

THE FEATURES OF IDEATIONAL MEANING IN MS GLOW SKINCARE ADVERTISEMENTS FOR WOMEN

CIRI-CIRI MAKNA IDEASIONAL DALAM IKLAN PERAWATAN KULIT MS GLOW UNTUK WANITA

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Abstract

This study aims to reveal the existence of ideational meanings contained in MS GLOW skin care product advertisements where the existence of these meanings can influence women's way of thinking and persuade them to buy the product. The researcher here collects the data related to the study by capturing on Ms Glow website. The theory used in this research is transitivity theory. The ideational meaning is obtained from the transitivity system analysis. There are six processes that appear in MS Glow skin care product advertisements which consist of material, relational and mental processes. The most dominant process that appears is the material in which the process is used to represent women's products and attitudes.

Keywords: *Ideational, Transitivity, MS Glow*

Abstrak

Penelitian ini bertujuan untuk mengungkap adanya makna-makna ideasional yang terkandung dalam iklan produk perawatan kulit MS GLOW dimana keberadaan makna-makna tersebut dapat mempengaruhi cara berpikir wanita dan membujuk mereka untuk membeli produk tersebut. Peneliti disini mengumpulkan data-data yang berkaitan dengan penelitian dengan cara menangkap pada website Ms Glow. Teori yang digunakan dalam penelitian ini adalah teori transitif. Makna ideasional diperoleh dari analisis sistem transitivitas. Terdapat enam proses yang ditampilkan dalam iklan produk perawatan kulit MS Glow yang terdiri dari proses material, relasional dan mental. proses yang paling dominan yang muncul adalah materi yang mana proses tersebut digunakan untuk merepresentasikan produk dan sikap perempuan.

Kata kunci: *Ideasional, Transifiti, MS Glow*

Introduction

Language is essential for human life. It enables communication, whether through spoken words, written text, or sign language, allowing people to convey messages and understand one another. According to Kridalaksana and Djoko Kentjono (in Chaer, 2014: 32), language is a system of arbitrary sound symbols used by social groups to work together, communicate, and identify themselves. The primary function of language is to serve as a means of communication.

Advertising is a crucial communication strategy for introducing or promoting products and services, acting as a bridge between consumers and producers through visual, oral, and written media. Kotler and Keller (2009: 202) emphasize the role of advertising in influencing consumer purchasing decisions and increasing product awareness. Morissan (2010: 22) defines advertising as any form of non-personal presentation and promotion of ideas, goods, or services paid for by a sponsor.

Language in advertising serves multiple functions, as proposed by Halliday (1985a): ideational, interpersonal, and textual. The ideational function relates to expressing content and communicating information effectively. Transitivity, a key component of ideational function, involves classifying verbs and clauses based on their relationship with other structural elements. According to Halliday (1973: 134), transitivity reflects how speakers encode their experiences of the external and internal worlds, including the participants and circumstances involved in these processes. The proliferation of advertising platforms, such as social media, websites, newspapers, radio, and television, has made it easier for consumers to access information about marketed products. Among these, the internet stands out as a particularly effective medium for advertising, providing comprehensive product information and highlighting their advantages.

MS Glow, an Indonesian skincare brand, has gained significant popularity among women of various age groups. Its product range includes skincare, cosmetics, body care, and beauty clinics located in several Indonesian cities. The MS Glow website serves as a key promotional tool, offering extensive information about its products and using language strategically to influence consumer behavior.

This study focuses on the ideational meaning in MS Glow skincare advertisements. The ideational function in these advertisements encompasses various content aspects, revealing multiple meanings and interpretations. MS Glow stands out due to its high popularity and distinctive advertising approach compared to other skincare brands in Indonesia. Therefore, this research aims to analyze the ideational meanings conveyed through the MS Glow website advertisements, providing insights into how language is used to engage and persuade consumers.

Method

This chapter outlines the methodology used to analyze the ideational meaning in MS Glow Skincare advertisement website, covering research design, data collection, and data analysis procedures. This research employed a descriptive qualitative approach. Descriptive research determines the value of variables without comparing them, while qualitative research results in findings not achievable through statistical methods (Sidiq & Choiri, 2019). The researcher analyzed the ideational meaning in MS Glow advertisements using the transitivity system.

Data collection involved observation and documentation. Observation included examining the MS Glow website and recording relevant behaviors and conditions. Documentation involved collecting and analyzing necessary documents and data from the website. The data analysis procedure included three stages: data reduction, data presentation, and drawing conclusions (Sidiq & Choiri, 2019). The specific steps were:

- a. Screen capturing the advertisements from the website;
- b. Breaking sentences into clauses;
- c. Identifying clauses based on the transitivity system;
- d. Describing the ideational meaning in the advertisements;
- e. Drawing conclusions.

Result and Discussion

Ideational Meaning in MS Glow Skincare Advertisements

Through a transitivity analysis of MS Glow advertisements, this study identified six types of processes: material, mental, behavioral, verbal, relational, and existential.

1. **Material Processes:** Predominantly featured, these processes showcase the product's ability to actively enhance women's skin. They symbolize the product's efficacy and women's habits in skincare routines, representing MS Glow as a solution for achieving the ideal skin. The material processes depict actions like applying the product and witnessing immediate improvements in skin quality, thereby reinforcing the product's active role in achieving beauty.

Table 4. 1 The Material Process In Ms Glow Advertisements

Statements from The Advertisement	Actor	Goal	Recipient	Beneficiary
Effectively removes dark spots on the faceand brightensthe skin, I am free from worry.	(the product)	Effectively removes dark spots	On the face	Free from worry
Bright skin is the best skin type. Many women want to have bright skin so that bright skin becomes the ideal skin standard in Indonesia.	(the product)	Having the best skin as the ideal health standard In Indonesia	Skin	The best skin
The benefits are not kidding, MS GLOW Produces a that the face becomes clean and glowing	(the product)	The abundant benefits	Face	Clean and glowing skin

2. **Mental Processes:** These processes highlight the brand's attempt to be perceived as caring about women's skin, promoting the idea that using MS Glow products leads to continuous beauty and confidence. The mental processes include feelings of satisfaction and confidence post-application, suggesting that the product not only improves physical appearance but also positively impacts the user's self-esteem and emotional well-being.

Tabel 4. 2 The Mental Process

Statements from The Advertisement	Reactive	Cognitive	Perceptive
And stay beautiful all day long and feel more cheerful!	Feel more cheerful	-	Stay beautiful all day long
White skin women are happy women. Women easily feel insecure, especially in their physical beauty	Happy feelings	insecure	White skin women

3. **Behavioral Processes:** The advertisements depict women smiling and appearing happy post-use, reinforcing the notion that smooth, wrinkle-free skin is key to beauty and confidence. These processes illustrate physiological and psychological behaviors such as smiling, touching one's face admiringly, and looking in the mirror with satisfaction. This aligns with the narrative that using MS Glow products can enhance one's emotional state by improving physical appearance.

Table 4. 3 Behavioral Process

Statements from The Advertisement	Behavioral Process: Behavioural Circumstance
"Many Indonesian women, after using MS Glow products, avoid wrinkles and look younger. When is it your turn?"	Time (When is it your turn?)
"The resulting sign is that your face becomes clean and glowing"	Reason (your face becomes clean and glowing)

4. **Verbal Processes:** Narratives emphasize the ease of achieving white, beautiful skin with MS Glow products, setting an ideal beauty standard. The verbal processes involve dialogues and monologues that describe the benefits of the product, testimonials from users, and expert endorsements. These verbal elements serve to persuade potential customers by highlighting the product's effectiveness and the ease with which desired beauty results can be achieved.

Tabel 4. 4 Verbal Processes

Statements from The Advertisement	Receiver	Target	Range or verbiage
A woman who after using MS Glow products becomes wrinkled and looks youthful, come on, when else?	The viewers of the advertisement	Young women in general	MS Glow products
Girls, what are you waiting for? The new formula is here!	The viewers of the advertisement	Young women in general	MS Glow products (the new formula)

5. **Relational Processes:** These processes establish the product's quality and benefits, linking the use of MS Glow to desirable beauty traits. The relational processes are used to attribute positive qualities to the product, such as its natural ingredients, effectiveness in whitening skin, and ability to maintain youthful looks. This helps build a strong association between the product and the ideal beauty standards promoted by the advertisements.

Tabel 4. 5 Relational Process

Statements from The Advertisement	Identifying processes	Attributive Target
MS GLOW will make your day better!	Making the girls's day "better"	MS GLOW
White and healthy women,easy, there's MS GLOW!	Making the women skin become white and healthy easily	MS GLOW

We can work properly while our skin is working on themselves!	Making the skin become better while women can instantly wait	MS GLOW
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6. **Existential Processes:** Verbs and phrases in the ads highlight the existence and effectiveness of MS Glow in helping women meet beauty standards. These processes emphasize the presence of the product in the market and its role in fulfilling the beauty needs of women. The existential statements often include claims about the product's popularity, its unique formulation, and its success in transforming users' appearances.

Tabel 4. 6 Existential Process

Statements from The Advertisement	Identifying processes	Attributive Target
"Apply and spray a little serum, then the face will instantly brighten!"s	Making the girls's day "better"	MS GLOW
Gently apply on the face and feel the benefits instantly, the serum with gold extract is there".	Making the women skin become white and healthy easily	MS GLOW
We can work properly while our skin is working on themselves!	Making the skin become better while women can instantly wait	MS GLOW

The findings align with previous research, emphasizing the role of beauty standards in advertisements. Similar to Mediarti & Hadita (2022), MS Glow ads reinforce the cultural notion that white, smooth skin is the epitome of beauty, contributing to societal pressures on women to conform to these ideals. This study found that the dominant representation of beauty in MS Glow advertisements mirrors broader societal trends where physical appearance is heavily emphasized.

Gerot and Wignell's (1994) framework on transitivity processes was effectively applied, mirroring how beauty products are marketed globally. The focus on material processes reflects Halliday's (1991) assertion that these processes are central in advertising to convey action and results. This is particularly

evident in the way MS Glow ads highlight the product's ability to produce visible changes in skin tone and texture, thereby appealing to consumers' desire for immediate and tangible results.

Etnawati et al. (2019) noted that beauty ads often exploit physical appearance to appeal to viewers, a trend evident in MS Glow ads where physical attributes like straight hair, slim bodies, and white skin are glorified. This study supports the notion that beauty advertisements frequently utilize idealized images to create aspirational goals for consumers, thereby driving the demand for beauty products that promise to help achieve these ideals.

The behavioral processes align with Ananthya's (2021) observations that ads often use happy, confident imagery to associate product use with positive emotions and outcomes. This study found that MS Glow ads frequently depict women who appear joyful and confident after using the product, suggesting a direct link between the product and enhanced emotional well-being. This use of positive imagery serves to strengthen the persuasive impact of the advertisements.

Nagara & Nurhajati (2022) highlighted how beauty ads often make women's bodies objects of visual pleasure. This study found similar trends in MS Glow ads, where women's beauty is depicted through a Westernized lens, emphasizing white skin as the ideal. The portrayal of women in these ads reflects broader societal standards that prioritize certain physical traits over others, thereby perpetuating a narrow definition of beauty.

The Ideational Meaning In MS Glow Skincare Advertisements

In conclusion, MS Glow advertisements employ various transitivity processes to construct an idealized image of beauty, primarily focusing on white, smooth skin as the ultimate goal. This portrayal aligns with broader societal and cultural beauty standards, reinforcing the notion that beauty is synonymous with certain physical attributes. These advertisements significantly influence public perception and consumer behavior by creating and perpetuating specific beauty ideals. The comparison with other studies underscores the widespread nature of these advertising strategies and their impact on societal beauty standards, highlighting the importance of critical media literacy in understanding and challenging these pervasive narratives.

Conclusion

Based on the transitivity and ideational meaning analysis of MS GLOW advertisements, six processes were identified: material, mental, behavioral, verbal, relational, and existential. The material processes are the most dominant, representing the product and women's habits. These processes metaphorically show the product's active role in helping women achieve their desired beauty. MS GLOW advertisements use material processes to depict women's constant concern about their appearance and the need for action to address skin issues, implying that MS GLOW products effectively solve these problems.

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