

The Persuasive Strategies Found in Beauty Products Slogans on Instagram

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ABSTRACT

Language is essential to be used to advertise products. This study purposed to find the persuasive strategies used in beauty products slogans on Instagram. This study used descriptive qualitative as the research design and textual analysis was used to analyze the data. There were 50 data which were taken from the slogans of Wardah product advertisements. Based on the data analysis, it was found that there were ethos (16 data), pathos (11 data) and logos (11 data). The findings on the use of ethos became the most used strategy in the slogans. The advertisement used pathos to persuade the consumers' feeling or emotion to be attractive to buy the products.

Keywords: Persuasive Strategies, Beauty Products

1. INTRODUCTION

As an essential component of life, it is not overstated to refer to language as the "heart of human life." It's because language may help people interact with one another. Understanding language is crucial because it is used frequently to communicate with people. Persuasion is what communication is all about. A persuasion is a communication process in which the communicator aims to elicit a desired reaction from the consumers. People can use persuasion to convey their message in polite manners and using polite language. Advertising that wants to persuade consumers needs to use certain words to elicit sympathy from the consumers (Harisma et al., 2022).

Persuasive strategies are commonly used in some aspects of life. People usually use persuasive strategies to persuade someone to have the same feeling or opinion on something. People can find persuasive strategies on many medias, such as magazine, political campaign, public speech, letters, emails, social networking, products or even advertisements (Altikriti, 2016; Sung-Byung, 2018; Chakorn, 2006; Al-Momani, 2014; Rashid et al., 2016; Kubro & Suyitno, 2019). When people become attracted to language that is being offered in advertisements or by others, it is incredibly fascinating. The way people think or feel can affect their decision to purchase a product after seeing an advertisement (Losi et al., 2022).

The language is the most crucial element of an effective marketing strategy. Because language allows for the right channeling of emotional intent and the easy acceptance of its meaning by the target consumers, it is important to understand language use while marketing a product. Advertising makes use of social images and targets the psychological needs of consumers. For instance, some commercials use phrases to advertise their products. In contrast to the slogan in product B, the slogan for product A is written differently. Perhaps it is because of the concept, the components, the purpose, or even the various product consumers.

Advertisement main goals are to increase consumer brand recognition, attract new clients, and influence customers' attitudes favorably. Advertisement needs to grab consumers' attention, convince them to buy the product, and do so. To put it another way, advertisement aims to persuade people by capturing their attention through the written word, visuals, and sound. Advertisers aim to influence and persuade people through their

commercials. Slogans nowadays make up a significant amount of advertising and because of how frequently they are used in commercials (Losi et al., 2023).

Advertising slogans are regarded as attractive strategies that provide originality for a product. The qualities of effective slogans used by institutions are short, straightforward, and clear of complex grammatical structures so that they are easily comprehended by consumers. To put it another way, the slogans must have a language pattern that includes terms that are simple for consumers to remember in order to effectively convey the message. The slogan's meaning serves as a tool for helping customers recognize the company. In order to attract lots of consumers, the producers can come up with interesting words.

When promoting products, the beauty products advertisement makes various sorts of slogans to promote the products. "Feel the beauty" and "Beauty moves you" are the examples of Wardah cosmetics slogans. These slogans are popular among teenagers because Wardah products are well-known as the best products which are consumed by many women since teenagers and adults. The slogan is also made by using strategies to make consumers interested with their product, so that the consumers want to buy their products.

This research focus is interested to explore about the persuasive strategies which are used in the slogans of beauty products on Instagram.

2. LITERATURE REVIEW

Persuasion is verbal exchange used to influence and convince another. Through persuasion each man or woman tries to impact belief and different people's expectations. Persuasion in principle is a try to deliver information and have interaction among humans in conditions where both events apprehend and agree to do something that is important to each party. Persuasion is generally defined as human conversation designed to influence others by means of modifying their beliefs, values, or attitudes.

A complex collection of linguistic techniques known as persuasive techniques is used to influence opinions and elicit responses without overtly pushing one's own beliefs on the listener. In advertising, persuasive strategies are used less to boost sales and more to establish rapport and increase brand recognition (Romanova & Smirnova, 2019). Persuasion is designed to involve a range of methods to take purchaser attention and pastime to build credibility and trust, to inspire desire for products and to promote consumers to act positively.

According to Aristotle (1984), defines that there are three strategies to persuade consumer attention:

a. Ethos

Ethos is an appeal to credibility or character. The persuasive technique of ethos relates to ethics. For the ethical appeal, writers or speakers want to convince the audience that they are a credible source. Audiences listen to and believe people whom they believe are ethical. Some authors are experts in their topic, so they have credibility all ready. For the rest of us, we must convince the audience. It is how well the presenter convinces the audience that he or she is qualified to present (speak) on the particular subject.

b. Pathos

Pathos is an appeal to the audience's emotions. The persuasive technique of pathos relates to the emotional, or sympathetic appeal. Speakers and writers use pathos to garner sympathy from an audience. In addition, successful writers persuade the target emotions from the audience. Pathos can be particularly powerful if used well, but most speeches do not solely rely on pathos. Pathos is most effective when the author or speaker demonstrates agreement with an underlying value of the reader or listener. In addition, the speaker may use pathos to appeal to fear, in order to sway the audience. Pathos may also include appeals to audience imagination and hopes; done when the speaker paints a scenario of positive future results of following the course of action proposed.

c. Logos

Logos is message argument. The persuasive technique of logos relates to logic and reasoning. This appeal means citing facts and statistics, citing authorities on the subject, and making logical analogies. It is normally used to describe facts and figures that support the speaker's topic. Having a logos appeal also see above because information makes the speaker look knowledgeable and prepared to his or her audience. However, the data can be confusing and thus confuse the audience. Logos can also be misleading or in accurate.

Slogan is necessary to emphasize the expression the business enterprise wants remembered by consumers. Moreover, slogans frequently have a kind of language pattern to bring the message of a product. Advertisers can not remove the significance of sentence shape for a slogan because barring an accurate sentence structure, the reader will not be capable to understand the message of a advertisement. Slogans are made to appeal to the interest of consumers. Slogan created as fascinating as viable so that human beings are fascinated in analyzing it and experience called to elevate out the thrust of the slogan. Slogans seem to be more attractive when the

usage of language styles that healthy what you choose to categorical ideas. Slogans are used in enterprise and commerce. This is usually to convey a message (Aruan et al., 2021).

Slogan in an advertisement provides a guarantee of quality and reliability of the product or service. The slogan repeats the brand name. The slogan is short, simple, clear, attractive and colorful words, which are used to attract and hold customer attention. Slogan is writing that is used to convey the intent or idea conveyed by the slogan maker. Slogans are usually in the form of short and simple sentences containing appeals, warnings and invitations made intentionally by the agency that contains intent and purpose so the target is easy to remember (Dao and Heidt, 2018).



Source: Instagram

Figure 1. Wardah Slogan

3. RESEARCH METHOD

Qualitative methods were used in this research. The definition of qualitative research was an in-depth and thorough analysis of phenomena using a flexible study design and a large collection of narrative material. The goal of qualitative research was to provide in-depth knowledge and insight into real-world problems. Qualitative research did not replace, add to, or measure any treatment of the subjects or objects that were used in the research (Moser & Korstjens, 2019).

The researcher used text in the slogans of advertisement of Wardah products as the source of the data. The data were collected from the photo posts from the official Instagram account of Wardah (@wardahbeauty) which were taken from January 2022 up to January 2023. There would be around 50 posts in total that were taken from the official Instagram account of Wardah. The researcher used slogans, which were statements and phrases to analyze the data. There were three steps used in this research to collect the data, they were: firstly, taking advertisements from the Instagram account; secondly, classifying the slogans into each category; and lastly, interpreting the advertisements based on Aristotle's theory which are focused on the persuasive strategies (Losi & Rosida, 2022).

The systematic procedure in conducting the data analysis used Miles and Huberman theory as following:

1. Data Condensation

Data referred to the process of choice and simplification of data. The researcher looked for Wardah product accounts on Facebook social media which contained slogans to be analyzed.

2. Data Display

Data display was an organized collection of information that allowed drawing conclusions and action. This research explained about the types of persuasive strategies and the ways how to persuade consumers.

3. Drawing and Verifying Conclusion

From the data condensation and data display, the researcher got the conclusion from the research about the types of persuasive strategies and the way how to persuade consumers based on the slogans in Wardah advertisement (Miles & Huberman, 2020).

4. RESULTS AND ANALYSIS

a. Results

The data were collected and selected randomly from Wardah official account on Instagram through this website <https://www.instagram.com/wardahbeauty/>. There were 50 posts which consisted product pictures and slogans. Those slogans were analyzed by using Aristotle's theory for the ways how to apply persuasive strategies (how to persuade consumers). The data about persuasive strategies were listed in the table 1.

Table 1. The Ways to Apply Persuasive Strategies (Aristotle, 1984)

No.	Data	Types	Definition
1	Find your personalized shades lip cream.	Logos	To show logic or fact
2	Let's have a picnic!	Pathos	Tried to touch consumers' feeling or emotion
3	Meet our main character: Perfect smooth Matte.	Ethos	To show credibility or quality of the product
4	Our hero! Glow finish without feeling oily.	Pathos	Tried to touch consumers' feeling or emotion
5	Best ombre lips.	Ethos	To show credibility or quality of the product
6	Glow finish for campus look.	Ethos	To show credibility or quality of the product
7	Your on-the-go makeup look.	Ethos	To show credibility or quality of the product
8	Reminder: Don't forget to wear SPF today.	Logos	To show logic or fact
9	Your daily hero for every skin concern.	Pathos	Tried to touch consumers' feeling or emotion
10	New color, new formula.	Logos	To show logic or fact
11	Perfect smooth, comfort matte.	Ethos	To show credibility or quality of the product
12	Keep your makeup fresh all day long.	Logos	To show logic or fact
13	Finest scent in every drop.	Ethos	To show credibility or quality of the product
14	The color experts.	Ethos	To show credibility or quality of the product
15	Relax your skin and get real protection.	Pathos	Tried to touch consumers' feeling or emotion
16	Always ready.	Pathos	Tried to touch consumers' feeling or emotion
17	Beauty moves you.	Pathos	Tried to touch consumers' feeling or emotion
18	Beauties, don't skip your night routines.	Logos	To show logic or fact
19	No drama dry lips.	Pathos	Tried to touch consumers' feeling or emotion
20	Stay glowing in Ramadan.	Ethos	To show credibility or quality of the product
21	Wardah renew you.	Ethos	To show credibility or quality of the product
22	Your every night treatment.	Logos	To show logic or fact
23	Intense crack free.	Ethos	To show credibility or quality of the product
24	Find the best eyebrow color for you.	Ethos	To show credibility or quality of the product
25	Berry bright ready to glow!	Logos	To show logic or fact
26	Hijabers approved.	Logos	To show logic or fact
27	Say hello to our new packaging.	Logos	To show logic or fact
28	Start your day with us!	Pathos	Tried to touch consumers' feeling or emotion

29	Lips up your day.	Pathos	Tried to touch consumers' feeling or emotion
30	Makeup with skincare benefit.	Ethos	To show credibility or quality of the product
31	Mousse on, worries gone.	Pathos	Tried to touch consumers' feeling or emotion
32	The powerful drop of youthfulness.	Ethos	To show credibility or quality of the product
33	Wardah UV shield real protection.	Ethos	To show credibility or quality of the product
34	Entrust your skincare to the experts.	Ethos	To show credibility or quality of the product
35	Beauty isn't created, but discovered. Be yourself.	Pathos	Tried to touch consumers' feeling or emotion
36	Protect and calming from sunburn and UV light.	Logos	To show logic or fact
37	Elevate your makeup with perfect skin preparation.	Ethos	To show credibility or quality of the product
38	Look bold, look sharp, look alive.	Logos	To show logic or fact

b. Discussions

Marketers and advertisers use the way to persuade consumers in their advertisement to inspire and attract the consumers to take the product easily. There are three types of the way to persuade consumers, they are: Ethos, Pathos, and Logos. There were thirty eight data that were classified by the way to persuade consumers from fifty data which were collected. The distribution of the data classification was made in Table 2.

Table 2. The Distribution of Data Classification

No.	The Types of The Way to Persuade Consumers	Data Found
1	Ethos	16
2	Pathos	11
3	Logos	11
Total		38

a. Ethos

Ethos refers to authority and credibility. It highlights the credibility and trustworthiness of the advertisements that can help to persuade the consumers to buy the product. This type was found in data 3, 5, 7, 8, 15, 17, 18, 26, 27, 29, 30, 37, 40, 41, 42, and 46.

Data 3



Source : <https://www.instagram.com/wardahbeauty/>

The data above could be classified as ethos type because the slogan emphasized “the main character” of Wardah product that showed the credible product they had to be offered to give perfect smooth texture as the lipstick to the consumers.

Data 5



Source : <https://www.instagram.com/wardahbeauty/>

The data above could be classified as ethos type because the slogan emphasized “the best lipstick” to make ombre style. The credible product was proved by showing the color of the lipsticks that could be mixed well to create new beautiful colors.

Data 7



Source : <https://www.instagram.com/wardahbeauty/>

The data above could be classified as ethos type because the slogan emphasized “campus look”. Those makeup on the photo showed that by using the choice of colors and products, Wardah ensured that the consumers would get the campus look which meant the simple look yet beautiful that can be worn by the consumers to go to campus.

b. Pathos

Pathos refers to emotions and feelings. It allows marketers or advertisers to appeal to people’s emotions and beliefs. This type was found in data 4, 12, 19, 20, 22, 25, 35, 36, 39, and 43.

Data 4



Source : <https://www.instagram.com/wardahbeauty/>

The data above could be classified as pathos type because the slogan labeled the product as a hero. The word choice influenced the consumers' feeling and emotion about a hero that helped everyone sincerely. Then, the advertiser wanted to create a good image as a hero on the product so the consumers would feel touched and bought the product.

Data 19



Source : <https://www.instagram.com/wardahbeauty/>

The data above could be classified as pathos type because the slogan emphasized that the product would give calm and protection to the consumers. The word choice influenced the consumers' feeling and emotion to feel calm and safe after using the product.

Data 39



Source : <https://www.instagram.com/wardahbeauty/>

The data above could be classified as pathos type because the slogan emphasized that the product would give comfortable and calm feeling if the consumers wear the lipstick. They claimed that the product would make the consumer's worry away after using the lipstick.

c. Logos

Logos is an appeal to logic. The consumers can be persuaded if the advertiser can present a factual argument that's based in reason. This type was found in data 1, 10, 14, 16, 24, 28, 31, 32, 34, 44, and 49.

Data 1



Source : <https://www.instagram.com/wardahbeauty/>

The data above could be classified as logos type because the slogan offered the products that could be chosen by the consumers by their own need and intention. It was very logic that the consumers would choose one of the products based on their preference.

Data 10



Source : <https://www.instagram.com/wardahbeauty/>

The data above could be classified as logos type because the slogan informed a logic information that the consumers must wear the sunscreen gel to avoid the sunburn. Everyone must apply the sunscreen to protect their skin. The statement was logic and it could make the consumers bought the product because of its benefit.

Data 14



Source : <https://www.instagram.com/wardahbeauty/>

The data above could be classified as logos type because the slogan informed a logic information about new color of the lipstick would give the new formula as well. This statement invited the consumers' curiosity to try the new product.

The research findings and discussions showed the use of persuasive strategies in Wardah slogans. These findings were in line with the previous study which were done by several researchers. Ethos (11 data), pathos (2 data) and logos (9 data) were found in Safi cosmetic products (Harisma et al., 2022).

5. CONCLUSION

The research findings have shown the use of persuasive strategies in beauty products slogans. From 50 slogans which were taken from <https://www.instagram.com/wardahbeauty/>, they were categorized as ethos (16 data), pathos (11 data) and logos (11 data). Advertising language should constantly aim to elicit strong emotions from the consumers while still being sensible and compelling. The intention is for individuals who are the target of the advertisement (consumers) to do or act in accordance with its instructions. As a result, the words/sentences utilized in advertising are those that can entice curiosity through seduction, suggestion, or invitation. Given the attractiveness of the product package and its strategic placement, the advertisement will definitely be effective in swaying viewers or listeners. The study does not intend to provide a thorough examination of persuasion strategies. The current study calls for additional linguistic studies to shed more light on persuasion in other discourse as it, ideally, pave the way for future work on an understudied field of research.

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