebagaian dan atau seluruh karya tulis	Contractions of the second sec	Intimate Style	Bitch, I am smooth and I am matte. Call me Matty Mua."	"T'mma" stands for "I am going to". Manny talked we can get that he used Intimate Language Styles . In the sentence "Bitch, i am smooth and I am matte", "Call me Matty Mua" it tells us that he used intimate language style because he called himself "Matty Mua" instead "Manny Mua" because his face become matte after using the product, and that's become one of the characteristics of
<u> </u>	State Islamic University of Sulthan Thaha Saifuddin Jambi		78	intimate style that is being a private code or signaling.

 a. Pengutipan hanya untuk kepentingan pendidikan, penelitipar, penulisan karya susunkana bengutipan tidak merugikan kepentingan yang wajar UIN Sutha Jambi J. A. M. N. 2. Dilarang memperbanyak sebagaian dan atau seluruh karya tulis ini dalam bent 		Intimate Language Style	Babywhen I tell youit's the best thing i've ever try. Ahbaby we got a 91%, 91% coverage, 0% over pressure. And it makes it perfect."	Manny used Intimate Language Style. In the sentence "Babywhen I tell youit's the best thing i've ever try" and "Ahbaby we got a 91%" it is intimate style because the word "baby" is one of the characteristics of intimate style that is signaling intimate relation by using one of intimate label.
a tulis ii	Picture 4.9	Intimate	. <u>We'regonna see just</u>	Manny used Intimate
a Jambi ini dalam		Language	how much this bad boy	Language Style. The
enulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan sudtu masalah. Jambi ii dalam bentuk apapun tanpa izin UIN Sutha Jambi	representation of the second s	Style	<u>covers.</u> <u>And moment of</u> <u>truthhell, how full</u> <u>coverage this bad boy</u> <u>Honeyshe's porcelain.</u> They did it again	sentences "We're gonna see just how much this bad boy covers", "I'm also gonna use this as concelear actually as well just kinda go over like what?! So goodit's so good" and the sentence "We're gonna see just how much this bad boy covers", "And moment of truthhell, how full coverage this bad boy" and "Honeyshe's porcelain" it is intimate language style because the word "bad boy"
S	lambi		79	

I. Dilarang mengutip a. Pengutipan han suthan sakuang 2. Dilarang memperb				and "honey" are two of the characteristics of intimate language style those are using private code and signaling intimate relation by using intimate style
 Dilarang mengutip sebagian dan atau seluruh karya tulis ini tanpa mencantumkan da menyebutkan sumber asli: Pengutipan hanya unt <u>R</u>kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisa Pengutipan tidak merugikan kepentingan yang wajar UIN Sutha Jambi Dilarang memperbanyak sebagaian dan atau seluruh karya tulis ini dalam bentuk apapun tanpa izin UIN Sutha Jambi 	 Picture 4.10 "Face serum and moisturizer" The serve of the serve of th	Intimate Language Style	There is no shame in this game, baby. very intense hydration for me especially when I'm using retinol, baby .	label. Manny used intimate language style The sentence "There is no shame in this game, baby" and "very intense hydration for me especially when I'm using retinol, baby" it is intimate style because the word "baby" is one of the characteristics of intimate style that is signaling intimate relation by using one of intimate label.
ia menyebutkan sumber asli: iah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah. papun tanpa izin UIN Sutha Jambi			80	

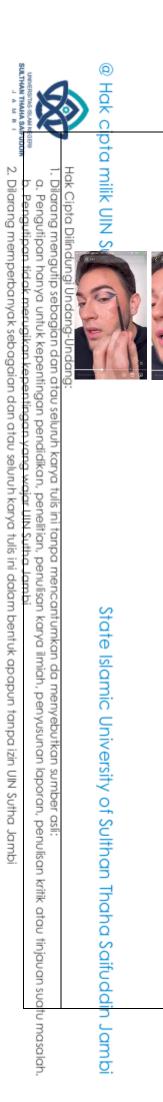


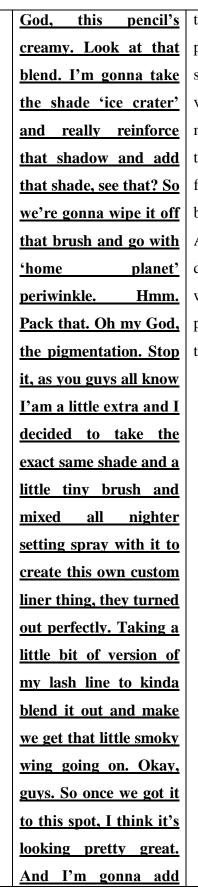
Hak cipta milk
 Style of Advertisement Message

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0.0	, <u>a</u> <u>b</u>	a, nili			
arana n	Dilarang a. Pengi	Style of Advertisem	ent Message		
	gutig		ent message		
emp	Ňœ	Pictures	Style	Text	Analysis
erb (uan uan	Picture 4.1 "Sunscreen"	Hard-sell	Will take the Laneige	The style of advertisement
	sebc /a ur		and The	Hydro UV Defense	messages he used in the
ik se	ntuk I		Demonstr	Sunscreen Broad	endorsement are Hard-sell
	orugian dan atau se untuk kepentingan		ation	Spectrum SPF 50, I use	and The Demonstrations.
dian of	n ata Inting		ution	it as a primer, it is so	It becomes a hard-sell
emperbanyak sebagaian dan atau				good. It's lightweight,	because he shows us that the
atau	in pend	Image: state of the s			
Sel d	buruh karya pendidikan			it completely blend to	
a h k	2 ° +	and dependence 10 BAR Street Courses		the skin, the whitecast	really good, the product we
	ulis ini t penelit	1000		disappears, and give	really needed, and we could
tulis	ian,	MAS LOS		<u>you the glowy finish</u>	know that is Hard-sell by
ini d					seeing the bolt sentence
alan	a mencantumkan penulisan karya ilr va tambi	Consequence and a second			above. And it becomes the
ber					part of the demonstrations
ntuk	itumkan da r karya ilmiah	te l			because the way he conveys
dalam bentuk apapun tanpa	niah,	slan			that the product is good is
oun t	, pen	nic			by using the product
anpo	nenyebut penyusu	Uni			himself.
	ngn	Picture 4.2 "Perfume"	The	<u>This god is woman</u>	The style of advertisement
Ī	sumber laporan,	i orisi di anticontrol las ellevito di anticontrol las ellevito della di anticontrol da ellevito della di anticontrol della di anticont	spokesper	<u>fragrant. We got a lil</u>	messages he used in the
zin UIN Sutha Jamb		GOD IS A WOMAN ARIANA GRANDE	son, Soft-	<u>compliment. Look at</u>	endorsement are The
	, penu		sell and	this, look at this. That	spokesperson, Soft-sell and
bi.	lisan		The	<u>is lux (show up the</u>	The demonstration . It
	kritik	Auf Auf announce	Demonstr	parfume). Okay let's	becomes the spokesperson
	asii: penulisan kritik atau tinjauan suatu masalah.	- 19 61944 608.000 121 6126 0 121 121 121	ation	try out. (smelling) it's	because he mentioned
	J tinjc	S		<u>so warm, oh my</u>	Ariana Grande and it shows
	nont	ait		godit's so gorgeous	one of characteristics of the
l	SUG				
	tu m				
	lasa	Constant and the consta		81	
	lah.	<u>ō</u> .			

		floral, (laughing)	spokesperson that is using
		wait(smelling again)	or mentioned people like
nilik Ult Dilaranga a. Pengu		this is so good. Ms.	celebrities to make the
milik UIN Sutha Jambi Hak Cipta Dilindungi Undang-L 1. Dilarang mengutip sebagiar a. Pengutipan hanya untuk k		Arianashe did it	product more popular. I
l Suth Dilindun		again.	becomes soft-sell because
hany hany			the way he describes and
Jambi Jambi Jndang-U Ya untuk k			promote the product is
			subtle and it makes more
ndang: dan atau			intriguing. And the last is
dang: Jan atau se			the demonstration, i
se se			becomes the demonstration
			style because the way he
D 7			conveys that the product is
pen tulis i			good is by using the produc
ini tan			himself.
5 Picture 4.3 "Eye-	Hard-sell	We have fire, earth,	The style of advertisement
enulisan karyo	and The	and air, all inspired by	messages he used here are
	Demonstr	horoscopes. I'm gonna	Hard-sell and The
	ations	use the earth angel	Demonstrations.
		palette on my face	becomes a hard-sell becaus
		<u>today. We're take hula</u>	from the bold and underlin
de s wartig Woodde and glaving HOLE' de s wartig woodde and glaving HOLE'		on the temple, we're	sentence above he showed
		take the honormoon on	that the product used wa
		take the honeymoon on	really good, the product he
e iversity e soutkan sumb		the top of the cheek for	really good, the product h
nenyebutkan sumber a			really recommend to bu
e iversity of Sultr		the top of the cheek for	really recommend to buy and use. And it become
sity of Sulthan sumber asli: laporan, penulisan		the top of the cheek fortheblush.(exhaledheavily)I wanna go ona honeymoon.And last	really recommend to buy and use. And it becomes part of the demonstration
sity of Sulthan sumber asli: laporan, penulisan		the top of the cheek fortheblush.(exhaledheavily)I wanna go ona honeymoon.And lastbutnotleast,we're	really recommend to buy and use. And it becomes part of the demonstrations because the way he conveys
sity of Sulthan sumber asli: laporan, penulisan		the top of the cheek fortheblush.(exhaledheavily)I wanna go ona honeymoon.And lastbutnotleast, we'regonnatakecookietoptaketop	really recommend to buy and use. And it becomes part of the demonstrations because the way he conveys that the product is good is
sity of Sulthan sumber asli: laporan, penulisan		the top of the cheek for the blush. (exhaled heavily) I wanna go on a honeymoon. And last but not least, we're gonna take cookie to highlight. Owhit's so	really recommend to buy and use. And it becomes part of the demonstrations because the way he conveys
sity of sumber of laporan,		the top of the cheek fortheblush.(exhaledheavily)I wanna go ona honeymoon.And lastbutnotleast, we'regonnatakecookietoptaketop	really recommend to buy and use. And it become part of the demonstration because the way he convey that the product is good i

I. Dilarang men a. Pengutipan sutrua su su kates b. Pengutipan 2. Dilarang mem	Hak cipta milik UIN Su Hak Cipta Dilind			would definetly recommend	
gutip sebagian aan atau selurun karya : Ibanya untuk kepentingan pendidikan, Itid ak merugikan kepentingan yang wa perbanyak sebagaian dan atau seluru	i Undang-Undar	hadow 2"	Hard-sell	Okaylook at how detail this packaging is, the gold foil, the embellishmentswow, they cover up. They	The style of advertisement messages he used here is Hard-sell . It becomes hard- sell because we could see from the bold and underline
Dilarang mengutip sebagian aan atau selurun karya tulis ini tanpa mencantumk a. Pengutipan banya untuk kepentingan pendidikan, penelitian, penulisan karya b. Pengutipan tidak merugikan kepentingan yang wajar UIN Sutha Jambi Dilarang memperbanyak sebagaian dan atau seluruh karya tulis ini dalam bentu				not come to play game.We have an eyeshadowpaletterighthere,you'll have to pry thisup. The hand mirrorouttaouttamydeadcold	senttence above that he described the product is good and gorgeous, not only good at the formula of the makeup product but also pretty at the packaging.
	State Islam			hands.We also havefourcreamliners.Thesesupershockcheek,lookatthat,lookatthose,ifyou	
tulis ini tanpa mencantumkan aa menyebutkan sumber asii: , penelitian, penulisan karya ilmiah, penyusunan laporan, penulisa ajar UIN Sutha Jambi h karya tulis ini dalam bentuk apapun tanpa izin UIN Sutha Jambi	Islamic University of Sult			guys thought I was gonna touch these or use these, you thought wrong. These are collectibles (kiss the	
an aa menyebutkan sumber asii: ilmiah, penyusunan laporan, penulisan, kritik atau tinjauan suatu masalah. k apapun tanpa izin UIN Sutha Jambi	Itha	hadow 3"	Hard-sell and The Demonstr ation	palette)I'mgonnatakePerversionLinerandI'mgonnastartetchingoutkindawhere I want it to be.	The style of advertisement messages he used in the endorsement are Hard-sell and The demonstration . It becomes hard-sell because
iatu masalah.	I Combi	Constant of the Constant of Co	<u> </u>	83	<u> </u>





the way he describe and promote the product is showed that the product is very good, he also mentioned the advantages of the product we could see it from the explanation that bold and underline above. And it becomes the demonstration because the way he conveys that the product is good is by using the product himself.

	Hak cipta		<u>this single shade</u>	
2	Ha M		<u>'solstice' from Rinake.</u>	
Dilarang a. Pengu b. Pengu Dilarang	k Cip		<u>Just a little glimmer.</u>	
nguti nguti	t <mark>a milik UIN Sutha Jambi</mark> Hak Cipta Dilindungi Undang-Undang		Now this finishes bad	
nemp nemp	Sut Indu		boy. We're gonna do	
hany berba	ngi U		<u>perversion in the</u>	
a un anya	Jan		waterline. Urban	
gian tuk k k seb	nbi		Decayy'all really did	
eper agai	ndan		<u>that with the new</u>	
arang mengutip sebagian dan atau selun Pengutipan hanya untuk kepentingan pe Pengutipan tidak merugikan kepentingan arang memperbanyak sebagaian dan at	Ģ.		<u>naked. It is so</u>	
an a an a			stunning. I'm obsessed.	
	Picture 4.4 "Lip Cream"	Hard-sell	Hmm(apply the lip	The style of advertisement
ilikan, Ig wa	- 1 Journal of a state	and The	<u>vice) like gorgeous</u>	messages in the
pen pjar u h kar	98-4 98-4	Demonstr	coverage, and it's the	endorsement are Hard-sell
ni tar UN Su Ya tu		ation	<u>shade 'savor'. We just</u>	and The Demonstration. In
n, pe thau			<u>let it dry, and I like the</u>	the bold and underline
Jh karya tulis ini tanpa mencantumkan da menyebutkan ngidikan, penelitian, penulisan karya ilmiah, penyusunan yang wajar UIN Sutha Jambi au seluruh karya tulis ini dalam bentuk apapun tanpa izin	New off Apple factors assessed, new A reserved? A reserved? A construction for a subsystement of a subsysteme		<u>formula, looks like it</u>	sentence above, it becomes
in be	Sto		<u>doesn't look dry. It</u>	a hard-sell because from the
inkai inya i entuk	and a second sec		was so hydrating. And	explanation that bolt and
n da Imiał	00044		<u>so pretty on the lips.</u>	underline above he showed
men 1, pei			<u>Are you kidding?! And</u>	that the product used was so
nyusu tanp			once this dry(the	good, he mentions that the
unan a izin			hand touch the lips)	product is good to someone
lapo UIN	sity		<u>still</u>	who has dry lips. And it
:an da menyebutkan sumber asli: a ilmiah, penyusunan laporan, penulis: uk apapun tanpa izin UIN Sutha Jambi	of		therewitchcraftscie	becomes part of the
penu Jan	Sult		<u>nce. Whatever you</u>	demonstrations because the
nbi	han		<u>thinking it's works on</u>	way he conveys that the
kritik	ר Th		<u>this fucking lips.</u>	product is good is by using
atau	sity of Sulthan Thahc			the product himself.
Jh karya tulis ini tanpa mencantumkan da menyebutkan sumber asli: ngidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah. Lyang wajar UIN Sutha Jambi au seluruh karya tulis ini dalam bentuk apapun tanpa izin UIN Sutha Jambi	saifuddin Jambi		85	



Hard-sell, The demonstr ation, and The spokesper son

Ariana...ariana you got me gal. I'm gonna take the shade 'Light Five N' and their little ufo blender. It's so cute. Just gonna dip the tip in real quick. Let see how it looks. We're applying..holy shit (shocked). I only have primer on my skin, so I wanted to see the coverage and i'm impressed. The way that melted into my I'm skin though. shook and this is it set. Overall super creamy, coverage, great will crease pretty easily because it is so creamy and hydrating but I'm impressed.

The style of advertisement messages he used in the endorsement are Hard-sell, The demonstration, and The spokesperson. It becomes hard-sell style because the way he described the product and gives the product а compliment is making the product looks great to use, it's like the product is really good, in the bold and underline sentence we could see he conveys "The way that melted into my skin though. I'm shook and this is it set. Overall super creamy, great coverage, will crease pretty easily because it is so creamy and hydrating but I'm impressed" it is one of hardcharacteristics. sell And when he use the product it tells us that he used the demonstration style by using the product. Last but not least, it becomes the spokesperson style because he mentioned Ariana Grande "Ariana...ariana you

Image: A constraint of the constrai			got me gal" and it shows one of characteristics of the spokesperson that is using people like celebrities to make the product more popular.
a fav selver South Angel South Angel Sout	Straightfo rward	<u>I'mma take a small</u> amount like this just a	The style of advertisement messages he used here are
idikan, t	and The	little tiny a little long	Straightforward and The
State Islamic University of Su per litanpa mencantumkan da menyebutkan sumber asli: per UIN Sutha Jambi h karya tulis ini dalam bentuk apapun tanpa izin UIN Sutha J	demonstr	way and then lightly	demonstration. It becomes
tanp truisian p	ation	put that over every	Straightforward because the
		spot.	way he promoted and
alam			described the product is
state htumk karyo		<u>The blush are satin</u>	good is so subtle, and to the
누 그 막 🕐		finish, so they really	point which is one of
papu		<u>give you natural glow</u>	straightforward
s Islamic University of Sulthan an da menyebutkan sumber asli: 1 ilmiah, penyusunan laporan, penulisa Jk apapun tanpa izin UIN Sutha Jambi		<u>to the skin and I kinda</u>	characteristics that is giving
nive nive usuna		<u>love it</u>	information without any
in lap			gimmicks of
y of oran			embellishments. And it
asli: pen			becomes the demonstration
mbi ulisar			because the way he conveys
n Th			that the product is good is
atau			by the way he uses the
tinja			product himself.
ifud			
uatu din			
Islamic University of Sulthan Thaha Saifuddin Jambi n da menyebutkan sumber asli: Imiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah. apapun tanpa izin UIN Sutha Jambi		87	
lah.			

	Reinitia and a second seco		
9	"Setting Powder"	It's a first product. It's	The style of advertisement
		first. Lemme go put	messages he used in that
a. Per b. Per Dilara		some foundation on	endorsement are Hard-sell
arang meng Pengutipan Pengutipan arang mem		real quick and then I'll	and The Demonstrations.
mengun lipan ho mempe		show you the product	It becomes a hard-sell
han) tidal	(c) (c) V/ (c) (c) (c)	in action. So taking the	because in the bold and
Dilarang mengutip sebagian aan atau selurun karya tulis ini tanpa mencantumka a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya b. Pengutipan tidak merugikan kepentingan yang wajar UIN Sutha Jambi Dilarang memperbanyak sebagaian dan atau seluruh karya tulis ini dalam bentu		top powder, I'm gonna	underline sentence above he
ntuk k rugiki	lambi ndang-Undang	set my under eyes. We	showed that the product
an ke	ndar	love a good top in this	used was really good, he
ian d	, ci.	household. Ahlook	also mentioned we can get
atau selurun htingan pendi hentingan ya ian dan atau	-	how smooth my under	great product with cheap
endio inya		eyes are and bright.	price which is one of hard-
idikan ang w selun		Yeah, i know. And this	sell characteristics that is
n, per ajar Jh ka		is \$6 and 50cents, and	rational information. And it
penelitian, p jar UIN Sutha h karya tulis ir		you can use the code	becomes part of the
utha Jis in		'MANNY' to save 15%	demonstrations because the
a mencantumka penulisan karya ia Jambi ini dalam bentu		off the entire site. I'm	way he conveys that the
am b	Sto	just saying. And now	product is good is by using
mencantumkan enulisan karya ilir Jambi ii dalam bentuk (ate	we're using the bottom	the product himself.
~ = =	Isla	powder to set the rest	
h, pe apun	Imic	of my face. Just absorb	
nyeb Inyus	slamic Univ	all that excess moist	
in aa menyebutkan ilmiah, penyusunan k apapun tanpa izin	nive	cheeck.	
		We adding Miss OralB	The style of advertisement
oran, Suth		iO, the newest tooth	messages he used in the
a Jai	ad 19	brush from OralB to	endorsement are Hard-sell
ulisar mbi		the routine, it levels me	and The Demonstrations.
) kritik		up. The fact that the	In the bold and underline
c ata		<u>toothbrush has a</u>	sentence above, it becomes
u tinj	a Sc	bluetooth that you can	a hard-sell because he
auar	Saifuddi	connect to your phone.	showed that the product
n sua	ddi	<u>I'm gonna do it</u>	used was really good, the
sumber asıı: Oporan, penulisan kritik atau tinjauan suatu masalah. UIN Sutha Jambi	n Jambi	88	

SULTHAN THANA SAITUUUN		Hak cipta milik UIN Sutha Jambi Hak Cipta Dilindungi Undang-L			<u>(connect to the</u>	product has many features
2. Dji	, a D	Hak Mil			bluetooth). One of my	and he really recommend to
aran	Dilarang a. Pengu				favorite features and	buy and use which is one of
g me	arang men Pengutipan				<u>I'll let you know the</u>	hard-sell characteristic that
impe	mengutip Jipan han	uth			part that just made me	is mentioned the features
rban	ip se	g i Una			give the chef kiss.	the product have. And it
yak s	bagian c untuk ke	ant			When you brushing	becomes part of the
ebag	an do	milik UIN Sutha Jambi Hak Cipta Dilindungi Undang-Undang:			too hard it will light up	demonstrations because the way he conveys that the
Jaian	lan atau se pentingan	ang:			<u>red when you brush</u> just perfect it will go	product is good is by the
dan	0 00				green. Ahlisten, for	way he uses the product
atau	pend				someone who has sense	himself.
selur	luruh karya pendidikan				of gums, there's a gum	
uh ka	n, pei				care section, you can	
inya t	ini tanp				using on gum care.	
utha ulis in	F 1 2				And we gonna see the	
i dala	a mencar penulisan				score, like actually tells	
	an ko	Sto			<u>you what your score is,</u>	
entuk	htumka kanya i	state			<u>like how well you</u>	
apa	niał	Isla			<u>brush your teeth.</u>	
ipun	menyebutkan 1, penyusunan	Islamic University of			Ahbaby we got a	
tanp	nenyebutkan penyusunan	Uni			<u>91%, 91% coverage,</u>	
a izin	ihan	iven			<u>0% over pressure. And</u>	
NID	su mb	sity			<u>it makes it almost</u>	
b. Pengutipan tidak merugikan kepentingan yang wajar uliN Sutha Jambi. Dilarang memperbanyak sebagaian dan atau seluruh karya tulis ini dalam bentuk apapun tanpa izin UIN Sutha Jambi	h sumber asli: h laporan, p <u>er</u> h	6			perfect.	
Jam	il:	"Foundatio	on Balm"	Hard-sell	<u>I've used this</u>	The style of advertisement
₫.	ıulisan k	 1 E Supelicat ses (1) 23.04 0 Colo 	C 2 Cor	and The	foundation before and	messages he used in the
	aritik o	120	500	Demonstr	<u>it's insane coverage,</u>	endorsement are Hard-sell
	kritik atau tinjauan sua	Co Co	- Cal	ation	it's so nice, the texture	and The demonstration . In
	injau		1 Alle		is amazing, it's like	the bold and underline
	an su		@ # @		really creamy because its matte finish. The	sentence above, it becomes hard-sell because he tells us
L	atu n	- ž			no marte muon, ille	nara-sen occause ne tens us
	tu masalah.	Jambi			89	
	ah.	₫.				

UNACCOLOR OF A	@ Hak o		
- NEGERS		gag to that, this is only	that the product is super
1. Díl 2. Díl	B	<u>\$8.49, how did they do</u>	worth to buy because just
Dilard Dilard Dilard		this?! And 30 shades	with \$8.49 we can get great
Cipta Dilindı arang menç Pengutipan Pengutipan arang mem		too. And moment of	product, he really describe
nemp pan pan		<u>truthhell, how full</u>	how good the product is.
ak Cipta Dilindungi Undang-Undang: Dilarang mengutip sebagian dan atau seluruh karya a. Pengutipan hanya untuk kepentingan pendidikan b. Pengutipan tidak merugikan kepentingan yang wi Dilarang memperbanyak sebagaian dan atau seluru	tha Jambi	coverage this bad boy.	And it becomes the
indar a uni men	Jan	Y'allwhat?! I'm little	demonstration because he
gian gian tuk k vgika	nbi	pink from the band aid	shows us how good the
agai		<u>removal but you can</u>	product is while he using it
atau atau an d		see maybe, she covered	so we could know that the
an a an a		<u>up the vitiligo, the</u>	product works well.
uh ko Pindid h yar		discoloration,	
anya likan, ig wa		everythingwow. I'm	
, pen ajar U		<u>also gonna use this as</u>	
ulis ini tanpa penelitian, p jar UIN Sutha h karya tulis ir		<u>concelear actually as</u>	
n, pe n, pe		<u>well just kinda go over</u>	
a mencantumka penulisan karya na Jambi ini dalam bentu		<u>like what?! So</u>	
antu n ko	Sto	<u>goodit's so good. Is</u>	
mkar irya i	ute	this not stunning? No	
n da Imiah	Isla	<u>filterjust have the</u>	
men), per	mic	<u>new Iphone 13pro, so</u>	
yebu nyusu tanp	Un	<u>the front camera</u>	
mencantumkan da menyebutkan sumber asli: enulisan karya ilmiah, penyusunan laporan, per Jambi 11 dalam bentuk apapun tanpa izin UIN Sutha Ja	iver	<u>doesn't play any</u>	
lapo UIN :	sity	games. Honeyshe's	
oer a ran, p Sutho	of	<u>porcelain. They did it</u>	
ak Cipta Dilindungi Undang-Undang: Dilarang mengutip sebagian dan atau seluruh karya tulis ini tanpa mencantumkan da menyebutkan sumber asli: a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisa b. Pengutipan tidak merugikan kepentingan yang wajar UIN Sutha Jambi Dilarang memperbanyak sebagaian dan atau seluruh karya tulis ini dalam bentuk apapun tanpa izin UIN Sutha Jambi	Sult	<u>again.</u>	
an da menyebutkan sumber asli: ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah. ik apapun tanpa izin UIN Sutha Jambi	Islamic University of Sulthan Thaha Saifuddin Jambi	90	
ialah.	ηpi	90	

	Hard-sell,	I think it's really cool	The style of advertisement
- Moisturizer"	The	to see brands like this.	messages he used in the
	Demonstr	It's also really good for	endorsement are Hard-sell,
	ation, and	dryness, flaking,	The Demonstration, and
	The	itchiness, redness,	The Problem Solution. The
	Problem	things like that. Really	bold and underline above
mbi	Solution	<u>really good for that</u>	become hard-sell because he
		specifically. I'm gonna	really describe and tell the
hdan		<u>try it on, so you guys</u>	people that the product is
<u>a</u>		<u>can see what it looks</u>	great, he tells about the
		<u>like, I'm gonna taking</u>	benefits of the product also
		the nursing face serum	so recommended to use
		<u>which I think is</u>	especially for dry skin and
90 54 54 5 5		phenomenal, very	the people who have
		intense hydration for	eczema. As we can see, he
S		me especially when I'm	used the product himself to
		<u>using retinol, baby.</u>	find out and to make sure
Sto		I'm gonna need some	that the product works well
. te		intense hydration	and it becomes the part of
s Islan		<u>afterwards, so 'imma</u>	the demonstration. Last but
nic		take this and put this	not least, it becomes the part
mic Univer		all over my face. Oh	of the problem solution
iver		<u>my gosh it's so nice but</u>	style because at first he
sity		<u>it's super gorgeous.</u>	begin to explain with some
sity of 2		<u>I'm gonna seal it in</u>	problem by asking who has
Sult		<u>with the moisturizer</u>	dry skin and eczema and
		and you guys the whole	after he explains how good
Th		line is fragrance free.	the product can be used for
aho			people who don't have skin
Islamic University of Sulthan Thaha Saifuddin Jambi			problems but also become
ifuc			the solution and highly
ddi			recommended for people

@		
Hak		
0	1	
pta milik UIN Sutha		who have problem with dry
		skin and eczema.
Di:		Skin und Colonia.
≓		
2		
<u> </u>		
Ъ		
1		
nb		
<u> </u>		

Hak Cipta Dilindungi Undang-Undang The Function of Language Style

	на			skin and eczema.
Dilar				
Pengutip	UIN UIN			
lipar ipar	Dilind			
arang mengutip se Pengutipan hanya Pengutipan tidak n	tha			
$c - \sigma$	milik UIN Sutha Jamb Hak Cipta Dilindungi Undang-			
agian Intuk k	ang-			
agian dan a Intuk kepenti	3. The Function of Lang	uage Style		
$b \rightarrow -+$	Di ataman	Language	Tort	A malarsia
ntingu Ngan p	Pictures	Language	Text	Analysis
seluruh karya tulis ini tanpa mencantumkan da menyebutka in pen <u>did</u> ikan, penelitian, penulisan karya ilmiah, penyusunai naan yang wajar IIIN Sutha Jambi		style	T 1 1 1 1 1	
<u>id</u> ika	Picture 4.1. "Sunscreen"	Instrume	I need to attempt this.	It becomes instrumental
in, pe	n the state of th	ntal,	Let's prep the skin	function of language style
s ini t enelit		Represent	first. Will take the	when he said "If you
iis ini tanpa venelitian, p vr I IIN Sutho		ational,	Laneige Hydro UV	looking for the new
a me		Personal	Defense Sunscreen	SPFrun!!! don't walk"
ior IIIN Sutha Inencantumka penelitian, penulisan karya i	And - © (Classinguna G) appendunction (action label) de alcono label (action label) de alcono label(action label(action label) de alcono label(action label(a	and	Broad Spectrum SPF	because he said to the
ntum N kan		Heuristic	50, I use it as a primer,	listener something he
/a iln	al 3 departations (1) 0007 00000 00000000000000000000000000		<u>it is so good. It's</u>	requested to do. It becomes
niah,	160-		<u>lightweight, it</u>	representational when he
peny			completely blends to	said "Let's prep the skin
, penyusuna			the skin, the white cast	first
	Comparing and Comparing a		disappears, and gives	It becomes personal when
apon			<u>you a glowy finish.If</u>	he said "Look at my
sumber asli laporan, pe	of S		<u>you looking for the</u>	skinwoah!!" and "Zoom
enul			<u>new SPFrun!!! don't</u>	the no filterI'm obsessed!"
isan	Ian		<u>walk. Look at my</u>	because he shows his
kritik	The		skinwoah!!	emotion that he's happy
atau	aho		<u>What do you</u>	with the product. And it
tinja	I Sa		think?Zoom the no	becomes heuristic is when
Uan	ifuc		filterI'm obsessed!	he said "What do you
sumber asli: Iaporan, penulisan kritik atau tinjauan suatu masalah	of Sulthan Thaha Saifuddin Jambi			
J ma				
salat	B		92	
2	⊻.			

ang wajar UIN Sutha Jambi

SULTHAN THAHA SAIN

a rr v r		Ne Hak			
- 1000	NGER	<u> </u>			think?" because one of
i,	-	pta milik UIN Hak Cipta E			characteristic this function
Dilara	Dilara a. Pe b. Pe	milik Ul			have is the questions-
' Bur	ngut ngut				askings
nem	ipan 29	Picture 4.2 "Perfume"	Represent	, and i'm so excited to	It becomes
perbo	han) tidak		ational	<u>open it up!!</u>	representational when he
anya	rmer va un	GOD IS A WOMAN	and	. <u>(smelling) it's so</u>	said "(smelling) it's so
k seb	glan tuk k		Personal.	warm, oh my godit's	warm, oh my godit's so
ăgai	dan eper mke			<u>so gorgeous floral,</u>	gorgeous floral" because he
an d	atau htingo	V Last = 0.25 Lampure (1) (1) Party muth13 (1) V ····································			describes what the smell
ana	inga inga				parfume is. And it becomes
tau si	n van				personal when he said "and
eluru	ilkan,				i'm so excited to open it
h kar	pen piar U				up!!" because he shows his
ya tu	nı tar elitia IN Su	Contraction 233 • Intel Trans al from • even consequence			emotion that he's happy to
lis ini	n, pe thau				open up the package
dala	nulis	Picture 4.3	Imaginati	I wanna go on a	It becomes imaginative
	$\sigma \circ v$		magman	<u>g</u> ,	
m be	cantu ian ka bi	Eye-shadow 1"	ve and	honeymoon.	when he said "I wanna go
Dilarang memperbanyak sebagaian dan atau seluruh karya tulis ini dalam bentuk	cantumkar ian karya il bi	Eye-shadow 1 "	_		when he said "I wanna go
m bentuk apaj		Eye-shadow 1 "	ve and	honeymoon.	when he said "I wanna go
m bentuk apapun t	an da m i ilmiah,	Eye-shadow 1"	ve and Represent	<u>honeymoon</u> . . <u>Owhit's so good.</u>	when he said "I wanna go on a honeymoon" because
m bentuk apapun tanpo	i ilmiah, penyusu	Eye-shadow 1"	ve and Represent	<u>honeymoon</u> . . <u>Owhit's so good.</u> <u>Honestly you guys,</u>	when he said "I wanna go on a honeymoon" because he express thoughts or
m bentuk apapun tanpa izin	an da menyebutkan 1 ilmiah, penyusunan	Eye-shadow 1"	ve and Represent	<u>honeymoon</u> . . <u>Owhit's so good.</u> <u>Honestly you guys,</u> <u>they're so good. I</u>	when he said "I wanna go on a honeymoon" because he express thoughts or ideas, whether they are real or not. And it becomes representational when he
m bentuk apapun tanpa izin UIN S	an da menyebutkan 1 ilmiah, penyusunan	Eye-shadow 1"	ve and Represent	honeymoon Owhit's so good.Honestly you guys,they're so good.woulddefinetly	when he said "I wanna go on a honeymoon" because he express thoughts or ideas, whether they are real or not. And it becomes representational when he said "Owhit's so good.
m bentuk apapun tanpa izin UIN Sutha	an da menyebutkan sumber c i îlmiah, penyusunan laporan,		ve and Represent	honeymoon Owhit's so good.Honestly you guys,they're so good.woulddefinetly	when he said "I wanna go on a honeymoon" because he express thoughts or ideas, whether they are real or not. And it becomes representational when he
m bentuk apapun tanpa izin UIN Sutha Jam	an da menyebutkan sumber c i îlmiah, penyusunan laporan,		ve and Represent	honeymoon Owhit's so good.Honestly you guys,they're so good.woulddefinetly	when he said "I wanna go on a honeymoon" because he express thoughts or ideas, whether they are real or not. And it becomes representational when he said "Owhit's so good. Honestly you guys, they're so good. I would definetly
m bentuk apapun tanpa izin UIN Sutha Jambi	an da menyebutkan sumber c i îlmiah, penyusunan laporan,		ve and Represent	honeymoon Owhit's so good.Honestly you guys,they're so good.woulddefinetly	when he said "I wanna go on a honeymoon" because he express thoughts or ideas, whether they are real or not. And it becomes representational when he said "Owhit's so good. Honestly you guys, they're so good. I would definetly recommend" because he
m bentuk apapun tanpa izin UIN Sutha Jambi	an da menyebutkan sumber c i îlmiah, penyusunan laporan,		ve and Represent	honeymoon Owhit's so good.Honestly you guys,they're so good.woulddefinetly	when he said "I wanna go on a honeymoon" because he express thoughts or ideas, whether they are real or not. And it becomes representational when he said "Owhit's so good. Honestly you guys, they're so good. I would definetly recommend" because he gives the listener
m bentuk apapun tanpa izin UIN Sutha Jambi	an da menyebutkan sumber c i îlmiah, penyusunan laporan,		ve and Represent	honeymoon Owhit's so good.Honestly you guys,they're so good.woulddefinetly	when he said "I wanna go on a honeymoon" because he express thoughts or ideas, whether they are real or not. And it becomes representational when he said "Owhit's so good. Honestly you guys, they're so good. I would definetly recommend" because he gives the listener information that the product
m bentuk apapun tanpa izin UIN Sutha Jambi	an da menyebutkan sumber c i îlmiah, penyusunan laporan,	Fye-shadow 1"	ve and Represent ational	honeymoon. . Owhit's so good. Honestly you guys, they're so good. I would definetly recommend."	when he said "I wanna go on a honeymoon" because he express thoughts or ideas, whether they are real or not. And it becomes representational when he said "Owhit's so good. Honestly you guys, they're so good. I would definetly recommend" because he gives the listener information that the product is good to use
m bentuk apapun tanpa izin UIN Sutha Jambi	an da menyebutkan sumber c i îlmiah, penyusunan laporan,		ve and Represent	honeymoon Owhit's so good.Honestly you guys,they're so good.woulddefinetly	when he said "I wanna go on a honeymoon" because he express thoughts or ideas, whether they are real or not. And it becomes representational when he said "Owhit's so good. Honestly you guys, they're so good. I would definetly recommend" because he gives the listener information that the product
m bentuk apapun tanpa izin UIN Sutha Jambi	an da menyebutkan sumber c i îlmiah, penyusunan laporan,	Fye-shadow 1"	ve and Represent ational	honeymoon. . Owhit's so good. Honestly you guys, they're so good. I would definetly recommend."	when he said "I wanna go on a honeymoon" because he express thoughts or ideas, whether they are real or not. And it becomes representational when he said "Owhit's so good. Honestly you guys, they're so good. I would definetly recommend" because he gives the listener information that the product is good to use
m bentuk apapun tanpa izin UIN Sutha Jambi	an da menyebutkan sumber i ilmiah, penyusunan laporan	Fye-shadow 1"	ve and Represent ational	honeymoon. . Owhit's so good. Honestly you guys, they're so good. I would definetly recommend."	when he said "I wanna go on a honeymoon" because he express thoughts or ideas, whether they are real or not. And it becomes representational when he said "Owhit's so good. Honestly you guys, they're so good. I would definetly recommend" because he gives the listener information that the product is good to use

- oto	ational	these, i've been waiting	language style in hi
	and	<u>for these.</u>	endorsement, that i
AVATAR	Personal.	Okaylook at how	Representational and
Lesser H MG		detail this packaging	Personal. It become
		<u>is, the gold foil, the</u>	representational when he
		<u>embellishmentswow,</u>	describe how good the
Image: Second		<u>they cover up.</u>	product is "Okaylook a
			how detail this packaging is
			the gold foil, the
			embellishmentswow, the
			cover up." And it become
			personal representationa
			function is when he said hi
			feeling about the produc
			"I've been waiting for these
			i've been waiting for these"
"Eye-shadow 3"	Represent	<u>I'm gonna take</u>	In the sentence above, the
Sto	ational	<u>Perversion Liner and</u>	researcher found
		<u>l'm gonna start</u>	Representational function
9912 192		<u>etching out kinda</u>	of language style. I
		where I want it to be.	becomes representationa
		God, this pencil's	because here he's giving the
		creamy. Look at that	listener information abou
		blend. I'm gonna take	how to make an eye-loo
		the shade 'ice crater'	like his. "I'm gonna tak
PADERN		and really reinforce	Perversion Liner and I'm
EM E.		that shadow and add	gonna start etching ou
		that shade, see that? So	kinda where I want it to be
		we're gonna wipe it off	God, this pencil's creamy.
Saifuddin Jambi		that brush and go with	
		<u>'home planet'</u>	

	Hak cipta milik UIN Sutha Jambi Hak Cipta Dilindungi Undang-U	Γ		
NOOIN 199	ota		Pack that. Oh my God,	
ים פיקי <u>ר</u>	Hak		the pigmentation. Stop	
Peng	Cipta		it, as you guys all know	
gutip			I'am a little extra and I	
an ti	ndun		decided to take the	
Dilarang mengutip sebagian dan atau seluruh karya tulis ini tanpa mencantumkan da menyebutkan sumber asli: a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, pe b. Pengutipan tidak merugikan kepentingan yang wajar UIN Sutha Jambi	<mark>milik UIN Sutha Jambi</mark> Hak Cipta Dilindungi Undang-Undang:		exact same shade and a	
untu			little tiny brush and	
jikar gikar	g-Unc		mixed all nighter	
penti bkep	dang		setting spray with it to	
ingar entir			create this own custom	
n per			liner thing, they turned	
yang			out perfectly. Taking a	
g wai			little bit of version of	
jar UI			my lash line to kinda	
ilis ini tanpa benelitian, p pr UIN Sutha			blend it out and make	
Dilarang mengutip sebagian dan atau seluruh karya tulis ini tanpa mencantumk a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya b. Pengutipan tidak merugikan kepentingan yang wajar UIN Sutha Jambi Dilarang memperbanyak sebagaian dan atau seluruh karya tulis ini dalam bent			we get that little smoky	
nuliso			wing going on. Okay,	
in ka	Sta		guys. So once we got it	
	ite		to this spot, I think it's	
miah	slar		looking pretty great.	
, per	Islamic University of Sulthan		And I'm gonna add	
yebu	Uni		this single shade	
n inan	Ver		<u>'solstice' from Rinake.</u>	
	sity		Just a little glimmer.	
an da menyebutkan sumber asli: i ilmiah, penyusunan laporan, penulis; ik ononun tonno izin IIIN Sutha Iombi	of for		Now this finishes bad	
penu	Sult		boy. We're gonna do	
nbi	han		perversion in the	
kritik	h Th		<u>waterline.</u>	
6	Picture 4.4 "Lip Cream"	Represent	I was ready for use	It becomes
u tinjo	So	ational	<u>these and they are</u> insane.	representational when he
JUQN	a 2 department of the transmission of the tran	and	and I like the formula,	describe how good the
suat	98 4 98	Personal.	<u>looks like it doesn't</u>	product is "and I like the
an da menyebutkan sumber asli: ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah. Ik apapun tanpa izin UIN Sutha Jambi			95	

2. Dilarang memperbanyak sebagaian dan atau seluruh karya tulis ini dalam bentuk apapun tanpa izin UIN Sutha Jambi	 Dilarang mengutip sebagian dan atau seluruh karya tulis ini tanpa mencantumkan da menyebutkan a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan b. Penautipan tidak meruaikan kepentingan yana wajar UIN Sutha Jambi 	Hak cipta milik UIN Sutha Jambi Hak Cipta Dilindungi Undang-Undang: Pictur	<image/>	Represent ational and Personal	look dry. It was so hydrating. And so pretty on the lips. We're applyingholy shit!! (shocked). The way that melted into my skin though. I'm shook and this is it set. Overall super creamy, great coverage, will crease pretty easily because it is so creamy and hydrating but I'm impressed."	formula, looks like it doesn't look dry. It was so hydrating. And so pretty on the lips." And it becomes personal when he's excited and he shows his emotion that is happy when he try the product "I was ready for use these and they are insane". the researcher found Representational and Personal functions of language style. It becomes representational function when he informs the listener how good the product is by describing the advantages "The way that melted into my skin though. I'm shook and this is it set. and it becomes personal when he shows his emotion that is shocked "We're applyingholy shit!!".
I		, the	Picture 4.6	Represent	The blush are satin	the researcher found
Sutha	ran, p	of S	"Blush"	ational	finish, so they really	Representational function
Jam	sii: penuli	i uth			<u>give you natural glow</u>	of language style. It
₫.	san kr	an in			<u>to the skin and I kinda</u>	becomes representational
	ritik ai	Tha			<u>love it"</u>	when he said "The blush are
	tau tir	has				satin finish, so they really
	njava	àift				give you natural glow to the
	DUS UC	of Sulthan Thaha Saifuddin				skin" because he inform the
	imber asii: 108 ran, penulisan kritik atau tinjauan suatu masalah.	in Jambi			96	

1. Dilarang mengutip sebagian dan atau seluruh karya tulis ini tanpa mencantumi a. Pengutipan harjug untuk kepentingan pendidikan, penelitian, penulisan karya unkersensa suku karya suku ku a b. Pengutipan tidak merugikan kepentingan yang wajar UIN Sutha Jambi J. A M. N. 2. Dilarang memperbanyak sebagaian dan atau seluruh karya tulis ini dalam bent				listener what finish look the product gives
han) berba		TT 1 (1		1 1 1 1 1
c mei anya	Picture 4.7 "Setting powder"	Heuristic	" <u>You guys, can we talk</u>	the researcher just found
ntuk I ntugik	"Setting powder"	and	about the innovation of	two functions of language
kepel kan ke		Imaginati	<u>this product?</u>	style that Manny use, that is
n ata eper aian	90	ve	Bitch, i am smooth and	Heuristic and Imaginative.
nting dan			<u>i am matte. Call me</u> <u>Matty Mua</u> ."	It becomes heuristic when
seluruh ingany an atau	i q.			he ask the listener "You
bagian dan atau seluruh karya untuk kepentingan pendidikan, erugikan kepentingan yang wa yak sebagaian dan atau seluru	Paranyma 233 Kai Many Maal file tools a bonh setting powder Many Maal file tools Many Maal file tools			guys, can we talk about the
a tulis In, pe wajar ruh ko				innovation of this product?"
ulis ini tanp penelitian, jar UIN Sutt karya tulis				because one of heuristic
ian, Suth tulis				characteristic is the
a me a Jar ini da				questions-askings. It
ncar nbi alam	6			becomes imaginative when
mencantumk enulisan karyc Jambi i dalam bentu	đ			he said "Bitch, i am smooth
a ilm uk a	<u>0</u>			and i am matte. Call me
jah, papu	a a			Matty Mua" because
enye Deny Jn ta	ī.			imaginative or "Let's
npa:	Univ			pretend" function, where
an Ia izin U	ers.			someone uses language to
a mencantumkan da menyebutkan sumber asli: penulisan karya ilmiah, penyusunan laporan, penulisan a Jambi ini dalam bentuk apapun tanpa izin UIN Sutha Jambi	Islamic University of Sulthan			create their own imaginary
in, pei inha Ja	of St			environment or where they
: enulis Jamk				simply use language
yi an k	g			playfully.
10	Picture 4.8	Represent	Babywhen I tell	the researcher found The
tau t	Toothbrush "	ationalan	vouit's the best thing	Representationaland
injau	Saif	d	<u>i've ever try</u> .	Personal functions
an st	Saifudd	Personal	The fact that the	language style in Manny's
kriti <mark>e</mark> atau tinjauan suatu masalah.	Jambi	1	97	

Provide the second of the s	toothbrushhasabluetooththatyoucanconnecttoyourphone.I'mgonnadoit(connecttothebluetooth).OneofmyfavoritefeaturesandI'llletyouknowpartthatjustmadegivethechefkiss.Whenyoubrushingtoohardit willjustperfectit willgreen.Ahlisten,forsomeonewhohassenseofgums,there'sagumcaresection,youusingongum <care.< td="">I'veusedthisfoundationbeforeandit'sinsanecoverage,</care.<>	endorsement. It becomes representational when he describe the features about the product to listener "The fact that the toothbrush has a bluetooth that you can connect to your phone. And it becomes personal when he said "Babywhen I tell youit's the best thing i've ever try" because he shows his emotion that he's happy to try the product. the researcher found two functions of language style,
an <mark>D</mark> .		

J A M R 1 2. Dilarang memperbanyak sebagaian dan atau seluruh karya tulis ini dalam bentuk apapun tanpa izin UIN Sutha Jambi	 Ditarang mengutip sebagian dan atau seluruh karya tulis ini tanpa mencantumkan da menyebutkan sumber asli: Pengutipan hanya untuk kage ntingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah. Pengutipan tidak menunikan kenentingan yang waiar UIN Sutha Jambi 	······································	ture 4.10 te serum and osturizer"	Heuristic and Represent ational	Do you have dry skin? It's also really good for dryness, flaking, itchiness, redness, things like that. Really really good for that specifically.	because its matte finish And it becomes heuristic when he asked the listeners "Is this not stunning?" because it is the one of chararcteristics of heuristic function that is the questions-askings. the researcher found Heuristicand Representational functions of language style. It becomes heuristic because in the beginning of the video he asked the listener, which is one of characteristics of heuristic function the questions- askings "Do you have dry skin?". And it becomes representational when he inform the listener about how good the product is especially for someone who have skin problems "It's also really good for dryness, flaking, itchiness, redness, things like that. Really really good for that specifically
	ru tinjauan suatu masalah.	a Saiifuddin Jambi			99	