

VISUAL AND VERBAL SYNERGY IN THE PROMOTION OF FAMOUS INDONESIAN SKINCARE BRANDS ON INSTAGRAM: A MULTIMODAL DISCOURSE ANALYSIS

Muhamad Rendi

English Literature, Institut Prima Bangsa, Cirebon, Indonesia

rendimuhammad1001@gmail.com

ABSTRACT

Professional entrepreneurs take advantage of technological developments to develop their companies by increasing profits and branding in digital businesses. In recent years, Indonesians have grown increasingly interested in Korean culture, particularly K-pop, K-drama, and Korean beauty. In this regard, this study investigates the visual and linguistic aspects utilized in commercials for popular Indonesian skin care brands that feature Korean worldwide celebrities as Brand Ambassadors. The aim of this research is to delve deeper into how several elements construct representational meaning to attract consumers, through promotional media on digital platforms. Data were gathered from the official Instagram accounts of several Indonesian skin care products, including Scarlett Whitening, Nuface, Y.O.U Beauty, Avoskin, and Whitelab. In order to evaluate visual and verbal components, this study use descriptive qualitative research methodologies, formulating on Cheong's (2004) Generic Structure Potential (GSP) framework and Kress and Van Leeuwen's (2006) Visual Grammar framework. The findings show that the *Lead* is the most common and persuasive visual element, with a congruent *Display*. *Tags* are the most common parts in the verbal component, while *Announcements* contain general information. The add-on is mentioned in the Instagram post, the verbal logo depicts the *Emblem*, and there is nothing *Call-and-Visit*.

Keyword: multimodal discourse analysis, beauty advertisement, generic structure

ABSTRAK

Para pengusaha profesional memanfaatkan perkembangan teknologi untuk mengembangkan perusahaan mereka dengan meningkatkan keuntungan dan branding pada bisnis digital. Budaya Korea—seperti K-pop, K-drama, dan kecantikan Korea—telah mendapatkan popularitas luar biasa di kalangan masyarakat Indonesia dalam beberapa tahun terakhir. Sehubungan dengan hal tersebut, penelitian ini mengeksplorasi elemen visual dan verbal yang digunakan dalam iklan merek perawatan kulit terkenal Indonesia yang menampilkan selebriti internasional Korea sebagai *Brand Ambassador*. Tujuan dari penelitian ini adalah untuk menggali lebih dalam bagaimana beberapa elemen mengkonstruksi makna representasional untuk menarik konsumen, melalui media promosi di platform digital. Data dikumpulkan dari akun Instagram resmi brand perawatan kulit lokal Indonesia, antara lain Scarlett Whitening, Nuface, Y.O.U Beauty, Avoskin, dan Whitelab. Penelitian ini menggunakan metode penelitian kualitatif

deskriptif, menerapkan kerangka *Generic Structure Potensi* (GSP) Cheong (2004) dan *Visual Grammar frameworks* Kress dan Van Leeuwen (2006) untuk menganalisis komponen visual dan verbal. Temuan mengungkapkan bahwa elemen visual yang paling umum dan persuasif adalah *Lead*, dengan *Display* yang kongruen. Pada komponen verbal, *Tags* merupakan elemen yang paling sering muncul, sedangkan *Announcements* memberikan informasi umum. *Enhancer* penambah muncul di keterangan Instagram, logo verbal mewakili *Emblems*, dan tidak ada elemen *Call-and-Visit*.

Kata Kunci: analisis wacana multimodal, iklan kecantikan, struktur generik

PENDAHULUAN / INTRODUCTION

Nowadays, technology advances at a rapid pace. Technology currently plays an essential role at every level of society. Apart from making work or activities easier, technology is also utilized to transmit information through communication technologies. In practice, when someone delivers a message, they want it to be easy to utilize, receive, and transmit clearly. The benefit of employing technology when using social media is that it allows communications to be delivered to recipients without regard for time or geographical distance.

The usage of social media in the field of communication technology is closely related to the internet's crucial role. The internet is a global communication network that connects all computers, independent of operating system or machine (Ahmadi and Hermawan, 2013, 58). According to Termas Media, the interconnection network (internet) is a global system that includes all interconnected computer networks. The McGraw-Hill Dictionary describes social media as "a means or tool used to communicate with one another by creating, sharing, and exchanging information and ideas in a virtual network and community." Kotler and Keller (2016:642) define social media as a tool or method that allows users to exchange information in the form of text, images, audio, and video with others and businesses, or something similar.

WhatsApp, Facebook, Twitter, Instagram, and YouTube are among the most widely utilized social media networks. Social media platforms leverage existing capabilities to deliver a variety of tempting offerings, resulting in a pleasant and engaging environment for consumers to use. According to wearesocial.com, the top social media platforms are WhatsApp 15.8%, Instagram 14.3%, Facebook 14.2%, WeChat 12.2%, Tiktok 6.7%, Douyin 5.7%, Twitter 3.4%, Facebook Messenger 2.6%, Telegram 2.2%, Line 2.0%, Kuaishou 1.8%, Pinterest 1.5%, QQ 1.5%, Snapchat 1.4%, iMessage 1.0%, LinkedIn 0.9%, and Vk 0.9%. According to the We Are Social research, Indonesia will have 167 million active social media users in January 2023, with an average time spent playing social media of 3 hours and 18 minutes each day. The data shows 119.9 million Facebook users, 139 million YouTube users, 89.15 million Instagram users, 109.9 million TikTok users, 27.30 million Facebook Messenger users, 23 million LinkedIn users, 3.55 million Snapchat users, and 24 million Twitter users. In January 2023, the number of internet users in Indonesia was recorded as 212.9 million, with 98.3% using

mobile phones and an average time spent on the internet of 7 hours 42 minutes per day (We Are Social, 2023).

Based on the percentage of internet and social media usage data in Indonesia, social media is thought to be an important and primary need in the lives of Indonesians, rather than a secondary need. The use of social media is more than just exchanging information between communicants; it can also be used for a variety of purposes, one of which is business marketing. The use of social media in the business world allows entrepreneurs and business owners to spread their wings more widely.

Business owners use social media technology to market their products by displaying short product videos or posting images with both verbal and visual elements. In addition to these business people doing product marketing, companies can conduct research through social media, collect information, and identify markets for what consumers need, so that the products owned by these companies can match the needs of consumers, thereby increasing consumer confidence in company products through appealing advertisements and, of course, in accordance with the needs sought by potential customers. In terms of social media, in today's digital era, the use of social media platforms is critical in the advertising industry.

Advertisements on social media platforms such as Instagram, Facebook, and Twitter have a significant impact because consumer attractiveness is measured by everything from product information, product composition, product usability, and the human figure that represents the product packaged in an advertisement. Brand Ambassadors are human figures who represent products. They are public figures who has an identity as an influencer, celebrity, or someone with a positive image. A Brand Ambassador plays a critical role in product branding. To be able to represent the image of the product they have, business owner or companies must first pay attention to the right Brand Ambassador figure.

Several large companies in Indonesia collaborate with famous international celebrities to conduct product advertising marketing on social media platforms. Local products from Indonesia are currently being highly promoted, with international celebrities serving as Brand Ambassadors for their products such as Felicia Angelista's Scarlett Whitening skincare product created in collaboration with international celebrity Song Joong Ki, girl group TWICE, and boy group EXO. PT. HEBE Beauty Group collaborates with international celebrity Kim Soo Hyun on Y.O.U skincare products. Jessica Lin created Whitelab skincare products in collaboration with international celebrity Oh Sehun, and PT. AVO Innovation & Technology created Avoskin skincare products in collaboration with international celebrity Park Hyung Sik.

Social media has a significant impact on the process of intercultural exchange. K-Pop (Korean Pop) and K-Drama (Korean Drama) have both contributed to the growth of Indonesia's advertising industry. The rise of ginseng entertainment enthusiasts has become one of the factors for considering celebrity figures from that country as Brand Ambassadors for local Indonesian product brands, particularly beauty and skin care products (Lim, 2020). The selection of international celebrities from South Korea as

Brand Ambassadors is allegedly due to their beautiful looks, which are very supportive of being used as the face of the product. South Korea has idealized and perfectly stated beauty standards.

Based on the phenomenon of Korean culture that is exploding in Indonesia, this provides an advantage for business owners to hire celebrities from South Korea to increase public interest and sales of their products. Many fans of Korean culture in Indonesia will not hesitate to spend their money on goods that collaborate with South Korean celebrities; additionally, business owners carry out product promotions by giving exclusive gifts to buyers, which are usually found in Instagram posts with these celebrities paired with the product. Business owner strategy typically give photo cards as special gifts to attract the attention of Indonesian buyers or K-fans who are millennials.

Millennials pay attention to details when deciding which products to use; even the brand of a product can influence their interaction, which is then related to consumer loyalty. In general, brands or products that collaborate with an influencer will sell their products using the influencer's image.

This study examines the discourse conveyed by selected beauty products in advertisements featuring South Korean celebrities, particularly in Instagram posts. Discourse will be examined through the examination of visual and verbal texts as well as the discovery of multimodal semiotic sources that, when combined, can influence potential buyers' decisions about advertised goods.

METODE / METHOD

This study employs a qualitative approach to investigate facts in the natural environment in order to comprehend or describe various phenomena in terms of the meanings that humans assign to them (Norman K. Denzin & Yvonna S. Lincoln, 2018). This research focuses on a deep understanding of how individuals or groups create and make sense of their social reality in natural contexts. According to John W. Creswell & J. David Creswell (2018) explains that qualitative research is a way to explore and understand the meaning produced by individuals or groups regarding social problems. Because it focuses on constructing meaning systems of visual and linguistic texts related to social contexts, this study employs a discourse analysis approach. The research data is in the form of linguistic and visual text found in advertisements for local Indonesian skincare brands collaborating with Korean celebrities as brand ambassadors in official beauty product through Instagram posts.

The advertisements for beauty products studied were from Indonesian brands such as Scarlett Whitening, Y.O.U Beauty, Nuface, Avoskin, and Whitelab. Data was successfully collected through Instagram's official accounts, namely @scarlett_whitening, @youbeauty_idn, @nufaceid, @avoskinbeauty, and @Whitelab_id, as a digital product promotion platform.

This study employs visual grammar theory to examine the linguistic and visual elements of advertising representations. The data analysis process was divided into several steps: (1) finding relevant data sources, (2) skimming data on visual and verbal

elements listed in advertisements on the Instagram platform of official Indonesian local skincare brands, (3) analyzing verbal elements and linguistics, (4) interpreting, and (5) providing conclusions.

The theory used to analyze the process of the verbal component known as the transitivity system is as follows. It is a derivative of the systematic functional linguistic approach's grammatical system of ideational functions. The main semantic framework for process representation, according to M.A.K. Halliday (2004), consists of three components: process, participant, and state. Components of the process. The representational approach developed by Gunther Kress & Theo van Leeuwen (2006) can aid in the analysis of visual elements in Halliday's ideational function. The two types of representational analysis are narrative and conceptual. There are various types of Narrative Representations based on the types of vectors and their participants: Action Processes, Reaction Processes, Mental Processes, Verbal Processes, and Conversion Processes. The Narrative Process can present information in three different ways: Setting States, Means States, and Accompanying States. In contrast, Conceptual Representation does not use vectors and involves three structures: Classification, Analytical, and Symbolic Processes. (Maulida et al., 2023)

This study employs Generic Structure Potential in conjunction with Cheong's (2004) approach to examine the linguistic and visual elements of Indonesian local brand beauty products featuring South Korean celebrities in Instagram posts of well-known skincare brands in Indonesia. The use of GSP research aids in understanding the generic structure that is typical of a specific text genre. Understanding the GSP structure allows to recognize and present text that adheres to the expected genre standards. Furthermore, this study can be used to investigate differences and changes in genre structure over time or in different contexts (Cheong, 2004).

This study also employs Gunther Kress & Theo van Leeuwen (2006)'s representation theory, which promotes the concept of interrelationships between visuals and each component of multimodal text as potential meaning. The theory of Gunther Kress & Theo van Leeuwen (2006) is applied by analyzing images in social, cultural, and ideological contexts. When analyzing images, it is critical to consider the modality used, image design, modes and genres of visual communication, as well as the ideological context that influences visual communication and reflects social and cultural diversity.

The use of multimodality is used to aid in interpreting the meaning of an element in advertisements. The meaning contained in an advertisement is obtained by interpreting the safety patterns of the elements displayed. The application of multimodality theory is important in this case because it allows for the analysis of images on social media as well as the provision of relevant information for the Indonesian advertising industry about the concept of collaboration between business people and celebrities.

HASIL DAN PEMBAHASAN / RESULT AND DISCUSSION

The results and discussion are presented directly by answering questions about visual and linguistic elements using Cheong's (2004) Generic Structure Potential theory

and the Transitivity System principle to determine the results of verbal elements. This study presents the findings of Gunther Kress & Theo van Leeuwen (2006)'s interaction of visual and linguistic elements using a combination of Relevant and Representational theories.

Generic Structure Potential

The Generic Structure Potential (GSP) investigates two types of components: visual and linguistic components. Instagram ads are classified as Lead, Display, Announcement, Enhancer, Tag, Call-Visit, and Emblem. Because the reader will consume the advertisement at a glance, the lead is the most important component in advertising. Considering the verbal element in determining the lead can determine how persuasive the ad is made. The use of an emblem with the brand logo adds to the aesthetic representation emitted by the brand ambassador with a beautiful face. Then, product visuals play a role in informing consumers about the types of products being advertised.

The announcement element in the five advertisements chosen mentions the product name or product usage claims. Another important aspect of the verbal component is that the Enhancer element is found in the Instagram caption rather than the advertising poster. Because Instagram prioritizes visual images but still provides parts of verbal elements in the caption feature, Instagram ads have a different verbal element structure. The following paragraphs discuss the analysis and interpretation of the findings from each element.

A. Visual Component

Table 1. Multimodal Analysis of Visual Element Using Generic Structure of Potential (GSP)

Indonesian Beauty Product Advertisement	Visual Element		
	Lead	Display	Emblem
Scarlett Whitening	3	1	-
Y.O.U Beauty	2	1	-
Nuface	2	1	-
Avoskin	5	1	-
Whitelab	2	1	-
Total	14	5	0
Percentage	74%	26%	0%

Lead and Display are two visual elements used in advertising. The first element is Lead, which includes Locus of Attention (LoA) and Complement to Locus Attention (Comp. LoA), and the second element is Display. As shown in the table, Lead has the highest percentage of visual elements, with a total percentage of 74%, followed by Display elements, which have a percentage of 26%. All local brand skincare advertisements have a nearly identical appearance, with congruent and explicit elements. The brand ambassador directly interacts with the product, or the product is only displayed

in the same frame as the Brand Ambassador, with no interaction between the Brand Ambassador and the product.

As a result, acquiring information from delivered advertisements is relatively easy to accept by the general public. Whereas no emblems can be found in the visual elements, this is because all products use linguistic realization for their logo branding in the Instagram advertising post.

Observing the relationship of the three categories of elements from the five data in table 1, the visual components can be classified into three groups, namely group A with two leads and one display demonstrated by Y.O.U Beauty X Kim Soo Hyun, Nuface X Ahn Hyo Seop, and Whitelab X Oh Sehun; Group B with three leads and one display demonstrated by TWICE's Scarlett Whitening X Im Nayeon, and; Group C with five leads and one display demonstrated by Avoskin X Park Hyung Sik.

Group A is distinguished by the brand ambassador's demonstration of two Leads: Locus of Attention (LoA) and Complement to Locus of Attention (Comp. LoA). There are three brands in this group with the same advertising form, such as, one product brand in the hands of the brand ambassador and two product brands that do not interact directly with the brand ambassador but are contained in one figure. Advertisements packaged by Y.O.U Beauty, Nuface, and Whitelab have a simpler design due to the use of short verbal content.

Locus of Attention (LoA) and Complement to Locus of Attention (Comp. LoA) are two of the three Leads demonstrated by brand ambassadors in Group B. There is one brand in this group with the form of advertisement, the figure of the brand ambassador interacting directly, and additional product elements that do not interact directly with this figure. Scarlett Whitening has a simpler design and displays product characteristics more clearly.

As demonstrated by Avoskin X Park Hyun Sik's advertisement, Group C has the highest number of leads, namely 5 leads. Similar to the previous group, this group focuses on LoA and Comp. LoA, but the type of Comp. LoA displays several types of skin care products that differ in size, function of use, and can be interpreted based on the shape and color of the product. By condensing the information in the advertisement as a personal appeal for the brand's advertisement, the number of elements contained in Avoskin's advertisements provides variety to the audience.

The selection of South Korean celebrities as LoA exemplifies the cultural influence that is currently prevalent around the world. The public is drawn to South Korean beauty standards because they are embodied in beautiful, fair-skinned, and bright figures.

B. Verbal Component

Structure Types Announcements, Enchanters, Tags, Emblems, and Call-and-Visit Information are examples of print advertising's potential.

Table 2. Multimodal Analysis of verbal Element Using Generic Structure of Potential (GSP)

Indonesian Beauty Product Advertisement	Verbal Element				
	Announcement	Enchanter	Emblem	Tag	Call-and-Visit
arlett Whitening	2	1	1	1	-
O.U Beauty	2	1	1	2	-
face	2	1	2	6	-
oskin	2	1	2	5	-
hitelab	2	1	1	2	-
Total	10	5	7	16	-
Percentage	26%	14%	18%	42%	0%

Because it clearly shows general information to the target audience, the Announcement component is found as a required element in the linguistic element in table 2. In data table 2, the percentage of announcements is 26%; aside from using announcements in advertisements to obtain more detailed and clear information, the use of tags also has an effect on delivering specific information; as shown in data table 2, tags have the highest percentage, namely 42%. Furthermore, each element is described in greater depth in the following paragraphs.

a) Announcement

Business announcements that appear in product advertisements are based on data collected by researchers. Based on the use of primary announcements, there are two categories of primary announcements for skincare products for five brands: group A mentions the product itself in advertisements 1 and 4, while group B mentions product claims in advertisements 2, 3, and 5. Each brand writes in a variety of distinct styles. Announcement Primary "Radiance Up! Brighter Skin in 14 Days" in advertisements 2 (Y.O.U beauty X Kim Soo Hyun), implying that the product can brighten the skin in 14 days if used as directed. Similarly, other brand product advertisements. This contributes to an important aspect of the product's claim. This brand product claim can familiarize the audience with the brand by displaying different elements.



Figure 1 Kim Soo Hyun Y.O.U Beauty Brand Ambassador

The secondary announcement is the product identification; in the Scarlett Whitening X Im Nayeon TWICE brand advertisement, states that the product advertised by GLOWTENING Serum can moisturize and brighten the skin. This component supplements the information conveyed by the primary Announcement.



Figure 2 Scarlett Whitening's Announcement Secondary

b) Enchanter

The secondary an Enchanter is a linguistic element that explains why the product is receiving the attention it deserves (Cheong, 2004). This component is a persuasive gesture used by skincare product brand owners to promote their products on Instagram by using long text. The enchanter element appears on the Instagram caption rather than the poster in the five selected advertisements. The enchanter element appears on the Instagram caption rather than the poster in the five selected advertisements. Because audiences pay attention to visuals as an initial view, long verbal text will not attract audience attention if printed on a poster, so the promotional enchanter form for the five selected advertisements is placed in the caption so that readers are not distracted when they see the advertisement visuals in the post.

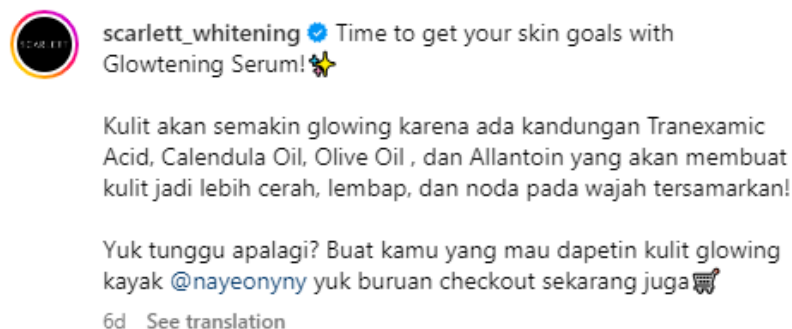


Figure 3 Scarlett Whitening's Enchanter

The Enchanter element has a unique use of language. Advertisements 1, 2, and 3 are bilingual Indonesian and English, advertisements 4 and 5 are in full Indonesian, and advertisements 6 and 7 are in full English. Based on these events, it is concluded that the use of language is influenced by the extent to which the brand spreads its wings; if the brand employs a large number of foreign languages, it is assumed that the brand's target market is international.

The use of bilingual between Indonesian and English tends to dominate the use of Indonesian, the use of English is only for slogans, product names, and material composition, it is alleged that brand owners still want to pay attention to local identities, maintaining local consumer loyalty, and branding local products in the international market in advertisements 1, 2, and 3.

c) Tag

The tag function displays information about a product or service that is not specified in the Enchanter. According to the data, the use of tags is the most verbal element, with a total percentage of 42%, surpassing Announcement, which has a percentage of only 26%. In all selected advertising data tags, visual elements of the Secondary Announcement, such as the advertised product, buyer-specific information, and product claims, are briefly described.

d) Emblem

Every product, whether it is a beauty product or another product with existing branding, uses a verbal symbol, which can be interpreted as a brand logo and linguistic realization. Discuss the use of linguistic realization, stating that when consumers are familiar with a brand, image-based logos are preferred over linguistic-based logos. Consumers prefer linguistic-based logos over image-based logos when it is unfamiliar. This corresponds to the selected Indonesian beauty products.

e) Call-and-Visit

Calls and visits in postings to sites related to related brand products, usually in the form of *Tapinks*, *Linktrees*, and beacons that refer to the brand's official social media page or brand's official store, are examples of call-and-visits. The researcher found no call-and-visits in Instagram posts for each of these beauty brands based on the data analyzed from the five selected advertisements.

SIMPULAN / CONCLUSION

Five advertisements for skincare beauty products in selected brands feature well-known South Korean celebrities as brand ambassadors who use Instagram social media to represent the brand's beauty products to the public. Lead, Display, Emblem, Announcement, Enchanter, Tag, and Call-and-Visit Information are the visual and linguistic elements used.

Famous South Korean celebrities are a significant weapon in the aesthetic element of the face in beauty advertising because they produce a pleasant aura from their attractive features, which have bright and healthy skin, and so conform to product claims. Meanwhile, the linguistic component, the Enchanter, featured in the selected product advertisement is positioned in the Instagram caption rather than the visual display of the post, allowing the audience to acquire correct and clear advertising information. Furthermore, the use of language in advertising is essential for reaching the target market and exposing Indonesian local products to the international arena.

DAFTAR PUSTAKA / REFERENCE

- Ahmad, Y., & Aliyu, M. M. (n.d.). *LETS Journal of Linguistics and English Teaching Studies Discourse Analysis of Language Used in the Advertisements of VIJU Company in Social Media Handles*. <https://jurnal.stainmajene.ac.id/index.php/lets/>
- Ecka Pramita. (2022, December 26). *Skincare Lokal Paling Banyak Dicari Tahun 2022, dari Somethinc hingga Whitelab*. <https://www.cantika.com/read/1672274/skincare-lokal-paling-banyak-dicari-tahun-2022-dari-somethinc-hingga-whitelab>.
- Eriksson, G., & Kenalemang, L. M. (2023). How cosmetic apps fragmentise and metricise the female face: A multimodal critical discourse analysis. *Discourse and Communication*, 17(3), 278–297. <https://doi.org/10.1177/17504813231155085>
- Gunther Kress & Theo van Leeuwen. (2006). *Reading Images: The Grammar of Visual Design* (2nd ed.).
- Handayani, L. T., & Indah, R. N. (2022). Denotation and Connotation in Beauty Advertisement: Implication for the teaching of Semantics. *Wanastra : Jurnal Bahasa Dan Sastra*, 14(1), 50–56. <https://doi.org/10.31294/wanastra.v14i1.11531>
- John W. Creswell & J. David Creswell. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.).
- Kenalemang-Palm, L. M. (2023). The beautification of men within skincare advertisements: A multimodal critical discourse analysis. *Journal of Aging Studies*, 66. <https://doi.org/10.1016/j.jaging.2023.101153>
- Lim, C. J. (2020). *Hallyu in Indonesia: Koreanization Through Advertisements*.
- M.A.K. Halliday. (2004). *An Introduction to Functional Grammar* (Christian M.I.M. Matthiessen, Ed.; 3rd ed.).
- Maulida, L., Harti, S., & Literature, E. (2023). Korean Celebrity on Instagram Post A Multimodal Discourse Analysis of Indonesian Beauty Product Advertisement Featuring. In *LANGUAGE HORIZON: Journal of Language Studies* (Vol. 13,

- Issue1). <https://www.statista.com/outlook/amo/advertising/indone>
- Mia Citra Dinisari. (2022, January 19). *Jessica Lin, Co Founder Skin Care Whitelab yang Sukses Raih Beragam Penghargaan.* <https://Entrepreneur.Bisnis.Com/Read/20220119/265/1490780/Jessica-Lin-Co-Founder-Skin-Care-Whitelab-Yang-Sukses-Raih-Beragam-Penghargaan>.
- Naem, W., Quyyum, A., & Haroon, S. (2023). Self-representation of Private Universities in Lahore through Captioned Facebook Wall-Posts: A Multimodal Discourse Analysis. *Online Media & Society*, 4(2), 10–27. <http://hnpublisher.com>
- Napitupulu, L. H., Bako, E. N., Ars, N. R., & Zein, T. (2018). A Multimodal Analysis of Advertisement of Online Marketplace Shopee. *KnE Social Sciences*, 3(4), 452. <https://doi.org/10.18502/kss.v3i4.1955>
- Nicky Stephani. (2022). Senior female celebrity’s body and ageing well discourse on Instagram. *Jurnal Studi Komunikasi (Indonesian Journal of Communications Studies)*, 6(1), 165–178. <https://doi.org/10.25139/jsk.v6i1.4312>
- Norman K. Denzin, & Yvonna S. Lincoln. (2018). *The SAGE Handbook of Qualitative Research* (fifth edition). SAGE Publications, Inc.
- Paralita, I. U. (2022). Pesan Persuasi Idola Korea Pada Konten Instagram Brand Skincare. *Jurnal Komunikasi Nusantara*, 4(2), 264–276. <https://doi.org/10.33366/jkn.v4i2.162>
- Pricilia, M., & Suyudi, I. (2023). A MULTIMODAL CRITICAL DISCOURSE ANALYSIS OF “GARNIER SAKURA WHITE” ADVERTISEMENT. *International Journal of English and Applied Linguistics*, 1.
- Tri Widuri, R., Ayu Budipratiwi, R., Gita Citrayomie, A., & Tempo Jakarta, P. (n.d.). Counter hegemony of beauty concept by The Body Shop Instagram ad: A semioticanalysis. *Jurnal Magister Ilmu Komunikasi*, 9(1), p-ISSN. <http://journal.ubm.ac.id/>
- We Are Social. (2023, January 26). *THE CHANGING WORLD OF DIGITAL IN 2023.* <https://Wearesocial.Com/Uk/Blog/2023/01/the-Changing-World-of-Digital-in-2023/>.
- WOMEN REPRESENTATION ON BEAUTY BRAND VIDEO ADVERTISEMENTS: A CRITICAL DISCOURSE ANALYSIS DEPARTMENT OF ENGLISH LITERATURE FACULTY OF HUMANITIES UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG 2022.* (n.d.).

APPENDIX



Figure 4 Analysis GSP of Scarlett Whitening X Im Nayeon TWICE (Advertisement 1)



Figure 5 Analysis GSP of Y.O.U Beauty X Kim Soo Hyun (Advertisement 2)

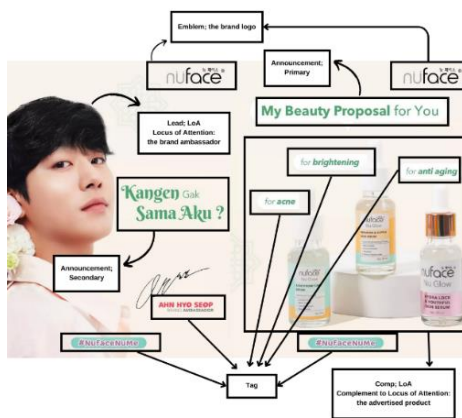


Figure 6 Analysis GSP of Nuface X Ahn Hyo Seop (Advertisement 3)

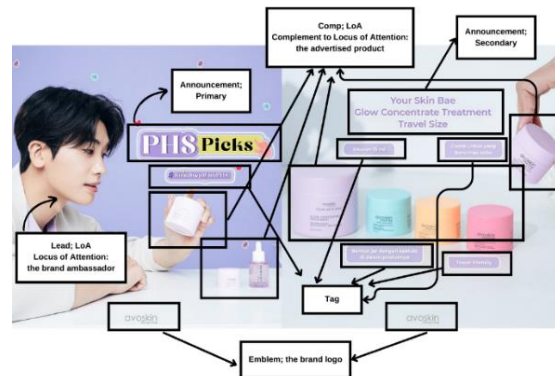


Figure 7 Analysis GSP of Avoskin X Park Hyung Sik (Advertisement 4)



Figure 8 Analysis GSP of Whitelab X Oh Sehun (Advertisement 5)