The Language of Beauty: Investigating Persuasive Strategies in Advertising for Cosmetic Products

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Abstract. This study delves into an analysis of persuasive strategies employed in YouTube beauty product advertisements, specifically focusing on five brands: Lotus Professional, Cetaphil, Rimmel London, Makeover, and Garnier. The research draws from Kannan and Tyagi's (2013) theory to explore the range of persuasive strategies utilized in these advertisements and their impact on boosting beauty product sales. Employing a discourse analysis approach, this research identifies the specific persuasive strategies employed in the advertisements and examines the language and discourse patterns utilized. The findings reveal that all five brands implemented diverse persuasive strategies in their beauty product advertisements, with Rimmel London employing the most compelling strategies. Rimmel London's advertisement featured the highest number of persuasive approaches (32 strategies), followed by Cetaphil (30 strategies), Makeover (23 strategies), Garnier (19 strategies), and Lotus Professional (16 strategies). Among the various strategies employed, alliteration emerged as the most widely utilized, while the use of short sentences was relatively limited. The study provides valuable insights for marketers and advertising practitioners, offering guidance on selecting appropriate persuasive tactics to enhance the effectiveness of beauty product advertisements.

Keywords: discourse analysis, persuasive strategies, beauty product advertisements.

1   Introduction

In this modern era, the younger generation has been greatly influenced by technological advancements. According to an article on Katadata.co.id (Tuesday, 07/02/2023) titled "Pertumbuhan Melambat, Pengguna Media Sosial Global Capai 4,76 Miliar

hingga Awal 2023" (Slowing Growth, Global Social Media Users Reach 4.76 Billion by Early 2023), the number of social media users worldwide reached 4.76 billion, accounting for 59.4% of the global population as of January 2023. With the rise of advanced technology, people now pay more attention to their smartphones than to their home televisions. They prefer entering the virtual world rather than watching television shows or news. Recognizing this trend, large companies, including cosmetics companies, have turned to advertising their products on various social media platforms such as YouTube.

Persuasive language is one effective way to capture the interest of the audience. This is because persuasive language employs words that are inviting or commanding without any element of coercion, making it unique in its use of language. Additionally, an article on Dailysocial.id (Monday, February 6, 2023) titled "Iklan Persuasif: Pengertian, Manfaat, Strategi, dan Tipsnya" (Persuasive Advertising: Definition, Benefits, Strategies, and Tips) states that, apart from increasing brand engagement, persuasive strategies used in advertising can also be audience oriented. The article further emphasizes that employing persuasive strategies in advertising can enhance product credibility and foster audience loyalty.

Within the realm of beauty product advertising, discourse analysis can be employed to understand the impact of advertising on audience perception and behavior. Previous research has shown that the language used in advertising can influence audience recognition and recall of products. The language utilized in advertisements can create a positive impression, distinguishing the promoted product from others. Hence, it is recommended to use positive and easily comprehensible language in beauty product advertising. Additionally, attention must be paid to the use of language that perpetuates gender stereotypes, as this can affect audience perception of body image and the gender values propagated by the advertisement.

Previous studies have analyzed persuasive strategies in advertising, including persuasive language analysis in online cosmetics product marketing by [13], persuasive strategies in television commercials for skin-whitening cosmetics by [11], and persuasive strategies in advertisements for selected brand products on Instagram by [5]. While these studies have employed discourse analysis methods to analyze advertising text comprehensively, this study aims to contribute significantly by examining the influence of persuasive language used in advertisements for Rimmel London, Cetaphil, Makeover, Lotus Professional, and Garnier on audience behavior.

To enhance the comprehensiveness of discourse analysis, a thorough approach to analyzing advertising text is required. This research shares similarities and differences with previous studies that have utilized discourse analysis theory as a method of data analysis. While previous research primarily focused on analyzing the use of persuasive language in advertising, this study specifically concentrates on the influence of

persuasive language on audience behavior. Moreover, this research significantly contributes to our understanding of the impact of persuasive language within the context of marketing and audience behavior. By examining the influence of persuasive strategies employed in beauty product advertising, this study aims to provide a deeper understanding of how persuasive strategies can shape audience behavior and ultimately drive sales.

2   Review of Literature

Indeed.com, in an article titled "6 Persuasive Strategies To Enhance Your Writing" published on Thursday, March 23, 2023, discusses the profound impact of persuasive strategies within the realm of effective communication. These strategies, as outlined by Kannan & Tyagi (2013), are the deliberate techniques employed by writers to advocate for a particular viewpoint on an issue, skillfully influencing their readers to align with a specific idea or opinion. The crux of these strategies lies in their ability to sway minds and evoke agreement. Kannan & Tyagi's study highlights 21 distinctive persuasive strategies, each with its own nuances and capabilities. Among them are strategies such as Hyperbole, Neologism, Long Noun Phrases, Short Sentences, Ambiguity, Weasel Words, Imperatives, Euphemism, Avoidance of Negatives, Simple and Colloquial Language, Familiar Language, Present Tense, Simple Vocabulary, Repetition, Alliteration, Rhyme, Rhythm, Syntactic Parallelism, Humor, Association, and Glamorization.

Hyperbole, for instance, involves intentional exaggeration, using adjectives and adverbs to make claims that are not meant to be taken literally. Neologism, on the other hand, introduces fresh impact by coining new words, as exemplified by terms like "Beanz Meanz, Heinz" or "Schoweppervescence." Long Noun Phrases, frequently employed in advertisements, enhance descriptions through the interplay of nouns and modifiers, as seen in phrases like "I love old house" and "The boy in the blue shirt." The power of Short Sentences lies in their immediate impact, particularly when employed as headlines or slogans, effectively capturing readers' attention with succinct subject-verb structures. Ambiguity, often strategically wielded, adds a layer of memorability by offering multiple interpretations, such as the intriguing phrase "This item is OK," which prompts readers to question the intended meaning of 'OK.'

Weasel Words suggest meaning without precision, utilizing open comparisons or bogus superlatives. Examples like "Meatloaf is better" and "Brown's Jackets are best" show how this technique piques curiosity through deliberate vagueness. Imperatives, starting with verbs, command readers to act, as in "Buy Brown boots now!" Euphemism softens language, creating a polished effect, as in "clean round the bend" or the abbreviation "B.O - Body Odour."The Avoidance of Negatives emphasizes positivity, as demonstrated by the statement "Feel the happiness from drinking the soda." Similarly, the use of Simple and Colloquial Language, like "It ain't half good," resonates

with ordinary individuals, though its ambiguity may spark intrigue. Familiar Language, employing second-person pronouns, establishes a friendly rapport with the audience, as shown in the phrase "A healthy life is the only way to get your family happy."

Present Tense imbues emotion and the writer's perspective, such as the assertion "The future is now." Simple Vocabulary, which combines simplicity with complex noun phrases, aids accessibility, as in the example "My mate fluorite, the new four-wheel servo-assisted disc brakes." Repetition reinforces memory through the restatement of brand names and slogans, like the playful "bye-bye fever." Alliteration, with its repeated consonant sounds, creates rhythm and resonance, as in "The best four by four by far." Rhyme adds musicality, such as "mean machine." Rhythm, marked by syllable stress and timing, imparts movement, as in "The curfew tolls the knell of parting day."

Syntactic Parallelism involves structural consistency in related words or clauses, enhancing clarity and impact, as in the phrase "Stay dry, stay happy." Humor injects levity and positivity, exemplified by the witty statement "This milk is so good, the cat wants it." Association leverages emotional transfers by linking products with existing preferences, like "All good babies use Johnson's baby products." Glamorization, frequently employed in advertisements, transforms the perception of a concept to a more luxurious state, captivating readers' interest, as seen in the assertion "Small houses become compact houses." In essence, these 21 persuasive strategies form a comprehensive toolkit that writers can employ to craft compelling, engaging, and impactful content that resonates deeply with their intended audience. In essence, these persuasive strategies are a writer's arsenal for creating impactful, engaging, and influential content. By understanding and effectively employing these techniques, writers can elevate the potency of their communication and resonate more deeply with their audience.

3   Methodology

In this study, a descriptive research design was employed, utilizing a qualitative approach to examine the language used in YouTube advertisements featuring persuasive strategies. The dataset for this study comprised YouTube advertisements from five distinct beauty brands: Lotus Professional, Cetaphil, Rimmel London, Makeover, and Garnier. The selection of these brands was based on their availability on YouTube. To facilitate effective data analysis, unique codes were assigned to each beauty brand: CPL for Cetaphil, LTP for Lotus Professional, RML for Rimmel London, MKV for Makeover, and GNR for Garnier. These codes were consistently used throughout the analysis process to ensure the accurate identification of the beauty brand under scrutiny. The speech content within the video advertisements was categorized using codes U1 to U13. Additionally, the month of advertisement release was indicated by the first

three letters of the respective month's name (e.g., APR for April), followed by the four-digit year of advertisement release (e.g., AUG/2022). This format, for instance (CPL/U5/AUG/2022), was employed to denote the fifth speech within a Cetaphil product advertisement released in 2022.

The sampling technique employed was purposive, focusing on advertisements that employed persuasive strategies in their speeches. The collected data was subject to analysis through a discourse analysis approach. This analysis aimed to identify instances of persuasive strategies within the video advertisements, which were then compared against the framework proposed by Kannan and Tyagi (2013) to classify the specific types of persuasive strategies employed. It's noteworthy that this study did not involve the use of questionnaire instruments. Instead, the researchers engaged in the observation of speeches within the video advertisements and subsequently aligned their observations with the framework presented by Kannan and Tyagi (2013) to discern the utilization of persuasive strategies. The study initiation involved the researchers viewing YouTube video advertisements to determine the specific speeches that would be subjected to analysis. Furthermore, to substantiate their data analysis, the researchers referred to ten prior studies. The theoretical framework proposed by Kannan and Tyagi (2013) was selected as the foundation for the analysis, and the speeches within the video advertisements were matched against the persuasive strategies outlined in this framework. The data analysis process encompassed a thorough reading and interpretation of the speech content. During this phase, the researchers diligently took notes and categorized the various types of persuasive strategies employed within each speech. After the completion of data collection, the researchers meticulously analyzed the findings and derived conclusions based on the insights garnered from the analysis.

4   Discussion

In this study, we conducted an analysis of persuasive strategies employed in advertisements for five beauty product brands: Lotus Professional, Cetaphil, Rimmel London, Makeover, and Garnier. Our analysis was based on the theory proposed by Kannan and Tyagi (2013), who suggest that language usage in advertising can have a significant influence on audiences. According to Kannan and Tyagi (2013), there are 21 types of persuasive language that can be employed to effectively persuade audiences to purchase products or services. These persuasive language types include Hyperbole, Long Noun Phrase, Short Sentences, Ambiguity, Weasel Words, The Use of Imperatives, Euphemism, Avoidance of Negatives, Simple and Colloquial Language, Familiar Language, The Present Tense, Simple Vocabulary, Repetition, Alliteration, Rhyme, Rhythm, Syntactic Parallelism, Humor, Association, and Glamorization. It is crucial to carefully consider the choice of language use as it can greatly impact the audience's perception.

Through our analysis, we examined the percentage distribution of persuasive strategies found in the advertisements uploaded by Lotus Professional, Cetaphil, Rimmel London, Makeover, and Garnier on their respective YouTube channels.

Chart 1. Percentage of Pesuasive Strategies Used in Beauty Product Advertisement.
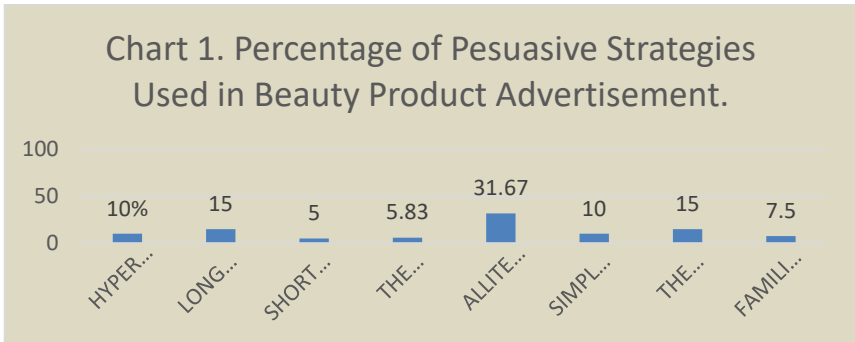
Among the 10 pieces of data we collected, we identified a total of 8 types, encompassing 120 instances of the 21 persuasive strategies outlined by Kannan and Tyagi (2013). Specifically, in Lotus Professional advertisements, we observed 16 persuasive strategies, including 2 instances of Long Noun Phrases, 1 instance of Simple and Colloquial Language, 1 instance of a Short Sentence, 1 instance of Familiar Language, and 11 instances of Alliteration. In Cetaphil advertisements, we found 30 persuasive strategies, with 10 instances of Alliteration, 5 instances of Simple and Colloquial Language, 3 instances of Hyperbole, 6 instances of the Present Tense, 3 instances of Familiar Language, 2 instances of Long Noun Phrases, and 1 instance of the Use of Imperatives.

Moving on to Rimmel London, we identified 32 persuasive strategies, encompassing 2 instances of Simple and Colloquial Language, 5 instances of the Present Tense, 3 instances of the Use of Imperatives, 5 instances of Long Noun Phrases, 5 instances of Hyperbole, 3 instances of Familiar Language, 3 instances of Short Sentences, and 6 instances of Alliteration. In Makeover advertisements, we found 23 persuasive strategies, including 3 instances of Hyperbole, 3 instances of the Present Tense, 6 instances of Alliteration, 5 instances of Long Noun Phrases, 2 instances of the Use of Imperatives, 2 instances of Short Sentences, and 2 instances of Simple and Colloquial Language.

Lastly, for Garnier, we identified 19 persuasive strategies, consisting of 1 instance of Hyperbole, 4 instances of Long Noun Phrases, 1 instance of the Use of Imperatives, 2 instances of Simple and Colloquial Language, 2 instances of Familiar Language, 4 instances of the Present Tense, and 5 instances of Alliteration. Notably, Alliteration emerged as the most frequently employed persuasive technique among the five advertisements. Its usage can enhance the attractiveness of the ad and reinforce the message by highlighting key words. On the other hand, short sentences were infrequently used as a persuasive technique in these advertisements.

Table 1. The data interpretation on Lotus Professional, Cetaphil, Rimmel London, Makeover, and Garnier YouTube Posts.

Alliteration		
19 **"Cetaphil, we <u>d</u>o skin, <u>y</u>ou <u>d</u>o <u>y</u>ou"** **(CPL/05/AUG/2022)**	41 **"<u>L</u>ive the <u>L</u>ondon <u>l</u>ook"** **(RML/09/JUN/2022)**	71 **"Brightens <u>l</u>ike <u>a</u> serum, moisturizes <u>l</u>ike <u>a</u> cream"** **(GNR/13/FEB/2022)**
There is Alliteration in the above fragment of Cetaphil's text. In this datum, there is repetition of an initial consonant sound, which are "d" in the both words of "do", and y in the words "you". To make slogans sound more beautiful and able to leave an impression on the audience, the use of Alliteration is very important to beautify the words to be conveyed	The repetition of the letter L in the words "live", "London", and "look" makes the sentence conveyed more beautiful like having a rhyme. With this, alliteration can leave a lyrical and/or emotive effect to the audience. This sentence is also similar to slogan.	The repetition of the letter L in the both words "like" and A in the words "a" in this data sounds much more sloganic than the other two examples. To create a slogan, we must use sentences that are beautiful and easy to remember for the audience. Therefore, the use of Alliteration is very much needed in making advertisements.
Hyperbole		
24 **"Gentle bright technology"** **(CPL/10/JUN/2022)**	36 **"With full stretch formula"** **(RML/04/JUN/2022)**	48 **"Cheeks, lips, enter euphoria"** **(MKV/01/AUG/2022)**
Hyperbole in this sentence is used to emphasize the technology used in making the beauty products so as to convey the message to the audience that the products they sell not only use sophisticated technology, but also cleanliness can be guaranteed. So that the audience no longer needs to doubt their products. Because basically all machines are the same, and the phrase "gentle bright technology" is something that exaggerates such machines because they have a significant impact with the product.	By exaggerating the formula they use in their products like the example above, "with full stretch formula" can make the audience interested in the amazing effects they will get when using the products. With the example listed, in other words they claim that the formula used in the product is stretching, which means it can be adjusted or flexible.	By providing hyperbole new language such as "enter euphoria" can bring the audience fantasy about the product being advertised. This of course can make the audience interested in the product because they are curious about the "euphoria" referred to in the product advertisement.

Long Noun Phrases		
10 "Whitening Dry Touch" (LTP/10/APR/2022)	35 "New Rimmel Wonder Extension Mascara" (RML/03/JUN/2022)	37 "For an instant lash exten- sion effect" (RML/05/JUN/2022)
The Long Noun Phrase "Whitening Dry Touch" consists of the noun "touch" and the adjective "whitening" and "dry". The amount of descriptive or modifying words or phrases is a noun phrase determines its length rather that the number of words it contains. The noun phrase gets longer the more modifiers or descriptive terms it contains. To produce a succinct and descriptive product name that clearly conveys the features and advantages of the product to potential clients, the long noun phrase "Whitening dry touch" was used. The product name can serve to set the item apart from rivals and appeal to the tastes and wants of the target market by utilizing precise and descriptive language.	The Long Noun Phrase "New Rimmel Wonder Extension Mascara" is made up for the following parts; "new" is a word that describes the word noun. "Rimmel" is a generic term for cosmetic products and serves as the main noun in the sentence. "Wonder" is a term that describes the type of mascara that is advertised as being "Awesome". "Extension" is another word for the adjective that describe the type of mascara that claims to be able to lengthen the user's eyelashes. The word "Mascara" is a noun. The long noun phrases used in this ad provide a specific and detailed description of the product, helping to grab the attention of potential customers and convey the benefits of using that particular mascara.	The preposition "for" is used to indicate duration of time or purpose. "an" is non-standard word used to indicated that the quantity being discussed is one. The word "instant" is an adjective that is used to describe a very brief period of time. The word "last" is an adjective that is used to indicate that the time being referenced is the latest time. "Extension" is a word that refers to the continuation or growth one of the particular actions. The purpose of using the long noun phrase in the sentence "For instant eyelash extension effect" is to provide a more thorough and precise description of the advertised product. The term "instant eyelash extension effect" is a long noun that refers to a specific benefit or result that the product offers, i.e. longer and thicker eyelashes.
Simple and Colloquial Language		
30 **"Clinically proven"** **(CPL/16/JUN/2022)**	**57** **"Gives widest range"** **(MKV/12/MAY/2022)**	62 "Smell Unreal" (GNR/04/MAY/2022)
"Clinically proven" is a Simple and Colloquial Language because it uses	The word "gives" in the sentence "Gives Widest Range" is an	Simple and Colloquial Language is exemplified by the term "smell" and "unreal".

phrases that are often used and easily understood by most people, the phrase "clinically proven" is an illustration of simple and Colloquial Language. "proven" is a simple phrase that signifies something has been proven to be true or useful, and "clinically" refers to a medical context. These words terms are frequently used together in marketing and advertising to denote that a therapy or product has undergone clinical trials or other scientific validation. A clear and understandable way to convey the efficacy pf a product or treatment to a large audience is to use the phrase "clinically proven".	example of Simple and Colloquial Language. "Gives" is a simple, everyday verb that is commonly used in casual conversation. It is a straightforward way to communicate an action or outcome, without using more complex or technical language. To develop a clear and effective message that communicates the fundamental benefit of the product in a way that is understandable and related to the target audience, the phrase "Gives largest range" uses straightforward and everyday language.	"smell" is a regular, daily verb for describing a sense, whereas "unreal" is a simple adjective for expressing astonishment or disbelief. Furthermore, the word "smell unreal" is constructed in Simple and Colloquial Language, as it is a popular expression used in casual conversation.
The Use of Imperatives		
53 **"Collect all color!"** **(MKV/08/AUG/2022)**	**54** **"Feel the high color effect!"** **(MKV/09/AUG/2022)**	**63** **"You can use this product in three ways"** **(GNR/05/MAY/2022)**
The verb "collect" indicates that "Collect all color" is an imperative. Imperatives are command or requests delivered to someone, and they normally begin with a verb in its base form (infinitive) and do not include a subject. In this situation, the root form of the verb is "collect", and it is employed as a demand or instruction to the person being addressed. The use of this imperative is an attempt to influence the audience to buy more products than they actually need, with the hope of increasing the company's	The word "feel" in "Feel the high color effect" is an imperative verb that means to offer an order or make a request. Imperative verbs, which are normally in the base form of the verb, are distinguished by their ability to deliver orders, directions, instructions, or advise. For example, the form of the verb without the "to". The word "feel" is used imperatively in this sentence to encourage someone to experience or	The word "use" illustrates the use of imperative in the sentence "You can use this product in three ways". The main verb of the sentence is "use", which is in the base form, which is the form used for imperatives. Imperative phrases give instructions or requests, and the base form of the verb is employed to convey these instructions or requests. This line is an example of an imperative sentence because the speaker instructs or suggests to the listener that they use the product in one of three ways.

sales and profits.	sense the "high color effect".	
Familiar Language		
18 **"So, you're always ready for the unexpected"** **(CPL/04/AUG/2022)**	**46** **"And visibly improves your complexion"** **(RML/14/OCT/2022)**	**69** **"Vitamin Cg serum inside your Garnier day cream" (GNR/09/FEB/2022)**
When viewed from the fragment of text, it can be seen that they use second-person: "you are" to make the conversation more comfortable and closer to the audience. This can persuade audiences because of their good attitude so that the audience feels sincerity in the advertisement.	The use of second-person "your" in the above advertisement snippet shows that the product they advertise can improve the audience complexion. This makes the product seem to be able to help the audience to make their appearance better. This use also intends to show the attitude of the brand production towards their audience.	The use of second-person "your" in the Garnier advertisement snippet above aims to directly designate their target market. Indirectly, they say that the product being advertised contains Cg serum which can only be obtained through the product. In other words, if the audience wants to have and get the effects of the Cg serum, they must buy the Garnier product.
The Present Tense		
16 **"Cetaphil gentle skin cleanser does more than clean"** **(CPL/02/APUG2022)**	**17** **"It actually protects skin by keeping it hydrated"** **(CPL/03/AUG/2022)**	**64** **"It makes my hair look like this"** **(GNR/06/MAY/2022)**
In this sentence, the persuasive technique of "The Present Tense" lies in the use of the verb "does". By using the words above in The Present Tense to emphasize that Cetaphil's gentle skin cleanser not only cleanses the skin but also provides other benefits that are still valid today.	In this sentence, the use of The Present Tense's persuasive technique lies in the verbs "protects" and "keeping". The use of the verbs "protects" and "keeping" indicates that the product is currently protecting the skin and keeping the skin moisturized. By using the persuasive technique of The Present Tense, the sentence gives the impression that the benefits of skin protection and moisture	In that sentence, the persuasive technique of the present tense lies in the use of the verb "*makes*" which is the present form of the verb "*make*". In this sentence, the use of the present tense of the verb gives the impression that the effect of the product occurs directly on the speaker's hair when the product is used, thereby increasing the audience's trust and motivation to buy the product.

retention are still available today and continue to be.	
Short Sentences	
42 **"Match me if you can!"** **(RML/10/OCT/2022)**	**55** **"Collect all colors!"** **(MKV/08/AUG/2022)**
Advertisement 42 presents the phrase "Match me if you can!" attributed to the brand Rimmel London (RML) and released in October 2022. This concise yet impactful sentence employs the strategic use of brevity, firmness, and challenge to not only capture the audience's attention but also evoke a distinct emotional response. The utilization of short sentences is a deliberate choice aimed at immediate engagement. By employing fewer words, each carrying substantial meaning, the advertisement cuts through the clutter and noise of information that bombards the audience daily. In this specific phrase, "Match me if you can!" The brevity acts as a hook, drawing the audience in to decipher the intended message. The sentence's succinctness demands attention and invites curiosity—a key aspect of effective advertising. The use of firm and assertive language in the sentence adds an element of strength and confidence. Phrases like "Match me if you can!" exude self-assurance and resolve. This strategic choice of words can resonate powerfully with the audience, positioning the brand as bold and unwavering in its stance. The sense of determination conveyed by the sentence can also encourage a sense of admiration or aspiration within the	In advertisement 55, the phrase "Collect all colors!" associated with the brand Makeover (MKV) and released in August 2022 is a prime example of employing succinct and straightforward language to convey a compelling message. This concise message is meticulously crafted to be easily memorable, thereby capturing the audience's attention and effectively stimulating their interest to purchase and accumulate the various colors of the products on offer. The use of simple, short sentences is a strategic choice rooted in cognitive ease and accessibility. Such phrasing reduces the cognitive load on the audience, making it effortless for them to process and retain the information. In this case, "Collect all colors!" is concise and devoid of unnecessary complexity, allowing the message to be swiftly grasped. This simplicity ensures that the core idea—buying products in different colors—is conveyed without any ambiguity. The effectiveness of this approach lies in its memorability. People are more likely to recall brief and straightforward messages, and "Collect all colors!" embodies this principle. The sentence's brevity makes it easy to store in memory, ensuring that the brand's call to action remains imprinted even after the advertisement has ended. This memorability is vital for driving future purchasing decisions when customers encounter the products in stores or online. The phrase strategically combines the action of collecting with the allure of various colors. The call to "collect" taps

audience, who may be drawn to such confidence. Furthermore, the sentence's composition conveys a spirit of challenge. The implicit call to action—"Match me if you can!"—not only engages the audience but also instills a sense of competition. This challenge can evoke a range of emotions, from intrigue and excitement to motivation. The audience might feel compelled to accept the challenge posed by the brand, thereby increasing their involvement with the product or service. The phrase's brevity, assertiveness, and challenge align with the broader strategy of creating an emotional connection with the audience. By employing succinct language that exudes confidence and proposes a challenge, the brand encourages the audience to interact with the advertisement on an emotional level. The sentence's assertive nature instills a sense of empowerment within the audience, aligning their aspirations with the brand's message.

into the innate human inclination to amass and complete sets, a behavior that resonates with both collectors and individuals seeking variety. This psychologically appeals to the audience's desire for completeness and the satisfaction that comes from having a range of options. Moreover, the emphasis on "all colors" underscores the diversity and breadth of the product range. It communicates that there is a spectrum of colors to choose from, implying a wide selection that caters to different preferences. This variation in options can attract a broader audience, as individuals are more likely to find shades that resonate with their personal style or preferences. The phrase's overall effectiveness lies in its ability to prompt action. By encouraging the audience to "collect all colors," the advertisement stimulates a sense of engagement and participation. This call to action invites the audience to not only consider purchasing a single product but to actively build a collection over time. This creates a sense of commitment and investment in the brand's offerings.

5   Conclusion

In this study, we applied Kannan and Tyagi's theory (2013) to analyze persuasive strategies in beauty product advertisements. Eight persuasive strategies were identified, including hyperbole, long noun phrases, short sentences, the use of imperatives, alliteration, simple and colloquial language, the present tense, and familiar language. The findings revealed that each advertisement employed different persuasive strategies. Among the five advertisements analyzed, Rimmel London exhibited the highest utilization of persuasive strategies, with a total of 32 strategies. This was followed by Cetaphil with 30 strategies, Makeover with 23 strategies, Garnier with 19 strategies, and Lotus Professional with 16 strategies. Alliteration emerged as the most frequently used persuasive strategy as it gives a lyrical and catchy effect. On the other hand, short sentences are rarely used. Marketers more often use very long sentences or phrases delivered just in a few words with a break in between. Therefore, in the advertising videos that the researchers have analyzed, the messages are conveyed through longer and more impactful sentences.

While this study provides valuable insights into persuasive strategies used in beauty product advertisements, it is important to acknowledge certain limitations. Firstly, the analysis was limited to only five products, which may have restricted the diversity of the findings. Secondly, the data was collected from advertisements released in 2022, limiting the ability to conduct comprehensive comparisons with previous years. Lastly, the research employed a qualitative methodology, which may limit the generalizability of the findings. To overcome these limitations, future research should consider expanding the number of products studied, including products from Indonesia to increase the variation and cultural context. Additionally, incorporating data from multiple years would enable more robust comparative analyses. Finally, employing a quantitative approach would allow for broader application of the research conclusions and provide a stronger basis for generalization. By addressing these considerations, future studies can further enhance our understanding of persuasive strategies in beauty product advertisements and provide valuable insights for marketers and advertisers in creating effective campaigns.

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Appendix

Table 1. Persuasive Strategies Used in Beauty Product Advertisements.

NO.	BRAND	DATA	CODE	PERSUASIVE STRATEGIES
1.		Still running away from sticky, oily sunscreens?	LTP/01/APR/2022	Alliteration
2.		Still letting the sun damage your skin?	LTP/02/APR/2022	Alliteration
3.		Totally not cool!	LTP/03/APR/2022	Simple and Colloquial Language, Short Sentences
4.		The SPF Squad that will make you never quit on SPF	LTP/04/APR/2022	Alliteration, Familiar Language
5.		UV screen gel	LTP/05/APR/2022	Long Noun Phrase
6.		Oil-free and light-weight evens out skin tone	LTP/06/APR/2022	Alliteration
7.		Silk Matte with UV defence sunblock and SPF 50 PA+++	LTP/07/APR/2022	Alliteration
8.	Lotus Professional	Prevents freckless, A silky powder-light finish	LTP/08/APR/2022	Alliteration
9.		Whitening UV screen, matte gel sunblock with SPF 60 PA+++	LTP/09/APR/2022	Alliteration
10.		Whitening dry touch	LTP/10/APR/2022	Long Noun Phrase
11.		Whitening dry touch, daily sunblock with SPF 80 PA+++	LTP/11/APR/2022	Alliteration
12.		Ultra dry & feather light finish	LTP/12/APR/2022	Alliteration
13.		UV defence sunblock with SPF 100 PA+++	LTP/13/APR/2022	Alliteration
14.		Non-sticky reduces sebum	LTP/14/APR/2022	Alliteration
15.		What can you do with sensitive skin?	CPL/01/AUG/2022	Simple and Colloquial Language, Alliteration, The Present Tense, Familiar Language
16.		Cetaphil gentle skin cleanser does more than clean	CPL/02/AUG/2022	Alliteration, The Present Tense
17.		It actually protects skin	CPL/03/AUG/2022	Alliteration, The Pre-

		by keeping it hydrated		sent Tense
18.		So, you're always ready for the unexpected	CPL/04/AUG/2022	Simple and Colloquial Language, The Present Tense, Familiar Language
19.		Cetaphil, we do skin, you do you	CPL/05/AUG/2022	Alliteration, The Present Tense, Familiar Language
20.	Cetaphil	How to brighten skin tone without irritating sensitive skin?	CPL/06/JUN/2022	Simple and Colloquial Language, Alliteration
21.		Reveal radiant, smooth skin with the complete routine for face and body	CPL/07/JUN/2022	Alliteration
22.		Reveal radiant	CPL/08/JUN/2022	Hyperbole
23.		Smooth skin	CPL/09/JUN/2022	Hyperbole
24.		Gentle bright technology	CPL/10/JUN/2022	Hyperbole, Long Noun Phrase
25.		The complete routine	CPL/11/JUN/2022	Long Noun Phrase
26.		With regular use, results may vary	CPL/12/JUN/2022	Alliteration, The Present Tense
27.		Clinically proven to be gentle on sensitive skin	CPL/13/JUN/2022	Alliteration
28.		Results in as early as 4 weeks	CPL/14/JUN/2022	Alliteration
29.		Clinically proven on sensitive skin	CPL/15/JUN/2022	Alliteration
30.		Clinically proven	CPL/16/JUN/2022	Simple and Colloquial Language
31.		Sensitive skin	CPL/17/JUN/2022	Simple and Colloquial Language
32.		The routine for visibly brighter looking skin	CPL/18/JUN/2022	The Use of Imperatives
33.	Rimmel London	Stand up!	RML/01/JUN/2022	The Use of Imperatives, Simple and Colloquial Language, Short Sentences, The Present Tense
34.		Stand tall!	RML/02/JUN/2022	The Use of Imperatives, Simple and Colloquial Language, Short Sentences, The Present Tense
35.		New rimmel wonder extension mascara	RML/03/JUN/2022	Long Noun Phrases
36.		With full stretch for-	RML/04/JUN/2022	Hyperbole, Allitera-

No.		Data	Code	Language Style
		mula		tion
37.		For an instant lash extension effect	RML/05/JUN/2022	Hyperbole, Long Noun Phrases, Alliteration
38.		Smudgeproof	RML/06/JUN/2022	Hyperbole
39.		Clump free	RML/07/JUN/2022	Hyperbole
40.		New wonder extension mascara	RML/08/JUN/2022	Long Noun Phrases
41.		Live the London look	RML/09/JUN/2022	Alliteration
42.		Match me if you can!	RML/10/OCT/2022	The Use of Imperatives, Short Sentences, The Present Tense, Familiar Language
43.		Rimmel's match perfection foundation	RML/11/OCT/2022	Long Noun Phrases
44.		With smart tone technology	RML/12/OCT/2022	Hyperbole, Alliteration
45.		To mimics skin tone	RML/13/OCT/2022	Alliteration, The Present Tense
46.		And visibly improves your complexion	RML/14/OCT/2022	Long Noun Phrases, Familiar Language, The Present Tense
47.		Foundation as unique as you are	RML/15/OCT/2022	Alliteration, Familiar Language
48.		Cheeks, lips, enter euphoria	MKV/01/AUG/2022	Hyperbole, Alliteration, The Present Tense
49.		New power stay suede blush	MKV/02/AUG/2022	Long Noun Phrases, Alliteration
50.		14 hours multi dimensional blush suede look	MKV/03/AUG/2022	Long Noun Phrases
51.		Power stay transfer proof lip cream	MKV/04/AUG/2022	Long Noun Phrases, Alliteration
52.		14 hours non-transfer matte	MKV/06/AUG/2022	Long Noun Phrases
53.	Makeover	Collect all colors!	MKV/08/AUG/2022	The Use of Imperatives, Alliteration, Short Sentences, The Present Tense
54.		Feel the high color effect!	MKV/09/AUG/2022	The Use of Imperatives, Short Sentences
55.		Transform beyond imagination with euphoria	MKV/10/AUG/2022	Hyperbole, The Present Tense
56.		Makeover Skin Type Specific Cushion	MKV/11/MAY/2022	Long Noun Phrases, Alliteration
57.		Gives widest range	MKV/12/MAY/2022	Simple and Colloquial Language

58.		That fashion for all	MKV/13/MAY/2022	Simple and Colloquial Language
59.		For a future flawless always	MKV/14/MAY/2022	Hyperbole, Alliteration
60.		It makes my hair look like this, like what?	GNR/01/MAY/2022	Alliteration
61.		Up to 98 natural origin ingredients, Vegan formula and no silicon	GNR/02/MAY/2022	Long Noun Phrases
62.		Smell unreal	GNR/04/MAY/2022	Simple and Colloquial Language
63.		You can use this product in three ways	GNR/05/MAY/2022	The Use of Imperatives, The Present Tense, Familiar Language
64.	Garnier	It makes my hair look like this	GNR/06/MAY/2022	The Present Tense
65.		They literary smell unreal	GNR/07/MAY/2022	The Present Tense, Hyperbole
66.		My hair is soft nourished shiny	GNR/08/MAY/2022	Alliteration, Simple and Colloquial Language, The Present Tense
67.		Vitamin Cg serum inside your Garnier day cream	GNR/09/FEB/2022	Familiar Language, Alliteration
68.		New Garnier vitamin c brightening serum cream	GNR/10/FEB/2022	Long Noun Phrase
69.		Vitamin Cg Serum	GNR/11/FEB/2022	Long Noun Phrase
70.		New Garnier brightening serum cream	GNR/12/FEB/2022	Long Noun Phrase
71.		Brightens like a serum, moisturizes like a cream	GNR/13/FEB/2022	Alliteration
72.		87 degree is as powerful as a serum plus a cream	GNR/14/FEB/2022	Alliteration

(Scraped from https://youtu.be/jbSJ0RUh0L4, https://youtu.be/TPKkDtGZDTU, https://youtu.be/JkNQDZb9JEc, https://youtu.be/L8Q4fajn5vU, https://youtu.be/-TQUxa7rpSM, https://youtu.be/uk0dVbwuR84, https://youtu.be/zKuyCVcBKKk, https://youtu.be/zaRyPaDDtJw, https://youtu.be/jfV3MKl061k)

Table 2. Persuasive Strategies Used in Beauty Product Advertisements.

NO.	TYPES OF PERSUASIVE STRATEGIES	DATA NO.	SUM
1.	Hyperbole	22, 23, 24, 36, 37, 38, 39,	12

		44. 48, 57, 61, 68	
2.	Long Noun Phrases	5, 10, 24, 25, 35, 37, 40, 43, 46, 49, 50, 51, 53, 58, 63, 71, 72, 73	18
3.	Short Sentences	3, 33, 34, 42, 55, 56	6
4.	The Use of Imperatives	32, 33, 34, 42, 55, 56, 66	7
5.	Alliteration	1, 2, 4, 6, 7, 8, 9, 11, 12, 13, 14, 15, 16, 17, 19 20, 21, 26, 27, 28, 29, 36, 37, 41, 44, 45, 47, 48, 49, 51, 55, 58, 61, 62, 69, 70, 74, 75	38
6.	Simple and Colloquial Language	3, 15, 18, 20, 30, 31, 33, 34, 59, 60, 65, 69	12
7.	The Present Tense	15, 16, 17, 18, 19, 26, 33, 34, 42, 45, 46, 48, 55, 57, 66, 67, 68, 69	18
8.	Familiar Language	4, 15, 18, 19, 42, 46, 47, 66, 70	9
TOTAL	8	120	120