

MANNY GUTIERREZ'S LANGUAGE STYLE ON HIS SOCIAL MEDIA

THESIS

**Submitted to the Board of Examiners
In Partial Fulfillment of Requirement for
Literature Degree at English Literature Department**



by

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2023

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APPROVAL

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Supervisor II : Norra Erisha, M.A

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To

The Dean of Adab and
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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 fulfillment 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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Assalamu"alaikum wr. wb

Setelah membaca dan mengadakan perbaikan seperlunya, maka kami berpendapat bahwa skripsi saudara: 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 kampus dan para peneliti.

Wassalamu"alaikum wr.wb

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


Jambi, January 2023

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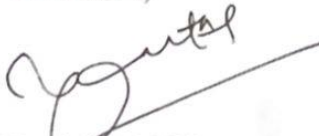
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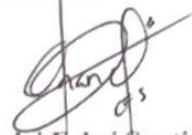
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ORIGINAL THESIS STATEMENT

I who signed this letter:

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NIM : 403180026
Department : English Literature
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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



Tiani Dwi Pramesty
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MOTTO

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

وَلَا تُصَعِّرْ خَدَّكَ لِلنَّاسِ وَلَا تَمْشِ فِي الْأَرْضِ مَرَحًا إِنَّ اللَّهَ لَا يُحِبُّ كُلَّ
مُخَنَالٍ فَخُورٍ ﴿١٨﴾

“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>)

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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 better person, 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 help and 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 give the best for you!

Thanks for the advice, help, support, love, and ideas.

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.

THANK YOU SO MUCH!

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All praises be to Allah, the Most Beneficent and the Most Merciful who has given me the mercy, strength, health, and guidance 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 the brightness era with all this knowledge.

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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.
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Jambi, January 14th 2023

The Researcher



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ABSTRACT

Pramesty, Tiani Dwi.2023 ;Manny Gutierrez’s Language Style on his Social

Media

Advisor I : Dr. Diana Rozelin, M.Hum.

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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, soft-sell, the demonstration, the problem solution, the spokesperson, and straightforward. For the functions of language style, the researcher found instrumental, representational, personal,heuristic, andimaginative.

Keywords: *language style, style of advertisement messages, functions of language style, many gutierrez, endorsement.*

ABSTRAK

Pramesty, Tiani Dwi.2023 ;Manny Gutierrez’s Language Style on his Social

Media

Pembimbing I : Dr. Diana Rozelin, M.Hum.

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Gaya bahasa didefinisikan sebagai pilihan kata yang digunakan oleh sekelompok orang tertentu ketika berbicara di suatu tempat dan dalam suatu kondisi. Sangat penting bagi orang untuk mengekspresikan ide mereka, orang menggunakan gaya tergantung pada siapa mereka berbicara dan di mana mereka berbicara juga. Penelitian ini bertujuan untuk menganalisis gaya bahasa, gaya pesan iklan, dan fungsi gaya bahasa. Analisis gaya bahasa didasarkan pada lima gaya bahasa yang dikemukakan dalam teori Martin Joos. Analisis gaya pesan iklan didasarkan pada sembilan gaya dalam teori William Wells. Analisis fungsi gaya bahasa didasarkan pada tujuh fungsi gaya bahasa yang dikemukakan dalam teori Michael Halliday. Penelitian menggunakan metode kualitatif dan teknik analisis deskriptif dimana data dikumpulkan dengan menonton video di Instagram dan Tiktok kemudian mengkategorikan data dari masing-masing teori. Data dalam penelitian ini diambil dari video di Instagram dan Tiktok milik Manny Gutierrez. Untuk gaya bahasa, peneliti menemukan gaya bahasa casual dan gaya bahasa intimate. Untuk gaya pesan iklan, peneliti menemukan hard-sell, soft-sell, the demonstration, the problem solution, the spokesperson, dan straightforward. Untuk fungsi gaya bahasa, peneliti menemukan instrumental, representasional, personal, heuristik, dan imajinatif.

Kata Kunci: *Gaya bahasa, gaya pesan iklan, fungsi gaya bahasa, many gutierrez, promosi.*

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CHAPTER I INTRODUCTION

A. Background of the Research

Language is the key of human life. Chaika (1982: 29) states that language style is the way people use the language in communication, it can be written or oral language. So, language style is a person's style in communicating (speaking, writing) which has characteristics in word and tone of voice. There are two types of language according to Chaika, those are oral language and written language. Oral language is a style of language that uses sound as a means of communication, such as tv advertising, speech, storytelling, discussion, radio, tv broadcast, and so on. At the same time as, written language is an utterance that is fashioned inside the written shape, such as novels, comics, newspapers, magazines, letters, books, journals, articles, and so on. In addition to its types, language also has a style.

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 media feel interesting. Wells (1995:435-441) states there are several styles of advertisement formulate the message. These are hard sell, soft sell, lecture and drama, straightforward, demonstrations, comparison, problem solution, slice of 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 only be done in one language are advertisements in newspapers, advertisements on radio, and so on. While advertising that can use both language is like the endorsement on Instagram and TikTok. Endorsement is one of social media advertising.

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

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 placing the communication style in the right situation will affect every activity carried out, including the endorsement process. Therefore, celebrities or influencers must be able to improve their quality and ability to get a good view 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 discussed 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 because he has an attractive way to promote a product, he uses casual and intimate language styles as a way of his speaking. The researcher selects 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 about his language style as long as his social media is exist. The second is 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 on endorsement language style.

Seeing the phenomenon that occurred, social media has become a big part of human life, so there researcher are interested in taking research topics regarding the endorsement language style used by makeup artists and beauty influencer Manny Gutierrez in product endorsements on his social media. The researcher want to examine the research topic in more depth and detail. The 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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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 used to make it more organized, attractive and increase the endorsement. This 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 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 cheek. Bitch, i am smooth and i am matte. Call me Manny Mua.”

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. We could know he uses casual language style in his endorsement because he uses the words "Gonna", "Lemme", "Bitch" these words is one of 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 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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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.

B. The Problem of the Research

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

1. What are types of Language Styles are used in Manny Gutierrez's Social Media Endorsement?
2. What are the messages of advertisement style conveyed on Manny Gutierrez's Social Media Endorsement?
3. What are the functions 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:

1. To get descriptive knowledge about the language styles used in Manny Gutierrez's social media endorsement using Martin Joos's theory.
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 functions of Language Style used the most in Manny Gutierrez's endorsement using M Halliday's theory.

D. The Limitation of the Research

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 August 2022. The language observed and analyzed is the language styles in Manny Gutierrez's Instagram and Tiktok endorsement. The endorsement on Instagram will be taken from Instastory and IGTV, while on Tiktok is just from Tiktok videos.

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

A. The Language Style

Chaika (1982: 29) states language style is the way people use language in communication, which can be written or oral. Depending on the situation, people typically use both formal or informal language. Style also instructs the listener 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 current situation. Furthermore, Sinclair in Thomas and Wareing (2005: 146) indicate that people's communication styles vary depending on the scenario and environment in which they are speaking. This account is founded on the 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 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 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 five types: frozen language style, formal language style, consultative language style, casual language style, and intimate language style. They are as follows:

1. 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".

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?.

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 semi-formal 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 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.

Example:

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.

5. Intimate Style

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

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 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

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.

2. Soft sell

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.

3. Lecture and drama

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 like in the television or in the written page, the speaker addresses the audience.

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 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.

7. The Slice of Life

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 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, personal, heuristic, imaginative and interactional.

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 purpose 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.

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 world without meet up. McCay-Peet and Quan-Haase (2017: 17) states social media are web-based services that enable as an individu, groups, which we can collaborated, connected, interacting, and establish society by allowing they to produce, create, modify, sharing, and engaged with easily accessible user-generated material.

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

E. The Endorsement

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

F. Previous Studies

or brand (Khatri: 2006). Furthermore, according to Gayatri Hutami Putri (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 or company's sales turnover.

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

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 cosmetics advertisement (1) language style of casual and language style of intimate. The first is language style of casual there are eleven data. The second 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 they 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 from seven meaning of language style in cosmetics advertisement. Those are 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 language with meaning. The connotative meaning are the meaning not in the dictionary, its mean the meaning different with means.

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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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 used function of language theory by Halliday. This research used qualitative descriptive analysis. The source of data in this research is caption post on instagram. The writer analyzed 20 people, where in there are 10 men captions 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 used by men and women on Instagram.

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 Instagram Pots along with the captions which are appropriated with the kinds and characteristics of language style. Linguist classifies language style into many types, namely: Formal style, informal style, colloquial style frozen style, 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. Frozen and consultative styles seldom occur on Instagram captions and often happen only in daily conversation.

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 with the characteristic of language style in advertisement from nine sorts of 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 descriptive qualitative method in analyzing the data.

From the previous studies above, there are similarities and differences. The researchers above have not discussed about Manny Gutierrez and no one has discussed the style of language on endorsements. The similarities of this 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

A. Research Design

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 conclusion 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 video endorsement 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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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 there are 152 meme videos, 6 endorsement videos, 14 makeup tutorial videos, 13 review videos, 13 daily vlog videos and 2 podcast videos. Conducting 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 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, inscriptions, newspapers, agendas and so on. So, technique data collection is the process of gathering and measuring information for the data findings. Compared with other methods this technique is quite easy, documentation is a technique used by the researcher to get data from the various media matters regarding data to be studied.

The data of this research are taken by watching Instagram and Tiktok 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 endorsement. Then, the researcher collected all the videos by using the screen 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 researcher used some video editing apps to slow motion the video, so the researcher can hear everything the Influencer said in the video correctly.

D. Technique of Data 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 into a new information with the propose the data become easier to understand.

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

A. Finding

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 Gutierrez's Instagram and Tiktok using Martin Joos's theory, found the style of advertisement messages on Manny Gutierrez's Instagram and Tiktok using William Wells's theory and 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 reseacher found 5 functions there are instrumental, representational, personal, heuristic and imaginative.

Table Of Research Finding

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

B. Analysis

1. Types of Language Style

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

1. Casual Style

In this language style, the researcher found 8 data.

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 the glowy finish. If you're looking for the new SPF...run!!! don't walk. Look at my skin..woah!! (start to do the same makeup as the woman on the background) start with pink, same brush taking lavender, same step taking blue, green, and yellow. (same makeup 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:

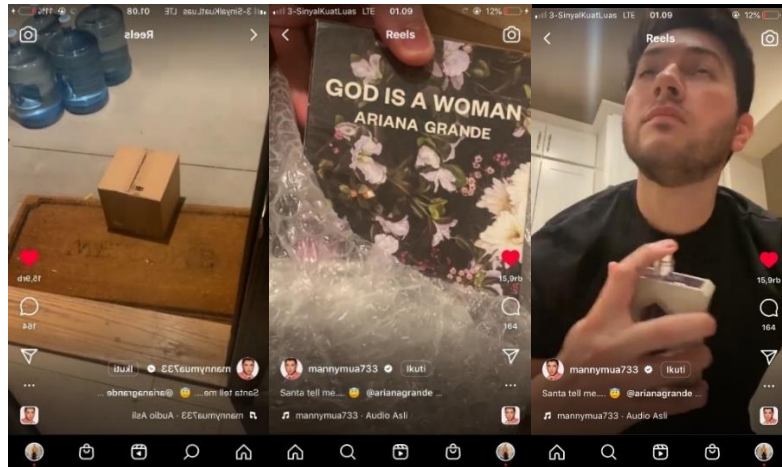
In the sentence above, Manny used the **Casual Language Style**. In the sentence "I know y'all seen this trend", it is casual style because the word in the sentence is one of the characteristics of casual style that is the sentence uses slang words. The word "y'all" stands for "you all".

Picture 4.2

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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:

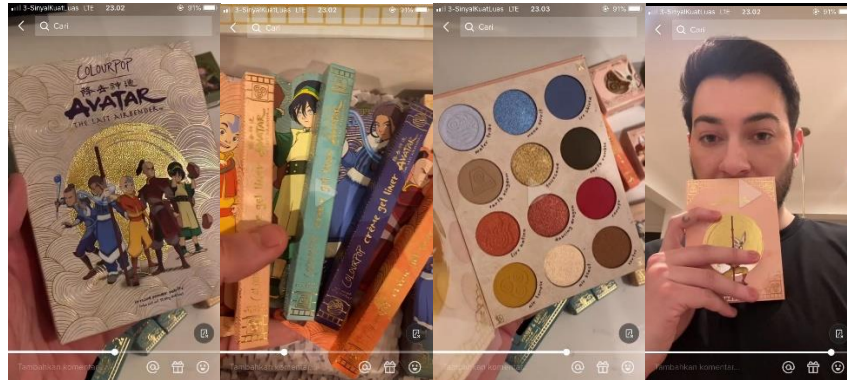
In the sentence above, Manny used the **Casual Language Style**. In the sentence “Y’all look how freaking cute these new palette are from Benefits”, “I’m gonna use the earth angel palette on my face today”, “I wanna go on a honeymoon”, “we’re gonna take cookie to highlight”, those are casual style because 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 katar 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”



Manny said: “This is the ‘Urban Decay Naked x Robin Eisenberg palette’. Look at this, y’all. Oh my Goddess. 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:

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

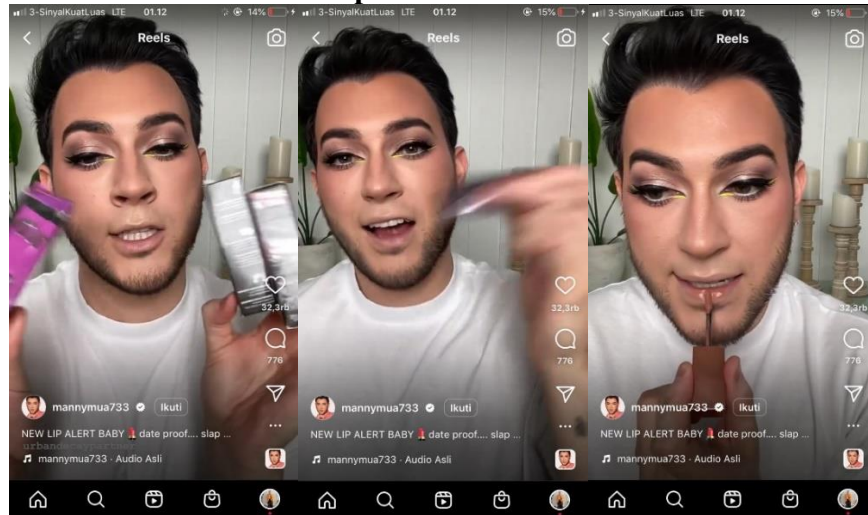
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one of the characteristics of casual style that is the sentence uses slang word. The word “y’all” stands for “you all”, the word “gonna” stands for “going to”, the word “kinda” stands for “kind of”.

Picture 4.4
“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, 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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“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:

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”

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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 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”.

2. Intimate style

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 cheek. **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.”

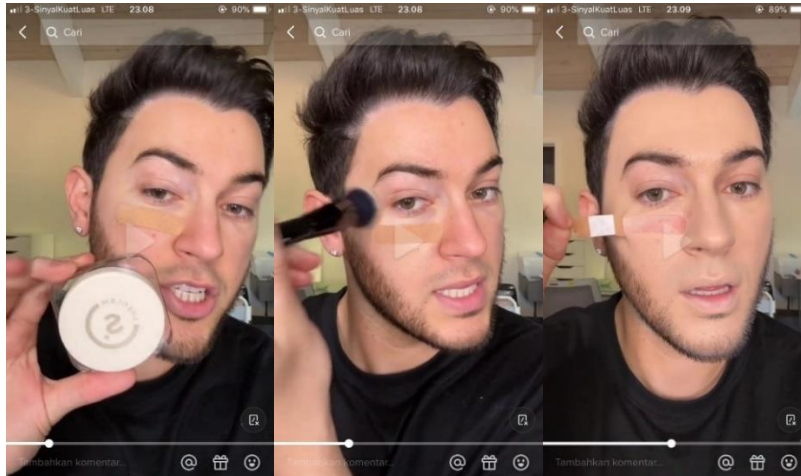
Analysis:

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’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 concealer 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, 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 concealer 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? 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:

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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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.”

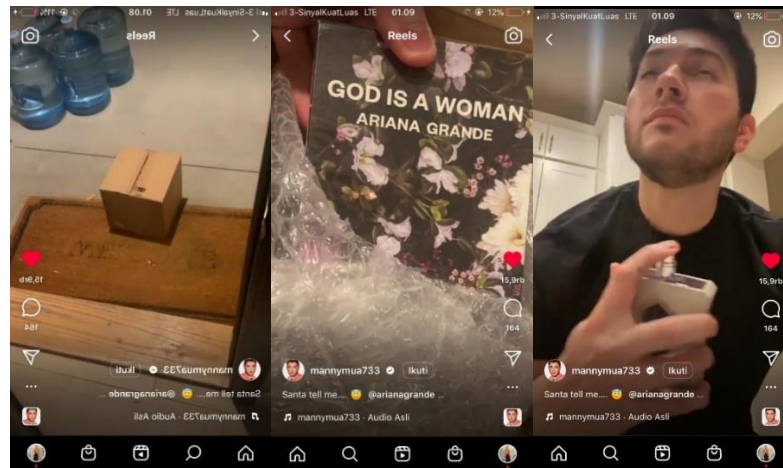
Analysis:

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”

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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.”

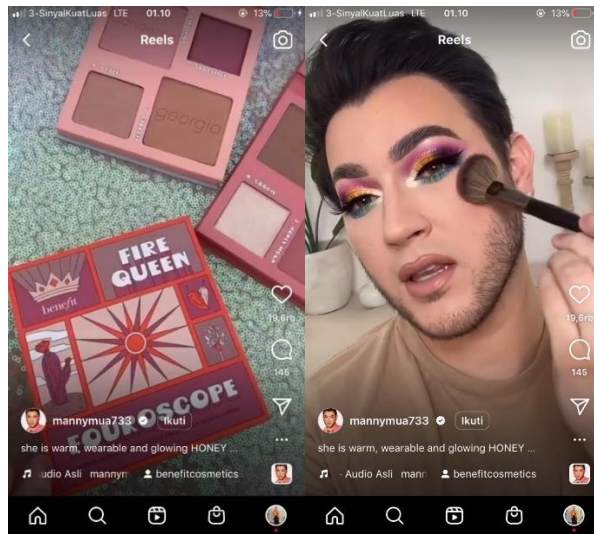
Analysis:

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.

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.”

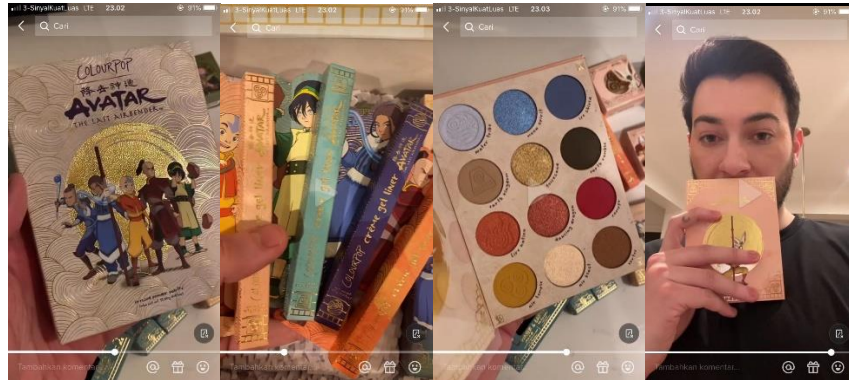
Analysis:

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

“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:

The style of advertisement messages he used here is **Hard-sell**. It becomes hard-sell because we could see from the bold and underline sentence 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 Goddess. 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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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:

The style of advertisement messages he used in the endorsement are **Hard-sell** and **The demonstration**. It becomes hard-sell because 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.

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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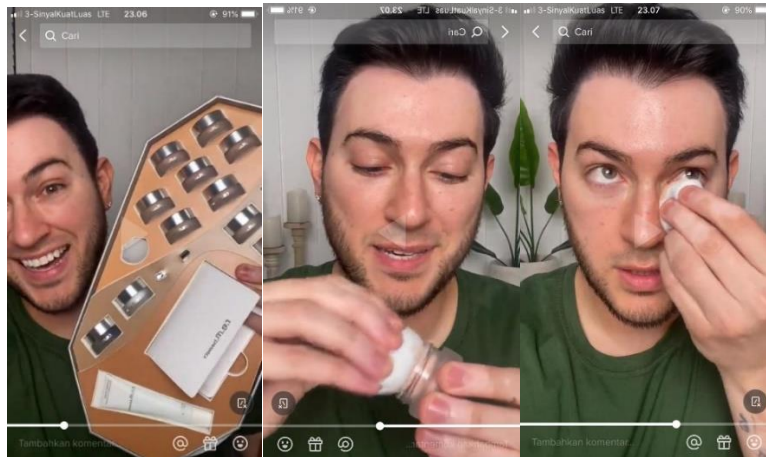
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like you go on a date and like show how long they last. But I'm like, I'm single, oh single is fuck. Hmm..(apply the lip vice) like gorgeous coverage, and it's the shade 'savor'. We just let it dry, and I like the formula, looks like it doesn't look 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 **Hard-sell** 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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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 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 hard-sell 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"



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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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 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 saving. And now we’re using the bottom powder to set the rest of my face. Just absorb all that excess moist cheek.** Bitch, I am smooth and I am matte. Call me Matty Mua.”

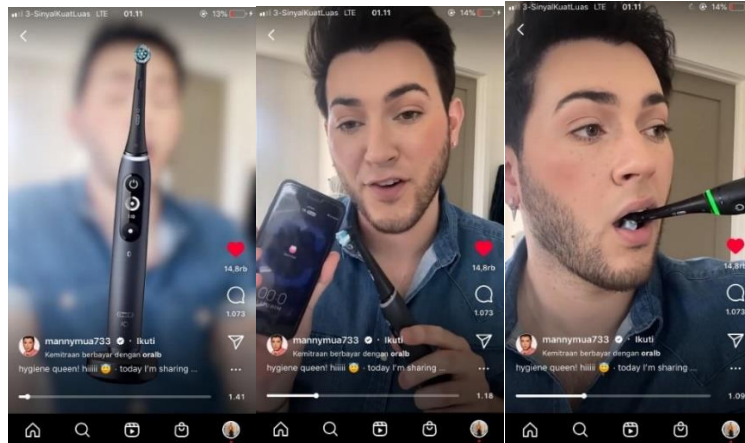
Analysis:

The style of advertisement messages he used in that endorsement are **Hard-sell** and **The Demonstrations**. It becomes a hard-sell because in the bold and underline sentence above he showed that the product used was really good, he also mentioned we can get great product with cheap 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.

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 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.**”

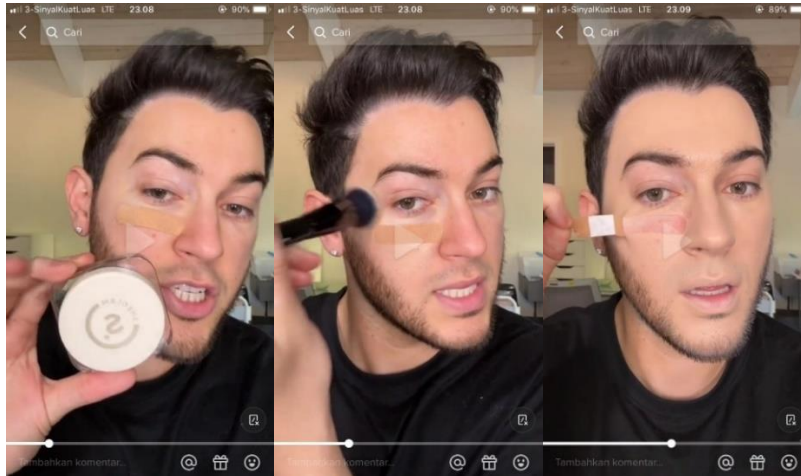
Analysis:

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 concealer 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.

Picture 4.10
“Face serum and moisturizer”

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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.”

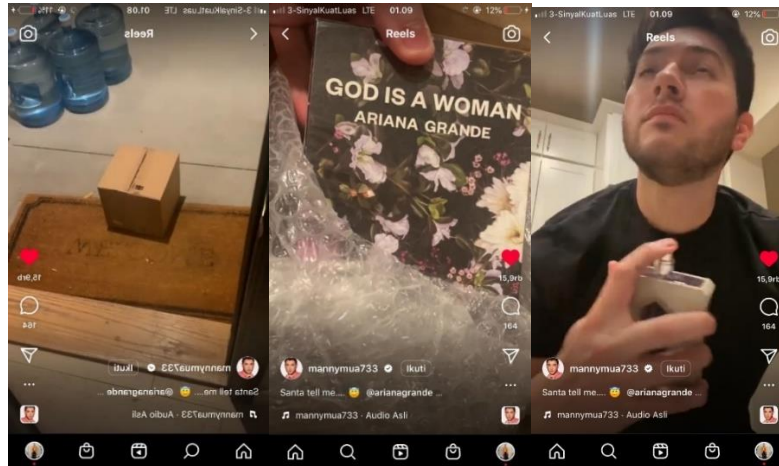
Analysis:

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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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 with the product. And it becomes heuristic is when he said “What do you think?” because one of characteristic this function have is the questions-askings.

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 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:

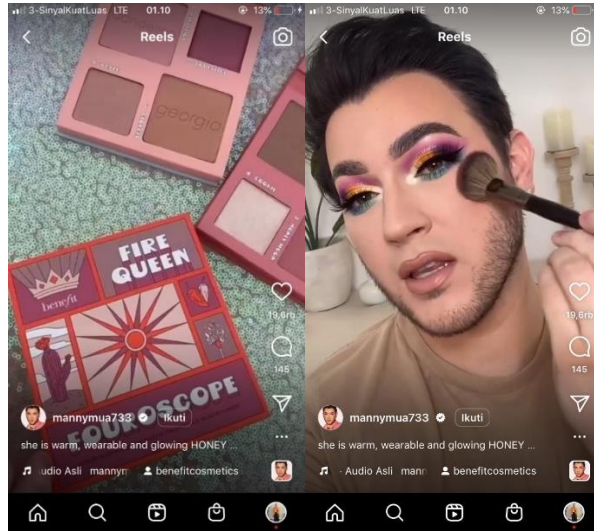
In the sentence above, Manny uses two functions of language style, that is **Representational and Personal**. It becomes representational when he said “(smelling) it’s so warm, oh my god...it’s so gorgeous floral” because he describes what the smell parfume is. And it becomes personal when he said “and 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”



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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:

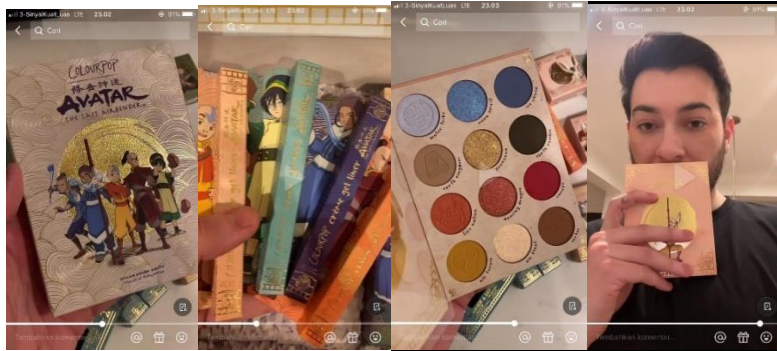
In the sentence above, the researcher found that Manny used two functions of language style, that is **Imaginative and Representational**. It becomes imaginative when he said “I wanna go on a honeymoon” because he express thoughts or ideas, whether they are real or not. And it becomes representational 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.

“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 katar 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”.

“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 Goddess. 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

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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 insane”.

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:

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 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 cheek. **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”



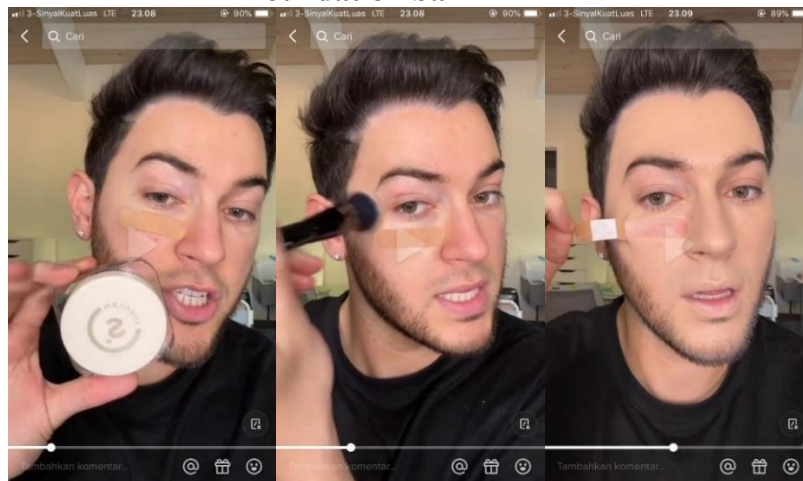
Manny said: “You guys, remember the other day I posted on my stories how much I love the new OralB iO toothbrush? **Baby..when I tell you..it’s the best thing i’ve ever try.** Then we talked about their video, and I said...yes..yes. I am obsessed with oral care. I like tooth floss, brush, mouthwash, 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 concealer actually as well just kinda go over like what?! So good..it’s so good. **Is**



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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:

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

A. Conclusion

Language style is a person’s style in communicating (speaking, writing)

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

1. There are two language style found by using Martin 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 problem-solution, the spokesperson and straightforward. 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).
3. There are five functions of language style found by using Michael Halliday's 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.

B. Suggestion

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

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1. For everyone who reads this thesis, the researcher hopes this thesis could 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.
2. For the next researcher who wants to conduct the same research with 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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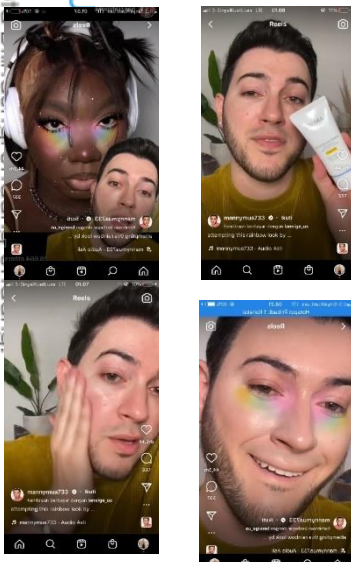
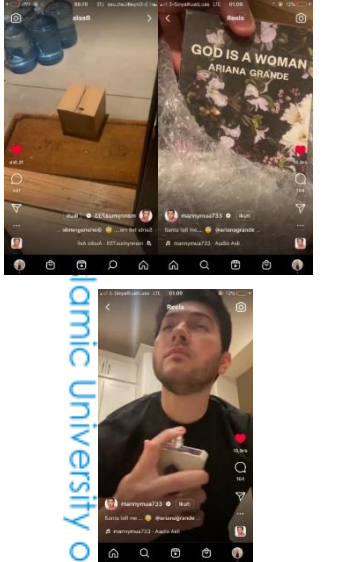
APPENDIX

1. Types of Language Style



Hak Cipta milik UIN Sunthha Jember

Islamic University of Sulthan Thaha Saifuddin Jember

No	Pictures	Language style	Text	Analysis
1.	<p>Picture 4.1 “Sunscreen”</p> 	<p>Casual Language Style</p>	<p><u>I know y’all have seen this trend.</u></p>	<p>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”.</p>
2.	<p>Picture 4.2 “Perfume”</p> 	<p>Casual Language Style</p>	<p><u>Okay we’re gonna do this togetha. We’re gonna open it, We got a lil compliment</u></p>	<p>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”</p>
3.	<p>Picture 4.3 “Eye-shadow 1”</p>	<p>Casual Language</p>	<p><u>“Y’all look how freaking cute these new</u></p>	<p>Manny used the Casual Language Style. In the</p>



Style

palettes are from Benefits.

I'm gonna use the earth angel palette on my face today.

I wanna go on a honeymoon. And last but not least, we're gonna take cookie to highlight. Owh...

sentence “Y’all look how freaking cute these new palettes 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

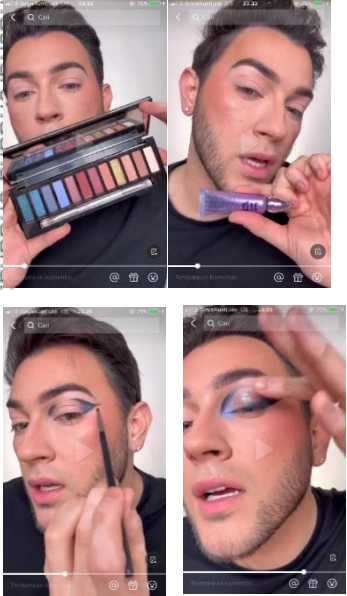
Casual Language Style

The hand mirror outta my dead cold hands. if you guys thought I was gonna touch these or use these, you thought wrong.

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



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<p>“Eye-shadow 3”</p> 	<p>Casual Language Style</p>	<p>Look at this, <u>y’all</u>. Oh, my Goddess. <u>I’m gonna</u> give course. <u>Damn</u>, I’m beat huh. <u>I’m gonna</u> take Perversion Liner and <u>I’m gonna</u> start etching out <u>kinda</u> where I want it to be. <u>I’m gonna</u> take the shade ‘ice crater’ and really reinforce that shadow and add that shade, see that? So we’re <u>gonna</u> wipe it off that brush and go with ‘home planet’ periwinkle. <u>Taking a little bit of version of my lash line to kinda</u> blend it out and <u>make we get that little smoky wing going on</u>. <u>And I’m gonna</u> add this single shade ‘solstice’ from Rinake. <u>We’re gonna</u> do perversion in the waterline. <u>Urban Decay...y’all</u> really did</p>	<p>for “going to”.</p> <p>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</p>
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Picture 4.4
“Lip cream”



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Picture 4.5
“Concealer”

Casual
Language
Style

Casual
Language
Style

that with the new naked.
It is so stunning. I'm
obsessed.”

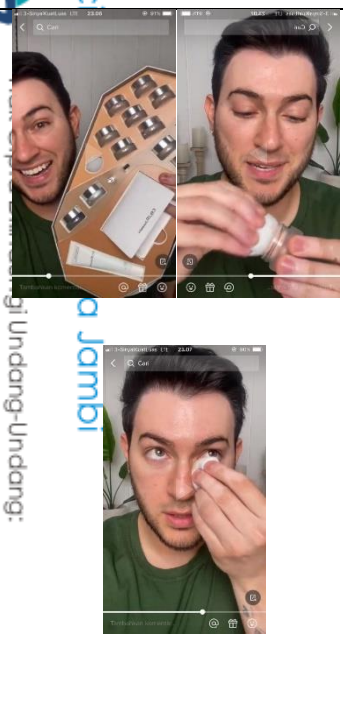
Then shake ‘em up.
I just love to shaking
ass, I wanna shake it
real bad, like you know
oh single is fuck
Whatever you thinking
it's works on this
fucking lips.”

we're gonna find out if
it's sweetener or it's
sour.
I'm gonna take the
shade ‘Light Five N’

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”.

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”.

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



Picture 4.6
"Blush"




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		<p><u>and their little ufo blender. It's so cute. Just gonna dip the tip in real quick.</u> <u>We're applying..holy shit</u></p>	<p>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".</p>
<p>Casual Language Style</p>		<p><u>"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.</u> <u>and I kinda love it</u></p>	<p>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 language style that is the sentence uses slang word. The word "kinda" stands for "kind of", the word "gonna" stands for "going to" and</p>

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<p>Picture 4.7 “Setting powder”</p> 	<p>Intimate Style</p>	<p><u>Bitch, I am smooth and I am matte. Call me Matty Mua.</u></p>	<p>“I’mma” stands for “I am going to”.</p> <p>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.</p>
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10. **Picture 4.8**
“Toothbrush”

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Intimate Language Style

Baby..when I tell you..it’s the best thing i’ve ever try.
Ah...baby we got a 91%, 91% coverage, 0% over pressure. And it makes it almost perfect.”

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”

Intimate Language Style

.We’re gonna see just how much this bad boy covers.
And moment of truth..hell, how full coverage this bad boy Honey...she’s porcelain.
 They did it again

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 concealer 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”



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Picture 4.10
“Face serum and moisturizer”



Intimate Language Style

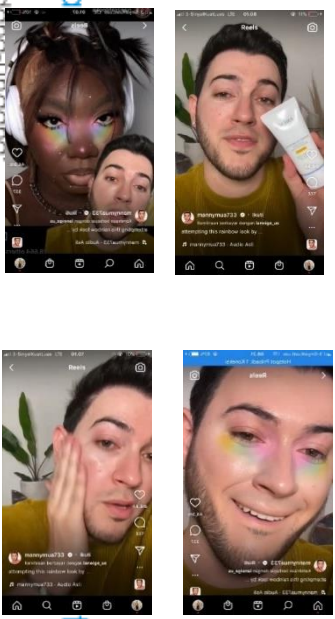
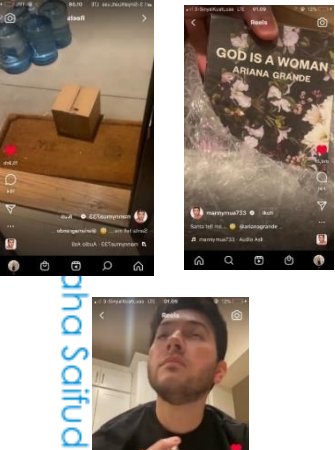
There is no shame in this game, baby.
very intense hydration for me especially when I’m using retinol, baby.

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.

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

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No	Pictures	Style	Text	Analysis
1	<p>Picture 4.1 "Sunscreen"</p> 	<p>Hard-sell and The Demonstration</p>	<p><u>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</u></p>	<p>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.</p>
2	<p>Picture 4.2 "Perfume"</p> 	<p>The spokesperson, Soft-sell and The Demonstration</p>	<p><u>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</u></p>	<p>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</p>



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Picture 4.3 “Eye-shadow1”



floral, (laughing) wait..(smelling again) this is so good. Ms. Ariana..she did it again.

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.

Hard-sell and The Demonstrations

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

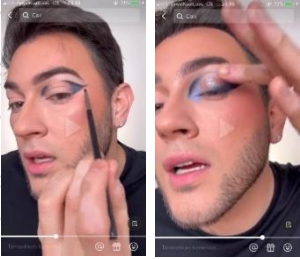
The style of advertisement messages he used here are **Hard-sell** and **The Demonstrations**. It becomes a hard-sell because from the bold and underline sentence above he showed that the product used was really good, the product he really recommend to buy and use. And it becomes part of the demonstrations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



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			<p><u>would</u> <u>definetly</u> <u>recommend</u></p>	
4	<p>“Eye-shadow 2”</p>	Hard-sell	<p><u>Okay ..look at how</u> <u>detail this packaging</u> <u>is, the gold foil, the</u> <u>embellishments...wow,</u> <u>they cover up. They</u> <u>not come to play game.</u> <u>We have an eyeshadow</u> <u>palette right here,</u> <u>you'll have to pry this</u> <u>up. The hand mirror</u> <u>outta my dead cold</u> <u>hands. We also have</u> <u>four cream liners.</u> <u>These super shock</u> <u>cheek, look at that,</u> <u>look at those, if you</u> <u>guys thought I was</u> <u>gonna touch these or</u> <u>use these, you thought</u> <u>wrong. These are</u> <u>collectibles (kiss the</u> <u>palette)</u></p>	<p>The style of advertisement messages he used here is Hard-sell. It becomes hard-sell because we could see from the bold and underline sentence 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.</p>
5	<p>“Eye-shadow 3”</p>	Hard-sell and The Demonstration	<p><u>I'm gonna take</u> <u>Perversion Liner and</u> <u>I'm gonna start</u> <u>etching out kinda</u> <u>where I want it to be.</u></p>	<p>The style of advertisement messages he used in the endorsement are Hard-sell and The demonstration. It becomes hard-sell because</p>



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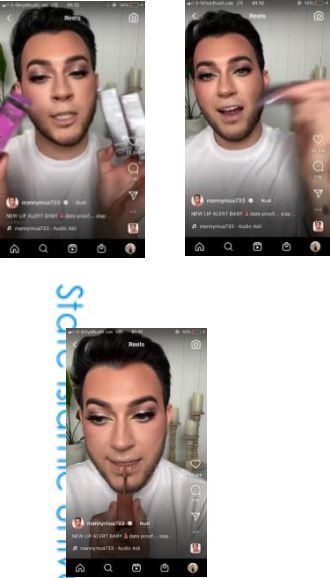
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God, this pencil's creamy. Look at that blend. I'm gonna take the shade 'ice crater' and really reinforce that shadow and add that shade, see that? So we're gonna wipe it off that brush and go with 'home planet' periwinkle. Hmm. Pack that. Oh my God, 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

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.

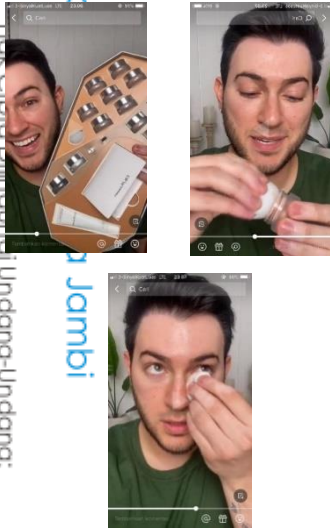


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		<p><u>this single shade ‘solstice’ from Rinake. Just a little glimmer. Now this finishes bad boy. We’re gonna do perversion in the waterline. Urban Decay...v’all really did that with the new naked. It is so stunning. I’m obsessed.</u></p>	
<p>Picture 4.4 “Lip Cream”</p> 	<p>Hard-sell and The Demonstration</p>	<p><u>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.</u></p>	<p>The style of advertisement messages in the endorsement are Hard-sell 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.</p>



Picture 4.5 “Concealer”



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Hard-sell, The demonstration, and The spokesperson

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 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.

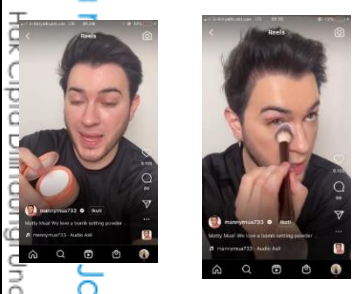
The style of advertisement messages he used in the endorsement are **Hard-sell, The demonstration, and The spokesperson.** It becomes hard-sell style because the way he described the product and gives the product a compliment is making the product looks great to use, it's like the product is really good, 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 hard-sell 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



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						<p>got me gal” and it shows one of characteristics of the spokesperson that is using people like celebrities to make the product more popular.</p>
<p>Picture 4.6 “Blush”</p> 	<p>Straightforward and The demonstration</p>	<p><u>I’mma take a small amount like this just a little tiny a little long way and then lightly put that over every spot.</u></p> <p><u>The blush are satin finish, so they really give you natural glow to the skin and I kinda love it</u></p>	<p>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 becomes the demonstration because the way he conveys that the product is good is by the way he uses the product himself.</p>			

9 “Setting Powder”



Jambi

State Islamic University

na Saifuddin Jambi

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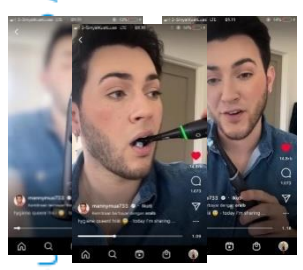
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It’s a first product. It’s first. Lemme go put some foundation on real quick and then I’ll show you the product in action. So taking the top powder, I’m gonna set my under eyes. We love a good top in this household. Ah..look how smooth my under eyes 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 check.

The style of advertisement messages he used in that endorsement are **Hard-sell** and **The Demonstrations**. It becomes a hard-sell because in the bold and underline sentence above he showed that the product used was really good, he also mentioned we can get great product with cheap 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.

10 “Toothbrush”



We adding Miss OralB iO, 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

The style of advertisement messages he used in the endorsement are **Hard-sell** and **The Demonstrations**. In the bold and underline sentence above, it becomes a hard-sell because he showed that the product used was really good, the

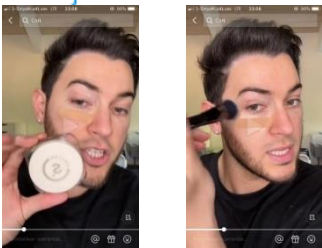


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		<p><u>(connect to the bluetooth). One of my favorite features and I'll let you know the part that just made me give the chef kiss. When you brushing too hard it will light up red when you brush just perfect it will go green. Ah..listen, for someone 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.</u></p>	<p>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.</p>
<p>"Foundation Balm"</p> 	<p>Hard-sell and The Demonstration</p>	<p><u>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</u></p>	<p>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</p>



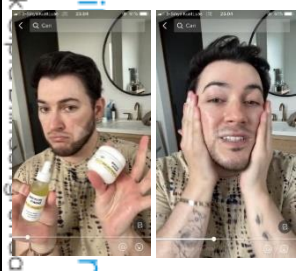
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gag to that, this is only \$8.49, how did they do this?! And 30 shades too. And moment of truth..hell, how full coverage this bad boy. Y'all...what?! I'm little pink from the band aid removal but you can see maybe, she covered up the vitiligo, the discoloration, everything..wow. I'm also gonna use this as concealer 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.

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.

12 “Face serum and Moisturizer”



ambi

State Islamic University of Sultnan Thaha Saifuddin Jambi

Hard-sell, The Demonstration, and The Problem Solution

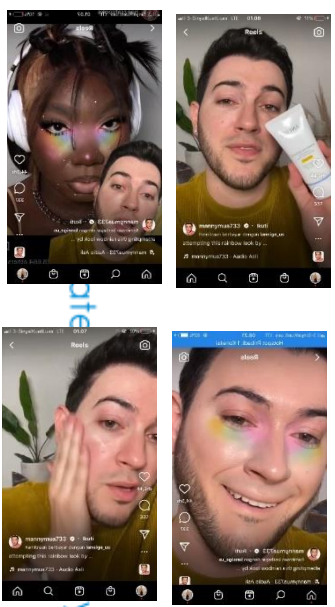
I think it’s really cool to see brands like this. It’s also really good for dryness, flaking, itchininess, redness, things like that. Really really good for that specifically. I’m gonna try it on, so you guys can see what it looks like, I’m gonna taking the nursing face serum which I think is phenomenal, 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.

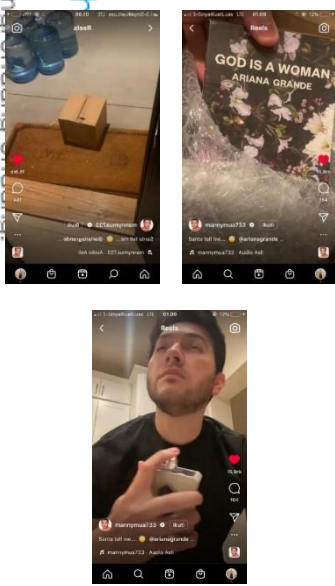

The style of advertisement messages he used in the endorsement are **Hard-sell, The Demonstration, and The Problem Solution**. The bold and underline above become hard-sell because he really describe and tell the people that the product is great, he tells about the benefits of the product also so recommended 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

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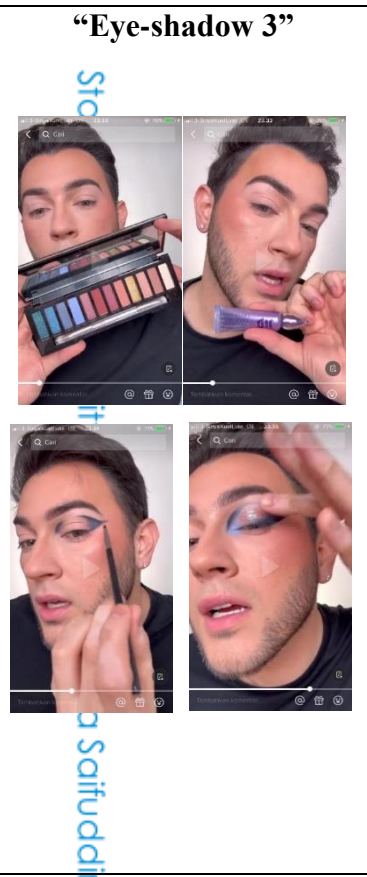
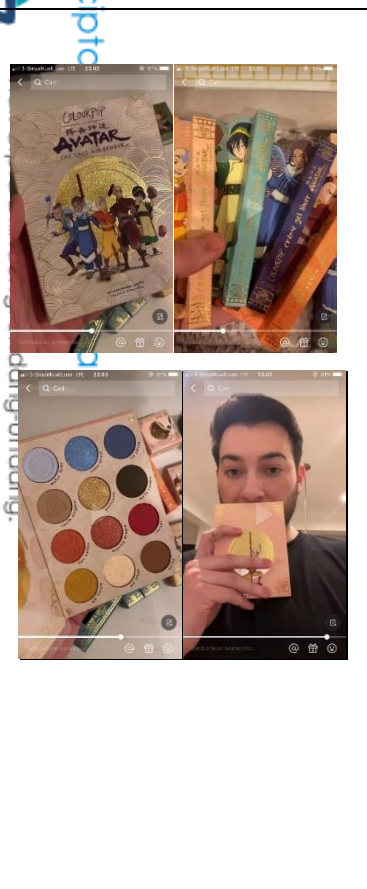
			who have problem with dry skin and eczema.
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3. The Function of Language Style

No	Pictures	Language style	Text	Analysis
		Instrumental, Representational, Personal and Heuristic	I need to attempt this. <u>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!!</u> <u>What do you think?Zoom the no filter...I'm obsessed!</u>	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 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 with the product. And it becomes heuristic is when he said "What do you

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	<p>Picture 4.2 “Perfume”</p> 	<p>Representational and Personal.</p>	<p><u>, and i’m so excited to open it up!!</u> <u>. (smelling) it’s so warm, oh my god...it’s so gorgeous floral.</u></p>	<p>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 perfume 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</p>
	<p>Picture 4.3 “Eye-shadow 1”</p> 	<p>Imaginative and Representational</p>	<p><u>I wanna go on a honeymoon.</u> <u>. Owh...it’s so good. Honestly you guys, they’re so good. I would definetly recommend.”</u></p>	<p>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</p>
<p>4</p>	<p>“Eye-shadow 2”</p>	<p>Represent</p>	<p><u>“I’ve been waiting for</u></p>	<p>Manny has two functions of</p>

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ational
and
Personal.

Representational

these, i've been waiting for these.
Okay ..look at how detail this packaging is, the gold foil, the embellishments...wow, they cover up.

I'm gonna take Persion 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.

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”

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 Persion Liner and I’m gonna start etching out kinda where I want it to be. God, this pencil’s creamy.



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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.

Picture 4.4 "Lip Cream"



Representational and Personal.

I was ready for use these and they are insane. and I like the formula, looks like it doesn't

It becomes representational when he describe how good the product is "and I like the



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Picture 4.5 “Concealer”



Picture 4.6
“Blush”

look dry. It was so hydrating. And so pretty on the lips.

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”.

Representational and Personal

We're applying..holy 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.”

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 applying..holy shit!!”.

Representational

The blush are satin finish, so they really give you natural glow to the skin and I kinda love it”

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



Picture 4.7
"Setting powder"



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Picture 4.8
"Toothbrush"

		listener what finish look the product gives
<p>Heuristic and Imaginative</p> <p>ve</p>	<p><u>"You guys, can we talk about the innovation of this product?"</u></p> <p><u>Bitch, i am smooth and i am matte. Call me Matty Mua."</u></p>	<p>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.</p>
<p>Representational and Personal</p>	<p><u>Baby..when I tell you..it's the best thing i've ever try.</u></p> <p><u>The fact that the</u></p>	<p>the researcher found The Representational and Personal functions language style in Manny's</p>



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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.

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 "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"



Thaha Saifuddin Jambi

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. Is this not stunning?

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



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Picture 4.10
 “Face serum and moisturizer”



Heuristic
 and
Representational

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 characteristics of heuristic function that is the questions-askings.

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