COHESION IN THE TEXT OF BEAUTY ADVERTISEMENTS

A Thesis

Submitted to Letters and Humanities Faculty in Partial Fulfillment of the Requirements for the Degree of Strata 1 (S1)

By

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ADAB AND HUMANITIES FACULTY
STATE ISLAMIC UNIVERSITY "SYARIF HIDAYATULLAH"
JAKARTA
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APPROVEMENT

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LEGALIZATION

The thesis entitled Cohesion in The Text of Beauty Advertisement has been defended before the Letters and Humanities Faculty’s Examination Committee on January 2008. The thesis has already been accepted as a partial fulfillment of the requirement for the degree of Strata one.

Jakarta, January, 2008

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DECLARATION

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Jakarta, January 2008

Amaliah
ABSTRACT


The thesis examines cohesion in the text of beauty advertisements. The main objective of this research is to know whether the cohesion can build the meaning of advertisement and the types of cohesion in the text of beauty advertisements. This study applies descriptive qualitative method where she discusses the verbal elements in the Text of Beauty Advertisement. Its unit analysis is five Beauty Advertisements of Women's Weekly Magazine, edition August 2001, September 2005 and February 2006. the names of Beauty Advertisement are Revlon, Lisciare, Nivea, Bio Essence and Irise.

This study discusses the verbal elements in the text of beauty advertisement. It uses cohesion theory by Halliday and Hasan. The writer concludes that Cohesion through its agencies can form the cohesiveness of the five text beauty advertisement. Therefore, the text can be understood easily by the readers. And the message of the advertisement can be delivered to the readers in order to get attention of consumers.
ACKNOWLEDGEMENTS

In the name of Allah the most gracious, the most merciful

Praise and gratitude be to Allah, the lord of the universe, who has given the writer guidance in completing this research. Peace and salutation be upon our prophet Muhammad (be peace upon him), his families, companions and adherents.

The writer realized that she would never finish without the help of some people around her. Therefore, the writer would like to thank to her beloved parents who have given her prayers, spiritual and full financial support during her study and the process of writing this paper. And the best thanks to her beloved brother and sisters for accompanying her and being her fighting friend.

Then, the writer also would like to say thank to Mr. Abdul Hamid, her advisor for guidance, patient, time, kindness support and contribution in correcting her in finishing the thesis.

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And last but not least, the writer realizes that the thesis is far from perfect. Therefore, she needs suggestion and critics from everyone that will encourage her to have further study.


The Writer


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CHAPTER I

INTRODUCTION

A. Background of the Study

Language is used to send, receive and express the idea in communication. Therefore, a good communication can exist in society. Communication is a process of sending and receiving message, where the people play the role of sender and receiver.\(^1\)

Communication involves first person as the speaker who has a role in sending the message to another person as listener who has role as receiver. In sending the message, the sender should use code that can be understood by both of them, so that the communication is running well.

The code itself maybe classified into verbal or nonverbal. Verbal codes are the words used in grammatical arrangement. Nonverbal codes are all symbols which exclude words; they include bodily movements, space, time, clothing and other adornment and sound that are not words.\(^2\) The communication process can be run well, even though it using verbal codes or nonverbal codes. As long as both of the senders and receivers understand the meaning of the message.

The communication also has some variety types and purpose. One of the communication types that has commercial purpose is advertisement. Applying the

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process of communication to advertising, Arens says that the sender is the producer who offers goods and services (addressee) and the receiver is the consumer (addressee), the message is the advertisement and the channel is the medium.3

Advertising is special kind of communication. Dirken and Kroeger says that advertising is as any paid form of nonpersonal presentation and promotion of goods or services by an identified sponsor, it is a form of selling and urges people to buy goods or services, or to accept a point of view.4

Advertisement as a facility to promote the product to consumers also has some purposes. Puspita Sari says that Iklan mempunyai dua tujuan, yaitu tujuan jangka panjang, yaitu menggerakkan tindakan pembelian dan membentuk brand image dalam ingatan publik, dan tujuan jangka pendek, yaitu agar iklan di pirsa dan di baca.

(Advertisement has two objectives, long term and short term. Long term objective is to get active influence of purchasing and form the brand image from the public and the short term objective is to attract the readers to watch and to read the advertisement).5

3 Ibid, p. 9.
In sending the message, advertisement needs tools, one of them is language. Even though, language is not only a communication tool in advertisement, but it also as other tools such as pictures, colors and sounds.

Advertising reaches target audience through mass media; there are two types of mass media, electronic media (radio and television) and printed media (newspaper, magazine and billboard). Advertisement, especially in the printed media should be created interestingly. So, in creating the advertisement, the language should draw attention to somebody, because it is not only sending the information about products and services but also should be capable to call attention to the consumers in order to buy the products or use the services. Therefore, the words in the text of advertisement should be created clearly, briefly, concisely, simply and creatively.

All elements in creating the advertisement should represent the message that will be delivered to the receivers in order to get consumers reaction. So, the advertisement is purposed to pay attention to and urge people to buy goods or services. This act called persuasive. Persuasive is an action that has purpose to influence or encourage mind, manner or opinion of someone with some reasonable reason.6

In advertisement, the producers want to make perception of society and influence them to the products or services which are delivered. So, choosing

---

influence or encourage mind, manner or opinion of someone with some reasonable reason.⁶

In advertisement, the producers want to make perception of society and influence them to the products or services which are delivered. So, choosing picture and verbal element in the text of advertisement should be done well to get the main aim in creating advertisement which has mentioned before.

To get the persuasive function, the producer does not only create an interesting words but also should be capable to realize the idea of the message which is delivered to the consumers. In revealing the idea of the message, the unity of text in advertisement could make message to be understood by the readers.

The unity of text is influenced by cohesion. Halliday and Hasan defined cohesion as the semantic one; it refers to relations of meaning that exist within the text, and that defined it as a text.⁷ The concept of cohesion accounts for the essential semantic relations whereby any passage of speech or writing is enabled to function as a text.

Halliday and Hasan take the view that the primary determinant of whether a set of sentences do or do not constitute a text depends on cohesive relationships within and between the sentences, which create a texture means entirely

⁶ Eva Latifah, Thesis: *The meaning of Slogan using stylistic and semantic theories*. (Jakarta: UIN Syarif Hidayatullah, 2006), P. 4
appropriates to express the property of being a text. A Text has texture and this is what distinguishes it from something that is not a text. The texture is provided by the Cohesive relation.

Cohesive relationships within a text are set up ‘where the interpretation of some element in the discourse is dependent on that another. An Advertisement example of such a cohesive relation is:

Every woman has her own beauty
It is how you present it.

On this text of advertisement, it is clear that ‘you’ in the second line refers back to (is anaphoric to) ‘every woman’ in the first line. And ‘It’ in the second line refers back to (is anaphoric to) ‘own beauty’ in the first line.

This anaphoric function of ‘you’ and ‘It’ gives cohesion to the two sentences. So that the writer interprets them as a whole; the two sentences are combined together to understand the meaning of the text.

In this study, the writer uses five beauty advertisement in Women’s Weekly Magazine and focuses on cohesion theory because cohesion is a basis component to establish an extended interpretation in the text of the advertisement. Hence, another factor such as the picture or the color will not be discussed in this study.

---


B. Focus of the Study

The utilized data of this research are Beauty advertisements in Women’s Weekly Magazine. In this thesis, the study will be focused on the verbal elements which apply for the cohesion theory of Halliday and Hasan.

C. Statement of Research Problem.

From the focus of study, the research questions are:

1. What types of cohesion that exists in the text of beauty advertisement?
2. How can the cohesion build the whole meaning of the advertisement?

D. Objective of Study

Based on the research question above, the objective of that study is to know whether the advertisement can build the meaning from the perspective of cohesion theory.

E. Significance of the Study

The writer hopes the result of the research will be advantageous to her especially and the readers generally, in order to know the cohesiveness of the verbal elements in the text of beauty advertisement.
F. Research Methodology

1. Method of Research

The used method in this research is qualitative descriptive method where the writer will analyze the cohesiveness of the verbal elements in the text of Beauty advertisement.

2. Technique of Data Analysis

To get the aim of the research, the writer conducts the following steps:

1. Determining Source of data, like Women's Weekly Magazine
2. Collecting data of Beauty advertisement based on certain criteria.
3. Signing up the cohesion agencies occurring within the text of advertisement
4. Analyzing data
5. Concluding the collecting data.

Through these steps, the writer will analyze the data comprehensively by using "the descriptive data analysis technique".

3. Unit of Analysis.

The unit of analysis used in this research are five beauty advertisements of Women's Weekly Magazine, edition August 2001, September 2005 and February 2006. Here the writer mentions the names of the Beauty advertisements, the order number based on the year of edition. These advertisements are taken from:
1. Revlon
2. Lisciare
4. Nivea
5. Irise

4. Instrument of Research

The instrument of Research is the writer herself through reading the text of the advertisement. She observes and signs the possibility of the cohesion agency occurring within the text.

5. Place and Time

This research is accomplished by at the end of semester nine in the academic year of 2007/2008 in English Letters Department, Adab and Humaniora State Islamic University Syarif Hidayatullah Jakarta. All the materials are taken from the library, such as library of Syarif Hidayatullah State Islamic University, library of University of Indonesia, library of University of Atmajaya and other library that can be references of this study.
CHAPTER II

THEORETICAL FRAMEWORK

A. Cohesion.

Cohesion as the connection which result the interpretation of textual element depends on another element in the text. Cohesion occurs where the interpretation of some elements in the discourse is dependent on that of another. The one presupposes the other, in the sense that it can not be effectively decoded except by recourse to it. When this happens, a relation of cohesion is set up, and the two elements, the presupposing and the presupposed, are thereby at least potentially integrated into a text.\textsuperscript{10}

Cohesive relations have in principle nothing to do with sentence boundaries. Cohesion is a semantic relation between an element in the text and another element that is crucial to the interpretation of it. This other element is also to be found in the text. But its location in the text is in no determined by the grammatical structure. The two elements, the presupposing and the presupposed, may be structurally related to each other, or they may not; it makes no difference to the meaning of the cohesive relation.\textsuperscript{11}

Like other Semantic relations, Cohesion is expressed through the stratal organization of language. Language can be explained as a multiple coding system

\textsuperscript{10} JD Ronkema, Discourse studies: an introductory textbook (Amsterdam: John Benjamins (Publishing, 1993), p. 35.
comprising three levels of coding, or 'stratal': the Semantic (meaning), the lexicogrammatical (forms) and the phonological and orthographic (expression). Meanings are realized (coded) as form, and forms are realized in turn (recoded) as expression. To put this in everyday terminology, meaning is put into wording, and wording into sound or writing.\(^\text{12}\)

```
Meaning  (the Semantic system)
\downarrow
Wording  (the Lexicogrammatical system,
   grammar and vocabulary)
\downarrow
'sounding'/writing (the Phonological and Orthographic system)
```

Figure 1. Stratal Organization of Language.

The popular term 'wording' refers to Lexigrammatical form, the choice of words and grammatical structure. Within this stratum, there is no hard-and-fast division between vocabulary and grammar; the guiding principle in languages that mere general meanings are expressed through the grammar, and the more specific meaning through the vocabulary. Cohesive relations fit into the same overall pattern.

Cohesion is expressed partly through the Grammar and partly through the vocabulary which it called Grammatical Cohesion and Lexical Cohesion.

1. Grammatical Cohesion

Grammatical Cohesion is the semantic relation of some elements which are marked by grammatical markers, and it uses cohesive markers to relate it to grammar.

The various types of Grammatical Cohesion are: Reference, Substitution, Conjunction, and Ellipsis. However, in this study, the writer will only utilize Reference, Ellipsis, and Conjunction.

a. Reference

Reference is the relation between an element of the text and something else by reference to which it is interpreted in the given instance. Reference item is one whose interpretation is determined in this way. The interpretation takes one of two forms: either through Endophoric Reference or Exophoric Reference. Exophora signals that reference must be made to the context of situation, while Endophora is textual reference: it is an internal cohesion within a text. Endophoric is divided into two types, Anaphoric and Cataphoric. For the anaphoric reference, the elements refer to the preceding text, and the Cataphoric reference, the elements refer to the following text. For example:

(1) Anaphoric.
    Look at the sun. It's going down quickly
    (It refers back to the sun)

(2) Cataphoric.
    It's going down quickly, the sun.
    (It refers forward to the sun)

13 Ibid, p. 308.
see the following example:

![Diagram of reference types]

What is essential to every instance of reference whether endophoric (textual) or exophoric (situational) is that there is a presupposition that must be satisfied.

People make reference to something for their interpretation. In English these items are personal/pronominals, demonstratives (including definite article) and comparatives.  

1) Personal Reference

Personal Reference is reference by means of function in the speech situation, through the category of person.

The system of reference is known as person, where 'person' is used in the special sense of 'role', where it called speech role and other roles. For speech roles, they are the roles of speaker and addressee. These are the two roles assigned by the

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14 Ibid, pp. 33-38
speaker; and we use 'addressee' in preference to 'hearer' or 'listener' in order to suggest the meaning. And for other roles, include all other relevant entities, other than speaker or addressee. The distinction is that between first and second person on the one hand ( I, You, We ) and the third person on the other ( He, She, It, They, One ). It can be describe as table below:

<table>
<thead>
<tr>
<th>Person</th>
<th>Speech Role</th>
<th>Other Role</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Speaker only I</td>
<td>Specific</td>
</tr>
<tr>
<td></td>
<td>Speaker plus We</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Addressee (s)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>You</td>
<td>Generalized Human</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Singular</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Human</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Male</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Female</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Non Human</td>
</tr>
<tr>
<td></td>
<td></td>
<td>One</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Plural</td>
</tr>
<tr>
<td></td>
<td></td>
<td>They</td>
</tr>
<tr>
<td></td>
<td></td>
<td>They</td>
</tr>
</tbody>
</table>

Figure 3. The Classification of Person.

The traditionally recognized categories are first person, second person and third person, there is a distinction to be made, however, between the speech roles ( first and second person ) and the other roles ( third person ), the first and second person from essentially refer to exophorically ( refer to situation ) their referent are definite by the speech roles of speaker and hearer. Whereas those of the third person essentially refer anaphorically or cataphorically to the text.

The category of personal reference includes three classes of personal pronouns, possessive determiner ( usually called 'possessive adjectives' ), and possessive pronoun. It can be seen in the table below:
<table>
<thead>
<tr>
<th></th>
<th>PERSONAL PRONOUNS</th>
<th>POSSESSIVE PRONOUN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Subjective Case</td>
<td>Objective Case</td>
</tr>
<tr>
<td><strong>1st PERSON</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Singular</td>
<td><em>I</em></td>
<td><em>Me</em></td>
</tr>
<tr>
<td>Plural</td>
<td><em>We</em></td>
<td><em>Us</em></td>
</tr>
<tr>
<td><strong>2nd PERSON</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Singular</td>
<td><em>You</em></td>
<td><em>You</em></td>
</tr>
<tr>
<td>Plural</td>
<td><em>You</em></td>
<td><em>You</em></td>
</tr>
<tr>
<td><strong>3rd PERSON</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Singular Masculine</td>
<td><em>He</em></td>
<td><em>Him</em></td>
</tr>
<tr>
<td>Singular Feminine</td>
<td><em>She</em></td>
<td><em>Her</em></td>
</tr>
<tr>
<td>Singular Non Personal</td>
<td><em>It</em></td>
<td><em>It</em></td>
</tr>
<tr>
<td>Plural</td>
<td><em>They</em></td>
<td><em>Them</em></td>
</tr>
<tr>
<td>Generalized Person</td>
<td><em>One</em></td>
<td><em>One</em></td>
</tr>
</tbody>
</table>

2) **Demonstrative Reference**

Demonstrative Reference is essentially a form of verbal pointing. The speaker identifies the referent by locating it on a scale of proximity. The system is follows:
The circumstantial (adverbial) demonstrative *here, there, now* and *then* refer to the location of a process in space or time, and they normally do so directly, not via the location of some person object that is participating in the process.

The remaining (nominal) demonstratives *this, these, that those* and *the* refer to the location of something, typically some entity—person or object—that is participating in the process; they therefore occur as elements within the nominal group.

3) **Comparative Reference.**

Comparative Reference is indirect reference by means of identity of similarity.
The system is follow:

As a system of comparative above, it's clear that comparative reference is divided into two: 'General comparison' and 'particular comparison'

a. **General comparison**

General comparison is meant comparison that is simply in terms of likeness and unlikeness, without respect to any particular properly. Two things may be the same as in (example a) similarity where two things are like each other, as in example (b) (c) or different (where different both not the same and not similar) as in example (c).

for example: a. it's the same Rat as the one we saw yesterday

b. it's a similar cat to the one we saw yesterday

c. it's a different cat from the one we saw yesterday

General comparison is expressed by a certain class of adjectives and adverbs.
The adverbs function in the clause as adjunct.

b. Particular comparison

Particular comparison expresses comparability between things in respect of particular property.

The property in question may be a matter of quantity or of quality.

(1) If the comparison is in terms of quantity, it is expressed in the numarative element. In the structure of the nominal group; either by comparative quantifier, eg: more in more mistakes, or by an adverb of comparison sub modifying a quantifier, eg: as in as many mistakes.

(2) If the comparison is in terms of quality, it is expressed in either of two ways:

i) In the epithet element in the nominal group, either by a comparative adjectives, eg: easier, more difficult in easier tasks, or by an adverb of comparison sub modifying an adjective, eg: so in so difficult a tasks.

ii) As adjunct in the clause, either by comparative adverb, eg: as in she sang as sweetly.

The same principles operate with comparison as with other forms of reference; it may be anaphonic, and therefore cohesive, or it may be cataphonic or even exophonic.
b. Ellipsis

Ellipsis is the omission of word or part of sentence. Ellipsis is closely related to substitution, and can be describe as "substitution by zero".\footnote{Op.Cit, J.D. Rankema, p. 103.} Essentially the two are the same process; Ellipsis presupposition at the level of words and structures.

Ellipsis is a relation within the text, and in the great majority instances the presupposed item is present in the preceding text. That is to say, ellipsis is normally an anaphonic relation. Occasionally the presupposition in an elliptical structure may be exophonic.\footnote{Op.Cit, Halliday and Hasan, p. 142.}

For example:

\emph{The children will carry the small boxes, the adults, the adults the large one} where will carry is supplied from the first clause to the second. This type of mean-verb is anaphonic;

Ellipsis can be interpreted as that form of substitution in which the item of replaced by nothing. But the mechanisms involved in the two are rather different.

The ellipsis is divided into three types: nominal, verbal, and clausal ellipsis.\footnote{Ibid, Halliday and Hasan, pp. 147-196.}

1) Nominal Ellipsis

Nominal Ellipsis means the omission of nominal group. The types of nominal ellipsis consists of the elements Deictic, numarative, epithet, classifier, and qualifier.
The deictic is normally a determiner; with demonstrative, possessive and indefinite determiner.

The numerative element in the nominal group is expressed by numeral or other quantifying words, which from three categories: ordinal, cardinal and indefinite quantifier, such as much, many, more, most, few and several.

The epithet is typically fulfilled by an adjective.

For example:

These biscuits are stale, those are fresh.

The nominal 'biscuits' is omitted in the second sentences. Here 'those' presumably presupposes to biscuits. It could be filled out as those biscuits are fresh, it's typical anaphonic.

2) Verbal Ellipsis

Verbal ellipsis means ellipsis within the verbal group.

It is divided into two categories:

- Lexical ellipsis, is ellipsis from the right.

The final element in the verbal group, the lexical verb, is omitted and preceding elements may be omitted, all except the initial operator.

For example: Did Jane know? – yes she did

The verbal group in the answer did (in yes she did), is instance in verbal ellipsis. It can be said 'yes she knew'.
The final element in the verbal group, the lexical verb, is omitted and preceding elements may be omitted, all except the initial operator.

For example: *Did Jane know? — yes she did*

The verbal group in the answer, did (in *yes she did*), is instance in verbal ellipsis.

It can be said 'yes she knew'.

- Operator ellipsis, is ellipsis from the left.

The initial element in the verbal group is omitted, and following elements may be omitted, all except the lexical verb.

For example:

*What do you want to do? — go out to the market.*

The complete sentence should be 'I want to go out to the market'

3) **Clausal Ellipsis**

Clausal ellipsis means ellipsis within the clause.

The clause, considered as the expression of the various speech functions, such as statement, question, response and so on, has a two part structure consisting of modal element plus propositional element.

For example:

*The policeman paid attention to the girl who has driving the car*

(modal element) (propositional element)
Here there is omission of the complement and the adjunct and within the verbal group, of the lexical verb plant: so we have lexical ellipsis in the verbal group.

c. Conjunction.

As the final type of cohesive relation that found in grammar, Conjunction is the relationship which indicates how to subsequent sentence or clause should be linked to the proceeding or the following (parts of the sentence) this is usually achieved by the use of conjunctions. (Also known as connective).  

Conjunction is somewhat different from other cohesive relations. It is based on the assumption that there are in the linguistic system forms of system relationships between sentences. There are a number of possible ways in which the system allows for the parts of a text to be connected to one another in meaning.

The specific conjunction relation are four categories of conjunction, they are: Additive, Adversative, causal and temporal.

1) Additive Conjunction

Additive conjunction contributes to give additional information without changing the information in the previously clause or sentence. Here is the
The specific conjunction relation are four categories of conjunction, they are: Additive, Adversative, causal and temporal. 19

1) Additive Conjunction

Additive conjunction contributes to give an additional information without changing the information in the previously clause or sentence. Here is the conjunctive relation of the additive type: and; and also; further (more), moreover; additionally; besides that; by the way; in the same way; nor; and...nor;

For example:

He no longer hoes to school and is planning to look for a job.

2) Adversative Conjunction.

The basic meaning of the adversative relation is 'contrary to expectation' the expectation may be derived from that content of what is being said, or from the communication process, the speaker hearer situation, so that here too, as in additive. Here is the conjunctive relation of the adversative type: but, however, in fact, nevertheless, instead, etc. for example:

He's not exactly good looking. But he's got brains

It can be seen that the meaning is 'as against' quite different. It means in spite of the fact that he's not good looking, he's got brains.

3) **Causal Conjunction.**

The simple form of Causal relation is expressed by *so, thus, hence, therefore, consequently, accordingly, and a number of expression like as a result (of that), in consequently (of that), because of that.* All these regularly take place in the initial clause or sentence and they express causality.

Under the heading of causal relations are included the specific ones of result, reason, and purpose. These are not distinguished in the simplest form of expression; so, for example, means 'as result of this'. 'for this reason' and 'for this purpose'.

For example: *he is not going to school today because he is sick.*

4) **Temporal Conjunction.**

The relation between the theses of two successive sentences that may be simply one of sequence in time. This temporal relation is expressed in its simplest form by *then.*

*The weather cleared just as the party approached the summit. Until then they had seen nothing of the panorama around them.*

Besides then there are still many sequential senses like next, afterwards, after that, soon, subsequently, and a number of other expressions.

Conjunction does not depend either on referential meaning or association of wording. Conjunctive relations represent semantic links between the elements that are constitutive of text.
2. Lexical Cohesion

Lexical Cohesion refers to the links between the content words (noun, verb, adjectives, adverbs) which are used in subsequent segment of discourse. So lexical cohesion is established through the structure of the lexical or vocabulary.

Two types of lexical cohesion can be distinguished:

a. Reiteration

Reiteration is a form of lexical cohesion which involves the repetition of a lexical item. Besides that reiteration is the occurrence of a synonym of some kind, in the context of reference: that is where the two occurrences have the same referent. Typically, therefore, a reiterated lexical item is accompanied by a reference item, usually the or demonstrative.

In general, reiteration is divided into the four following types: (a) repetition, (b) synonym, (c) super ordinate, or (d) general word. Let us illustrate each of these in turn:

a. A conference will be held on National environmental policy. At this conference the issue of salination will play an important role.

b. A conference will be held on National environmental policy. This environmental symposium will be primarily a conference dealing with water.

---

20 JD Rankema Op.Cit JD Rankema, p. 105
c. we were in town today shopping for furniture. We saw a lovely table.
d. there is a boy climbing that tree. The idiot's going to fall if he does not take care.

In (a) conference is repeated. In (b) environmental symposium refers back to conference of which it is a synonym. In (c) furniture refers to table; and furniture is a super ordinate of table. And in (d) idiot is general word.

All these instances have in common the fact that one lexical item refers back to another. To which it is related by having a common referent.

b. Collocation

Collocation, the second type of lexical cohesion collocation, deals with the relationship between words on the basis of the fact that these often occur in the same surroundings. Some examples are

sheen and wulan, congress and politician or college and study.

Is the association of lexical items that regularly co-occur.

Collocation takes in the form of synonym, such as: disease...illness. superordinates, such as: boy...child. antonym, such as: boy...girl. hyponym, such as: chair...furniture.

It also includes pairs of words drawn from the same ordered scenes, for example: if 'Tuesday' occurs in one sentence and 'Thursday' in another, the effect will be cohesive; similarly dollar...cent, north...south. likeness with any pairs of drawn from unordered lexical sit, like basement...root, red...green. the members of
such sets often stand in some recognizable semantic relation to one another; they may be related as part to whole, like car...brake, or as part to part, like mouth...chin. and so on.

For example:

*Red cross helicopters were in the air continually, the blood bank will soon be desperately in need of donors*

blood bank and donors are pairs of words drawn from the same ordered series, both of them collocate each other because same lexical environment.

Collocation is not same as lexical item that systematically related to the first one, as synonym or super ordinate of it; it stands in recognizable semantic relation.

The principle of collocation is the cohesive effect achieved by the continuing of lexical meaning.

The cohesion is function of the relation between the lexical items themselves, which has both a semantic aspect – synonym, hyponym, metonym, etc, and a purely lexical or collocational aspect, the mutual expectancy between words that arises from the one occurring frequently in the environment of the other, or of the two occurring in a range of environments common to both.
B. Communication

Communication has been variously defined as the passing of information, the exchange of idea, or the process of establishing a commonness or oneness of thought between a sender and receiver. These definitions suggest that for communication to occur, there must be some common thinking between two parties and information must be passed from one person to another.

Communication is not an end product, but a process which is characterized by change and movement. A basic model of the various elements of the communication process has evolved, as shown in figure below:

![Figure 6. The Process of Communication](image)

Pearson as quoted by Arens explains the process of communication. The communication process begins when the source/sender formulate an idea, encode it as a message and send it via some channel to the Receiver. The receiver must decode the message in order to understand it. To respond, the receiver formulates a new idea, encodes it, and then sends the new message back through some channel. A message that acknowledges or responds to the original

message constitutes feedback, which also affect the encoding of a new message.\textsuperscript{23}

C. Advertisement.

As a tool of communication, advertising is the structured and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods, services and ideas) by identified sponsors through various media.\textsuperscript{24}

Advertising, first of all, a type of communication. It is actually a very structured form of applied communication, employing both verbal and nonverbal elements that are composed to fill specific space and time formats determined by the sponsor. Second, advertising is typically directed to group of people rather than to individuals, it is therefore nonpersonal, or mass, communication. These people called be consumers, who buy product. Most advertising is intended to be persuasive to win converts to a product, service, or idea.

Finally, advertising reaches us through a channel of communication referred to as a medium. An advertising medium is any paid means used to present and ad to its target audience. Thus, we have radio advertising, television advertising, newspaper ads, magazine ads and so on.

\textsuperscript{24} Ibid, p. 7
1. Understanding The Meaning of Advertisement.

For thousands of years philosophers have been pondering the meaning of meaning, yet speakers of a language can understand what is said to them and can produce strings of words that are meaningful to other speaker.\textsuperscript{25}

Many scientists have explained definitions of meaning. Here is some of their definitions.

- Referring to Webster's New Twentieth Century Dictionary, meaning is intended to be, or in fact is, conveyed, denoted, signified, or understanding by acts or language.\textsuperscript{26}

- Victoria Fromkin and Robert Rodman told that the study of linguistic meaning of morphemes, words, phrases, and sentences is called Semantic. Subfields of Semantics are Lexical Semantic which concern with the meaning of words and the meaning relationships among words; and phrasal or sentential Semantic, which concerned with the meaning of Syntactic units larger than a word.\textsuperscript{27}

- A.S Hornby told that the definition of meaning is what referred to or indicated by sounds, words or signals.\textsuperscript{28}

\textsuperscript{27} Victoria Fromkin and Robert Rodman, \textit{Op. Cit.}, p. 158
\textsuperscript{28} Albert C, Bough, \textit{History of the English Language}, (USA: D. AAPpleton Century Company, Inc, 11937), p. 7226
Based on the explanation above it can be concluded that meaning intended to understand the words, phrases and sentences which are called "Lexical Semantic".

2. Types of Advertising.

Media

Advertising is any place an "identified" sponsor pays to deliver their message through a medium. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television ads, web banners, shopping carts, web popups, skywriting, bus stop benches, human directional, magazines, newspapers, town criers, sides of buses or airplanes ("logojets"), taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, stickers on apples in supermarkets, the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts.

Covert advertising

Covert advertising is when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand, as in the movie Minority Report, where Tom Cruise's character John Anderton owns a phone with the Nokia logo clearly written in the top corner, or his watch engraved with the Bulgari logo.

Television commercials

The TV commercial is generally considered the most effective mass-market advertising format and this is reflected by the high prices TV networks charge for commercial airtime during popular TV events.
CHAPTER III
RESEARCH FINDING

A. Data Description

The writer will analyze the English Text of Beauty Advertisement. The data are collected from Women’s Weekly Magazine, edition: August 2001, September 2005 and February 2006 which limited only five advertisements. These selected advertisements are the data are Foundation in Revlon, Beauty Care in Lisciare, Whitening in Nivea and Iriese and Cleaner in Bio-Essence. The data that the writer obtained can be presented on the table below:

Table 1. Advertisement of REVLO. Edition, August 2001

<table>
<thead>
<tr>
<th>Line</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>L1</td>
<td>REVLO</td>
</tr>
<tr>
<td>L2</td>
<td>Choose it one way</td>
</tr>
<tr>
<td>L3</td>
<td>Or the other</td>
</tr>
<tr>
<td>L4</td>
<td>NEW</td>
</tr>
<tr>
<td>L5</td>
<td>Wet/Dry</td>
</tr>
<tr>
<td>L6</td>
<td>Foundation</td>
</tr>
<tr>
<td>L7</td>
<td>One make up. Two beautifully</td>
</tr>
<tr>
<td>L8</td>
<td>Natural looks</td>
</tr>
<tr>
<td>L9</td>
<td>Goes on dry for a silky, light finish.</td>
</tr>
<tr>
<td>L10</td>
<td>Transforms when moistened for</td>
</tr>
<tr>
<td>L11</td>
<td>An ultra-smooth finish with a little</td>
</tr>
<tr>
<td>L12</td>
<td>Extra coverage</td>
</tr>
<tr>
<td>L13</td>
<td>Wet or dry, your skin looks smooth,</td>
</tr>
<tr>
<td>L14</td>
<td>Natural, with an even tone and texture.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Line</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>L1</td>
<td>Bio-Essence</td>
</tr>
<tr>
<td>L2</td>
<td>Radiant Youth Essence</td>
</tr>
<tr>
<td>L3</td>
<td>7 Day,</td>
</tr>
<tr>
<td>L4</td>
<td>Tender and Finer Skin</td>
</tr>
<tr>
<td>L5</td>
<td>Like Baby's!</td>
</tr>
<tr>
<td>L6</td>
<td>&quot;My skin feels oily initially but it is quickly absorbed and no more oily!</td>
</tr>
<tr>
<td>L7</td>
<td>Only a drop makes my skin soft, fine, radiant and elastic.</td>
</tr>
<tr>
<td>L8</td>
<td>I also apply the excess on my legs and arms. To my delight, the pigmentation has lightened and they look smooth and glowing!</td>
</tr>
<tr>
<td></td>
<td>Syarifah Shahirah</td>
</tr>
<tr>
<td></td>
<td>Bio-Essence User</td>
</tr>
<tr>
<td></td>
<td>Artist/Tv Host</td>
</tr>
</tbody>
</table>

### Table 5. Advertisement of I r i s e UV WHITE. Edition, February 2006

<table>
<thead>
<tr>
<th>Line</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>L1</td>
<td>I r i s e</td>
</tr>
<tr>
<td>L2</td>
<td>UV WHITE</td>
</tr>
<tr>
<td>L3</td>
<td>For Stunning White</td>
</tr>
</tbody>
</table>
| L4   | "Now you can share my secret... My daily schedule as a model and actress gets really hectic. And I could be under the sun for hours in a day. But you'll never have guessed it. My secret? IRISE UV WHITE. It's 30 times more moisturizing, and gives me 30
B. Data Analysis

From the data above, the writer analyzes the cohesiveness of verbal elements in the text of advertisement by applying theory of cohesion. The writer uses the theory of cohesion introduced by Halliday and Hasan which consists of grammatical and lexical cohesion. From the Grammatical Cohesion, it will be analyzed through the perspectives of Reference, Ellipsis, and Conjunction. While from the Lexical Cohesion, it will be analyzed through the perspectives of Reiteration and Collocation. Finally, the writer will describe the general meaning in each advertisement. These are the analyses of the five advertisements.

1. The Advertisement of Revlon.

This advertisement describes a woman who has beautiful face with light skin, pointed nose and blond hair. Besides that, there is a product of Revlon which has two parts of one place, powder and mirror.

The advertisement of Revlon also consists of headline, sub headline and body copy. The headline is the slogan of the product, the sub headline tells the
information about the new product of Revlon and the body copy tells about the function of Revlon.

In this advertisement, the writer finds the grammatical cohesion which consists of reference, ellipsis and conjunction. Besides that, the writer also finds the lexical cohesion which consists of repetition and collocation. At the end of this discussion, the general meaning of this advertisement will be given.

1.1. Grammatical Cohesion.

1.1.1. Reference

Reference is one of the grammatical cohesion agencies which can be classified into three categories of personal reference, demonstrative reference and comparative reference. In this Revlon advertisement the writer only finds the personal reference and demonstrative reference which can be seen in the following analysis.

a. Personal/Pronominal Reference.

The category of personal reference includes three classes of personal pronoun, possessive determiner (usually called ‘possessive adjectives’) and possessive pronoun. The personal reference items which occur in the text of Revlon’s advertisement are personal pronoun as object It. And Possessive adjective Your
L2  Choose it one way
L13  Wet or dry, your skin looks smooth,

*It* in (L2) as the third person (Non-Human) is anaphoric which refers back to the product of Revlon as referent in (L1). And *Your* in (L13) as the second person is exophoric which refers to the reader of Revlon advertisement in magazine.

b. Demonstrative Reference.

In this advertisement, The Demonstrative reference item that appears in the text is neutral demonstrative represented by definite article *the*

L3  Or the other

*The* in (L3) is cataphoric, pointing forward to other product as referent in (L3). It is functions to identify *other product* that is besides product of Revlon.

1.1.2. Ellipsis.

The Ellipsis is divided into three categories: Nominal, Verbal and Clausal Ellipsis. In this text of Revlon Advertisement the writer only finds the nominal ellipsis which can be seen in the following text:

L1.  REVLON
L2  Choose it one way
L3  Or the other

The nominal *the other* in (L3) presupposed to the phrase *choose it*. But it does not appear in the nominal ellipsis, it should be called *choose it the other*. The nominal ellipsis the other is categorized by deictic.
1.1.3. **Conjunction.**

a. **Additive Conjunction.**

In Revlon's advertisement is found additive conjunction which relates verbal elements in the text. The Additive conjunction can be seen in the following text which demonstrate with *and*, *or*.

L2 Choose it one way
L3 Or the other
L14 Natural, with an even tone and texture.

*And* in (L14) does link two different words (*tone* and *texture*) which is functioned to relate conjunctively between words. While *Or* in (L3) does link two different phrases which is functioned to make chosen between the phrase one way or the other.

1.2. **Lexical Cohesion.**

1.2.1. **Reiteration.**

**Repetition.**

The Repetition that appear in the text are the word of *dry*, *wet*, *smooth* and *natural*. The Repetition can be seen in the text below:

L5 **Wet/Dry**
L9 Goes on **dry** for a silky, light finish
L13 **Wet or dry**, your skin looks **smooth**
L11 An ultra-**smooth** finish with a little
L7 **Natural looks**
L14 **Natural**, with an even tone and texture.
The word *dry* in (L13) refers back to dry (L9 and L13). The word *wet* in (L5) and also the word *smooth* in (L3) are repeated. While the word *natural* in (L14) refers back to natural (L7).

1.2.2. Collocation.

The collocation words can be seen in the following text:

L9 Goes on dry for a silky, light finish
L13 Wet or dry, your skin looks smooth
L14 Natural, with an even tone and texture.

The word *skin* is collocated with the word *silky, light finish* (L9), *smooth* (L13) and *natural* (L14)

1.3. General Meaning.

In this advertisement, the writer finds the grammatical cohesion which consists of reference, ellipsis and conjunction. There are three types of references: *it, your* and *the*. In the advertisement, *it* is anaphoric which refers to the product of Revlon. It means the product has one way to make beautiful. While *your* is exophoric which refers to the reader of Revlon advertisement in the magazine. It means if the reader uses Revlon, their skin will be smooth and looks naturally.

*The* is cataphoric which refers to other product besides Revlon. It means the producer wants to compare Revlon with other product. Moreover, there is ellipsis that avoids the repetition. Besides that there are also conjunction and, or. It is functioned to relate conjunctively between words.
The writer also finds lexical cohesion which consists of repetition and collocation. The repetition that appears in the text is the words of dry, wet, smooth and natural. It means that the producer wants to press those words in order to get attention of the reader. While, the collocation that appears in the text is the word of skin that collocates with the word of silky, light and smooth.

In this advertisement, the producers tells the consumers that Revlon has one way in making smooth skin as natural looks, they are wet and dry foundation. If the consumers care about their skin as natural looks, they must not worry with their wet or dry skin because Revlon has solution for consumers who has wet or dry skin.

2. The Advertisement of Lisciare

This advertisement describes a beautiful woman who has black hair, light skin and clean face. Moreover, there are products of lisciare in front of the woman. The advertisement of lisciare also consist of headline, sub headline and body copy. The headline is the product of menard, the sub headline tells about the main of lisciare and the body copy tells about the function of lisciare and the slogan of product.

In this advertisement, the writer finds the grammatical cohesion which consists of reference, ellipsis and conjunction. Besides that, the writer also finds the lexical cohesion which consists of repetition and collocation. At the end of this discussion, the general meaning of this advertisement will be given.
2.1. Grammatical Cohesion.

2.1.1 Reference.

a. Personal/Pronominal Reference.

The personal reference items in the text of Lisciare's advertisement is Possessive adjective *Your* and *It's*

L4 Solution for making *your* skin
L5 Look great, 24 hours a day. *It's*
L6 special formula strengthens *your*
L7 skin and improves its resistance

*Your* in (L4 and L6) as second person typically exophoric which refers to the reader of Lisciare's advertisement in magazine. While *It's* in (L6 and L8) as the third person (Non-Human) is anaphoric which refers back to the product of Lisciare as referent in (L3)

b. Demonstrative Reference

The Demonstrative reference item that appear in the text is neutral demonstrative represented by definite article *the*. It can be seen in text below:

L16 *The* different - *the* natural
L17 Science of great-looking skin.
L19 *The* modern woman,

*The* in (L16) is cataphoric which refers forward to different science of great-looking skin as referent in (L16). It is functions to identify different and natural that is skin. While *the* in (L9) is cataphoric which pointing forward to
And in (L8 and L5) does link two different sentences which is functioned to relate conjunctively between sentences. While or in (L15) does link two different phrase and word that is functioned to make chosen between the phrase and word *milk lotion or lotion*.

2.2. Lexical Cohesion.

2.2.1. Reiteration.

Repetition

The Repetition that appear in the text is the word *skin, Menard and Lisciare*. It can be seen in the following text.

L1 MENARD
L4 Lisciare is Menard's scientific
L13 Lisciare Cleansing Cream,
L5 Solution for making your skin
L8 skin and improves its resistance
L17 Science of great-looking skin.

The word Menard in (L1) and Liscuare in (L4) is repeated. While the word *skin* in (L5) is repeated twice in (L8 and L17).

2.2.2. Collocation.

The collocation can be seen in the following text:

L12 Lisciare Cleansing Cream,
L13 Washing Cream, Massage Cream,
L14 Milk Lotion or Lotion, and notice
The collocation can be seen in the phrase of Lisciare Cleansing Cream (L12), Washing Cream and Massage Cream (L13), Milk Lotion or Lotion, and notice (L14) which are collocated by Menard.

2.3. General Meaning

In this advertisement, the writer finds the grammatical cohesion which consists of reference, ellipsis and conjunction. There are seven types of references: its as anaphoric, yours as exophoric and the as cataphoric. In the advertisement, It repeats twice refers to the product of lisciare. It means the product is a special formula. While your repeats twice refers to the reader of Revlon advertisement in the magazine. It means if the reader uses lisciare, their skin will be smooth and looks naturally. The repeats third refers to modern woman. It means the producer tells that lisciare is the solution for modern woman. Moreover, there is ellipsis that avoids the repetition. Besides that there are also conjunction and, or. It is functioned to relate conjunctively between words.

The writer also finds lexical cohesion which consists of repetition and collocation. The repetition that appears in the text is the words of skin, menard and lisciare. It means the producer wants to press those words in order to get attention of the reader. While, the collocation that appears in the text is the word of menard that collocate with the phrases of lisciare cleaning cream, washing cream, massage cream and milk lotion.
In this advertisement, the producer tells to consumers that having looks great 24 hours a day is possible. Just use Lisciare you will have smooth, radiant and clear complexion a long day.

3. The Advertisement of Nivea

The advertisement describes the product of nivea which has two colours, white and blue. The advertisement of nivea also consists of headline, sub headline and body copy. The headline is the slogan of product, the sub headline tells about the part of nivea and the body copy tells about the function of nivea.

In this advertisement, the writer finds the grammatical cohesion which consists of reference, ellipsis and conjunction. Besides that, the writer also finds the lexical cohesion which consists of repetition and collocation. At the end of this discussion, the general meaning of this advertisement will be given.

3.1. Grammatical Cohesion.

3.1.1 Reference.

a. Personal/ Pronominal Reference.

The personal reference items which occur in the text of Nivea's Advertisement are personal pronoun as subject: you and it and possessive adjective: your, its

L4 Do you know yourself spending a long time trying to apply
3.1.3. Conjunction.

a. Additive Conjunction.

The Additive Conjunction can be seen in the following text which demonstrate with and

L5 thick foundation and make up to cover patches on
L10 added nourishment and intensive moisturisation to skin.

And in (L5 and L10) do link two different phrases which is functioned to relate conjunctively of the text Nivea's Advertisement, to give cohesion to a text.

3.2. Lexical Cohesion.

3.2.1. Reiteration.

Repetition

The repetition words and phrases that appear in the text are words of glow and phrases of Nivea Visage Multiple Whitening Night Cream. they can be seen in the text below:

L2 Nivea Visage Multiple Whitening
L3 Night Cream, RM 17.30 to RM 25.50
L6 Your face? Has your skin lost its natural glow? If you have

L7 Blotchy skin due to uneven pigmentation, Nivea Visage
L8 Multiple Whitening Night Cream can help you regain
L9 Your healthy glow. It is rich in Vitamin E, which provides

The word glow in (L9) refers back to glow in (L6) that explain skin.

While the phrase Nivea Visage Multiple Whitening Night Cream in (L2 and
L3) refers forward to Nivea Visage Multiple Whitening Night Cream in (L7 and L8).

3.2.2. Collocation

The collocation can be seen in the following text:

L9 Your healthy glow. It is rich in Vitamin E, which provides L10 added nourishment and intensive moisturisation to skin.

The phrase rich vitamin E in (L9), the word Nourishment in (L10) are collocated to Product of Nivea Visage Whitening Night Cream.

3.3. General Meaning.

In this advertisement, the writer finds the grammatical cohesion which consists of reference, ellipsis and conjunction. There are eight types of references: *its* as anaphoric and *yours* as exophoric. In the advertisement, *It* repeats twice refers to the product of nivea. It means the product is rich vitamin. While *your* repeats fourth refers to the reader of nivea advertisement in the magazine. It means if the reader have problems with their skin, such as lost its natural glow skin and blotchy skin. Nivea is the solution.

Moreover, there is ellipsis that avoids the repetition. Besides that there are also conjunction *and*. It is functioned to relate conjunctively between words.

The writer also finds lexical cohesion which consists of repetition and collocation. The repetition that appears in the text is the words of glow, the phrase
of nivea visage multiple whitening nights cream. It means that the producer wants to press those words in order to get attention of the reader. While, the collocation that appears in the text is the word of nivea that collocate with the phrase of rich vitamin E and the word nourishment.

In this advertisement, the producer tells the consumers who have lost their natural glow skin because of thick foundation. The Nivea Visage Multiple Whitening is the solution for the consumer's problem for having natural glow skin again.


This advertisement describes a woman who is smile. She is a beautiful woman who has light skin, black eyes, pointed nose and black hair. Her face looks soft, smooth and glowing. Besides that there is a product of Bio essence between the words.

The advertisement of bio essence also consists of headline, sub headline and body copy. The headline is the name of product, the sub headline tells the slogan of the product and the body copy tells the function of product.

In this advertisement, the writer finds the grammatical cohesion which consists of reference, ellipsis and conjunction. Besides that, the writer also finds the lexical cohesion which consists of repetition and collocation. At the end of this discussion, the general meaning of this advertisement will be given.
4.1. Grammatical Cohesion.

4.1.1 Reference.

a. Personal/ Pronominal Reference.

In the text of Bio-Essence's Advertisement the pronominal elements which occur in the text are personal pronoun as subject: *I, they and It* and and possessive adjective: *My*.

L6 "My skin feels oily initially but it is
L8 Only a drop makes my skin soft, fine,
L10 I also apply the excess on my legs and
L11 Arms. To my delight, the pigmentation
L12 Has lightened and they look smooth

*I* in (L10) as first person is exophoric which refers to the speaker. And *My* in (L6, L8, L10 and L11) is exophoric which refers to the speaker also. *I and My* refers to Syarifah Shahirah, a Bio-Essence user as a speaker in this advertisement. She describes the result after using the product of Bio-Essence, her face skin becomes soft and fine. While *It* in (L6) as the third person (Non-Human) is anaphoric which refers back to skin of the speaker as referent in (L6). This anaphoric function of *it* gives cohesion to the clause. So, the reader can interpret them as a whole. And *They* in (L12) as the third person is anaphoric who uses Bio-Essence to her leg which refers back to the legs and arms as referent in (L20 and L11) that make her legs and arms smoothly and glowing.
b. Demonstrative Reference.

The Demonstrative reference item that appears in the text is neutral demonstrative represented by definite article the. It can be seen in text below:

L10 I also apply the excess on my legs and
L11 Arms. To my delight, the pigmentation

Here The in (L10) are both cataphoric which pointing forward to excess as referent in (L10), and also anaphoric which refers back to Bio Essence. So, the is showing for identifying excess that is Bio-Essence. And the in (L11) is cataphoric which refers forward to pigmentation as referent in (L11). It is functions to identify pigmentation.

c. Comparative Reference.

The comparative reference item that appears in the text is particular comparison represented by finer words. It can be seen in the text below:

L4 tender and finer skin

The comparative words in (L4) finer are quality with an Epithet as the comparative. It is typically cataphoric reference which refers to skin.

4.1.2. Ellipsis.

Ellipsis is the omission of the word, phrase, clause or the sentence. Ellipsis can be interpreted as that form of substitution in which the item is replace by
nothing, which is signed by symbol \( \therefore \). The Ellipsis can be seen in the following text:

L6  "My skin feels oily initially but it is
L7  quickly absorbed and \( \therefore \) no more oily!

The clause of \( \text{it is} \) in \( \text{(L6)} \) doesn't appear in phrase \( \emptyset \ no more oily \) in \( \text{(L7)} \).

It can be said \( \text{it is quickly absorbed and it is no more oily} \). The clause "no more oily" is categorized as clausal ellipsis typically yes/no that is functioned to avoid the repetition.

4.1.3. Conjunction

a. Additive Conjunction

The additive conjunction items which demonstrate within the text is " \textit{and} "

It can be seen in the following text.

L3  7 Day,
L4  Tender and Finer Skin,
L6  "My skin feels oily initially but it is
L7  quickly absorbed and \textit{no more oily}!
L8  Only a drop makes my skin soft, fine,
L10 I also apply the excess on my legs \textit{and}
L11 Arms. To my delight, the pigmentation
L12 Has lightened and they look smooth

in \( \text{(L4)} \) \textit{and} here does link two different words (tender and finer). and in \( \text{(L7)} \) and does link two different sentences (it's quickly absorbed and no more oily) While and in \( \text{(L10)} \) does link two different phrases (my legs and arms).

In this text of advertisement 'and' is functioned to operates conjunctively between words, phrase and clause., to give cohesion to text.
b. Adversative Conjunction

The Adversative Conjunction can be seen in the following text.

L6  "My skin feels oily initially but it is
L7  quickly absorbed and no more oily!

But in (L6) is showing a contrast between two sentences in (L4) and (L7)

4.2. Lexical Cohesion.

4.2.1. Reiteration.

Repetition

The repetition can be seen in the following text.

L4  Tender and Finer Skin
L6  "My skin feels oily initially but it is
L2  Radiant Youth Essence
L9  radiant and elastic.

The word skin in (L4) is repeated twice. And the word radiant in (L9) refers back to Radiant in (L2).

4.2.2. Collocation

The collocation can be seen in the following text:

L8  Only a drop makes my skin soft, fine,
L9  radiant and elastic
L12 Has lightened and they look smooth
L13 And glowing

The word skin is collocated by the words of soft, and fine (L8), radiant and elastic (L9), smooth (L12) and glowing (L13)
4.3. General Meaning.

In this advertisement, the writer finds the grammatical cohesion which consists of reference, ellipsis and conjunction. There are ten types of references: it as anaphoric and my as exophoric. And they as exophoric. In the advertisement, It refers to skin. It means the skin is not oily again. While my repeats fourth refers to the speaker who tells her experience after using the product of bio essence. They refers to the legs and arms of the speaker that make her legs and arms smoothly and glowing. Moreover, there is ellipsis that avoids the repetition. Besides that there are also conjunction and. It is functioned to relate conjunctively between words.

The writer also finds lexical cohesion which consists of repetition and collocation. The repetition that appears in the text is the words of skin and radiant. It means the producer wants to press those words in order to get attention of the reader. While, the collocation that appears in the text is the word of skin that collocate with the words of soft, fine, elastic, smooth and glowing.

In this advertisement, the producer tells the consumers who using Bio Essence in 7 days, skin will be finer and tender like babies. The producer also presents Bio Essence user, Syarifah Shahirah. She told that she has had a problem with her oily skin, but after using Bio Essence her skin no more oily and her skin become soft, fine, smooth and glowing. If the consumers have a problem with oily skin, use Bio Essence.
5. The Advertisement of Irise.

This advertisement describes a woman who has light skin and black hair. Besides that there are some product of irise In front of her. The advertisement of irise also consist of headline, sub headline and body copy. The headline is the name of product, Irise, the sub headline tells what the model said and the body copy tells about the experience of model after using the product.

In this advertisement, the writer finds the grammatical cohesion which consist of reference, ellipsis and conjunction. Beside that, the writer also finds the lexical cohesion which consist of repetition and collocation. At the end of this discussion, the general meaning of this advertisement will be given.

5.1 Grammatical Cohesion

5.1.1. Reference

a. Personal / Pronominal Reference

The personal reference items in the text of IRSE’s advertisement of personal pronoun as subject I, You, and It and object Me and It. and possessive adjective My. It can be seen in the text below:

L4 "Now you can
L5 Share my secret...
L6 My daily schedule as a model and actress gets
L7 Really hectic. And I could be under the sun
L8 For hours in a day. But you’ll never have
L9 Guessed it. My secret? IRSE UV WHITE. It’s 30
L10 Times more moisturizing, and gives me 30
How I keep my skin smooth, fair, and supple.

Now that you know my secret... You can have stunning skin too.

You in (L4, L8, L13, and L14) as the second person of personal reference typically exophoric which refers to the reader of IRISE advertisement in magazine. And I in (L7 and L12) as the first person are exophoric which refers to the speaker. While Me in (L10) is exophoric which refers to the speaker and My in (L5, L6, L9, and L12) refers to the speaker also. I, My, and Me are the speaker who refers to the Model, Actress and Beauty Queen, her name is Vivien You that has told about her experience as user of IRISE product.

It in (L9) as the third person (Non-Human) is cataphoric which It refers forward to the following phrase My secret as referent in (L9) while It in (L8) is anaphoric which refers to IRISE product as referent in (L).

b. Demonstrative Reference

Demonstrative reference is reference by means of location, on a scale of proximity. The demonstrative reference agencies that appear in the text is neutral demonstrative represented by definite article the

Really hectic. And I could be under the sun
Times more protection from the sun. this is

The in (L7 and L11) are cataphoric which refers forward to sun as referent in (L9). It is functions to identify sun.
5.1.2. Ellipsis.

The ellipsis can be seen in the following text that demonstrate with verbal ellipsis. Here are the text:

<table>
<thead>
<tr>
<th>Line</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>L9</td>
<td>Guessed it. My secret? Ø IRISE UV WHITE. It's 30</td>
</tr>
<tr>
<td>L10</td>
<td>Times more moisturizing, and gives me 30</td>
</tr>
<tr>
<td>L11</td>
<td>Times more protection from the sun. this is</td>
</tr>
</tbody>
</table>

The phrase *IRISE UV White* in (L9) presupposed to *my secret* in (L9) but does not appear in phrase IRISE UV White, IT should be called: *my secret is IRISE UV White*. The phrase IRISE UV White is categorized as operator ellipsis. "It" is functioned to avoid the repetition.

5.1.3. Conjunction

a. Additive Conjunction.

Additive conjunction contribute to give an additional information without changing the information in the previously clause or sentence. Here are the item of conjunctive relation of additive type: and, and also, further (more), moreover, besides, that, by the way, or, not, neither, etc. and the additive conjunction items which demonstrate within the text is "and "

<table>
<thead>
<tr>
<th>Line</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>L6</td>
<td>My daily schedule as a model and actress gets</td>
</tr>
<tr>
<td>L7</td>
<td>Really hectic. And I could be under the sun</td>
</tr>
</tbody>
</table>

In (L6) *and* does link two different clauses. While *and* in (L7) does link two different sentences. And is functioned to operate conjunctively between clauses and sentences in the text of IRISE's advertisement to give cohesion to a text.
5.2. Lexical Cohesion.

5.2.1. Reiteration

Repetition

The repetition which is exist in the text are the word skin, the phrase my secret

L5 Share my secret...
L12 How I keep my skin smooth, fair, and supple.
L13 Now that you know my secret...
L14 You can have stunning skin too."

The word skin in (L14) is refers back to skin in (L12). While the phrase my secret is repeated my secret in (L13).

5.2.2. Collocation.

The collocation can be seen in the following text:

L12 How I keep my skin smooth, fair, and supple

The word skin is collocated by the words smooth, fair and supple

5.3. General Meaning.

In this advertisement, the writer finds the grammatical cohesion which consists of reference, ellipsis and conjunction. There are fifteen types of references: it as anaphoric and my as exophoric. And you as exophoric. In the advertisement, It refers to the product of irise. It means the product gives more moisturizing to skin. While my repeats fifth refers to the speaker who tells her
experience after using irise. You repeats fourth refers to the reader of the advertisement of magazine.

Moreover, there is ellipsis that avoids the repetition. Besides that there are also conjunction and. It is functioned to relate conjunctively between words.

The writer also finds lexical cohesion which consists of repetition and collocation. The repetition that appears in the text are the words of skin and phrase of my secret. It means that the producer wants to press those words in order to get attention of the reader. While, the collocation that appears in the text is the word of skin that collocates with the words of smooth, fair and supple.

In this advertisement, the producer presents the experience actress who has used the product of Irise. The actress, Vivien Yeo tells after using Irise UV white she has never worried under the sun for hours in a day because Irise UV give her 30 times more protection from the sun and gives her 30 times more moisturizing. So that her skin smooth, fair, supple and has stunning skin a long day. If the consumers want to have stunning skin too as Vivien Yeo. Use Irise UV White.

From those analyses above, the writer could summarize the utilized Reference types in the following table:
From those analyses above, the writer could summarize the utilized Reference types in the following table:

### B. Table of the utilized Reference types

<table>
<thead>
<tr>
<th>No</th>
<th>Reference</th>
<th>Text</th>
<th>Advertisement</th>
<th>Line</th>
<th>Exophora</th>
<th>Endophora</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><em>It</em></td>
<td>Choose it one way</td>
<td>Revlon</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td><em>Your</em></td>
<td>your skin looks...</td>
<td>Revlon</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td><em>The</em></td>
<td>Or the other</td>
<td>Revlon</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td><em>Your</em></td>
<td>making your skin</td>
<td>Lisciare</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td><em>Your</em></td>
<td>strengthens your</td>
<td>Lisciare</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td><em>Its</em></td>
<td>24 hours a day, Its</td>
<td>Lisciare</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td><em>Its</em></td>
<td>its resistance</td>
<td>Lisciare</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td><em>The</em></td>
<td>The different...</td>
<td>Lisciare</td>
<td>16</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td><em>The</em></td>
<td>the natural</td>
<td>Lisciare</td>
<td>16</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td><em>The</em></td>
<td>The modern woman</td>
<td>Lisciare</td>
<td>19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td><em>You</em></td>
<td>Do you know...</td>
<td>Nivea</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td><em>You</em></td>
<td>if you have</td>
<td>Nivea</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td><em>You</em></td>
<td>can help you regain</td>
<td>Nivea</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td><em>Your</em></td>
<td>yourself spending...</td>
<td>Nivea</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td><em>Your</em></td>
<td>has your skin...</td>
<td>Nivea</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td><em>Your</em></td>
<td>Your healthy glow...</td>
<td>Nivea</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td><em>It</em></td>
<td>it is rich vitamin...</td>
<td>Nivea</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td><em>Its</em></td>
<td>lost its natural...</td>
<td>Nivea</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td><em>I</em></td>
<td>I</td>
<td>Bio Essence</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td><em>My</em></td>
<td>my skin feels oily...</td>
<td>Bio Essence</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td><em>My</em></td>
<td>my skin soft...</td>
<td>Bio Essence</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td><em>My</em></td>
<td>my legs and</td>
<td>Bio Essence</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td><em>My</em></td>
<td>to my delight...</td>
<td>Bio Essence</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td><em>It</em></td>
<td>but it is</td>
<td>Bio Essence</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td><em>They</em></td>
<td>and they look smooth</td>
<td>Bio Essence</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td><em>The</em></td>
<td>the excess...</td>
<td>Bio Essence</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td><em>The</em></td>
<td>the pigmentation...</td>
<td>Bio Essence</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td><em>Finer</em></td>
<td>and finer skin</td>
<td>Bio Essence</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td><em>You</em></td>
<td>Now you can</td>
<td>Irise</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td><em>You</em></td>
<td>but you'll never...</td>
<td>Irise</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>31</td>
<td><em>You</em></td>
<td>you know my secret</td>
<td>Irise</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td><strong>You</strong></td>
<td>You can have stunning...</td>
<td>Irise</td>
<td>14</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td><strong>My</strong></td>
<td>Share my secret</td>
<td>Irise</td>
<td>5</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td><strong>My</strong></td>
<td>My daily schedule</td>
<td>Irise</td>
<td>6</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>35</td>
<td><strong>My</strong></td>
<td>......my secret?.....</td>
<td>Irise</td>
<td>9</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td><strong>My</strong></td>
<td>......I keep my skin.....</td>
<td>Irise</td>
<td>12</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>37</td>
<td><strong>Me</strong></td>
<td>......and gives me 30</td>
<td>Irise</td>
<td>10</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>38</td>
<td><strong>I</strong></td>
<td>......and I could.....</td>
<td>Irise</td>
<td>7</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>39</td>
<td><strong>I</strong></td>
<td>How I keep.....</td>
<td>Irise</td>
<td>12</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td><strong>It</strong></td>
<td>Guessed it.......</td>
<td>Irise</td>
<td>9</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>41</td>
<td><strong>It</strong></td>
<td>......it's 30</td>
<td>Irise</td>
<td>9</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>42</td>
<td><strong>The</strong></td>
<td>......under the Sun.....</td>
<td>Irise</td>
<td>7</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>43</td>
<td><strong>The</strong></td>
<td>......from the Sun.....</td>
<td>Irise</td>
<td>11</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

**Total**

25 8 10
CHAPTER IV
CONCLUSION AND SUGGESTION.

A. Conclusion

This conclusion contains the results of the five beauty advertisements in Women's Weekly Magazine. This research is purposed to describe the cohesiveness of the fifth text in beauty advertisements in order to be understood easily by the readers.

Based on the analyses that have been done in chapter before, the writer concludes that cohesion through its agencies can form the cohesiveness of the fifth text beauty advertisements. Therefore, the text will be understood easily by the readers. And the message of the advertisement will be delivered to the receivers in order to get attention of consumers. All of the messages have been expressed through the general meaning in each advertisements.

In this analysis the writer uses cohesion agencies, they are: Reference, Ellipsis, Conjunction, and Lexical Cohesion (Reiteration and Collocation).

The writer finds forty three types of Reference; twenty five types as Exophoric, ten types as Cataphoric and eight types as Anaphoric. Besides, there is Comparative Reference as Epithet (quality) like tender and finer.

Ellipsis that occur in the fifth text of beauty advertisements are Nominal Ellipsis (typically Deictic), Clausal Ellipsis and Verbal Ellipsis (typically
Operator Ellipsis and Lexical Ellipsis). These Ellipsis to avoid the repetition. So, the advertisements more brief, simple and concise.

Moreover, the Conjunction that appear in the fifth text of beauty advertisements are Additive Conjunction (and, or) which is categorized as intra sentences. The writer also finds Lexical Cohesion; Reiteration and Collocation. The Repetition are the words repetition and phrase repetition. These repetitions are functioned to stress the words or phrases which refer to the advertisements.

And a Collocation is the word which collocates with another word based on the suitability of one word that is combined with another word.

B. Suggestion.

In doing the Research of Advertisement, especially in the printed media need to be discussed more, because the writer thinks that there are many interesting matters that can be studied further.

Besides that, the writer also suggests the consumers or buyers should be more carefully to read the advertisement before buying their products.

Finally, the writer hopes that this study will be useful, for her, future improvement, especially in the advancement of her career.
BIBLIOGRAPHY


Website


APPENDIXES
F. Profile of Magazine

The Singapore Women's Weekly

The Singapore Women’s Weekly is Singapore’s fastest-growing women’s magazine. Women trust The Weekly as a friend that entertains and informs about the best of everything - fashion, beauty, glamour, health, family, self-help and relationships, interiors, food and entertaining. And the mix is served with a down-to-earth attitude and a compelling dose of common sense that readers really appreciate.

Positioning Statement

The magazine that empowers an affluent generation of Singaporean women who have high expectations for their lives and offers solutions and ways to make the modern working mother’s life easier and better.

Circulation : 65,000
Editor : Jane Ngiam
Readership : 112,000
Advertising Manager : Carrie Ann Lee
Cover Price : 3.80
Frequency : Monthly
Core Target : Women 28-50
Content : Women’s Lifestyle

2. The Malaysian Women's Weekly

Launched in 2000, The Malaysian Women's Weekly is a broadly targeted, family-oriented glamour title covering fashion, health and beauty, "real-life" stories, cuisine, décor and Hollywood glamour. The Weekly is Malaysia's fastest-growing women's lifestyle magazine.\(^2\) It entertains, informs and is contemporary and relevant to today's modern working woman.

Positioning Statements

The magazine that empowers an affluent generation of Malaysian women who have high expectations for their lives and which offers solutions and ways to make the modern working mother's life easier and better.

\begin{center}
\begin{tabular}{|l|}
\hline
Circulation & : 42,000 \\
Editor & : Sunita Chhabra \\
Readership & : 61,184 \\
Advertising Manager & : Anne Jacqueline Paul \\
Cover Price & : RM5.60 (West Mal) RM7 (East Mal) \\
Frequency & : Monthly \\
Core Target & : 25-39 \\
Content & : Women's Lifestyle \\
\hline
\end{tabular}
\end{center}

\(^2\) Ibid
Bio-Essence
Radiant Youth Essence

7 days,
Tender & Finer Skin Like Baby's!

"My skin feels oily initially but it is quickly absorbed and no more oily! Only a drop makes my skin soft, fine, radiant & elastic.

I also apply the excess on my legs and arms. To my delight, the pigmentation has lightened and they look smooth and glowing!"

may vary
You can share my secret...

My schedule as a model and actress gets hectic. And I could be under the sun 11 hours in a day. But you'll never have to "Meow" My secret! ISSE UV WHITE. It's 30 more moisturizing and gives me 30 more protection from the sun. This keeps my skin smooth, soft, and supple so you know my secret... I have stunning skin too!"
Anti-Aging Moisturiser

Nivea Visage Multiple Whitening Night Cream, RM17.30 to RM25.50

Do you find yourself spending a long time trying to apply thick foundation and make-up to cover up patches on your face? Has your skin lost its natural glow? If you have blotchy skin due to uneven pigmentation, Nivea Visage Multiple Whitening Night Cream can help you regain your healthy glow. It is rich in Vitamin E, which provides added nourishment and intensive moisturisation to skin.
NARD

To Face

Every Day...

Menard’s scientific formula makes your skin 24 hours a day. Its formula strengthens your skin, proves its resistance to weathering by 120 per cent, and prevents the loss of skin due to a dull, dry complexion. For a radiant, natural complexion, use cleansing cream, cream, massage cream, or lotion, and notice the difference — the natural, real-looking skin.

For modern woman, by tradition.
Choose it one way... or the other!

NEW
Wet/Dry
Foundation

One makeup. Two beautifully natural looks

Goes on dry for a silky, light finish.

Transforms when moistened for an ultra-smooth finish with a little extra coverage.

Wet or dry, your skin looks smooth, natural, with an even tone and texture.

REVLO