



Analyzing the Discourse on Taglines of Beauty Products in Indonesia

Ulfa Ichwan Yunus¹, Ni Gusti Ayu Roselani²

E-mail: ulfaichwanyunus@mail.ugm.ac.id¹, roselani@ugm.ac.id²

^{1,2} Master of Linguistics, Gadjah Mada University, Sleman, Yogyakarta

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Abstract

Discourse on English taglines for beauty products plays an important role in shaping brand identity and attracting customer attention. This study investigated several English taglines on logos used by beauty products in Indonesia. This study looks at the form, meaning, and function of the language contained in these taglines. The method used in this research was descriptive qualitative. Data collection involved examining English taglines located next to the logo of each beauty product. Fifty-two English tagline data found on beauty products in Indonesia. However, only thirteen data were found and researched on English taglines in beauty products next to logos. Nine taglines are in the form of noun phrases, and four taglines are in the form of verb phrases. The meaning of a beauty products tagline generally illustrates that beauty can increase one's self-confidence and reminds one of the importance of maintaining healthy skin. Using Halliday's theory on language function in a social context, it is found that the functions of English taglines on logos are representational and interpersonal.

Keywords: *Beauty Products, English Tagline, Discourse*

Introduction

Discourse consists of all the linguistic components required for communication. Significant words, sentences, or other written or spoken communication expressions are intimately associated with discourse (Mulyana, 2005). Discourse studies frequently integrate components of different language units, such as phonemes, morphemes, words, phrases, clauses, and sentences, making discourse research an intriguing area to study. According to Abdullaeva (2022), advertising is a type of text of mass communication, the goal of the practical effect is to persuade the receiver to buy a product or service, so specific rules apply to advertising discourse.

The language used in advertising has a unique role among the functional stylistic types linked to mass communication. Advertising discourse is a type of media communication that focuses on societal needs and meets the information demands (Abdumutaljonovna, 2022). The advertising information is the most important part that targets specific markets or consumers. Effective advertising focuses on not only “what to say” but also “how to say it.” Advertisement information is conveyed through language. Thus, this part of advertising is the focus of analysis in linguistics (Sabohat, 2024). Beauty advertising discourse in Indonesia has become a trend that seeks to attract consumer interest in a beauty product.

Indonesia's market for beauty products is growing rapidly because of shifting consumer demands and lifestyle changes. There are a lot of beauty trends on social media. People are becoming more anxious and eager to draw attention to their physical appearance. As a result, companies that provide cosmetics compete to develop their products and meet consumer wants. Damastuti (2021) and Jesslyn & Agustiningsih (2021) stated that this phenomenon impacts the development of the beauty sector globally.

Most beauty products or brands have a tagline that has an important role in building a product's brand identity and aims to influence consumer perception and behavior. According to Karim (2019) and Andini et al., (2023), a tagline is an overview that conveys a clear and memorable message to enhance the potential of advertising to execute, specifically convincing people to utilize the advertised products. Customers sometimes have difficulty remembering and differentiating between product taglines due to the abundance of taglines contained in print and digital media advertisements.

In marketing communications, companies frequently use taglines or slogans along with brand ambassadors to advertise new products. However, as many companies cannot increase community awareness of a brand, it is still unknown how effective and beneficial this technique will be. There are instances of well-known cosmetic goods with distinctive taglines. SADA has a tagline "Hybrid Beauty," whereas the tagline of Eiem Beauty is "Miracle Inside." Both companies demonstrate that each beauty brand's product uniquely appeals to its target market. Clear and honest communication encourages consumer involvement and improves the perception of the brand (Tshuma, 2021).

The language in a tagline often leads to different perceptions of meaning for each person. Consumer perception of a tagline is influenced by positioning, brand image, and experience (Hasan et al., 2022). In addition, the words used are also often unclear in describing the meaning of a brand. Although a simple tagline is simpler to remember, it still needs to be effective enough to provide a meaningful message.

Too complicated and relevant might not be understood. A poorly chosen tagline may be meaningless or unattractive. Words should arouse feelings in people and attract individuals.

Numerous scholars think that taglines today always have a clear meaning and can be interpreted in different ways including "lexical and syntactic" (Juliana & Arafah, 2018). Using words or language in English taglines often encounters obstacles, which may cause the message in a tagline not to be conveyed properly. Several language constraints need to be considered, including:

- a. Ambiguity has more than one meaning. Martin & Pajouh in Hasan (2022) stated that when an advertisement contains unclear messages and ambiguous connotations, it is an example of a strategic ambiguity message. It means that society can interpret the message according to their point of view. This has also an impact on those who have difficulty interpreting the message of a product with an English tagline, especially if the words used have multiple meanings and are difficult to understand. The meaning of words in English often changes over time. For example, the use of the word "cool," which means *sejuk*, is now interpreted as a *keren* or *menarik*.
- b. Using language styles in an English tagline would confuse people if the language used seems excessive. Such as the use of poetic language, informal language, or slang that may look beautiful/cool but can make it difficult for others to understand the meaning/message conveyed by the tagline. For example, the tagline on BHUMI skincare products is "Evolution of Goodness". The words "Evolution and Goodness" may look cool, but the message the brand wants to convey will be difficult for ordinary people to understand.
- c. Translating the words or language in an English tagline may be difficult for non-native speakers such as those in Indonesia or those with limited vocabulary in English, so the intention conveyed in a brand tagline may be different. For example, the tagline of Somethinc beauty products is "You're unstoppable." The word unstoppable in the Oxford dictionary means that cannot be stopped or prevented. This word may be difficult for some people to translate if they have a limited vocabulary. In addition, this word will also be a little confusing if it is associated with the message to be conveyed on a beauty product.

Hence, an attractive tagline engages customers' interest immediately and encourages long-last participation with the brands (Do, 2018). A memorable tagline encourages different interpretations from the customers, causing them to argue about various interpretations that lead to brand participation.

Based on the linguistic problems in the tagline above, this research wants to see two things.

- What is the form and meaning of English taglines of local beauty products in Indonesia?
- What are the functions of an English tagline located on the logo of a local beauty brand that can represent the image or brand of the beauty product?

Research related to discourse and taglines has been widely researched before, including research related to cosmetic advertising discourse with a Multimodal approach by Shah & Saher (2019), Hidayat et al., (2020), Khasanah (2021), Brilliantia & Setiarini (2022), Saeed & Khan (2022), Sharma (2022), Hartono et al., (2022), Pricilia & Suyudi (2023), Khorunnisaa & Septiana Harti (2023), Wedayanti & Sulatri (2023), and Qayyum & Ali (2024). The result showed that using language or precise words written in advertisements can convince or gain customers to purchase the products.

Yohana (2015), Rachmawati & Ariyanti (2016), Che Hassan et al., (2021), Sapa'at (2018), Juliana & Arafah (2018), Ilhamsyah & Herlina (2019), Ahmad & Febryanto (2022), and Aqeel & Hussain (2024) researched related to taglines in several products and advertisements. The result showed that using a tagline can communicate a meaning or message to entice customers to purchase a product. Still, the use of a tagline in presenting material in the classroom is less attractive to make the students understand the topic.

The research is expected to contribute to advertising discourse and the field of linguistics.

1. This research is expected to help people understand the use of language in beauty product advertisements. People can see how the choice of words and language style can create an impression for consumers so that they can choose the right beauty products.
2. This research can also be an overview for cosmetic businesses in measuring the effectiveness of taglines in achieving marketing goals. By knowing how taglines work, companies can develop better marketing strategies, by creating attractive and unique taglines that match the beauty products that will be marketed.
3. This research can also contribute to the field of linguistics, especially in the fields of pragmatics, semantics, and rhetoric. By looking at how language is used in advertising, people can better understand how language is used to convey meaning, change perceptions, and fulfill communication goals.

Method

This study used a qualitative descriptive method. Qualitative research is descriptive and typically uses analysis to examine things that already exist. According to Fiantika et al., (2022), qualitative research typically uses theory as a support that is based on data from the field to highlight the subject's perspective, research process, and significance. This research also took supporting data from a survey to see the extent to which Indonesians know the beauty products in Indonesia. The survey was distributed through a WhatsApp group by sending a link. There were 50 responses to the survey. The survey involved both men and women aged between 21 years and 39 years, with 82.4% of women completing the questionnaire and only 17.6% of men. The survey was carried out for 3 days from September 28th -30th, 2024.

The data in this study are English taglines on beauty products in Indonesia. The data source in the form of beauty product names is obtained from the Food and Drug Regulatory Agency (BPOM) website. English tagline data is taken from the beauty product next to the brand logo.

The data collection method is done in 2 ways, namely:

1. First, collect the names of beauty products through the website of the Food and Drug Administration (BPOM) (<https://www.pom.go.id/>). The Food and Drug Regulatory Agency (BPOM) is an official institution that ensures that all products sold in Indonesia must be guaranteed safety so that the public will not be afraid to use or use these products.
2. Second, look for English taglines on each beauty product in its logo.

The data analysis technique is to use the theory of (Miles and Huberman, 1992), the steps are:

1. First, data collection in the form of English taglines contained in beauty brand logos.
2. Second, data reduction is by selecting data relevant to the research, and then grouping the data by separating the categories into phrases or clauses.
3. Third, data presentation in the form of writing or words in English in beauty product taglines, explain the meaning of each English tagline of the products, write the function of language on English tagline and
4. Fourth, conclude.

The analysis technique uses the theory of Miles and Huberman for several reasons, among others:

- This theory is very suitable for analyzing the words and meanings in the use of beauty product tagline language.
- Tagline analysis requires a dynamic and iterative process. This theory also emphasizes interactive analysis of data, concepts, and theoretical linkages that are described in detail, so that this research can describe the form,

meaning, and deeper function of a tagline.

- Miles and Huberman's theory can help this research reveal the meaning, and function of a tagline, so it can understand how taglines can build a brand's brand image.

Results

In this section, the research results will be presented. The first part includes an analysis of the form in the discourse of taglines of Indonesian beauty products in English. Then the meaning of each tagline will be discussed in detail in the discussion section. This study also presents the language function of the tagline proposed by (Halliday, 2004).

Linguistics Analysis

After collecting 52 names of beauty products in Indonesia that have been registered on the Food and Drug Regulatory Agency's (BPOM) website, it was found that 13 Indonesian beauty products have English taglines next to their brand logos. According to Ningtyas (2020), brand taglines typically appear next to a company logo to help set a business apart from competitors. However, data gathered in this study revealed that not all beauty products had their taglines next to their logos. The overall data can be seen in the table below.

Table 1. English Taglines Next to the Logo

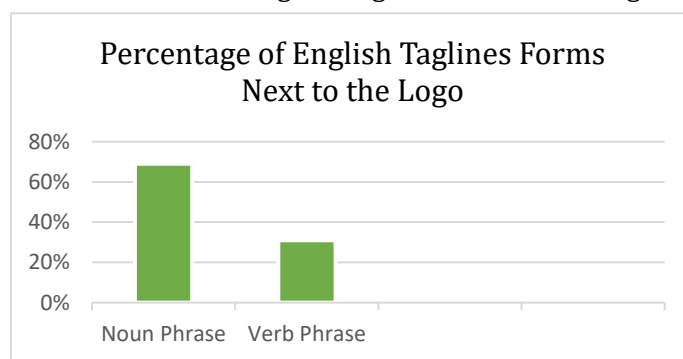
Data Code	Beauty Products Name	English Taglines of Beauty Product Logo	Form
D1	Avoskin	All about your beauty	Noun Phrase
D2	Y.O.U Beauty	Your Lasting Beauty	Noun Phrase
D3	Carasun	Tropical Skin Expert	Noun Phrase
D4	Labore	Sensitive skincare	Noun Phrase
D5	Eiem Beauty	Miracle Inside	Noun Phrase
D6	N'Pure	Healthy Skin	Noun Phrase
D7	BHUMI Skincare	Evolution of Goodness	Noun Phrase
D8	SADA	Hybrid Beauty	Noun Phrase
D9	ZAM2 JK	Your Whitening Booster	Noun Phrase
D10	Emina	Born to be loved	Verb Phrase
D11	Seruni	Be Your Flower Today	Verb Phrase
D12	DAITA	Love Your Bright Skin	Verb Phrase
D13	SKINMOLOGY By Bening's Indonesia	Lock Your Bright	Verb Phrase

Nine data are noun phrases, and four data are verb phrases. A noun phrase is “a word or group of words functioning like a noun in a sentence, with a noun or pronoun as head or any phrase that has a noun as its head along with any complements, modifiers, and determiners (Nainggolan et al., 2020) and (Millaku et al., 2022). Data 1 to Data 9 are noun phrases. Data 1 and 2 have almost the same meaning, related to your beauty. The head phrase in data 1 and 2 is beauty. The head is then explained again with the nouns that precede it, namely “all about you ...” and “your lasting....”. While data 3, data 4 and data 5 have different heads. Data 3: “Expert” as the head and “tropical skin” as the explanation. Data 4: “skincare” as the head and “sensitive” as the explanation. Data 5 “Inside” as the head and “miracle” as the explanation, and data 6 is “skin” as the head, and “healthy” as the explanation. Data 7 is “Goodness” as the head and “evolution” as the explanation. Data 8 is Beauty as the core and hybrid as the explanation. Data 9 is “booster” as head and “whitening” as explanatory.

A verbal phrase is a verb and an article that share a special meaning (Azar, 2003). Data 10, Data 11, Data 12, and Data 13 are verbal phrases. Data 10 consists of the passive form of the verb “born,” which is the head of the phrase and is followed by the word “to be loved.” Data 11 consists of the word “be”, which functions as a verb and is followed by the word “your flower” as a noun phrase. Overall, this phrase is more inclined to be a verb phrase, as it explains more about the meaning of “to be”. Data 12 and data 13 have the verbs “Love” and “Lock” respectively, where these two words function as heads to explain “Your Bright Skin” and “Your Bright”.

Overall, the most common form of phrase found in English taglines in beauty product logos in Indonesia is noun phrases as many as 9 phrases with a percentage of 69.2% and only 4 verb phrases are found with a percentage of 30.8%. The theme most often used by cosmetic businesses is the use of the words “beauty and bright”. This illustrates that the tagline of a beauty product in Indonesia can promise beauty and brightness to the skin of its users. So, the trend of making a tagline for beauty products will attract more attention from consumers when the language used is short and very easy to understand and can attract consumers to buy the product. The following is the percentage of English tagline forms on beauty product logos:

Chart 1. Form of English Taglines Next to the Logo



Discussion

Taglines are used in advertising to make the message more memorable to customers. An advertisement's slogan or tagline plays a crucial part. According to Khairina et al., (2016), taglines were referred to as slogans, marketing lines, or even trademark lines during the 1960s. A tagline is a brief phrase that conveys the meaning or purpose of a brand or trademark. This short statement aims to establish a mental image of good or service in people.

The data in Table 1 shows that English taglines on beauty logo products in Indonesia are all short phrases consisting of two to four words. All of these beauty products are local Indonesian beauty products. These beauty products still need to be discovered by the Indonesian people. This is evidenced by the results of a survey conducted over 3 days on September 27th-29th 2024. It was found that five beauty products are best known by the public, namely Wardah, Make Over, Pond's, Skintific, and Sariayu. These five beauty products do not have taglines on their brand logos.

The following is an explanation of the meaning of each English tagline of Indonesian beauty products based on Table 1.

D1: Avoskin

Tagline: All about your beauty

The meaning of the word beauty in Avoskin's product tagline is a person or object that looks beautiful. This tagline aims to invite people to use all Avoskin products because, for all problems related to beauty, the solution is in this product. This brand promises that by using Avoskin products, you will produce extraordinary beauty. In addition, through this tagline, Avoskin product invites customers to pay attention to themselves and appreciate their appearance so that they feel more confident.

D2: Y.O.U Beauty

Tagline: Your Lasting Beauty

This tagline suggests that beauty is not just about temporary physical appearance, but also about lasting and profound qualities. This could include a person's personality, their nature, and the way they show their internal beauty. The message in the product wants to convey through its tagline may also emphasize the importance of self-care and things like health, happiness, and confidence that make beauty last. Beauty that "endures" means that it is something that is not limited to age or lifestyle.

D3: Carasun

Tagline: Tropical Skin Expert

The tagline "Tropical Skin Expert," shows that the product deeply understands what skin growing up in a tropical climate need and is made to handle humidity, sun exposure, and pollution. The tagline also shows that Carasun is committed to providing natural and suitable beauty solutions for customers living in tropical regions like Indonesia, helping them to take care of their skin properly and effectively. In addition, this message shows the expertise and research that goes into creating effective formulas that suit the characteristics of tropical skin. As a result, Carasun products not only work but also give users confidence in dealing with local climate conditions.

D4: Labore

Tagline: Sensitive skincare

The tagline "Sensitive Skin Care" indicates that the product focuses on safe and gentle skincare for sensitive skin. It shows that they consider the needs of people with skin that may experience irritation, allergies, or discomfort. In addition, this message demonstrates Labore's commitment to use ingredients that are not only effective but also environmentally friendly and do not contain substances that can aggravate sensitive skin conditions. Labore wants to ensure that good skincare is accessible to everyone, including those with specific skin concerns, by emphasizing sensitive skincare. The tagline encourages customers to feel valued and understood by offering solutions to maintain health and beauty for sensitive skin.

D5: Eiem Beauty

Tagline: Miracle Inside

The tagline "Miracle Inside" of this beauty product suggests that inside are solutions or miracles that can transform the appearance and health of the skin. True beauty comes from within, both the quality of the ingredients used, and the trust built when using the products. Eiem Beauty wants to emphasize that customers can feel a significant transformation, like a "miracle" happening to their skin after using their products.

D6: N'Pure

Tagline: Healthy Skin

The tagline "Healthy Skin" on N'Pure beauty product shows that the product focuses on skincare and health, emphasizing the importance of keeping skin healthy from the inside, in addition to showcasing external beauty. This message

shows a commitment to avoid harmful chemicals that can damage the skin and using natural, high-quality ingredients that support skin health. With this tagline, N'Pure seeks to inform customers that healthy skin is the foundation of true beauty. In addition, "Healthy Skin" encourages customers to reconsider their skincare habits, emphasizing how important it is to maintain skin's moisture, nourishment, and protection from environmental factors. Overall, this tagline has a positive image and supports the idea that skin health and beauty are closely related.

D7: BHUMI Skincare**Tagline: Evolution of Goodness**

The tagline implies a journey towards innovation and improvement in skincare based on natural and ethical ingredients. "Evolution" reflects development and progress, indicating that BHUMI is committed to continuously improving its products and formulations to be more effective and eco-friendlier. While "Goodness" refers to the goodness of the ingredients used, encompassing aspects of sustainability, health, and safety for the skin. This shows that BHUMI's products aim to beautify and emphasize the positive impact on users and the environment. Overall, the tagline creates the impression that BHUMI Skincare is a brand that cares about quality and ethics, inviting consumers to participate in the evolution of better and more responsible skincare. This message could also encourage consumers to feel good about their choices, for using products that are not only concerned with beauty, but also overall goodness.

D8: SADA**Tagline: Hybrid Beauty**

This tagline suggests combining different components or benefits from different types of skincare and beauty. The term "hybrid" suggests that the product might create formulas that combine skincare components with makeup, or create products that perform more than one function, such as hydration and protection, at once. This declaration demonstrates an innovative approach to skincare and beauty, where consumers don't have to choose between skincare and cosmetics, by using SADA products, they can perform their beauty routine more quickly.

D9: ZAM2 JK**Tagline: Your Whitening Booster**

The tagline "Your Whitening Booster" emphasizes the specific function of the product, which is to increase the brightness and brighten the skin. The word "booster" indicates that the product is meant to provide an additional boost or effect, making it a great solution for customers who want to achieve brighter skin quickly. This tagline assures customers that this product will brighten the skin

properly and satisfactorily after using it. It also suggests that this product can be incorporated into a wider skincare routine, helping to boost the results of other products. In addition, the use of the word "Your" creates a feeling of ownership and appropriateness, making customers feel that this product meets their needs and expectations.

D10: Emina

Tagline: Born to be loved

The tagline "Born to be loved" implies that everyone deserves attention and love, both from oneself and others. In terms of beauty, this means that Emina products are designed to respect everyone's uniqueness and beauty, encouraging customers to love themselves. Moreover, this message emphasizes that beauty is not only about physical appearance; it is also about taking care of oneself and valuing the right personality. As a brand that often targets the younger generation, Emina wants to instill confidence and self-acceptance so that everyone feels "loved" and valued by the products they use and the way they take care of themselves.

D11: Seruni

Tagline: Be Your Flower Today

This tagline illustrates the appreciation of each person's beauty and their uniqueness. It illustrates that everyone has the potential to "bloom" and show their different beauty every day, using the metaphor of a flower. In addition, the "Be Your Flower" message encourages customers to take care of themselves and feel confident in expressing themselves. It invites them to recognize and celebrate the beauty within themselves, both in terms of appearance and nature. The tagline also serves as a reminder that every day is a new opportunity to shine and be the best version of oneself. Overall, the tagline encourages customers to experience the beauty of Seruni products from the inside out.

D12: DAITA

Tagline: Love Your Bright Skin

The tagline encourages customers to value themselves and their appearance by saying that loving bright, clear skin is part of loving yourself. The word "Love" builds a positive emotional connection between the product and customers, encouraging them to feel a sense of closeness and trust in DAITA products. There is a message that clear skin is a symbol of confidence in addition to aesthetics. Loving fair skin can boost one's self-confidence. The word "Bright" also means a sense of positivity and hope, suggesting that the use of DAITA products can bring good and refreshing changes in one's life. This tagline suggests that good skincare can bring

about desired results, such as skin brightness and health, so customers are asked to take care of their skin.

D13: SKINMOLOGY By Bening's Indonesia

Tagline: Lock your bright

The word "Lock" in this tagline indicates that this product aims to lock in or maintain the brightness of the skin. The tagline also suggests that customers who use SKINMONOLOGY products will not only get bright skin, but they will also be able to keep these results for a long time, leaving them feeling secure and satisfied.

The Function of Language on Taglines of Beauty Products

According to Halliday (2004), there are generally four functions of language that are used in a social context. These language functions are as follows:

1. Instrumental Function.

This function is related to a person's needs or desires (Nababan, 1993).

2. Interpersonal Function.

This function is related to building and maintaining social relationships. This can include the use of persuasive language, the way the author expresses attitudes or emotions, and how the author invites the reader to engage with the text.

3. Representational Function.

This function is concerned with conveying information or depicting reality.

4. Textual Function.

This function is concerned with the organization of information in written discourse analysis. To develop a coherent and understandable flow, we might examine the text's structure, coherence, and concept connections (Bloor, T & Bloor, M, 2004).

From the four functions above, there are two language functions illustrated in the findings related to English taglines in beauty products' logo in Indonesia. The explanation is as follows:

1. Representational Function.

English taglines in a brand or product aim to attract and influence people to easily remember the brand name, as well as provide information to the public about the results they will get after using the beauty product. Taglines also aim to represent a brand in marketing its products. An example of a tagline that provides information is the tagline of Labore beauty products, "sensitive skincare." With this information, people will easily know if they have sensitive facial conditions, and they can use products from Labore as a solution to their skin problems. This means that this product is trying to tell people that if they have sensitive skin, the best solution is to use products from Labore, so that sensitive skin problems are easily resolved.

2. Interpersonal function.

Taglines in a beauty product also function in inviting people to use their beauty products. The use of language is also very influential in attracting consumers because a tagline is a representation of the results that will be created by the products they release. For example: DAITA beauty products have the tagline "Love Your Bright Skin." The meaning of this tagline invites people to love their skin with the hope that, after using beauty products from DAITA, people will get brighter skin, so with these results they will love their bright skin for a long time.

Conclusion

Based on the results and discussion of the research that has been conducted, it is found that the discourse of English taglines contained in beauty product next to logos in Indonesia is entirely in the form of phrases. There are nine English taglines in the form of noun phrases and four English taglines in the form of verb phrases. The content of meaning in each tagline of a beauty brand becomes a representation in the depiction of a brand to attract interest and offer beauty solutions that emphasize self-confidence by using products that promise extraordinary beauty. Two language functions are contained in the English tagline depicted by the brand. The two language functions are the representational function and the interpersonal function. Taglines for beauty products use various language functions intended to attract attention, establish relationships, and convey messages that match customer needs and expectations.

Comparison with other studies is that taglines are not only limited to phrases but also clauses such as free clauses and complete clauses in the tagline of Tolak Angin "Orang Pintar Minum Tolak Angin", bound clauses in Teh Botol Sosro "Karena rasa, nggak pernah bohong" and others. In addition, in other studies, English taglines are not only limited to noun phrases and verb phrases but also other types of phrases although only a few were found to use these types of phrases, namely adverbial phrases such as in Coca-Cola's tagline "Feeling the taste" and prepositional phrases. In Wendy's taglines, most words, phrases, and polysemy are used to encode significant meaning or information about the brand, and "fast food" brands utilize texts to appeal to the "audiences". In general, the use of taglines in advertising or marketing a product is mostly in the form of short phrases and clauses to attract consumer attention and be easy to remember.

This research is broadly in line with previous research related to the form of taglines in beauty products in Indonesia which consists of phrases and clauses. The difference is that this research analyzes a few beauty product taglines in Indonesia located on brand logos, so the results obtained illustrate that English taglines on beauty logos in Indonesia are in the form of noun phrases with the message of each tagline describing "beauty and bright" as a description that the products offered

will produce beautiful and bright skin. In addition, some studies do not focus much on analyzing the form, meaning, and function of a product tagline in detail but rather look at the influence of brand ambassadors and taglines on brand awareness of consumers.

The findings in this study are expected to be a new strategy for cosmetic businesses in Indonesia in that taglines are short messages that represent a brand or beauty product being marketed. Taglines must be made interesting, and brief with language that is easily understood by the public and aims to influence brand awareness in the minds of consumers. The beauty product tagline located next to the logo of a brand or product will look clearer and can attract people's interest in buying the product because people will more quickly know the function of the product, which can later have an impact on their skin. The content of the tagline is expected to be an illustration that the beauty products marketed are halal and safe for all skin types in Indonesia.

Suggestions

Advertising discourse is a study that is so broad and deep to be researched. English taglines in many beauty products in Indonesia are studies that may be relatively few to be researched. This research is limited to looking at the written discourse of English taglines in local beauty products in Indonesia by looking at the form, meaning, and function of the language in the tagline. Research related to English taglines can be seen again with different perspectives and approaches, such as by using Multimodal Critical Discourse Analysis that looks at advertisements in terms of text, images, colors, and layout to increase consumer visual appeal, sound, and culture in the ad. The data and analysis in this study are expected to be able to become the basis or reference for further research.

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