A CRITICAL DISCOURSE ANALYSIS OF
ADVERTISING LANGUAGE USED IN “FEMINA” AND
“PRESTIGE” MAGAZINES

Submitted in Partial Fulfilment
of the Requirements for the Degree of
Sarjana Pendidikan

Stephanus Suryatno
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ENGLISH LANGUAGE EDUCATION PROGRAM
FACULTY OF LANGUAGE AND ARTS
SATYA WACANA CHRISTIAN UNIVERSITY
SALATIGA
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A CRITICAL DISCOURSE ANALYSIS OF
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“PRESTIGE” MAGAZINES

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A CRITICAL DISCOURSE ANALYSIS OF
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“PRESTIGE” MAGAZINES

Stephanus Suryatno

ABSTRACT

Advertising in era globalization becomes an "effective tool" for companies to offer their products, good and services, but there are some negative sides regarding content because its contents tend to be “powerful, persuasive and manipulative”. Beauty product advertisements commonly portray stereotypes of standard "beautiful" person through the language features used in the advertisement. The advertiser also uses language features to build an image of the product and build a relation to the audiences in certain ways. This phenomenon requires readers to be more aware and critical when reading of advertisements. By using Critical Discourse Analysis (CDA)’s Fairclough model as a framework, this study attempts to compare beauty products advertisements between two woman magazines. Language features show power relation between advertisers and audiences on the mood choice. It shows the position of advertisers and audience. Language features show how advertisers build a relationship to their audience and how they build an image of their products in personalization, cohesion, parallelism, modality, and disjunctive syntax. The language used in advisements also bring to stereotypes about “ideal” woman stereotypes through their vocabularies and adjectives because both magazines have different views about ideal appearances of a woman. Prestige portrays woman as “friend” to the man, and Femina portrays woman as “wife” to their husband. The beauty advertisements are taken from Prestige magazine which has a high-class audience and Femina magazine that has medium to lower class of audiences. Both magazine published from September 2015 until June 2016. The result is that two magazine uses certain ways in the use of language features to build image and relation.

Key words: critical discourse analysis, beauty advertisements, language features, textual analysis.

A. INTRODUCTION

Nowadays, in the era of globalization where everything is modern, advertising becomes an "effective tool" for companies to offer their products,
goods, and services to their consumers. Chafai (2008) stated that advertising is a “tool” to sell and offer products because advertising has gained the attention and interest of a large number of individual in different societies in the world (p. 27). Furthermore, advertisements can also be interpreted as a public notice which is designed to spread information. According to White (2000) as cited in Chafai (2008), “advertising exists to help selling things which are limited to give utilitarian information about the product with the objective of informing the consumers about necessity and the importance of the commodity advertised” (p. 5). Even though advertising is an effective tool, there are some negative sides regarding content. As Leiss (1997) said, the contents of advertising tend to be “powerful, persuasive and manipulative” and assume that audiences unable to decide rationally what their needs and how to satisfy them (p. 34). It can be said advertising has a negative impact on people’s attitudes since it encourages them to overvalue material things in life. However, advertising is defended as being a valuable contributor to the market economy and a form of artistic expression. According to Kellner (1995) as cited in Chafai (2008), “advertisements contribute to the education of the public about how to behave, what to think, feel, believe, fear, how to be man or woman, how to dress, look and consume” (p. 29).

Beauty product advertisements commonly portray stereotypes about the meaning of beauty itself. Advertisers provide a standard "beautiful" person through the language used in the ad. This would bring the stereotypes in the depiction of the "ideal" appearance of woman. According to Kaur, Arumugam, and Yunus (2013), “the “ideal” women is stereotyped through visual and textual aspects
of the advertisements” (p. 62). Gender stereotyping in advertising generally refers to social roles for women; they usually are homemakers, sex objects, or dependent and insignificant adornments of men.

There are many advertisements in women’s magazines that offer products for women’s needs, such as clothes, beauty products, etc; while at the same time mirroring the concept of ideal woman. Advertised products can influence women’s behaviors in the society and change their views that they will do as much as possible to make them look beautiful. Baudrillard (2005) proposed that now beauty is seen as absolute religious imperative for a woman that can be pressure to them to do the best to hold their beauty.

This study will compare and analyze language features that are used in two woman magazines. This study is expected to understand how advertisers build the image and build a relation to the audience. The finding of the study is also expected to contribute in language education especially in the critical reading course to interpret and understand the texts.

B. REVIEW OF LITERATURE

1. Discourse of advertising in magazines

Advertising is a “tool” for reaching people economically, such as to help in selling products and to change people’s behavior. Priyanti (2013) stated that advertising as one of the media message, not only promote products and services but in the same time, it also promotes particular worldviews and ideologies that define the parameters of how one might look at things and how they give meaning
to it (p. 1). According to Chafai (2008), advertising is defined as a public notice “designed to spread information with a view to promote the sales of marketable goods and services” (p. 27). Based on this perspective, advertising exists “to help selling things”, which is limited to give utilitarian information about the product to the consumer about the necessity and the importance of the product advertised.

In magazine advertisements, communication requires the presence and interaction between the advertiser, the publics or audiences or the readers, the “meaning” which is given to the product and it is transmitted by the “medium” which is language and image, and the “context” which refers to a social and cultural situation. According to Sheehan (2004) as cited in Chafai (2008), “advertisements rely on different relationships, and three most important factors that must be involved are: the individual who is seeing the advertisement, the context of advertisement, and the content of message because these are very crucial in creating people’s worldview” (p. 30).

There are four basic communication formats of advertisement. Leiss (1997) emphasized that the first format is “product-information format” which described and emphasizes the product and its utility and explains the benefits and characteristics of the commodity (p. 240). The second is “product-image format”, in which the name of the brand and package are important as well as the illustration in order by visual representation will give the opportunity to explain the potentialities of products and their meaning in the world (p. 244). The third format is “personalized format” which association between the commodity and people by interpreting persons in their relationship to the world of product (p. 246) and the
last format is “lifestyle format”. It combines aspects of the product-image and personalized format (p. 259).

2. Criteria of Sexist Advertising

Sexism is the assertion that one sex is innately superior or inferior to the other. It means that there is a power of sex over other, such as the role of men is higher than women in social life. According to Graz, Salzburg and Vienna (2012), “sexist advertising produces images of gender-related stereotypes and behavior to socially devalue specific groups (women, men, transgender persons, homosexuals) in relation to others” (p. 3). From a human rights perspective devaluing or stereotyping women in the media and in advertising constitutes outright gender discrimination.

Advertisement proposes lifestyle, beauty and perfection appearance. It is interesting for the women to meet the needs of their appearance that they feel are lacking. They want to find a lot of ways in order to always look ideal.

Advertisements that show all the ideal body shape of women included in the category sexist advertisement. According to Graz, Salzburg and Vienna (2012), criteria sexist advertisements are ads that contain gender stereotypes and gender role, sexualization, bodies and style devices, sexism and multiple discrimination (pp. 4-20).

3. The concept of ideal woman

The view of the ideal woman has evolved from era to era. In the New Order era, depictions of ideal women have been constructed economically, politically, and culturally in Indonesia context. It is called traditional gender
stereotypes. Ida (2001) stated that economically, women are portrayed as people who received money from the husband's salary and are not obliged to go to work to earn extra money. Politically, women are not given a significant role in the governance structure, and culturally, women are only "housewife" (p. 22).

At the reformation era, the role of women and the view of the "ideal woman" has shifted. The role of women is not only as a "housewife" but they are also trying to get an equal role with men in society. This idea is known as the "emancipation of women". In this case, a woman finds a new standard, namely in terms of attitude and appearance. According to Ida (2001), “standardization ideal of attitude is based on cultural values of Javanese and the values of Islamic Fundamentalism” (p. 24). Meanwhile, Kumar (2002) as cited in Rosul (2011) said that standardization of the ideal appearance is the "beauty" which is shown on its outer beauty (p. 12). In other words, the ideal woman is "beautiful" outside and inside.

Nowadays, most people and cultures have the same standard of women’s beauty. For example, the idea that sexy body is a criterion for beauty in women, the notion of white skin color in women beauty. Most of the woman would not agree if being pregnant makes women beautiful. According to Tiara (2010), the standard ideal Indonesian female body is currently divided into three, namely thin, slim and buxom. Models such as the Mariana Renata and Fahrani Empel become the standard thin ideal, Asmirandah is one role model slim body and Julia Perez and Marissa Nasution are considered to be the standard waist curve fitted with a large chest.
Tiggemann (2003) as cited in Tiara (2010) said that most women have the motivation to get information about beauty care, style, and fitness when reading fashion magazines (p. 2). Repetitive information in magazines about how the woman should have an ideal body will affect how women compare herself with the ideal body. They assume that they would be accepted in society if they have visual performance as advertised given in the magazine. Furthermore, they are also optimistic about the success in the world of work when they have the ideal body and a beautiful face. Priyanti (2013) said that with “beauty”, a woman will be able to accomplish her purpose in life such as love and career (p. 1).

4. Review of previous studies

Hillary Janks (2010) stated that advertisements contain language and visual (linguistic and semiotic aspect). She said that to recognize visuals and other forms of semiotics is as important as words in the construction of reality. Janks (2010) stated:

Often a visual text that accompanies the verbal text offers a different version of reality from that of the verbal text, such that the reader is offered contradictory and competing points of view (p. 64).

She gave an example of *Domestic Promise Plan* advertisement to show how writing imposes a sequence on the information in the image: context of the image; color of the image; race, gender, age, employment and action of the subject in that order; lighting of the image; pose; dress; the shape of the window bars.

Chafai (2008) has analyzed advertisements from British and Moroccan magazines. He compared how advertisers in two magazines with different cultures conducted language feature based on their culture in portraying
woman. The result of this study is that women’s portrayal in the Moroccan magazine does not reflect Moroccan women’s reality in relation to their roles, status and freedom. The language and visual images used in Moroccan advertisements do not reflect the Moroccan woman in her relation with males’ authority, with her obligations and duties towards her family, with her job outside of home.

Kaur, Arumugam & Yunus (2013) examined beauty advertisements in local English magazines. Their studies mainly focused on the language used in beauty advertisements and strategies employed by advertisers to manipulate and influence their customers. The result of this study is that the advertisers use various linguistic devices, for example, direct address, positive vocabulary, headlines, and a catchy slogan to attract women. Vocabulary carries the certain view of what constitutes beauty.

5. Critical Discourse Analysis (CDA)

According to Fairclough (2003), “language is an irreducible part of social life, dialectically interconnected with elements of social life” (p. 5). Language can be seen as representative of social practice in a certain culture. In other words, we will know about the existing social practice by looking at the language used.

CDA provides opportunities to consider the relationships between discourse and society, between text and context, and between language and power (Fairclough, 2001b, Luke, 2002). It means that language has the power to change people’s world view and the power of dominant ideology in certain culture influence the use of language. Or as Fairclough (1995) stated:
A language is a material form of ideology, and language is invested by ideology (p. 43). One of the benefits of CDA is integrating analysis at the macro level (social structure) with analysis at the micro level (p. 43).

Fairclough (1995) proposed that in analyzing linguistic aspects of advertisements; there are three-dimensional frameworks of analysis:

**Textual Analysis**

Language texts (spoken and written) are considered as textual analysis. The language is one of the social practices that describe a certain reality. In this study, the textual analysis will be limited on modality, personalization, adjectives, cohesion, parallelism, disjunctive syntax and mood choice.

**Modality**

Polarity is the positive/ negative position. Halliday (2014) said:

The positive clause is formally unmarked, while the negative is realized by some additional element: in English, by the word *not* located in the neighborhood of the verb. The positive clause is formally unmarked, but the negative form is constructed by some additional elements: in English, by the word *not* located in the neighborhood of the verb or the word: *no, never, no one, nowhere, seldom* (for negative expression) (p.173).

**Example 1:**

- You know them, don’t you?

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1 From Halliday (2014, p. 173)
• Don’t tell him, will you!

According to Halliday (2014), modality is known as intermediate degrees between positive and negative pole (p.176). Modality is also called as degrees of probability. Modality indicates the status and power of the speaker. Fairclough (1996) said:

Modality can be modal auxiliaries (may, shall, must, etc.) which mark relational modality and expressive modality (simple present tense form). Relational modality is a matter of the authority of one participant in relation to others, whereas expressive modality is a matter of the speaker or writer's authority with respect to the truth or probability of a representation of reality. Modality is the degrees of uncertainty (p. 127).

Example 2: ²

Your library books are overdue and your library card may not be used until they are returned. You must pay the cost of replacing them before you borrow more books.

There are two modals auxiliaries in the text, may not and must. May is relational modal that can signal “permission” but in the example, there is followed by “not” that has the meaning “not permitted”. Must signals obligation. (p. 127).

Personalization (the use of personal pronouns)

The use of personal pronouns can express of power and solidarity. It also expresses relationship between the writer and their audiences. By looking the use of pronouns, the readers can figure out how the advertisers build relations with the consumers. For example, advertisements typically use personal pronoun we and you. Fairclough (1996) said that the use of the second-persons pronoun (we and you), is the relationships of power and solidarity (p. 127).

² From Fairclough (1996, p. 127)
Example 3: The cream of the crop, wherever you shop.

**Adjectives**

Vocabulary is a level of practice which has the means for the advertisers to express an ideological opinion about people or event. According to Delin (2000) as cited in Kaur, Arumugam, and Yunus (2013), adjectives are pertinent in advertising as they convey a positive or negative meaning (p. 64). Adjectives are used by advertisers to describe their views on their belief about the product. Kaur, Arumugam, and Yunus (2013) said:

There is two kinds of adjectives, that are **gradable adjectives** (they describe qualities that can be measured in degrees; they can be used in comparative or superlative forms) and **non-gradable adjectives** (“they describe qualities that are completely present or completely absent) (p. 64).

Example 4:

- **anti-ageing, fabulous, ultra-lengthening fibers, smudge proof, etc.** (positive adjectives)
- **Damaged eyelashes, chapped [lips], wrinkles, puffiness, etc.** (negative adjectives).

**Cohesion**

Cohesion is a connection between sentences. According to Fairclough (1996), Cohesion can involve vocabulary links between sentences (repetition of words) or use of related words (p. 130). It is used to make sure that your words, ideas, and paragraphs fit together. Halliday (2014) called cohesion as a conjunctive

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3 From Fairclough (1996, p. 128)
4 Kaur, Arumugam, & Yunus (2013, p. 64)
adjunct. Halliday (2014) also said that the main types of conjunctive adjuncts in reason advertisements are as follows:

Example 5:  

- **Additive:** and, also, moreover, nor
- **Adversative:** but, yet, however, on the other hand
- **Conditional:** [positive] if ... then; in the event of; when [negative] otherwise, if not
- **Causal:** so; then; because; as a result; that’s why; that means

**Parallelism**

Parallelism refers to using elements in sentences that are grammatically similar or identical in structure. The purpose of the use of parallelism in the advertisement is for simplicity, effectiveness, and attractiveness (eyes catching).

Example 6:  

- No animal derivatives. Alcohol free, mineral oil free, fragrance free, colorant free.

**Disjunctive syntax**

The disjunctive syntax is a sentence without verbs or subjects.

According to Kaur, Arumugam, and Yunus (2013):

This is the way or strategy by advertisers to simulate conversational style. This is an informal form of a sentence that shows the close relationship between advertisers and customer. These sentences consist of one or two grammatical items only. The purpose of the use disjunctive syntax is more simple, do not spend

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5 From Halliday (2014, p. 36)  
6 Kaur, Arumugam, & Yunus (2013, pp. 64-65)
a lot of space but the message can be conveyed, attract the attention of the audience (p. 64).

Example 7: 7 Exclusive Flex-Polymer Technology, Aqua Flex Base, and Serum Enhanced.

**Mood choice**

According to Halliday (2014):

The mood is the major interpersonal system of the clause. It provides interactants involved in the dialogue with the resources for giving or demanding a commodity, either information or good and services (p. 73).

By looking at the mood choice in each clause, a writer tries to build power over customers. There are power positions between an advertiser and an addressee. Fairclough (1996) stated that in the mood, there are subject positions in identifying of clause (p. 126). He also said that commonly, there are three kinds of mood such as declarative (we have the solution), grammatical question (where were you born?), and imperative (open the door!).

In declarative, the subject position of the speaker/ writer is that of a giver (of information), and the addressee's position is that of a receiver. In imperative, the position of speaker is asking something to the addressee to do something. In a grammatical question, a speaker is also asking something but s/he has the purpose of asking information and addressee in the position of giving information.

**C. THE STUDY**

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7 From Kaur, Arumugam, & Yunus (2013, p. 64)
1. **Research Methodology**

This study will use qualitative research method which seeks linguistic features used in advertising and also to understand the ways the advertisers build image and build relations. This study is aimed to answer the following research question: What are the linguistic features used and how they portray an “ideal” appearance of women in *Prestige* and *Femina* magazine? How do they build relation with their customers? In this study, the focus will be on analyzing beauty product advertisements in two women’s magazines: *Prestige* and *Femina*. To investigate the advertisements and the language use, Fairclough’s Critical Discourse Analysis (CDA) will be used as a tool.

This research will focus on textual analysis (modality, polarity, personalization, vocabulary, adjectives, cohesion, parallelism, disjunctive syntax, and the mood choices). This approach will answer of research question: what are the linguistic features that portray the “ideal” appearance of a woman in *Prestige* and *Femina* magazine – that have the different focus of target and also to answer how they build image and relation with their customers. The analysis focuses on how these two magazines differ in depicting of “ideal” appearance of woman related to the different focus of target audience.

2. **Context of the Study**

Different magazines - even both magazines are the female magazines - have different ways to articulate their view of woman appearances. They have a certain approach to the audiences. Different approaches can be seen in the way to build relations and image. The different ways could be caused by different target
audiences. Every advertiser has different ways of building an image, and relation to the target audience. They also have a certain belief about woman appearance. This is causing them to use a different way to deliver an advertisement to the audience.

3. Data Collection Method

The data were collected from the advertisements in two different female magazines, Prestige and Femina. Femina and Prestige magazines are chosen to be analyzed because the magazines represent women and they are obtainable or easy to access as they are published in Indonesia. Prestige magazine is published in Jakarta and the audience is commonly those from middle-high social class, but Femina is intended for a more general audience.

The data are taken from two women's magazine, Prestige and Femina magazine are published from September 2015 to June 2016. I only choose the beauty advertisements

I analyzed all the advertisements in both magazines using textual analysis. I marked each of the sentence and slogan based on modality, polarity, personalization, vocabulary, adjectives, cohesion, parallelism, disjunctive syntax, and mood choices.

4. Object of the Study

According to the official page, http://www.destinasian.com/about/:

Prestige Indonesia magazine is a monthly luxury lifestyle magazine in Indonesia that covers the life and times of the rich and famous in Indonesia and the rest of the world. As the ultimate lifestyle magazine of choice for Indonesia's elites/ luxurious decision makers. Prestige is packed with full of useful and relevant materials that enrich, informs and entertains its readers.
With high-quality content and sophisticated presentation, Prestige brings a unique and modern international air to the category of the lifestyle magazine in Indonesia. Besides Indonesia, Prestige magazine also has editions in Singapore, Hong Kong, Malaysia, and Thailand.

According to Femina’s profile in http://profil.merdeka.com/indonesia/f/femina/:

Femina is one of the most popular women’s magazines from Indonesia. The magazine is published weekly. The issues of women present in the Femina are also in accordance with the conditions and the situation of Indonesian society. Many Indonesian famous celebrities have been presented in Femina’s pages. In addition to presenting news and tips about women, there are inspirational stories that can inspire the spirit of the women to be better.

5. Data Analysis Procedure

After selecting and collecting advertisements from each magazine, I collect all phrases or slogans used in the advertisements. Then I just choose the beauty advertisements to be analyzed. I then compared the number of modalities, personalization, adjectives, cohesion, parallelism, disjunctive syntax, and mood choices of both magazines. The number of adjectives that appear in the advertisements is an advertiser's ideas and views about the ideal appearance of the woman. Modality is to show the level of their power regarding their views. Personal pronoun and mood choice to see relations and power that occur among participants. Cohesion is one kind of intertextuality which shows format of the advertisements. It also shows other texts that related to the main sentence. It contain relational conjunctions. Parallelism is language features which are to attract the audience attentions. The disjunctive syntax is one kind of formality levels. It shows the close relationship between the advertiser and audience.

6. Rater reliability
Joope (2000) defined reliability as the extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable (p. 1). From the website “Research Method Knowledge Base”, there are four kinds of rater reliability, that are inter-observer reliability, test-retest reliability, parallel-form reliability, and internal consistency reliability.

This study uses four raters, one rater is a lecturer of discourse analysis and three students who had finished taking courses in discourse analysis with the grade A. The data examined in the study qualified discourse analysis.

D. FINDING AND DISCUSSION

The following table shows beauty advertisements displayed in both magazines, Prestige and Femina (September 2015 – June 2016). Table 1 is the list of advertisements researched from both magazines, Prestige and Femina. There are thirty-six advertisements from Prestige and thirty-five advertisements from Femina.

Table 1. Beauty Products Advertisements in Prestige & Femina

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Beauty Products Advertisements</th>
</tr>
</thead>
</table>

17
<table>
<thead>
<tr>
<th>Issue</th>
<th>Ads</th>
<th>Product</th>
<th>Page No</th>
<th>Ads</th>
<th>Product</th>
<th>Page No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept'15</td>
<td>Prestige</td>
<td>Femina</td>
<td></td>
<td>Prestige</td>
<td>Femina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Versace Eros Pour Femme</td>
<td>Perfume</td>
<td>40</td>
<td>Dove</td>
<td>Skin moisturizer</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Cle De Peau Beaute</td>
<td>Serum skin</td>
<td>41</td>
<td>Impression</td>
<td>Hair removal</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>La Prairie</td>
<td>Moisturizing cream</td>
<td>40</td>
<td>OPTIMAL</td>
<td>Face cleanser</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>Cle De Beaute's Serum</td>
<td>Skin nutrition</td>
<td>40</td>
<td>Emeron</td>
<td>Shampoo</td>
<td>59</td>
</tr>
<tr>
<td>Oct'15</td>
<td>Cle De Beaute Fluid</td>
<td>Radiant foundation</td>
<td>69</td>
<td>Natasha Red Ginseng</td>
<td>Anti-ageing</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>AQVA</td>
<td>Perfume</td>
<td>68</td>
<td>Wardah (dynamo bliss)</td>
<td>Lipstick</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Kerastase Densifique</td>
<td>Hair serum</td>
<td>70</td>
<td>L’oreal Paris</td>
<td>Hair oil serum</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>L’OCCITANE cream</td>
<td>Cream Mask</td>
<td>73</td>
<td>MATTE SILKYGIRL</td>
<td>Lips color</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>Cle De Beaute’s Radiant</td>
<td>Fluid foundation</td>
<td>70</td>
<td>Pixy</td>
<td>Beauty powder</td>
<td>2</td>
</tr>
<tr>
<td>Nov'15</td>
<td>Emozione</td>
<td>Perfume</td>
<td>40</td>
<td>Wardah (white secret)</td>
<td>Face care</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Sweet</td>
<td>Perfume</td>
<td>42</td>
<td>Marie France Bodyline</td>
<td>Slimming</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>SK-II RNA Power</td>
<td>Anti-ageing cream</td>
<td>42</td>
<td>Vaseline</td>
<td>Body lotion</td>
<td>45</td>
</tr>
<tr>
<td>Dec'15</td>
<td>Sulwhasoo</td>
<td>Skin serum</td>
<td>41</td>
<td>Shiseido</td>
<td>Daytime protection</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>ROGUE</td>
<td>Perfume</td>
<td>42</td>
<td>Dove</td>
<td>Soap</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Anggun Grace</td>
<td>Perfume</td>
<td>42</td>
<td>Wardah</td>
<td>Makeup series</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>Ioma</td>
<td>Anti-ageing moisturizer</td>
<td>40</td>
<td>Prive</td>
<td>Femininity soap</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>LAMER</td>
<td>Skin moisturizer</td>
<td>40</td>
<td>Vasseline</td>
<td>UV protection</td>
<td>43</td>
</tr>
<tr>
<td>Jan'16</td>
<td>Cle De Peau Cream</td>
<td>Eye contour cream</td>
<td>29</td>
<td>Revlon</td>
<td>Lipstick</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>SK-II</td>
<td>Facial</td>
<td>36</td>
<td>LUCIDO-L</td>
<td>Hair vitamin</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>Kanebo Lunasof</td>
<td>Eye Shadow</td>
<td>37</td>
<td>Ja Saeng Essence</td>
<td>Moisturizing</td>
<td>19</td>
</tr>
<tr>
<td>Date</td>
<td>Brand</td>
<td>Product</td>
<td>Month</td>
<td>Item</td>
<td>Quantity</td>
<td></td>
</tr>
<tr>
<td>---------</td>
<td>------------------------------</td>
<td>--------------------</td>
<td>--------</td>
<td>-------------------------------</td>
<td>----------</td>
<td></td>
</tr>
<tr>
<td>Feb'16</td>
<td>Mac LIPGLASS</td>
<td>Lipstick</td>
<td>36</td>
<td>Imperial Leather</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bulgari’s Omnia</td>
<td>Perfume</td>
<td>37</td>
<td>Wardah (white secret)</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shiseido</td>
<td>Eye serum</td>
<td>37</td>
<td>Shiseido Ultimune</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td></td>
<td>L’Occitane</td>
<td>Skin moisturizer</td>
<td>37</td>
<td>Pure T1</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Les Exclusif de Chanel</td>
<td>Perfume</td>
<td>36</td>
<td>Lux</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shiseido</td>
<td>Serum anti-ageing</td>
<td>43</td>
<td>OVALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Yves Saint Laurent</td>
<td>Skin moisturizer</td>
<td>42</td>
<td>Pond’s</td>
<td>116</td>
<td></td>
</tr>
<tr>
<td>Mar’16</td>
<td>Miss Dior</td>
<td>Perfume</td>
<td>43</td>
<td>Natasha Mangostana</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>La Mer Skin Color</td>
<td>Illuminating powder</td>
<td>43</td>
<td>Emeron</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shiseido</td>
<td>Serum anti-ageing</td>
<td>43</td>
<td>OVALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Yves Saint Laurent</td>
<td>Skin moisturizer</td>
<td>42</td>
<td>Pond’s</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apr’16</td>
<td>DIOR</td>
<td>Lipstick</td>
<td>48</td>
<td>L’OREAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Diptyque’s Eau des Sens</td>
<td>Perfume</td>
<td>46</td>
<td>Wardah (exclusive matte)</td>
<td>37</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sulwhasoo</td>
<td>Skin powder</td>
<td>46</td>
<td>Pixy BB cream</td>
<td>124</td>
<td></td>
</tr>
<tr>
<td>May’16</td>
<td>Sulwhasoo Holistic Beauty</td>
<td>Skin powder</td>
<td>23</td>
<td>REVLOON</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>L’OCCITANE en provence</td>
<td>Skin balm</td>
<td>43</td>
<td>Wardah</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jun’16</td>
<td>SAUVAGE Dior</td>
<td>Perfume</td>
<td>38</td>
<td>Natasha circle cream</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sulwhasoo’s Radiance Blusher</td>
<td>Cosmetic powder</td>
<td>39</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Textual analysis**

Textual analysis will answer the research question: what linguistic c features used in the advertisements that depict of “ideal” woman appearance. This
analysis reveals how advertisers describe their relationship with the customers. Here, below is a model of analysis that I did. Then, I took sample ads from the Prestige magazine. This textual analysis is limited on written text, for instances language used without a visual image. This analysis just analyzes slogan or sentences (body of ads) that exist there. I gathered all the written form of the language in all the ads in both magazines, Prestige and Femina, and then divide it by the existing sentences.

Figure 1. VERSACE Eros Pour Feme and Cle De Peau Beauty (Prestige, pp. 40-41).

The following sentences are language features in Figure 1 (Prestige 2015, pp.40-41):

1. **Slogan:** SEDUCTIVE FRAGRANCE
Body ads: Versace’s Eros Pour Femme is a fragrance of strength, individuality and seduction that contains lemon, jasmine, and sensual woods. Its elegant bottle is crafted with mythological codes and the packaging is made from a high-quality deluxe cover with an elegant tiroir opening.

2. **Slogan:** IT BEGINS WITH AWAKENING. RADIANCE BECOMES YOU

Body ads: Your greatest beauty lies within. Awaken it with le serum. Empowered by Illuminating Complex, a luxurious drop delivers moisture-rich nutrients to skin. Suddenly, you’re glowing with visible vibrancy, suppleness, and radiance that never ends.

1. **Modality**

Advertisers commonly use modality for two purposes, namely: relational modality and expressive modality. The following examples are examples of analyzing modality taken from Figure 1:

Example 8a:
- Versace’s Eros Pour Femme is a fragrance of strength...
- [...elegant bottle is crafted with mythological codes...]
- [...bottle packaging is made from a high-quality deluxe coffer...]

Expression modality also represents a categorical truth – facts – without the sort of intermediate modalities. It is commonly constructed in non-modal present tense and perfect form. It also emphasizes the reliability to the readers.

Example 8b:
- Your greatest beauty lies within.
- [...a luxurious drop delivers moisture-rich nutrients to skin.
• [...you’re glowing with visible vibrancy...]

By using that kind of analysis, I categorize the kinds of modality constructed in the advertisement. On examples 8a and 8b, the modality used is expression modality while polarity and relational modality do not appear. Examples 8a, 8b are examples modality representing the authenticity claims, or claims to knowledge.

The results can be seen in Table 2. These results are the finding of the analysis of all sentences (there are Subject and Verb exist) that are used in *Prestige* and *Femina* magazine that I researched.

<table>
<thead>
<tr>
<th>Modality/ Polarity</th>
<th>Prestige (103)</th>
<th>%</th>
<th>Femina (169)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relational modality</td>
<td>1</td>
<td>0.97</td>
<td>19</td>
<td>11.24</td>
</tr>
<tr>
<td>Expression modality</td>
<td>95</td>
<td>92.23</td>
<td>48</td>
<td>28.40</td>
</tr>
<tr>
<td>Polarity</td>
<td>7</td>
<td>6.79</td>
<td>10</td>
<td>5.91</td>
</tr>
</tbody>
</table>

From the data above, there are significant differences between the two magazines in the use of modality. *Prestige* magazine more dominant in the expression modality (92.23%). *Prestige* uses expression modality predominantly in their advertisements with the aim of providing an overview and definition to the audience about their products. This can be seen from the sentences that they give
more detail about the products. They do not make promises, but they deliver strong claims about their products. Their advertising strategy is to present the truth – facts – and less in use immediate modality (0.97%). They contrasted their claims to the opposite about 6.79% in which polarity used as opposite claims. The use of "polarity" in advertising in the magazine Prestige, emphasizes that the quality of the product can be accountable.

Furthermore, Femina magazine uses modality more balanced. They give a promise by using relational modality. The kind of promise, for instance, the audiences will get the benefit if they buy the products. They not only make a claim but also deliver the promise. Modal auxiliary that commonly used are “will” and “can”. Polarity used in Femina magazine is to show the real evident by showing famous actresses (actresses that almost everyone knew him), for example: “Siapa tidak mengenal Taylor Swift atau Shay Mitchell? Kedua nama tersebut adalah beberapa aktris dunia yang sering bereksperimen dengan penampilannya, termasuk warna lipstick” (Revlon ads in Femina Dec 2015).

2. **Personalization**

The position of advertisers is as producers (addresser) and the audience is interpreters (addressee). There are some challenges when advertisers build close relation with their audiences because the complex and indeterminate nature of the producer will present to the mass and indeterminate nature of the audience. So, the advertiser needs to direct an appeal, presupposing a determinate appealer, to individual audience members as *synthetic personalization*. Advertisers in Figure 1 use a direct address in their advertisements. The use of the second-
person personal and possessive pronouns such as ‘you’ and ‘yours’ seek to address the readers directly and personally.

Example 9:

- **Your** greatest beauty lies within.
- Suddenly, **you**’re glowing with visible vibrancy...
- **Its** elegant bottle is crafted with mythological codes...
- Awaken **it** with le serum!
- Radiance becomes **you**.

The result of the finding on pronoun used in advertisements can be seen in Table 3. I analyze all sentences and slogans used, then I looked for pronoun used. In the left column show the kind of pronoun used, and then the middle and right side are to show how many times the use of the pronoun in both magazines.

<table>
<thead>
<tr>
<th>Pronouns</th>
<th>Prestige (28)</th>
<th>%</th>
<th>Femina (46)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>We</td>
<td>-</td>
<td>2</td>
<td>2</td>
<td>4.3</td>
</tr>
<tr>
<td>You</td>
<td>4</td>
<td>14.2</td>
<td>24</td>
<td>52.1</td>
</tr>
<tr>
<td>I</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>2.1</td>
</tr>
<tr>
<td>Our</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Your</td>
<td>6</td>
<td>21.4</td>
<td>10</td>
<td>21.7</td>
</tr>
<tr>
<td>It</td>
<td>17</td>
<td>60.7</td>
<td>9</td>
<td>19.5</td>
</tr>
<tr>
<td>Her</td>
<td>1</td>
<td>3.5</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

According to Fairclough (1996), personalization is kind of relational values. The use of pronouns in advertisements helps create a friendly atmosphere to persuade the audience. In this finding, it was found that the pronoun mostly is
“you”, “your”, “we”, and “It”. In Prestige magazine, the pronoun “It” is commonly used, because they describe the product. The type of advertising in Prestige is information of the products, in which advertisers use language whether verbal or visual to deliver information. Advertisers provide proper information about the product so that the audience understand well. By predominantly using the pronoun “it”, advertiser want to show that s/he knows well her beauty products in order to build a positive image of their products. Relationships between participants are not visible. The strategy used is the cognitive approach, which is by providing the knowledge about the products. They did not build a close relationship with the audience, but rather on the approach in influencing the audience, that they know their products well.

Unlike Prestige, Femina constructs a close relationship with the audiences. It can be seen on Table 3. In the box, they commonly used the pronoun “you”, “your”, “it”, and “we”. Their success is when a close relationship with the audience is established. Indonesia’s culture, especially in Java, people would easily believe when they know each other well. After the personal relationship with the audience has been established, it will be easier for them to influence audiences to believe and then will buy products.

3. Adjectives

Adjectives are the advertisers convey a positive or negative affective meaning. Affective meaning will display reader’s positive or negative evaluation of an item shown. The adjectives used in advertisements on Figure 1 is positive adjectives.
Example 10:

- seductive fragrance, sensual, elegant, deluxe, luxurious, visible vibrancy (non-gradable adjectives)
- high quality, greatest beauty (gradable adjectives)

By using the way of analysis in Example 10, I analyze the adjective used in advertisements, whether positive adjectives or negative adjectives in which include gradable or non-gradable adjectives. Table 4 is to show the adjective used in advertising.

Table 4. Vocabularies (Adjectives) in Prestige & Femina Magazine

<table>
<thead>
<tr>
<th>Appearance</th>
<th>Prestige</th>
<th>Femina</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body odor</td>
<td>- High-quality</td>
<td>- Wangi</td>
</tr>
<tr>
<td></td>
<td>- Greatest beauty</td>
<td>- beraroma bunga</td>
</tr>
<tr>
<td></td>
<td>- Pure</td>
<td>- sensasi bunga</td>
</tr>
<tr>
<td></td>
<td>- feminine floral</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- woody texture</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- sensual</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- juicy</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- velvety sensation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- fragrant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- confident</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- feminine</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- confident</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- exclusive fragrant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- seductive fragrant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- sensual</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- elegant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- deluxe</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- luxurious</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- visible vibrancy</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Tender.</td>
<td></td>
</tr>
<tr>
<td>( + )</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(-)</td>
<td>edgy</td>
<td>flirty</td>
</tr>
</tbody>
</table>
| (+) | - Relaxed
- Comfort
- feel younger
- youthful skin
- natural
- young skin
- bright
- flawless complexion
- natural
- dewy complexion
- perfection
- never-ending
- younger looks
- moist radiance
- shiny
- healthy natural
- healthy skin
- soft skin
- ultra soft
- lightweight
- shimmering glow
- white natural clarity
- smoother
- brighter than light
- natural radiance
- immaculately clear
- dazzling
- natural vitality
- extra-radiance |
| (-) | Anti-ageing
- Prematurely
- reduce wrinkles |
| Hair | - Shine |

- Lurus panjang
- tidak bercabang
- kemilau rambut sehat
- mudah disisir
- halus dan tidak lepek
- bebas sinar UV
Table 4 shows that both magazines, Prestige and Femina used many adjectives to present what the audiences will get if buy the product. Advertisers try to give answers to what the expectations of the audience. They use a lot of positive adjective rather than negative adjectives. The positive adjectives are related to the qualities of the product whereas the negative adjectives are linked to the problems which existed prior to using the products or due to not using the problem. The positive adjectives are used to highlight certain qualities and values to the ideal woman.
Although both magazines use a lot of adjectives but when we look at the used of adjective carefully, there is something different. Prestige magazine predominantly uses adjectives in the part of smell/ body odor, skin, lips and eyes whereas Femina uses the adjectives in all aspect of appearances (smell, skin, hair, lips, eyes, body, breast, and in a female genital area. It means that Femina advertises many kinds of beauty products to maintain all of an appearances. Femina assumes that all parts of the body, from top to bottom need to be treated and maintenance. This has brought stereotypes that women act as "servant" to their husband that every moment should serve her husband. So, it is necessary to take care of all parts of their bodies. They assume that the husband will always be loyal and satisfied with the service when a woman is able to take care of his body to keep it interesting.

The target audience both of magazine is different in classes, area, country and culture of the audiences. It is caused by they have different people who are intended. Prestige has a specific target group, which is for those in the elite class and the rich. In addition, Prestige is also distributed across countries with different cultures. Singapore is one of the developed countries that are the target of Prestige magazine, has a different culture with Indonesia in view of the role of women. Indonesian woman. Majority Indonesian woman are still positioned as the number two in their society and man have high position over the woman. They are still considered woman as an "object" of men, who have the main task is caring for children, home and husband. Another task is to satisfy the husband, then the appearance of the "body" is very important to maintain their role.

4. Cohesion
To analyze how a sentence is interconnected (linked) together, I listed conjunctive adjuncts that are used in advertisements. Cohesion is used by advertisers to express their idea in which give the reason why the product should be bought. It can be seen as the way advertisers in building image their product/companies. The example below is taken from Figure 1:

Example 11:

Versace’s Eros Pour Femme is a fragrance of strength, individuality and seduction that contains lemon, jasmine and sensual wood. Elegant bottle is crafted with mythological codes and the packaging is made from...

From Example 11, there is a type of additive conjunction adjunct. I use this kind of analysis to analyze cohesion that is constructed. The result of the finding can be seen on Table 5. In the box, cohesion divided into four levels of conjunction adjunct.

<table>
<thead>
<tr>
<th>Conjunction adjunct</th>
<th>Prestige</th>
<th>Femina</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additive</td>
<td>23</td>
<td>20</td>
</tr>
<tr>
<td>Adversative</td>
<td>-</td>
<td>7</td>
</tr>
<tr>
<td>Conditional</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Causal</td>
<td>4</td>
<td>36</td>
</tr>
</tbody>
</table>

The result of the finding in Table 5 can be seen that Prestige magazine predominantly use additive type (“and”, “that”) in their ads. It is used for completing and enriching information. Unlike Prestige, Femina magazine mostly uses additive and causal. Femina magazine not only give information about the products (additive: “dan”, “juga”) but also present the fact about anyone who have
already used and the reasons why they should use (causal: “karena”, “oleh karenanya”, “oleh sebab itu”), and promise to the audience the benefit of using it (adversative and conditional: “tapi”, “bahkan”, “walaupun”).

5. **Parallelism**

Parallelism refers to using elements in sentences that are grammatically similar or identical in structure. The purpose of the use of parallelism in the advertisement is for simplicity, effectiveness, and attractiveness. By using positive evidence, audience, especially the target audience of a female magazine are a woman, would be interested to buy the products because the products are safe.

Example 12:

- High quality: *mythological code, high-quality deluxe coffer, luxurious*
- Beauty: *sensual, elegant, moisture-rich nutrients, vibrancy, suppleness, radiance*
- Durable: *never ends*
- Made from natural ingredients and safe: *contain lemon, jasmine, and sensual woods*

The following table is the results of finding of parallelism in Prestige and Femina magazine;

<table>
<thead>
<tr>
<th>Meaning</th>
<th>Prestige</th>
<th>Femina</th>
</tr>
</thead>
<tbody>
<tr>
<td>High quality</td>
<td>Mythological code</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>high-quality</td>
<td>Luxury</td>
</tr>
<tr>
<td></td>
<td>deluxe coffer</td>
<td>short time treatment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>sistem terlengkap</td>
</tr>
</tbody>
</table>
- luxurious
- Swiss garden cress
- golden caviar
- divine mask
- exclusive ritual
- Illuminating Complex
- velvety sensation
- French facial brand
- evaluated by sensor
- glow-living beauty
- generous glamour
- collaborate with Ariana Grande
- Brazilian Rarity
- Blooming bouquet
- contain Damascus Rose

<table>
<thead>
<tr>
<th>Beauty</th>
<th>- Sensual</th>
<th>- Sensual</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Elegant</td>
<td>- Elegant</td>
</tr>
<tr>
<td></td>
<td>- moisture-rich nutrients</td>
<td>- rambut lembut tampak</td>
</tr>
<tr>
<td></td>
<td>- vibrancy</td>
<td>- sehat berkilau</td>
</tr>
<tr>
<td></td>
<td>- suppleness</td>
<td>- tampil bercahaya</td>
</tr>
<tr>
<td></td>
<td>- radiance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Reduce wrinkles and radiance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- dewy complexion</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- sensuality explored</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- younger looks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- anti-ageing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- shimmering pink</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- prevent of wrinkle</td>
<td></td>
</tr>
</tbody>
</table>
Both magazines use parallelism to replace (hide) the main meaning with other sentences which have the same meaning. It is commonly used in slogan and the head of advertisements. In Prestige, parallelism placed in the beginning (head) sentence. It can be a summary or main point and then they extend in the next sentence/paragraph. For example: **BRASILIAN RARITY. Omnia Paraiba, the newest fragrant in Bulgari’s Omnia collection is inspired by Brazil’s Paraiba tourmaline** (Prestige Feb 2016, p. 37). They use the word "brazilian rarity" to attract the audience to make them more curious about the product. Curiosity makes the audience want to know more about the product.

In Femina, parallelism may have the same function with Prestige, but they put the parallelism it anywhere (bottom or top) in the picture. It is also presented in different sizes (large, small, or very large/small). The goal is to make it interesting to watch (eye catching).

Both magazines use parallelism with the main goal is not only convey a concrete evidence of the product but also make a brief information about the product, so that in the first reading, the audience will capture easily the intent of these advertisements.
6. Disjunctive syntax:

Disjunctive is the sentences without verbs or subjects. It consists of one, two, or more grammatical items only. Both of the advertisements in Figure 1 using disjunctive syntax, such as:

Example 13:

*Seductive fragrance, Another revelation from Cle de Peau Beaute.*

But in addition, the advertiser uses more formal than using disjunction form. The formality can be seen in the sentence in which composed of subjects and is followed by a verb. Fairclough (1996) stated that formal form is an expression of politeness, concern from participants for each other's face and respect for status and position (pp. 117-118). Whereas, the informal form is commonly used to show that there is a close relationship between advertisers and audiences.

This analysis about disjunctives syntax needs to be more careful because it must examine the word in a sentence. The way I do is look for whether the function of the word in the sentence. Table 7 below is to show disjunctive syntax that occurred in advertisement researched.

Table 7. Disjunctive syntax in Prestige & Femina Magazine

<table>
<thead>
<tr>
<th>Prestige</th>
<th>Femina</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Seductive fragrance</td>
<td>- Perawatan optimal wajah berseri</td>
</tr>
<tr>
<td>- No More Age Spots</td>
<td>- Experience the Journey-Inspiring Beauty</td>
</tr>
<tr>
<td>- Magic of The Mac</td>
<td>- Untuk segala kebutuhan rambutmu</td>
</tr>
<tr>
<td>- Youthful Shine</td>
<td>- Pixy Perfect Surprise</td>
</tr>
<tr>
<td></td>
<td>- Go Matte Lipcolor</td>
</tr>
<tr>
<td></td>
<td>- celebrate year-end holiday</td>
</tr>
<tr>
<td>- Velvety Sensation Salvatore Feragamo</td>
<td>- Start a Good Thing, kekuatan memperbaiki dari Vasseline</td>
</tr>
<tr>
<td>- Fountain Youth</td>
<td>- Nutrisi kulit lebih baik dari susu</td>
</tr>
<tr>
<td>- Five Skin Fundamental for Moist Radiance</td>
<td>- Rahasia Peremajaan daerah Kewanitaan</td>
</tr>
<tr>
<td>- Targeting Fine Lines</td>
<td>- New Revlon Ultra HD Lipstic</td>
</tr>
<tr>
<td>- Protective Barrier</td>
<td>- Not A Kiss the very Autograph of Love</td>
</tr>
<tr>
<td>- Flirty Rihana Roque</td>
<td>- Kilau rambut sehat, Rahasia Kulit Indah</td>
</tr>
<tr>
<td>- Anggun’s Grace Notes</td>
<td>- Sensorial Luxury For You</td>
</tr>
<tr>
<td>- The Power Transform Eyes</td>
<td>- Waktu-Paparan-Stress-Bagaimana kulit anda</td>
</tr>
<tr>
<td></td>
<td>- Power Infusing Concentrate Ultimune</td>
</tr>
<tr>
<td></td>
<td>- Pure Care for Healthy Hair</td>
</tr>
<tr>
<td></td>
<td>- Purely Carin- Truly Purifying</td>
</tr>
<tr>
<td></td>
<td>- Keharuman Parfum Mawar Perancis</td>
</tr>
<tr>
<td></td>
<td>- Harum mempesona untuk kulit menggoda</td>
</tr>
<tr>
<td></td>
<td>- Rambut halus-lembut menaran</td>
</tr>
<tr>
<td></td>
<td>- Cantik berseri-Bebas alami</td>
</tr>
<tr>
<td></td>
<td>- Produk Alami Warisan Leluhur</td>
</tr>
<tr>
<td></td>
<td>- Tampak Hingga 10 tahun Lebih Muda.</td>
</tr>
</tbody>
</table>

From the results of the finding in Table 7, there are several kinds of disjunctives syntax used in both magazines. The number of disjunctive syntax used are very different (12 and 25). It is the level of formally in presenting product by considering the target audience who are intended. It can be said that Prestige magazine present much more formal form to the audience because they consider a polite relation and respect to their audience. In contrast with Prestige, Femina
present “informal” sentences because they try to make the relation with audience closely.

7. Mood choice

In advertising, the participants involved are companies (advertisers) and consumers (audience). The position of participants is characterized by moods. So the role of mood is to determine the position participant. It also shows the power relationships among participants. The following examples are the kind of analysis of the mood choice from two advertisements in Figure 1:

**Declarative:**
- Versace’s Eros Pour Femme is a fragrance of strength...
  
  S F (residue)
- its elegant bottle is crafted with mythological code...
  
  S F (residue)
- It begins with awakening, suddenly, you’re glowing with visible vibrancy.
  
  S Finite (does) (residue)
- Radiance becomes you
  
  S F (does) (residue)

**Imperative:**
- Awaken it with le serum!
  
  V/Finite S (residue)

In order to find mood choice, the first, I divided the sentence into several parts. Mood contain of subject and verbs (finite), so I define Subject (S) and Finite (F), and other is residue. By using this analysis, I analyze sentences and slogans in advertisements. The result of the finding can be seen in Table 8.

**Table 8. Mood choice in Prestige & Femina Magazine**
<table>
<thead>
<tr>
<th>Mood choice</th>
<th>Prestige (111)</th>
<th>%</th>
<th>Femina (167)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Declarative</td>
<td>98</td>
<td>88.28</td>
<td>63</td>
<td>37.72</td>
</tr>
<tr>
<td>Grammatical question</td>
<td>3</td>
<td>2.70</td>
<td>21</td>
<td>12.57</td>
</tr>
<tr>
<td>Imperative</td>
<td>10</td>
<td>9</td>
<td>83</td>
<td>49.70</td>
</tr>
</tbody>
</table>

The dominant mood in Prestige magazine is declarative (88.28%) in order to declare, give information, and give the detail of the product. So the subject presented is about products itself. The role of the participants are between advertisers who give information and audience who to be an interpreter. Information presented by advertiser should be interpreted by audiences till they get the clear information.

Furthermore, Femina used not only imperative (37.72) and grammatical question (21%), but also declarative (49.70%). An imperative is used for requests, orders, or commands someone to do something. Imperative sentences do not have a subject. There is no need to see the subject because speakers usually speak face to face with their partners. The power of participant can be seen in the imperative, which is the power of advertisers over the audience. The advertisers have the power to give the command to the audience to do something. Although Femina predominantly used imperative, but they also use a grammatical question to establish the close relationship with the audiences. They assume that they face the audience directly and build a conversation. This communication task is not only giving the information but also giving command directly to the audience. This shows the power of advertisers over their audience.

**Data interpretation**
From the findings, it shows that Prestige and Femina magazine have a different way in constructing language features, building image and building relation. According to Fairclough (2014), communication task which is built only limited to providing a definition and information about products (p. 139). The relationship with the audience is a formal relationship and an expression of respect to the audiences. In Prestige magazine, the advertiser uses language feature in order to give information about their product as clear as possible. They do not build a close relationship with the audience but rather describe its products as good as possible in order to attract the audiences. In the modality analysis, Prestige magazine uses more an expression modality. An expression modality is used to build the products’ image. And then they also use an additive conjunction adjunct in order to give another text to support their claim about the advertised product. Prestige use declarative form to define the advertised products. The pronoun "it" suggests that it refers to the product being advertised.

Furthermore, Femina uses “lifestyle format” that is combining of the product image and the personalized format. From the findings above, language features used in Femina not only establish the brand and package as something important but also establish a close relationship with audiences who is intended. It can be seen in types of modality (see Table 2). There are relational and expression modality which is very dominant. They have a strong claim about the products, but at the same time also provide a guarantee that audiences will get a satisfactory result by using its products. The closeness and warmth relationship is believed to be an appropriate strategy to influence the audiences. This is evidenced by the use of the
pronoun "you" and "yours" as the most dominant pronoun (see Table 3). Femina also uses more dominant informal form that can be seen in the disjunctive syntax used (see Table 7). They want to show that between them and the audience there is no distance. They have a close relationship.

They have the same strategy in the use of "parallelism". They are equally hiding their true intentions by replacing it with a different sentence. They want to show their excellent quality, their products are durable, and would like to illustrate that their products are natural by using “eyes catch” features.

Furthermore, they differ in the intentions of the use of adjectives although they both use the positive adjective predominantly. The positive adjectives are related to the qualities of the product whereas the negative adjectives are linked to the problems which existed prior to using the products. The use of the adjectives in Prestige magazine tends to be intensified for those who want to improve their confidence in building a relationship with another person. The needs for people who want to establish relationships with other people, such as body odor, beauty skin, eyes, and lips. They need to take care of it in order to be successful in the relationship (see Table 4). Prestige magazine portrayed woman as “friend” to the man because they just offer the products to establish a relationship, for instance, body odor, for beauty skin, eyes, and lips. It assumes that to build a good relationship, audiences need to maintenance their body odor, skin, eyes, and lips. Unlike Prestige, Femina magazine portrayed woman as “wife” who has the role as servant to the husband. It can be seen in Table 4 that audiences need to maintenance
their appearance (body odor, skin, hair, eyes, lips, slim body, breast, and their genital area) to be more attracted.

E. CONCLUSION

This study is conducted to analyze and compare the linguistic features used by two woman magazines, Prestige and Femina, the discursive practice (level of interpretation) and also social practice (level of explanation). It is to answer the research question: “What are the linguistic features used and how they portray an “ideal” appearance women in Prestige and Femina magazine?” This study also analyze how the advertiser in that magazines build a relation and image to their audiences in order to answer the question: “how advertisers build image and relation to the audience?”

The results of the study show that Prestige and Femina magazine have different ways in building image and relation to the audience. By using at linguistic features used, Prestige magazine uses predominantly expression modality in present tense form to determine what the advertisers’ strong claims about the product and to inform the products itself. Unlike Prestige, Femina uses expression and relational modality to give information the products as well as giving a promise to the audiences. Femina uses synthetic personalization (second personal and possessive pronoun) to build relationship closely, however Prestige uses “it” pronoun to build an image of the products. In the adjective analysis, Prestige only emphasizes
women’s appearances at body odor, skin care, eye, and lip. Otherwise, Femina determines on physical appearances related their role in society (as wife) such as body shape, beauty skin, lips, eyes, hair, body odor, breast and genital area. In cohesion and parallelism analysis, advertisers want to build an image of products. Prestige builds an image that their products are luxury, high class, high quality and safety to be consumed because made from natural ingredients. Disjunctive syntax analysis is to show that to attract the audience attention, both of magazines use it but in different purpose. Prestige uses disjunctive syntax not only to grasp the attention but also to give summary information about the products but Femina uses it to build relation that by using informal form, there will be no gap between the advertiser and audience. Femina and Prestige magazine also different in use of mood choice. Prestige uses more declarative rather than Femina which uses declarative and imperative. Declarative has communication task between participants as giver information and receiver but the imperative is to express demands, requests, and instruction.

In general, I hope that this study will help in criticizing the advertisements around us. Advertisers basically tend to provoke, manipulate language to influence audiences whether linguistic or visual. In the educational field, I also hope this study helps the students more critical to understand of an advertisement not only in terms of language features but also how they build an image of their products and also how to build a relation with their audiences. This framework use Critical Discourse Analysis to analyze as a “tool” because it help to show language and power. This study is limited on linguistic analysis. I suggest in
the future research will focus on the visual image (semiotic) analysis of advertisements because a lot of advertisements which only show images (visual image).

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