Coherence and Development of Students' Self-Esteem Values in Scarlett's Product Advertisement on Instagram

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ABSTRACT
The research aims to describe: (1) the coherence elements in *Scarlett's* product advertisement on *Facebook*, (2) Self-esteem values in *Scarlett's* product advertisement on *Facebook*, and (3) the development of students' self-esteem in *Scarlett's* product advertisement on *Facebook.* The research uses qualitative. The data collected were selected differently and will be interesting to examine aspects of speech coherence. The data source comes from @*scarlett whitening's Instagram*. This research employs pragmalinguistic and qualitative descriptive to collect dat. This research uses the distributional method called the technique for direct elements techniques. Triangulation of sources and theories triangulation techniques are used to test the integrity of the data received. This reseach indicates that the coherence contained in the *Scarlett's* product advertisement has 10 relationships, 4 values of self-esteem, and the development of self-esteem values in students.

Keywords: *Coherence,* *Self* *Esteem,* *Product's* *Value,* *University* *Student*.

1. INTRODUCTION

Language is utilized as one of the instruments to communicate between individuals effectively. Within the language scope, cultural and artistic norms are regulated in linguistic behavior terms to politeness rules. In addition, to control human behavior, language also has a function that influences individuals in each product offered

Ads product's language function serves as a reference for the usage and uses plain language. Its implementation ads must utilize good and proper language. If an ads use perfunctory language and do not refer to the role of language use, it makes online readers feel slothful to get interested and affected by the product in ads.

In an advertisement product, there is a written discourse. A reasonable written discourse pays attention to the connection between sentences to maintain connectedness and coherence. In line with experts, language is made up of form and meaning. The connection in discourse can be divided into cohesion and connection meaning or semantics called coherence (Sumarlam, 2003:23). Cohesion and coherence discourses of information can be understood and interpreted by the online reader in written (Mulyana, 2005:51). Kridalaksana (cited Hartono, 2012:151)

mentions that discourse coherence connection is a semantic relationship that arises between positions.

A discourse must have coherence elements. Coherence is a connection between propositions, but its connection is not expressly or readily seen in the sentences expressed. There are five types of coherence: (1) the contradictory connection between two parts of the sentences, (2) the generic-specific connection or vice versa, (3) the comparative connection between the contents of the two sentences, (4) a causal connection between the content of the two parts of the sentence or cause and effect occurs when one of the propositions shows the specific condition cause which is the result or vice versa, (5) a purpose connection in the content, and (6) reference connection in two parts of sentences.

As a semantic organization, coherence is a discourse element in which concepts are arranged logically to achieve goals and correct speech. As a result, coherence is a set of sentences that can be considered a relatively complete whole. Its description implies that coherence is an essential, fundamental, decisive component of discourse.

Scarlett's product advertisement discourse is a beauty product brand that can be used for self-esteem. Self-esteem is an evaluation of a person in assessing to know how satisfied a person is with or herself (Johnson, in Sveningson, 2012). The level of individual self-

esteem can be seen from several characteristics shown by the individual.

Individuals with low self-esteem tend to show unfavorable characteristics such as pessimism; dissatisfaction; urge to be someone else, more sensitive, tend to see all events a negative; tend to experience social anxiety and experience negative emotions more often; clumsy, shy, and unable to express oneself; protect own self and do not dare to make mistakes avoid taking a risk; cynical and have a negative attitude towards other; thinking tends to be non-constructive; and tend to be hesitant and slower to respond when making a decision.

On the other hand, each individual has a sense of self-esteem. Like girls', their self-esteem is more related to the satisfaction of being accepted and valued emotionally, particularly in terms of their physical appearance. It is not the same as boys' self-esteem. They are more concerned with the growth of competencies as evidenced by accomplishments. Apart from external factors existing in the individual, internal factors dominate the individual's self-esteem, which can lead to distorted thinking, such as overgeneralization, global labeling, filtering, polarized thinking, self-blaming, personalization, mind reading, control fallacies, and emotional reasoning (Mc Kay & Fanning, 2016).

However, previous findings stated that prejudice can trigger when an individual's self-esteem is threatened. According to Myers (2005), prejudice can be caused by frustration and aggression, superiority feeling over others, and motivation to avoid prejudice. Therefore, this research aims to describe: (1) the coherence elements in *Scarlett's* product advertisement on *Facebook*, (2) Self-esteem values in *Scarlett's* product advertisement on *Facebook*, and (3) the development of students' self-esteem in *Scarlett's* product advertisement on *Facebook*.

2. METHOD

This is descriptive qualitative research. This research focuses on the aspects of coherence, the value of self-esteem, and the development of student self-esteem values on Scarlett product advertisement. The data collected were selected differently and will be interesting to examine aspects of speech coherence. The data source comes from @*scarlett whitening's Instagram*. The reseach employs pragmalinguistic and qualitative descriptive to collect data. The internal aspects of the analysis results were described using a qualitative descriptive approach because the subject is an external element of *Scarlett's* product advertisement. The pragmalinguistic method was chosen in this research. The pragmalinguistic method is a combination of pragmatics and linguistic methods. Furthermore, the researchers employ the distributional method. The distributional method is a data analysis method with a

built-in deciding tool. The basic technique of the distributional method is called the technique for direct elements. Techniques Triangulation of sources and theories triangulation techniques are used to test the integrity of the data received. Source triangulation evaluates and cross-checks the degree of dependability of data collected from several sources.

3. RESULT AND DISCUSSION

Based on the results found, there are ten coherence elements, including cause and effect relationship, amplicative relationship, relationship of reason action, relationship of result terms, effect and cause relationship, specific generic relationship, identification relationship, relationship of yield means, relationship of means desrination, and generic specific relationship. Furthermore, self-esteem values contained in *Scarlett's* products advertisement are ability, meaningful, valuable, and competence self-esteem. In addition, students' self-esteem scores are carried out for ability, meaningful, valuable, and competence. The following are the results of the data analysis found.

3.1 Coherence Elements in Scarlett's Product Advertising

3.1.1 Cause and Effect Relationship

The coherence is expressed by the first sentence stating the cause, while the next sentence states the effect.

Explicature:

(1) *Minett mau kasih info ke kamu nih, kalau toner bisa membantu serum bekerja lebih baik di kulit, loh.* (Minett wants to tell you if toner can help the serum work better on the skin.)

The sentence "Can help the serum work better on the skin" is a proponent of the success idea. It indicates that utilizing toner for skincare has been successful. The cause is "Toner", while the sentence "Can help serum work better on the skin" is the effect. Because of toner, it can help the serum operate more effectively. The serum may not perform as well If there is no toner.

3.1.2 Amplicative Relationship

In this coherence, the idea stated in the first stance is strengthened or confirmed by the statement in the following sentence.

Explicature:

(2) *Makanya, minet sarankan pakai toner sesudah membersihkan wajah dan sebelum menggunakan serum.* (Hence, Minet recommends using a toner after cleansing your face and before using a serum.)

The sentence "Hence, I recommend using a toner" promotes the image of strength. The concept of strength

in question is the existence of a skincare booster that is applied after cleaning the face with toner. The line "Hence, I recommend using a toner" is a support reinforcement. In contrast, the sentence "after cleansing the face and before using a serum" reinforces the initial sentence's supporter. If you clean your face and apply a serum but don't follow up with a toner, your skincare routine will not be perfect either.

3.1.3 Relationship of Reason Action

This coherence is stated by the first sentence stating the reason for the act form displayed in the following sentence.

Explicature:

> *(3) Kebanyakan orang menaruh perhatian ekstra untuk melakukan perawatan kulit wajah.* (Most people pay extra attention to facial skincare.)

The sentence "Most people pay extra attention" encourages people to take action. The action in questing is the activity done by someone to perform skincare, which must be added. The sentence "Most people pay extra attention" is a statement, whereas "to facial skincare" is an excuse. This is because many people pay more attention to their skin to do treatments with maximum results.

3.1.4 Relationship of Result Terms

This coherence is expressed by one sentence stating the conditions for achieving what is stated in the other sentence.

Explicature:

> (4) *Penting banget untuk melakukan perawatan rutin untuk mengangkat sel-sel kulit mati pada kulit tubuhmu.* (It is very important to carry out routine maintenance to remove dead skin cells on your body's skin.)

The sentence "It is very important to carry out routine maintenance" supports the idea of conditions. The idea of the condition in question is that with the condition that routine skincare will remove dead skin cells in the body. The sentence "It is very important to carry out routine maintenance" is a requirement, while the sentence "to remove dead skin cells on your skin" is the result. Because with the condition that you do routine maintenance, you can remove dead skin cells on your facial skin.

3.1.5 Effect and Cause Relationship

This coherence is stated by the second sentence stating the cause of the occurrence/action stated in the first sentence.

Explicature:

> *(7) Guys, kulit tubuh yang cantik itu berawal dari kulit tubuh yang sehat.* (Guys, beautiful body skin starts with healthy body skin.)

The sentence "Starts with healthy body skin" supports the idea of the effect. The idea of the effect in question is that taking care of the body's skin to be healthier will result in our skin always looking beautiful every day. The sentence "Guys, beautiful body skin" is the result, while the sentence "starts with healthy body skin" is the cause. If the body's skin is beautiful, the soul must be healthy.

3.1.6 Specific Generic Relationship

This coherence is expressed by the first sentence stating a general or broad idea, while the next sentence states a specific or narrow idea.

Explicature:

> *(9) Dengan kandungan Glutathione dan Vitamin E yang terdapat di dalam lotion ini akan membantu merawat dan menutrisi kulit tubuhmu, sehingga tetap lembap, cerah dan sehat sepanjang hari.* (With the content of Glutathione and Vitamin E contained in this lotion will help treat and nourish your body's skin so that it stays moist, bright, and healthy all day long.)

The sentence "Help treat and nourish your body's skin so that it stays moist, bright, and healthy all day long" is a supporter of a narrow and specific idea. The limited and special idea in question is that the treatment is carried out in a narrow or particular way, the results that will be obtained will also not be optimal. The sentence "With the content of Glutathione and Vitamin E in this lotion" is a general or broad idea, while the sentence "help treat and nourish your body's skin so that it stays moist, bright, and healthy all day long" is a specific or narrow idea. The content that is very much can help treat and nourish the body's skin. The first sentence expresses a more general and broad idea.

3.1.7 Identification Relationship

This coherence is expressed by the idea stated in the first sentence identified with the next sentence.

Explicature:

> *(11) Karena selain memberikan kesegaran untuk kulit tubuh, produk ini juga punya banyak manfaat.* (Because apart from providing freshness to the body's skin, this product also has many benefits.)

The sentence "Because apart from providing freshness to the body's skin" supports the idea of identification. The identification idea in question is that products from Scarlett have many benefits and can provide freshness to the body's skin. The sentence "Because apart from providing freshness to the body's

skin" is an idea, while the sentence "This product also has many benefits" is an identification.

3.1.8 Relationship of Yield Means

This coherence is expressed by the first sentence stating the means for the acquisition stated in the next sentence.

Explicature:

(12) *Dia juga bisa membantu melembapkan dan menutrisi kulit dengan kandungan vitamin E di dalamnya.* (He can also help moisturize and nourish the skin with its vitamin E content.)

The sentence "He can also help moisturize and nourish the skin" supports the idea of a remedy. The facility idea in question is to moisturize and nourish the skin, one of which is using a product with vitamin E in it. The sentence "He can also help moisturize and nourish the skin" is a means, while the sentence "With its vitamin E content" is an acquisition. Someone who uses vitamin E can help to moisturize and nourish the skin. Moisturized and nourished skin is the result of using vitamin E.

3.1.9 Relationship of Means Destination

This coherence is expressed by the second sentence stating the conditions for achieving what is stated in the other sentences.

Explicature:

(13) *Serta ada juga kandungan Glutathione yang akan bantu mencerahkan kulitmu.* (And there is also Glutathione content which will help brighten your skin.)

The sentence "Which will help brighten your skin" supports the idea of conditions. The idea of the condition in question is that using a product containing Glutathione will help brighten the skin. The sentence "And there is also Glutathione content" is an achievement, while the sentence "Which will help brighten your skin" is a requirement. Because the presence of Glutathione can help brighten the skin.

3.1.10 Generic Specific Relationship

This coherence is expressed by the first sentence stating a general or broad idea, while the next sentence states a specific or narrow idea.

Explicature:

(15) *Cream yang kamu gunakan saat malam hari akan membantu sebagai antibakteri dan antiinflamasi alami yang dapat membantu melawan bakteri penyebab jerawat.* (The cream you use at night will help as a natural

antibacterial and anti-inflammatory that can help fight acne-causing bacteria.)

The sentence "The cream you use at night will help as a natural antibacterial and anti-inflammatory" supports a general idea. The general idea is that cream has become a prevalent product among skincare lovers as antibacterial and anti-inflammatory. The sentence is a general or broad idea, while "That can help fight acne-causing bacteria" is a specific or narrow idea. This means that if someone uses the cream will cause many benefits. The first part of the sentence is a particular idea.

Table 1. Relationship Results

Type Coherence	No data	Results
Cause and effect	1, 7, 8	*Cause: Using Toner* *Effect: Helping serum to work better on the skin* *Effect: Beautiful body skin* *Cause: starting from healthy body skin* *Effect: Makingbody skin is fresh* *Cause: With a fruity fragrance*
Amplicative	2, 3	*Support: Using toner* *Strengthening: After cleansing your face and before using serum* *Supporting: This body scrub* *Strengthening: Can help you remove dead skin cells*
Reason Action	4	*Reason: For facial skin care* *Action: Most people pay extra attention*
Result Terms	5, 6	*Requirements: It is very important to carry out routine maintenance* *Results: To remove dead skin cells on your body's skin*

		Requirements: Don't forget to give the best nutrition for your skin, OK *Result: To have a good skin*
Specific Generic	9, 10, 15	*General Idea: With the content of Glutathione and Vitamin E contained in this lotion, the* *Special Idea: Helps treat and nourish your body's skin, so that it stays moisturized, bright and healthy all day long* *General Idea: You can do your own hair care at home* *Special Idea: Using Scarlett Jordann Sea Salt Shampoo and Yourdanian Sea Salt Fragrance Conditioner* *General Idea: The cream you use at night will helps as a natural anti-bacterial and anti-inflammatory* *Special Idea: Which can help fight acne-causing bacteria*
Identification	11	*Idea: Because in addition to providing freshness to the body's skin* *Identification: This product also has many benefits*
Yield Means	12, 13	*Ingredients: It can also help moisturize and nourishes the skin* *Accomplishments: Contains vitamin E in it* *Ingredients: Due to this complete package* *Acquisition: Will help nourish your hair so that it returns to be healthy, soft and easy to manage*
Means Destination	14	*Accomplishment: It also*

		contains Glutathione *Requirements: Which will help brighten your skin*

3.2 Self-esteem Values in Scarlett's Product Advertising

Self-esteem is an individual's assessment of the results achieved by analyzing how far the behavior meets his ideal. The extent to which the individual assesses himself as a person who has the ability, significance, worth, and competence can also be described.

Ability is an individual's capacity to perform various tasks in a job. Significance has meaning in how an individual perceives himself to be meaningful to certain people. Valuation is valuable and appreciates a product, results, and others and gives an assessment. Competence is the ability to do or carry out work based on knowledge, skills, and attitudes. Based on the following analysis, self-esteem was found.

3.2.1 Self-esteem Ability

Explicature 1:

> *"Karena body scrub ini bisa membantu kamu mengangkat sel kulit mati."* (Because this body scrub can help you remove dead skin cells.)

The self-esteem value contained in explication 1 is ability. *Scarlett's* body scrub can remove dead skin cells. If you do treatment only on the face, it will not be optimal because care for the body is also essential. The ability of *Scarlett's* body scrub to remove dead skin cells is the target of everyone, especially women. If you have dull and dry body skin, of course, it will also make activities uncomfortable. In addition, people will be seen as having unhealthy skin. For this reason, everyone must also have the ability to take care of themselves to have healthy and clean skin.

3.2.2 Self-esteem Meaningful

Explicature 2:

> *"Minett mau kasih info ke kamu nih, kalau toner bisa membantu serum bekerja lebih baik di kulit, loh."* (Minett wants to tell you if toner can help the serum work better on the skin.)

The self-esteem value contained in explication 1 is meaningful. Toner is very important to complement serum to work better and optimally on the skin. If we only use a serum without starting with a toner, the serum will take too long to penetrate the skin, so the way the serum works cannot be perfect. If you have good skin, a person will be confident in carrying out

daily activities. Readers will increase their sense of self (meaning themselves) after readers use toner to take care of their skin.

3.2.3 Self-esteem Valuable

Explicature 3:

"Penting banget untuk melakukan perawatan rutin untuk mengangkat sel-sel kulit mati pada kulit tubuhmu." (It is very important to carry out routine maintenance to remove dead skin cells on your body's skin.)

The value of self-esteem in explication 1 is worth it. Care and attention to the skin are very valuable. Beautiful skin starts from healthy skin. If you do skincare, dead skin cells would be blown away. But if you don't want to do regular skincare, dead skin cells will automatically accumulate and make your skin look dull and rough because someone will look more valuable if they can take care of themselves first.

3.2.4 Self Esteem Competence

Explicature 4:

"Makanya, minet sarankan pakai toner sesudah membersihkan wajah dan sebelum menggunakan serum." (Hence, Minet recommends using a toner after cleansing your face and before using a serum.)

The self-esteem value contained in explication 1 is competence. If a beauty expert suggests using a toner after cleansing the face and before using a serum in a beauty clinic, he is teaching the reader to take good facial skincare. If the reader does facial skincare only carelessly, the results must also be modest. Trying to take care of the facial skin adequately shows that he is a competent person in taking care of our facial skin.

Table 2. Self-esteem Details

No.	Explicator	Self-Esteem	Details
1.	Because this body scrub can help you remove dead skin cells.	Ability	The ability to remove dead skin cells
2.	*And also make your skin fresh with the fruity fragrance.*		Ability to make skin fresh
3.	With the		Ability to
	content of Glutathione and Vitamin E contained in this lotion will help treat and nourish your body's skin so that it stays moist, bright, and healthy all day long.		make skin better
4.	*To do hair care, you can do it yourself at home using Scarlett Jordan Sea Salt Shampoo and Yourdanian Sea Salt Fragrance Conditioner, guys.*		Ability to do hair care at home
5.	*Minett wants to tell you if toner can help the serum work better on the skin.*	Meaningful	Meaningful products contain vitamins
6	*Because this body scrub can help you remove dead skin cells.*		Menaingful products help brighten the skin
8.	And there is also Glutathione content which will help brighten your skin.)		Menaingful products help brighten the skin
9.	It is very important to carry out routine maintenance to remove dead skin cells on your body's skin.	Valuable	The value of caring for and caring for the skin
10	Guys,		The value of

	beautiful body skin starts with healthy body skin.		having beautiful and healthy body skin
11	*Because this complete package will help nourish your hair so that it comes back healthy, soft and easy to manage.*		The value of caring for hair
12	Hence, Minet recommends using a toner after cleansing your face and before using a serum.	Competence	Competence in performing adequate facial skin care
13	*To get healthy skin, don't forget to give the best nutrition for your skin, okay?*		Self-care competence
14	Because apart from providing freshness to the body's skin, this product also has many benefits.		Competence to create beauty products
15	The cream you use at night will help as a natural antibacterial and anti-inflammatory that can help fight acne-causing bacteria.		Competence to pay attention to facial skin conditions

3.3 Students' Self-esteem Development

3.3.1 Ability

In the value of self-esteem abilities, students must have the ability. Everyone must have the ability to take care of themselves to have healthy and clean skin. If you have dull and dry body skin, it will make activities uncomfortable. With self-esteem that has been found in advance, the strategy for developing student abilities is carried out by developing abilities since adding themselves from small things. Furthermore, the ability in all things is also developed. If a person is consistent, he can perform, develop abilities, and be affected by other abilities. This keeps the skin moist, bright, and healthy all day long. Caring is not only a matter of body skin and facial skin but doing hair care is also an ability that everyone must possess. Because if you have fragrant and clean hair, it will also lead to healthy hair. But if you have smelly and limp hair, you can be sure the hair will be dirty and unhealthy.

3.3.2 Meaningful

The value of self-esteem means that a person has meaning for himself and others. A person will be confident in carrying out daily activities when he knows how important he is to himself. A person will increase his self meaning (self meaning) after someone can appreciate himself first. Students can respect themselves when they can be grateful for what they already have from what the creator has given them. For that, everything that is appreciated and thankful for and well cared for can be said to be meaningful. If something is not valued and not appreciated and not cared for properly, its meaning will be lost to memory. Students must also increase their sense of meaning, starting with the body and facial skincare, where body and facial skin must be cared for and maintained. The skin of the body is the same as the nose. They can breathe through pores that circulate air. If someone does not take care of the skin of the body and face, they will have difficulty breathing and bring something that is not expected, namely skin damage. Skin that looks clean and beautiful is healthy skin and skin that can breathe well. Therefore, the skin is one thing that means being cared for and appreciated.

3.3.3 Valuable

In the value of self-esteem, students must be developed in themselves. The development of self-esteem of worth begins with appreciating something in him, including the skin. Something must be maintained and cared for to remain valuable to him. The self-esteem of wider value can be developed if students develop and appreciate the potential that exists in themselves. Value starts with respecting yourself.

3.3.4 Competence

The development of skills students' self-esteem values are tailored to their ability to carry out an activity based on their knowledge, abilities, and attitudes. Students' competencies have not been properly

developed if they are not based on these three factors. The primary standard in activities should be knowledgeable. Activities won't be well-structured if you don't know what you're doing. Knowledge can serve as a guide to an activity's success. In an activity, skills take on the form of color. Without skills, no ideas can be implemented, and tasks will become routine. Skills, ideas, and concepts can all be developed into colorful competencies. If you don't have a positive mindset, your knowledge and skills will be useless. In terms of activity, students must be in a pleasant mood throughout activities since they require a sense of responsibility, unity, mutual cooperation, and respect. Therefore, people may look down on someone who does not have a positive attitude.

4. DISCUSSION

Nurfitriani et al. (2014), the similarity is researching coherence. The difference is that relevant research examines proposals, while this research examines product advertisements.

Aisyah (2019), the similarity is conducting coherence. The difference examines discourse on student worksheets, while this research analyzes product advertisements.

Widiatmoko (2015), the similarity is examining coherence. The difference investigates the national rubric discourse, while this research explores product advertising.

Sakrim & Ulfa (2021), the similarity is studying coherence. The difference is that relevant research examines student paper writing, while this research investigates product advertisements.

Goziyah & Insani (2018), the similarity is investigating coherence. The difference examines Indonesian business newspapers, while this research examines product advertising.

Rani et al. (2019), the similarities are focusing coherence. The difference is that the relevant research examines the autobiography of inmates in prison class 1A Surakarta, while this research considers product advertisements.

5. CONCLUSION

Based on the results of the analysis, it can be found 10 coherence relationships in Scarlett product advertisements, including (1) cause and effect relationship, (2) amplicative relationship, (3) relationship of reason action, (4) relationship of result terms, (5) effect and cause relationship, (6) specific generic relationship, (7) identification relationship, (8) relationship of yield means, (9) relationship of means desrination, and (10) generic specific relationship. The self-esteem values found in *Scarlett's* product advertisements are (1) ability, (2) meaningful, (3)

valuable, and (4) competence. The development of the value of self-esteem is carried out by developing self-esteem from what is in this description, which then extends to self-esteem, which is discussed more broadly.

AUTHORS CONTRIBUTION

The researchers' contribution is to express the thoughts obtained from the observations, research, and review of the data, then compiled according to certain methods and systematics. The content and truth can be accounted for. The researchers also write this research for readers to convey the analysis results and the author's contributions to the readers for thought and review either orally or in writing.

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