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**Abstract**
Language is one of the essential features in beauty product advertisements as it is used not only to disseminate the products but also to approach the psychology of the target customers. In this study, the researchers aimed to analyze how language is implemented in three prominent beauty product advertisements in Indonesia (Wardah, Inez, and Sariayu) posted on YouTube by using Critical Discourse Analysis (CDA) model by Fairclough (1995a). To uncover advertisers’ strategies, the researchers used three interconnected dimensions in analyzing the advertisements: text dimensions (micro), discourse practices (meso), and socio-cultural practices (macro). A table of discourse practices combined with the socio-cultural practices was provided to gain more evidence of the words and phrases used in the advertisements and social life reality affected by the advertisements. Findings from this study showed that the advertisers used an intimate approach and personalised word choices to attract target customers. Figures of beautiful women were also presented to direct audiences’ perception of beautiful women. Also, the advertisements strongly suggest their products serve as potential answers to meet the intended appearance needs of the consumers. Further, this study suggested some pedagogical implications to shed light for English teachers to implement the potential benefits of CDA for the language classroom, for it can serve as a bridge between language teaching and phenomenon happening in the society.

**Keywords:** Beauty Advertisement, Critical Discourse Analysis, English Language Teaching, Linguistics, Sociocultural Practice

**Introduction**
The advertising world today has proliferated from the artistic sides to methodology and media innovation. A large number of fascinating advertisings were brought into the world from startling imaginative idea, but simultaneously was executed with advanced last touch or creating.
Nowadays, advertising is additionally utilized for an increasingly significant reason, which is building the brand and attaching values so that the consumers become steadfast and even love or have a sense of belonging with the brand (Wijaya, 2012). Simply put, modern advertising is a crucial connection that plans to achieve something – to make an influence, by which we indicate a specific customer reaction, for example, getting data or convincing somebody to accomplish something (Moriarty et al., 2009).

Lane et al. (2011) expressed that advertising is a message paid for by distinguished support and, for the most part, conveyed through some mode of mass correspondence (Wijaya, 2012). The primary guideline of acceptable advertising is that it must work around the general showcasing design and execute the correspondence components of a progressively extensive advertising program. Another expert, Egan (2015), characterized advertising is a non-individual type of mass correspondence with a high level of control over design and arrangement yet conceivably a low level of influence and credibility. It is rarely either neutral or fair. Edwards (2008) stated that advertising drives the economy, raises the standard of living, and rewards us with information and entertainment. Besides, advertising also demonstrates and adds to forming the bigger society. Nonetheless, advertising can do and ought to accomplish more. Therefore, to uncover the motives behind an advertisement, we need to have a closer look at how language is utilized to have an impact in the society, for example, by directing our view to the advertisements on the social media.

Nowadays, it is common that millions of people are easily connected through social media and influenced by the contents they view on the platform. For example, many women are affected by cosmetic beauty advertisements and have made a physical appearance as one of their absolute needs to confidently perform in the society (Kaur et al., 2013). In other words, advertisements can gradually change the lifestyle of consumers with the products they offer. To persuade their prospective customers, advertisers should indeed make an effort to ensure their products are competitive in the market so that their customers could shift from other brands to their brand.

Jhally (1995, cited in Yousefi & Farzad, 2019) contended that in modern society, advertising serves as the most influential institution of socialization. This method has been proven effective in changing women's perspectives. Zuraidah and Ling (2010) believed that consumers could be consumptive with advertising (Yousefi & Rostami, 2019). Simply put, advertisements do not only sell their products but also attract consumers to buy the products.
Having described how advertisements could significantly affect the lives of most women, this study viewed the importance of uncovering the motives in beauty product advertisements in Indonesia and of understanding how language is utilized in the advertisements. In the field of Applied Linguistics, such investigation has typically been conducted under the critical discourse analysis (CDA), a unification of text analysis, process analysis, and cultural society analysis, which include three elements, such as representation, relations, and identity (Fairclough, 1995a). The overall analysis emphasizes that particular language use is usually motivated by the situation surrounding where the language is used to convey the meaning (Mulyana, 2005, cited in Zulianto, 2019).

Scholars who used the CDA framework in their research broaden in various fields of social issues, gender issues, feminists, ideology, politics, policy, and other issues. In the context of CDA, these issues are examined through the approach of reality between language, context, text, and research issues as objects of study (Gee & Handford, 2013 in Salahudin, 2019). Meanwhile, Ulinnuha et al. (2013) put more emphasis on analyzing CDA used in social studies approaches and frameworks. Meyer and Wodak (2001) state, “CDA aims to investigate critically social inequality as it is expressed, signaled, constituted, legitimized, and so on by language use or in discourse (p. 2).” Therefore, the CDA approach is suitable for this study because advertisements, in this case, are created as a social practice in the form of text and talk (Abcha, 2016), which are inserted to persuade, attract and change the mindset of consumers (El-Daly, 2011).

In the discourse practice section, the analysis is centered on how the language is utilized and is interpreted by the society (Fairclough, 1992, 1995b). Based on the abovementioned discussion, this article aims to critically analyze beauty product advertisements appearing on YouTube. Since beauty products are aimed to gain the public’s perception of buying their products, we focused on how language is utilized by the advertisers. In social practices, CDA has combined different branches of learning, such as economics, politics, and education. In the field of education, especially language teaching, CDA techniques are applied to develop learners' critical thinking and attitudes about learning the English language. Hence, another purpose of this study is to explore the potential of CDA and investigate the effect of teaching CDA in English Language Teaching on the increase of students’ critical language awareness (CLA) of advertisements.

**Methods**
This study applied the qualitative method in analyzing the advertisement text of beauty products. The study focused on how text makers string words so that they persuade and attract people to buy them and form certain realities. Accordingly, the researchers used the CDA model offered by Fairclough (1995a), where he developed the analysis to seek the relationship between a language and a wider society. However, the big point of concern still sees a language as a tool of mindset shaping. Therefore, the concern of this study was to analyze how language is formed and forms certain realities.

The researchers utilized three interconnected dimensions of CDA to analyze the advertisements (Fairclough, 1995a). The first analysis used text dimensions analyses, which was intended to see how the advertisements and their related content were displayed. To obtain an in-depth analysis, the study then analyzed the objects using a table of discourse practices combined with the last dimension, socio-cultural practice, to gain more evidence about the words and phrases used in the advertisements and social life reality affected by the advertisements.

This study examined three advertisements for "Sariayu, Inez, and Wardah" beauty products as a corpus of data downloaded from the site www.YouTube.com in April 2020. This data was chosen because it has text that is the identity of the products. Besides, these advertisements have unique characteristics because the texts arrange sentences in such a way as to attract people, especially women, to shape the reality of society.

**Results and Discussions**

The researchers analyzed the data using the theory that has been stated in the previous section. The advertisement text product data for beauty products was analyzed using Fairclough's CDA theory in three dimensions, namely text dimensions (micro), discourse practices (meso), and socio-cultural practices (macro).

**Analysis of Text Dimensions (Micro)**

In this analysis, we would like to discuss how a person, group, and activity are described in the text. In this section, we discussed our analysis in terms of analysis of representation in clauses, analysis of relationship and identity

a. Analysis of Representation in Clauses
In this level of representation analysis, we were focusing on how advertisers arrange the vocabulary and grammar to represent their products. In particular, we analyzed the word choices that the advertisers choose in their beauty products advertisements.

**Advertisement 1: Sariayu**

**Bahasa Indonesia Version**

*Eksotika keindahan Sumba*
*Menginspirasi perempuan Indonesia untuk berani bereksplorasi*
*Baru! Sariayu Color Trend Inspirasi Sumba*
*Multifungsi make up, lip and cheek untuk lipstick dan blush on*
*Ringan dan lembut dengan inovasi staymoist avocado lock*
*Sekali usap, warna langsung on dan menutup sempurna*
*Jadikan wanita Indonesia auto cantik sepanjang hari*
*Di setiap eksplorasi dirinya*

**Auto Cantik dengan Inspirasi Sumba**

**Dari Sariayu Martha Tilaar**

**Translated Version**

*Exotic beauty of Sumba Island*
*Inspiring Indonesian women to be brave for an exploration*
*New! Sariayu Color Trend, Inspiration of Sumba Island*
*Multifunctional makeup, lip and cheek for lipstick, and blush on*
*Light and soft with stay moist avocado lock innovation*
*Once applied to the face, the color is immediately visible and blends perfectly*
*Making Indonesian women look auto beautiful all day long*
*In every exploration they perform*

**Auto Beautiful, inspired by Sumba Island**

**From Sariayu Martha Tilaar**

From all the clauses presented above, the metaphor was revealed as we bolded clauses. The metaphorical phrase “Auto Beautiful, inspired by Sumba Island” is used to refer to women,
especially in its use, “Auto Cantik” or auto beautiful is a phrase that can ensure Indonesian women and can change their thoughts especially in a broader perspective, so Sariayu is one of Indonesia's high-selling beauty products. The broader impact in the reality of the Indonesian people the word “auto cantik” has changed the broader perspective. The text “auto cantik” was inspired by Sumba Island, which is famous for its beauty. If it is equated with women, then women who use Sariayu cosmetics will have a face as beautiful and as exotic as Sumba.

It is not only promoting Sariayu cosmetics, but also promoting Sumba Island. The beauty of Sumba Island is believed to attract a lot of visitors. However, the persuasive words were more dominant, inviting viewers to use Sariayu cosmetic products. At the same time, the visual display was more dominant in promoting the beauty of the island of Sumba associated with the beauty of a woman when using Sariayu cosmetics.

Advertisement 2: Inez

Bahasa Indonesia Version

Mau tau rahasia wajah cantikku?
Lustrous Pressed Powder
Bedak halus yang kaya nutrisi
Membuat wajahku jadi lembut alami
Dengan warna-warna pilihan
Mengandung UV Protection
Dan membuatku tampil cantik sepanjang hari

Lustrous Pressed Powder Inez 900

Translated Version

Do you want to know the secret to my dazzling face?
Lustrous Pressed Powder
A fine powder rich in nutrition
Turning my face soft naturally
With various colors to choose and UV Protection
Makes me look dazzling all day long
Lustrous Pressed Powder Inez 900

From the text above, “makes me look dazzling all day long” in the text implies a message not to hesitate to buy this product because this product will make women beautiful all day. Furthermore, this product makes women more straightforward because they do not need to make up repeatedly throughout the day. With the appearance of advertisements that were so organized, supported by a model giving the message that women could be beautiful all day long, the message was supported by Inez products that convinced women to appear more optimally and increase their confidence. This advertisement was reinforced by the display that presents a model who performed activities from morning to evening, but still looked beautiful. The main point of the advertisement is to encourage women to use Inez cosmetic products.

Advertisement 3: Wardah
Bahasa Indonesia Version
Alhamdulillah, masih bisa menghirup udara pagi ini
Bersyukur, atas berkah yang diturunkan
Bersyukur, bisa merasakan kebahagian orang lain
Dan hangatnya kebersamaan
Jalani Ramadhan lebih bermakna
Dengan selalu bersyukur
Wardah, cantik dari hati

Translated Version
Thank God for allowing me to breathe again this morning
Grateful to the blessings given
Grateful to feel the happiness of others
and the warmth of togetherness
Facing a meaningful fasting month (Ramadhan)
By always feeling grateful
Wardah, beautiful from within
In the clause whose writing is bold above, there is the use of metaphor. The metaphorical phrase “Wardah, beautiful from within” is used to refer to women, especially in its use. The “beautiful from within” phrase reflects that Indonesian women are beautiful not only in their looks, but also in their hearts. With the “beautiful from within” text, Wardah can change Indonesian women's thoughts because this beauty product company is one of the most influential and leading companies in its niche. Though Wardah’s products mainly focus on beautifying physical appearance, their word choice indeed aims to promote another perspective of beautiful.

b. Analysis of Relationship & Identity

In this analysis, our discussion deals with how the relationship among participants in the video is created. Enterprise (2013) stated that YouTube is a video sharing site that gives users the freedom to upload to the site, stream or watch videos, and share videos with other users for free (Arista & Lasmana, 2019). The statement is following the concept of new media spoken in interpersonal communication books by Liliweri (2015) that YouTube, which is one of the new media that has the ability to be able to access content anytime and anywhere, thus providing an opportunity for anyone to play an active, interactive and creative role in message feedback (Safira et al., 2019). There are three main categories of participants in the text; journalists (text-makers), media audiences, and public participants (Fairclough, 1995a).

Advertisement 1: Sariayu
As could be seen in the figure above, participants included in the video were interacting with one another happily. It had been viewed by 2,462 viewers by April 1st, 2020. Advertisers attracted public sympathy by using audiovisual and text aspects. Visually, the advertisers aimed to convey the purpose of their products, which contains a message of “auto beautiful”. Specific criteria were taken into consideration. The artists who wore either hijab or not were intended to portray that they are always helpful, full of enthusiasm, creative, and of course, beautiful. In terms of identity analysis, the creator of this advertisement text understood the concepts conveyed in the sense that the advertisements can attract people with different styles of appearance.

**Advertisement 2: Inez**

This advertisement presented a single model. She acted as a career woman who was doing her daily activities from morning to afternoon while she was still beautiful without putting any makeup again. It seems to support the theme, "makes me look dazzling all day long." This advertisement is slightly different from the first example of Sariayu. Inez only used one model, perhaps due to promoting a single cosmetic item.
The advertisement text-maker was a representative of the Inez cosmetics team having the task to create a theme-based advertisement "makes me look dazzling all day long". This was fully supported by a model who played several jobs according to her daily activities, then disseminated it to the audience through electronic media, in this case online (YouTube). Since its launch in May 2018, it had attracted 24,404 viewers by April 1st, 2020. On average, it attracts more less 1,061 viewers monthly or 35 viewers daily.

**Advertisement 3: Wardah**

![Advertisement Examples](image1)

![Advertisement Examples](image2)

![Advertisement Examples](image3)

Figure 3. Models in Wardah advertisement

In this advertisement, it can be seen that the participants: text-makers, media audiences, and public participants (artists who became the primary model natural in this advertisement) were actively socializing with each other. By April 1st, 2020, the viewers reached 7,559,251 viewers on YouTube. It means that this advertisement has attracted a tremendous public sympathy by using audiovisual and text aspects.

In the context of this study, beauty models interpreted as role models succeeded in influencing the audience to change their behavior. Thus, beauty models currently play a role as the most significant driver for consumers in terms of decision making to buy products, namely as an agent to convince
consumers that the products they are talking about are worth buying (Febriani & Yulianto, 2018; Lee & Watkins, 2016; Verhellen et al., 2000; Martawilaga & Purwanegara, 2016; Erkan & Evans, 2016; Rahmi et al., 2017).

**Analysis of Discourse Practices (Meso)**

This level of analysis examines how the relationship between the strategies used and the language means used in advertising. In this study, various strategies were used in the advertisement to attract consumers. The following table outlines the strategies used.

<table>
<thead>
<tr>
<th>No</th>
<th>Strategy Used in Advertisement</th>
<th>Linguistic Means</th>
</tr>
</thead>
</table>
| 1  | Manufacturing consent through implication | - New! Sariyu Color Trend, Inspiration of Sumba Island  
- Multifunctional make up, lip and cheek for lipstick, and blush on.  
- Do you want to know the secret to my dazzling face? |
| 2  | Invoking inadequacies | - Once applied to the face, the color is immediately visible and blends perfectly.  
- Turning my face soft naturally. |
| 3  | Positive self-representation | - With various colors to choose and UV Protection, makes me look dazzling all day long.  
- Light and soft with stay moist avocado lock innovation  
- Making Indonesian women look auto beautiful all day long, Light and soft with stay moist avocado lock |
innovation, make Indonesian women auto beautiful all day long.

4 Puffery
- Auto Beautiful, inspired by Sumba Island
- It makes me look dazzling all day long.
- By always feeling grateful, Wardah, beautiful from within

5 Model endorsement
- Dewi Sandra is the face for the collection, and is an icon of the Wardah product.

6 Emotive Words
- Light and soft, fine powder, various colors, multifunctional makeup.

Women become the main object of the beauty products advertised on YouTube. Advertisers stimulated women by promoting the facts about their beauty products. They also started the advertisement by giving a puzzle to make women curious. For example, “Do you want to know the secret to my beautiful face?”

A headline of an advertisement plays a crucial role in capturing women’s attention. For instance, in this study, the taglines in the advertisements are “Auto Beautiful”, “Beautiful from the heart”, “Beautiful all day long”, “secret of beautiful face”, “Multifunctional make up”, “exotic beauty of Sumba”. The phrases deliberately make women curious about their beauty products. In the last few decades, to refer to excessive advertising claims, the concept and use of verbal puffery—terms expressing to which the truth related to the quality of the product remained unmeasurable (DeFrancis, 2004)—in advertising have been broadly observed. For example, Haan and Berkey (2002) argued, “if puffery does not work, salespeople and advertisers will not use it” (p. 245). They added that there are other convincing factors about a product besides verbal puffery, yet those factors are less significant. Simply put, verbal puffery plays a role in determining the success of the sales.

Language use is a useful tool to ensure the viewers that the beauty products are worthy of use. It is a case of “auto beautiful”. Every woman should think that they will be beautiful once they use
the product (Sariayu). In another advertisement, Wardah has a different approach to attract their viewers. Wardah is not only a beauty product, but it is more like a beautiful attitude that is associated with the face. For those who have a beautiful heart, they should have a beautiful face. Wardah takes advantage of this. It is the same as the two others that use emotive words to attract the consumers. Emotive response refers to the extent to which viewers' emotions are involved in an advertisement. In previous studies, narrative advertisements succeeded in getting viewers involved, both character and situation. (e.g. Escalas et al., 2004). Moreover, van Laer et al. (2014) believes that the narration and character in the advertisement allow viewers to experience the main character in the ad. Narrative advertising, thus, generates a more significant positive response than non-narrative advertising.

The advertisements seemed to imply that women who wish to look attractive should have soft skin, blushing lips, and kind-hearted. Their skin should be soft, fresh and perfect all day long. Besides, commercial advertisements on YouTube are also the propagandists who provide a beautiful celebrity model (Dewi Sandra in Wardah advertisement). They use well-known models to attract women's attention to have beautiful skin as the models. Beauty models are someone who makes and uploads videos about beauty (Widodo & Mawardi, 2017). Several studies have focused on the fit between the model endorsement and the brand (Fleck et al., 2012; Saloneses et al., 2013). Fit, which means similarity and relevance, has its market that refers to the level of similarity and consistency between the parent brand and brand extension. (Aaker & Keller, 1990). The fit of an endorsement usually refers to the fit of the brand and models. Hence, this is undoubtedly very specific to certain endorsement conditions. Some model endorsement studies have proved that fit has a beneficial impact on a brand (Amos et al., 2008; Choi & Rifon, 2012). Several studies have proved the same results, such as sponsorship (Erik L. Olson, 2010; Speed & Thompson, 2000), CRM (Lafferty et al., 2004), and brand alliances (Simonin & Ruth, 1998). Theoretically, the lack of fit between the model and the brand can lead to negative attributions to a brand (Lafferty, 2009) Simonin & Ruth, 1998). That is one of the reasons why exposure to low-fit model endorsement can affect consumers' views of the products being advertised.

*Analysis of Socio-Cultural Practices (Macro)*

This degree of analysis justifies the vast cultural flows affecting advertisement and intertextual understanding that helps with understanding the vast cultural flows. This comprises views on
beauty by individuals worldwide and explicitly Indonesian women’s situation within these practices. Previously, the myth was that women had additionally utilized different customary items to enhance their look.

The idea of "The Beauty Myth" has been given by Wolf (1990, cited in Ashfaq et al., 2017). Her fundamental opinion was ‘the images of beauty are used against women’. According to her, the outstanding quality and social intensity of women have expanded today. Women are performing their different jobs in the economy, legislative issues, organization of their separate social orders. In this case, commercial influence on social media stands as social standards of beauty (Burcar, 2017). For example, women in the past used to paint their face using many kinds of traditional and natural cosmetics, such as clay, leaves, mud. Nowadays, women prefer to use branded beauty products to enhance their looks. For this reason, the cosmetics industry has grown fast to fulfill the demands of beauty products for women in order to look attractive.

Intertextuality happens in advertising when advertisers use words from different talks to attract viewers, such as words from science, when publicizing cosmetic items. Brands of beauty products play an essential role. Keller (2013) defined three benefits that play a role in decision making, namely learning advantages, consideration advantages, and choice advantages (Rayat et al., 2017). For instance, the Sariayu advertisements "Light and soft with stay moist avocado lock innovation", and "Contains UV Protection", "A fine powder rich in nutrition" in Inez advertisement. They also build identities. The advertisement cause women to feel that to be 'ingroup' as opposed to 'outgroup', and they should buy the item. They will be much the same as the big names or renowned individuals who look great by utilizing the item. Thus, this is one of the strategies applied to make women feel that having a good appearance is essential.

Furthermore, the presence of attractive models in Wardah advertisement, for instance, deliberately reduces the confidence of women, indeed. In any case, an unsatisfied feeling of women is likewise connected with the beauty products publicized as it guarantees that the issue can be settled through the utilization of them. Simply put, advertisers bring up women’s dissatisfaction as a primary strategy to encourage them to purchase the beauty product or called purchase intention. Purchase intention is a practical tool in predicting the buying process (Jaafar et al., 2013).

A related report by Trampe et al. (2011) showed how this beauty advertisement lower female buyers' confidence. They guarantee that the beauty products advertisement has the ability to change typical products into profoundly alluring products. Beauty enhancing products such as
compact powder, blusher, anti-aging serum affect women so much on how women see themselves. Vanessa et al. (2011) asserted that beauty products advertisement worked by bringing down women’s confidence and afterward delivering help from this negative inclination as an enthusiastic advantage through the brand.

In socio-cultural practice, religion influences the consumer’s ways of life, which indeed influence dynamic consumer practice (Delener, 1994). Religion either improves or declines a specific decision. Few studies showed that religion gives impacts on customer mentality and behavior (Pettinger et al., 2004). An investigation by Ireland & Rajabzadeh (2011) revealed that individuals who apply halal items have high steadfastness to the halal item brands. El-Bassiouny (2014) suggested that Muslim customers will have diverse consumption patterns and will expend halal items. In this matter, Wardah beauty products are famous for products with Muslim women wearing a hijab. This is proven by various types of Wardah advertisements that always bring up the hijab models. Wardah has made a setting where it consistently enhances and remains innovative to meet Muslim women's cosmetic needs with products.

Besides that, there is a moral message to convey in Wardah advertisements. For example, the researchers viewed that Wardah aims to embrace women to use the hijab and Wardah products. In doing so, they look beautiful and elegant, like the hijab model in the advertisement. In this way, market specialists should structure their showcasing efforts concentrating on making awareness in regards to their consistency with halal items. If consumers in certain areas are increasingly religious, then the new beauty products promoted should be set up based on the profound religious and impacts that those customers recognize (Rehman & Shabbir, 2010).

Nowadays, the choice of using beauty products depends more on who recommends it. That can be friends, relatives, or parents. Sometimes, even without advertising, most women just try and read the labels listed on the beauty product. Besides, the price of a product is also a consideration for consumers in buying a beauty product. For those who have more money, it is possible to buy relatively expensive products. Women often tend to ignore advertisements. Nevertheless, like it or not, the advertisements influence the choices women frequently make (Babaii & Ansary, 2005).

The three advertisements discussed earlier have their respective characteristics in capturing their respective consumers. Women, in this case, must be able to determine and choose beauty products that suit their daily needs. Many factors can distract their mind in choosing beauty products. Besides, these beauty product advertisements gave messages to them that by using the beauty
products, the level of confidence of women would increase. This triggers the nature of women's dissatisfaction with themselves. This consumptive nature can then spread not only to beauty products but also to other products.

Finally, the beauty products discussed in this study already have their respective reputations. With attractive and engaging advertisements, some consumers perhaps switch to other beauty products. Another factor that may follow is due to dissatisfaction with beauty products. The products in advertisements can sometimes captivate consumers in an instant. However, consumers sometimes neglect that not all beauty products match their needs.

Conclusion and Implication
This study has provided in-dept analysis in three different levels of analysis, micro-, meso-, and macro-analysis on three beauty product advertisements in Indonesia. In this section, we aimed to provide our conclusion based on our analysis and disseminate some possible pedagogical implications generated for the field of English learning and teaching.

**Conclusion**
The results of our analysis, which follows Fairclough's three-dimensional analysis, have generated several major findings. The first findings relate to certain words, vocabulary, phrases, or slogans that are emphasized to persuade and invite people’s interests, especially women. Then, from the visual side, advertisements also display beautiful models to arouse and convince women. When they use the advertised cosmetics, they will be as beautiful as the advertisement models.

Meanwhile, on the analysis of discourses practices, advertisers feature how their beauty items are answers for women’s issues. Simply put, the most evident subject in the notices is the perfect appearance for women. The discoveries demonstrated that women looked progressively beautiful with wrinkle eyes, great eye, reddish cheek, and so on. In this case, advertisers utilized a variety of designs to shape women to invest in their products. Thrassou and Vrontis (2009) accepted that advertisements had a strong effect on consumers to buy an item they had never used.

It is certainly not easy for women to ignore a persuasive advertisement of beauty products since women are frequently exposed by the advertisement. Physical appearance, for women, is one of the essential aspects to get a successful career in life. Kaur et al. (2013) stated that women’s physical appearance determines social perceptions. Some people do not consider advertisements
of worth. However, it must be remembered that advertisements “create the ultimate standard of
worth, so that women are judged according to this standard”.

Based on the analysis of beauty product advertisements, Tehseem and Hameed (2015) inferred
that in order to get the consideration of women, different sorts of strategies and etymological
examples like influence methods, technical vocabulary, and slogans are utilized by the advertisers.

It seems to matter when Wardah has successfully attracted so many viewers that may be interested
in purchasing their beauty products. However, the most excellent strategy in the three
advertisements is the use of pronouns ‘you’. It makes an intimate and provocative relationship
between advertisements and their viewers. Based on the scaling hypothesis, consumer choices are
legitimately influenced by brand choices (Hu et al., 2012 in Moghadam et al., 2015). Image of
brand appropriateness is characterized by the comprehended distinction between a genuine brand's
image and the normal of the consumer from the brand.

Lastly, capitalists target their buyers through a fascinating advertisement. Advertisers advance
their items as well as outline social order benchmarks of beauty, social qualities, and ways of life
today. Schudson (1984) considered advertising as unofficial indoctrination. It seems that
purchasing beauty items is the only solution to all women who have a desire to look beautiful
(Malefyt, 2012; Sandikci, 2011). Simply put, it is worthy of allocating some cash to show their
attraction to others. Henceforth, language in an advertisement performs a significant part in this
matter. It is likewise a powerful device in shaping and persuading women into purchasing beauty
products.

**Implication**

This study has attempted to contribute to the body of research in the field of CDA. Specifically,
this study has delivered three layers of CDA to uncover the motives underlying the advertisement
of beauty products and the impacts in the society. Nevertheless, this study also highlighted some
pedagogical implications beneficial for the field of English teaching and learning.

**Vocabulary enrichment through authentic materials**

English teachers having students at the intermediate level can maximize the analysis process to
encourage students’ critical thinking skills. The analysis on text level can be useful for the students
to understand the language features, such as grammar or vocabulary, in authentic materials. To
this point, we understand and agree that authentic materials are any learning resources which are not specially created for pedagogic purposes, but can generate real-life context where language is typically used in daily conversation (Harmer, 2002). By enabling advertisements available on YouTube, English teachers can practically utilize learning materials from authentic resources relevant to students’ life. Studies have shown the benefits of utilizing authentic materials in language classroom, such as; a) increased motivation; b) close relationship to students’ life, and; c) meaningful lessons for their life (Dudeney, 2007).

To make it clear, teachers could lead their students to enrich their vocabulary since the word choice in the advertisement has been designed for marketing purposes, which focus on attracting their target customers while at the same time selling their products. These advertisements can be a potential source of teaching materials about advanced vocabulary, especially the use of high-level adjectives that will enrich the students’ vocabulary. Some of the examples are ‘multifunctional’, ‘lustrous’, ‘grateful’, ‘immediately’, ‘dazzling’, and so forth. Vocabulary is an essential component in foreign languages because students can easily open their ideas using adequate vocabulary (Kuśnierek & Kalisz, 2016). Szpotowicz and Szulc-Kurpaska (2009) claimed that students were interested in learning new vocabulary, not only the sound, but also its meaning. Students learn new vocabulary faster than learning grammar because the words have more apparent meanings, while grammar is less useful (Demircioğlu, 2010). As a comparison, Yu (2006) found positive impacts on authentic materials in group discussions as well as presentations. Using articles from The New York Times, Yu also found a significant increase in vocabulary, cultural understanding, and higher motivation from students. Simply put, there is a general consent that mastery of vocabulary consists of various aspects, and that higher word exposure often leads to better retention (Alanazi, 2019).

Due to its complexity in vocabulary and structures, especially for lower-level students, the utilization of authentic materials has been strongly addressed in some studies (e.g., Guo, 2012). However, Baleghizadeh's study (2010) showed that the concerns could be reduced by sufficient help. The use of authentic materials online is notably valuable beneficial (Guo, 2012). It could be meaningful to boost prominent enthusiasm among educators, students, and even publishers than do customarily organized materials (Gilmore, 2007). Floris (2008) stated that the need to incorporate authentic materials in the course plan since they are all the more motivating, connecting with, and applicable to students’ lives. Other experts claimed that authentic materials
give chances to language use in a more openly and adequately (Sánchez et al., 2010). Lastly, authentic material has assisted students in learning a foreign language and encourage them to produce better languages (Chamba et al., 2019).

**More meaningful translation**

It is similar to vocabulary that translation is viewed as a pedagogic means in an English program (Avand, 2009). The text presented by the beauty advertisements is arranged like a poem. Students can identify this pattern and then translate it into a narrative flow of an advertisement. Tudor (1987) firmly stated that translation could describe the function of words in learning languages. The translation is a very communicative activity so that translation can be considered in a variety of foreign language teaching. Varzgar (1990) fully supports using translation in English teaching. She confirms that “as translation should be a subsidiary activity in Teaching English as Foreign Language (TEFL), it should be an essential activity in English for Specific Purpose (ESP).” Moreover, as students involved in authentic materials to their lives, the translation process may not only cover the surface level such as terminological translation but also arrive at deeper level of translation by involving their socio-cultural experiences when choosing the suitable expressions both in their own language and the target language.

**YouTube as a potential learning resource**

Lastly, English teachers could also promote YouTube as available learning resources which students could make use of its potential benefits to complement their English learning process. Some studies have also noted some strengths of YouTube in the language classroom, such as access from anywhere and anytime, easy to operate, productive and meaningful learning resources (Fleck, Beckman, Sterns, & Hussey, 2014; Sherman, 2003; Terantino, 2011). Fleck, Beckman, Sterns, and Hussey (2014), for example, stated that YouTube could be useful in a way that it increases comprehension, discussion, and involvement. They added that millions of available online learning resources could generate fluid discussion as students can compare different resources for their discussion. Therefore, while previously English teachers are burdened with making non-authentic materials, thousands of YouTube videos could be seen as an opportunity to make English learning and teaching more interesting and engaging to students as it does not only
involve textual information but also audiovisual information to which students can also listen and see.

**Understanding the use of language in social practices**

This study has provided an example of how the advertisements were analyzed not only in micro-level but also meso- and macro-level. The analysis in meso-level could help students understand how the advertisers make use of the language to deliver their strategies. Students can also learn how advertisers view the language as the power to influence or convince their customers that their product is the best for their customers. Moreover, through guided learning, English teachers can also lead their students to understand the socio-cultural phenomenon happening in the society. The advertisements always pay great attention to customer behavior; In this matter, Indonesian women as their target customers. By analyzing the language used in the advertisements, students could involve in critical language classroom where they observe and become sensitive to what is happening in the society surrounding their lives and to what leads the advertisers to promote their product in that way. When established, it is expected that students could perceive their learning process as meaningful and closely related to their life.

**References**


