

A Critical Discourse Analysis on High End Skincare Products Advertisements

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ABSTRACT

The study provided an in-depth investigation of advertisements for high-end skincare products, with a particular emphasis on the discourse and linguistic strategies employed in the Laneige, Estee Lauder, and Sulwhasoo campaigns. It examined the way that ads transmit compelling stories through the use of parallel structure, repetition, mood selection, adjectives, and grammar. The study emphasized how language plays a crucial part in building rapport with the audience and marketing items, as well as how media and advertising shape consumer behaviour and views. The investigation showed how linguistic and textual elements are skilfully used in the ads to communicate the qualities and advantages of the skincare products. Repetition highlighted important features of the product, while parallel structure produced a balanced and consistent presentation of the information. The study also emphasized how important media and advertising are in forming social norms and values, reflecting societal standards, and influencing public opinion. The study also highlighted the use of sociolinguistic features and expressive language to establish a personal connection with the audience. The sociolinguistic features and critical discourse analysis helped to clarify the persuasive strategies used by advertising to persuade customer behaviour.

Keywords: A Critical Discourse Analysis, Advertisements, High End Skincare Products

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1. INTRODUCTION

The media encompasses a wide range of communication channels, including digital platforms and traditional print media, facilitating the exchange of knowledge and ideas (Alliez, 2011). It plays a crucial role in shaping public opinion, influencing social behaviour, and reflecting societal values (Gradoselskaya & Volgin, 2019). The rise of digital and social media has transformed how information is produced and consumed, raising concerns about misinformation and the importance of media literacy (Hwang et al., 2021). Advertising, a key component of mass media, serves to promote products, services, and brands through various

formats, including print and digital (Purnami et al., 2024). Advertisements aim to engage consumers and drive sales, making them essential for businesses to connect with their target audience (Kivumbi, 2017; Zeiger, 2023).

The study of advertising discourse is limited, particularly in comparing different strategies used by advertisers. This research focuses on high-end skincare product advertisements from Laneige, Estee Lauder, and Sulwhasoo, aiming to analyze the language and discourse strategies employed to influence consumers. Utilizing Critical Discourse Analysis (CDA), the study examines linguistic elements such as pronouns,

adjectives, and cohesion, which play significant roles in shaping consumer perceptions (Fairclough, 2013; Titscher *et al.*, 2000)

Pronouns establish a connection between advertisers and consumers, while adjectives convey affective meanings that influence viewer assessments (Delin, 2000). Disjunctive syntax mimics conversational styles, fostering intimacy, and cohesion links ideas within advertisements (Halliday & Matthiessen, 2013). The study also explores the power dynamics in advertising, considering how language reflects societal values and influences consumer behaviour (Janks, 1997). Ultimately, this research aims to shed light on the intricate relationship between language, advertising strategies, and societal perceptions.

2. METHODS

The researcher employed a descriptive-qualitative method for this study, focusing on spoken text data. Purposive sampling

was used to select skincare product advertisements, specifically moisturizing cream ads from YouTube, which were transcribed for analysis. The study utilized critical discourse analysis (CDA) at three levels: textual characteristics, discursive features, and social aspects. The data consisted of words, phrases, clauses, and sentences from the advertisements. Findings were presented through interpretation and description, with the researcher opting for quotations instead of numerical data to convey insights from the analysis.

3. RESULT AND DISCUSSION

This section contains the study findings as well as a discussion of the key points in the findings. It describes textual analysis, discursive strategy analysis, and social feature analysis.

3.1 Textual

3.1.1 Analysis the Use of Pronoun

The examples of the use of pronoun found in the advertisements are shown in the table below:

TABLE I
The Use of Pronoun

Example in the text	Type of Advertisement
<ul style="list-style-type: none"> What can I say? My skin feels so much softer smoother well hydrated Try it for yourself , you'll thank me later 	Laneige
<ul style="list-style-type: none"> Lift your beauty to new heights with new Revitalizing Supreme Plus Youth Power Cream. Featuring our new Hibiscus Morning Bloom Extract 	Estee Lauder
<ul style="list-style-type: none"> I am ginseng, for many, just a root, but not to them. They observed me, analyzed me, gave me hot baths, sun baths, saunas. I think they're a bit crazy about me. Obsessed, I must say. So, I became art. I create beauty in people's skin. 	Sulwhasoo

Laneige's Water Bank Cream Moisturizer and Sulwhasoo advertisements effectively utilized various pronouns to foster a

personalized tone. Personal pronouns such as "you," "I," and "me" highlighted product functionality and encouraged reader engagement. Possessive pronouns like

"my" illustrated the moisturizer's tailored effects on users' skin, while demonstrative pronouns, such as "try it for yourself," promoted hands-on experiences. The narrative surrounding ginseng's transformation into a beauty product was also emphasized through personal pronouns, enhancing its uniqueness. Overall, the strategic use of these pronouns

created a strong emotional connection, making the ginseng journey relatable and compelling for consumers.

3.1.2 The Use of Adjective

The examples of the use of adjective found in the advertisements are shown in the table below:

TABLE II
The Use of Adjective

Example in the text "Positive adjective"	Example in the text "Negative adjective"
<p>"Laneige" ads</p> <ul style="list-style-type: none"> When deep lasting hydration for up to a hundred hours Laneige's new water bank cream moisturizer delivers just that The key is blue ha blue hyaluronic acid a breakthrough ingredient proprietary to lineage It's legit My skin feels so much softer smoother well hydrated Happy skin's a win right 	-
<ul style="list-style-type: none"> "Estee Lauder" ads Lift your beauty to new heights with new Revitalizing Supreme Plus Youth Power Cream. Now skin looks more lifted, feels firmer, has more bounce, looks less lined. Featuring our new Hibiscus Morning Bloom Extract and exclusive Moringa Extract. The all-new, all-powerful Revitalizing Supreme Plus. 	-
<p>"Sulwhasoo" ads</p> <ul style="list-style-type: none"> They observed me, analyzed me, gave me hot baths, sun baths, saunas. Obsessed, I must say. 	-

Ads for Laneige, Estee Lauder, and Sulwhasoo utilized both positive and negative adjectives to promote their products. Laneige's Water Bank Cream Moisturizer was highlighted for its deep hydration and unique blue hyaluronic acid. Estee Lauder's Revitalizing Supreme Plus Youth Power Cream focused on freshness and innovation. Negative adjectives were notably absent, reflecting the ads' promotional intent. Sulwhasoo emphasized the benefits of ginseng, portraying it as a beauty symbol rather than

just "a root." The term "obsessed" conveyed optimism, while the festive tone showcased the transformation of ginseng into a valued ingredient in their products.

3.1.3 The Use of Syntax (Disjunctive) / Phrasal Sentence

The examples the use of syntax (disjunctive)/phrasal sentence found in the advertisements are shown in the table below:

TABLE III

The Use of Syntax (Disjunctive)/Phrasal Sentence

Example in the text	Type of Advertisement
Disjunctive Sentences: <ul style="list-style-type: none"> "How it works? Let me tell you." "What can I say? It's legit." "Happy skin's a win, right?" "Try it for yourself. You'll thank me later." Phrasal Sentences: <ul style="list-style-type: none"> "When deep, lasting hydration for up to a hundred hours, Laneige's new Water Bank Cream Moisturizer delivers just that." "The key is blue HA, blue hyaluronic acid, a breakthrough ingredient proprietary to Laneige." "It's two thousand times smaller than it was before, which means it absorbs quicker and locks in more hydration." "My skin feels so much softer, smoother, well-hydrated." 	Laneige
Phrasal Sentences <ul style="list-style-type: none"> "Lift your beauty to new heights with new Revitalizing Supreme Plus Youth Power Cream." "Now skin looks more lifted, feels firmer, has more bounce, looks less lined." "Featuring our new Hibiscus Morning Bloom Extract and exclusive Moringa Extract." "The all-new, all-powerful Revitalizing Supreme Plus. Only from Estee Lauder." 	Estee Lauder
Disjunctive Sentences: <ul style="list-style-type: none"> "But not to them." "I think they're a bit crazy about me. Obsessed, I must say." "I am ginseng. I am beauty. I am Sulwhasoo." Phrasal Sentences <ul style="list-style-type: none"> "I am ginseng, for many, just a root." "They observed me, analyzed me, gave me hot baths, sun baths, saunas." "So, I became art. I create beauty in people's skin." 	Sulwhasoo

Laneige ads effectively used conjunctions and cohesion for a smooth flow of ideas, engaging readers with the question, "Happy skin's a win, right?" The Revitalizing Supreme Plus Youth Power Cream ads showcased features through conjunctions and parallel structure. Sulwhasoo transformed ginseng into a beauty symbol,

connecting actions with "and" and concluding powerfully with "I am ginseng. I am beauty. I am Sulwhasoo."

3.1.5 The Use of Repetition

In this study, repetition is also employed in certain advertising. The following table contains examples of repetition seen in advertisements:

TABLE V

The Use of Repetition

Example in the text	Type of Advertisement
Repetition of the Product's Benefits:	Laneige

<ul style="list-style-type: none"> • "When deep, lasting hydration for up to a hundred hours, Laneige's new Water Bank Cream Moisturizer delivers just that." • "My skin feels so much softer, smoother, well-hydrated." <p>Repetition for Emphasis:</p> <ul style="list-style-type: none"> • "It's legit." • "Happy skin's a win, right?" <p>Repetition in the Closing Statement:</p> <ul style="list-style-type: none"> • "Try it for yourself. You'll thank me later." 	
<p>Repetition of the Product's Name:</p> <ul style="list-style-type: none"> • "Lift your beauty to new heights with new Revitalizing Supreme Plus Youth Power Cream." • "The all-new, all-powerful Revitalizing Supreme Plus." <p>Repetition of Improved Skin Conditions:</p> <ul style="list-style-type: none"> • "Now skin looks more lifted, feels firmer, has more bounce, looks less lined." <p>Repetition of "Featuring":</p> <ul style="list-style-type: none"> • "Featuring our new Hibiscus Morning Bloom Extract and exclusive Moringa Extract." <p>Repetition of "All-new" and "All-powerful":</p> <ul style="list-style-type: none"> • "The all-new, all-powerful Revitalizing Supreme Plus." <p>Repetition in the Closing Statement:</p> <ul style="list-style-type: none"> • "Only from Estee Lauder." 	Estee Lauder
<p>Repetition of the Phrase "I am":</p> <ul style="list-style-type: none"> • "I am ginseng." • "I am beauty." • "I am Sulwhasoo." <p>Repetition of the Concept of Transformation:</p> <ul style="list-style-type: none"> • "So, I became art." • "I create beauty in people's skin." <p>Repetition of Emotional Tone:</p> <ul style="list-style-type: none"> • "I think they're a bit crazy about me." • "Obsessed, I must say." 	Sulwhasoo

Advertisements for Laneige, Sulwhasoo, and ginseng effectively utilized repetition to emphasize key points. Laneige focused on the cream's benefits, credibility, and calls to action. Sulwhasoo highlighted the product's name, skin improvements, key ingredients, transformative qualities, and exclusivity. The phrase "I am" linked ginseng with beauty and Sulwhasoo, emphasizing transformation. The emotional tone conveyed fascination and admiration for ginseng. Overall, this strategic repetition

reinforced ginseng's significance in the beauty industry and its

3.1. 6 The Use of Parallelism

Parallelism is the usage of comparable linguistic constructs repeatedly. It may be noticed in the usage of commas (,) and the additive conjunction in advertisements. The use of parallelism in advertising is done for the sake of simplicity, efficacy, and appeal. As a result, the viewer can quickly understand the advertisements' aim.

TABLE VI

The Use of Parallelism

Example in the text	Type of Advertisement
Parallel Structure in the Description of the Product: <ul style="list-style-type: none"> "When deep, lasting hydration for up to a hundred hours, Laneige's new Water Bank Cream Moisturizer delivers just that." Parallel Structure in the Explanation of How It Works: <ul style="list-style-type: none"> "The key is blue HA, blue hyaluronic acid, a breakthrough ingredient proprietary to Laneige." Parallel Structure in the Description of Size: <ul style="list-style-type: none"> "It's two thousand times smaller than it was before, which means it absorbs quicker and locks in more hydration." Parallel Structure in the Description of Skin Feel: <ul style="list-style-type: none"> "My skin feels so much softer, smoother, well hydrated." Parallel Structure in the Closing Statement: <ul style="list-style-type: none"> "Try it for yourself. You'll thank me later." 	Laneige
Parallel Structure in the Description of Skin Improvements: <ul style="list-style-type: none"> "Now skin looks more lifted, feels firmer, has more bounce, looks less lined." Parallel Structure in the Description of Ingredients: <ul style="list-style-type: none"> "Featuring our new Hibiscus Morning Bloom Extract and exclusive Moringa Extract." Parallel Structure in the Description of the Product: <ul style="list-style-type: none"> "The all-new, all-powerful Revitalizing Supreme Plus." Parallel Structure in the Closing Statement: <ul style="list-style-type: none"> "Only from Estee Lauder." 	Estee Lauder
Parallel Structure in the Actions Performed on Ginseng: <ul style="list-style-type: none"> "They observed me, analyzed me, gave me hot baths, sun baths, saunas." Parallel Structure in Describing the Reaction to Ginseng: <ul style="list-style-type: none"> "I think they're a bit crazy about me. Obsessed, I must say." Parallel Structure in Ginseng's Transformation: <ul style="list-style-type: none"> "So, I became art. I create beauty in people's skin." Parallel Structure in Ginseng's Identity: <ul style="list-style-type: none"> "I am ginseng. I am beauty. I am Sulwhasoo." 	Sulwhasoo

Laneige's Water Bank Cream Moisturizer and Estee Lauder's Revitalizing Supreme Plus Youth Power Cream advertisements utilize parallelism for structured information presentation. Laneige focuses on benefits, its unique blue HA ingredient, and quick absorption for hydration. Estee Lauder emphasizes skin appearance improvements, ingredients, and brand association. Both ads creatively transform Ginseng into an artistic beauty element linked to the Sulwhasoo brand. This parallel structure enhances coherence and

organization, making the advertisements more effective in communicating the products' benefits and features.

3.1.7 The Use of Mood Choice

Advertisements have two participants: advertisers and consumers (audience). Participants' positions are defined by their moods. Therefore, the job of mood is to decide the participant's viewpoint. It depicts the power dynamics among people. The following table contains instances of the usage of mood choice in advertisements:

TABLE VII

The Use of Mood Choice

Example in the text	Type of Advertisement
<p>Positive and Enthusiastic Language:</p> <ul style="list-style-type: none"> Phrases like "deep, lasting hydration," "breakthrough ingredient," and "quicker and locks in more hydration" convey a positive and enthusiastic tone, emphasizing the desirable qualities of Laneige's Water Bank Cream Moisturizer. <p>Informal and Conversational Tone:</p> <ul style="list-style-type: none"> The use of expressions like "let me tell you," "What can I say? It's legit," and "Happy skin's a win, right?" adds an informal and conversational touch to the mood, creating a connection with the reader. <p>Emphasis on Personal Experience:</p> <ul style="list-style-type: none"> Phrases such as "My skin feels so much softer, smoother, well-hydrated" provide a personal touch, emphasizing the positive impact of the product on the speaker's own skin. <p>Encouraging Tone for Action:</p> <ul style="list-style-type: none"> The paragraph ends with a call to action, "Try it for yourself. You'll thank me later," which has an encouraging and persuasive tone, motivating the reader to experience the benefits of the product. <p>Use of Positive Slang:</p> <ul style="list-style-type: none"> The term "legit" is a positive slang term that conveys authenticity and credibility, adding a modern and upbeat touch to the mood. 	Laneige
<p>Positive and Empowering Language:</p> <ul style="list-style-type: none"> Phrases: "Lift your beauty to new heights," "more lifted," "feels firmer," and "has more bounce" <p>Promotional Tone:</p> <ul style="list-style-type: none"> "new Revitalizing Supreme Plus Youth Power Cream," "Featuring our new Hibiscus Morning Bloom Extract," and "The all-new, all-powerful Revitalizing Supreme Plus." <p>Focus on Positive Outcomes:</p> <ul style="list-style-type: none"> The ads emphasizes positive outcomes for the skin, including lifted appearance, firmer feel, more bounce, and reduced lines. This focus on positive results contributes to an optimistic mood. <p>Exclusive Language:</p> <ul style="list-style-type: none"> The use of phrases like "exclusive Moringa Extract" and "Only from Estee Lauder" creates a sense of exclusivity and premium quality, adding to the overall positive perception of the product. <p>Clear Call-to-Action:</p> <ul style="list-style-type: none"> The paragraph concludes with a clear call-to-action: "Only from Estee Lauder." This encourages readers to associate the positive features mentioned with the brand and prompts them to consider purchasing the product. 	Estee Lauder
<p>Mystical and Personified Identity:</p> <ul style="list-style-type: none"> "I am ginseng. I am beauty. I am Sulwhasoo." <p>Confident and Assertive Tone:</p> <ul style="list-style-type: none"> The phrases "but not to them," "I think they're a bit crazy about me," and "Obsessed, I must say" convey a confident and assertive tone. <p>Promotional Tone for Brand Association:</p> <ul style="list-style-type: none"> The concluding statement, "I am Sulwhasoo," introduces the brand and associates ginseng with beauty. <p>Transformation Narrative:</p> <ul style="list-style-type: none"> The narrative of ginseng's transformation from a root to art and a creator of beauty adds an intriguing and enchanting dimension to the mood. <p>Emphasis on Beauty:</p> <ul style="list-style-type: none"> The repetition of the word "beauty" throughout the ads reinforces the focus on aesthetic qualities, contributing to a mood that is centered around the concept of beauty and its association with ginseng. 	Sulwhasoo

Laneige's ads for Water Bank Cream highlighted "deep, lasting hydration" and a

"breakthrough ingredient." Estee Lauder's Revitalizing Supreme Plus Youth Power Cream emphasized empowerment with

"exclusive Moringa Extract." Sulwhasoo's ads personified ginseng, linking it to beauty with the phrase "I am Sulwhasoo." Overall, the ads aimed to create captivating impressions, showcasing desirable qualities

and exclusivity aligned with each brand's beauty themes.

3.1.8 The Use of Modality

Modality is also found in the advertisement as shown in the table below:

TABLE VIII

The Use of Modality

Example in the text	Type of Advertisement
<ul style="list-style-type: none"> "can":** In the question "What can I say?" the modal verb "can" is used to express the speaker's ability or permission to say something. "will thank":In the statement "You'll thank me later," the modal verb "will" expresses a future action, indicating that the reader will express gratitude later. 	Laneige
• -	Estee Lauder
<ul style="list-style-type: none"> "must say": The modal verb "must" is used in the statement "Obsessed, I must say," indicating a sense of necessity or obligation in expressing the speaker's observation. 	Sulwhasoo

Modal verbs in advertisements convey possibility, necessity, ability, or likelihood. In Laneige ads, "can" signifies the speaker's ability to express gratitude, while "will thank" signifies a future action. Sulwhasoo ads use modal verbs to convey certainty, possibility, and necessity, with "must say" expressing obligation. These verbs contribute to the paragraph's tone, showcasing confidence, certainty, and the transformative qualities of ginseng. Estee Lauder ads lack modality.

3.2 Discourse Strategies

The analysis of problem number 2 advertisement strategies focuses on text production, consumption, and power relations. Advertisers utilized discourse strategies like Positive Representation, scientific evidence, and emotive words to influence people, with three advertisements analyzed for their effectiveness.

3.2.1 Positive Representation

The Laneige ad showcased the Water Bank Cream Moisturizer, emphasizing 100 hours

of hydration with blue HA. A testimonial supported its effectiveness, using the slogan "Happy skin's a win." Estee Lauder promoted the Revitalizing Supreme Plus Youth Power Cream with "lift" and exclusive ingredients like Hibiscus and Moringa. Sulwhasoo highlighted ginseng's beauty benefits, focusing on authenticity and exclusivity in each campaign.

3.2.2 Scientific Evidences

Advertisements for Laneige, Estee Lauder, and Sulwhasoo lack detailed scientific evidence and marketing language. Laneige highlights blue hyaluronic acid and personal testimonials, while Estee Lauder emphasizes formulation benefits. Sulwhasoo uses poetic language about ginseng but provides no specific data on its effects. Brand affiliation does not guarantee efficacy, necessitating a more scientific approach to understanding skincare properties.

3.2.3 Emotive Words

Advertisements for Laneige, Estee Lauder, and Sulwhasoo employed emotive language to positively influence consumers. Laneige focused on product benefits and personal testimonials, while Estee Lauder emphasized empowerment and exclusivity. Sulwhasoo highlighted ginseng's transformative qualities. However, these ads lacked scientific evidence, leaning more towards promotion than detailed information. Overall, these strategies enhanced their persuasive and promotional appeal.

3.3 Sociolinguistic Analysis

Advertisements employ sociolinguistic features like informal and colloquial language, metaphors, and positive affirmations to connect personally with audiences. This evokes emotions and imagery, highlighting the benefits and desirability of skincare products, ultimately aiming to persuade and engage consumers.

4. CONCLUSION

The research examines high-end skincare product marketing using language and discourse techniques in advertisements by Laneige, Estee Lauder, and Sulwhasoo. It highlights the importance of parallel structure, repetition, mood selection, adjectives, and syntax in creating compelling stories and building rapport with the audience. The study also highlights the impact of media and advertising on consumer behavior and views.

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