

Decoding Beauty: Unveiling the Ideological Constructs in WRP Lose Weight Advertisement through Critical Discourse Analysis

Celine Christina Luhulima^{1)*}, Yohana Engelina Manurak Manu²⁾, Endar Rachmawaty Linuwih³⁾

¹⁾²⁾³⁾Universitas Widya Kartika

Surabaya, Indonesia

¹⁾celineluhulima@gmail.com

Article history:

Received 28 November 2023;
Revised 28 November 2023;
Accepted 9 December 2023;
Available online 17 December 2023

Keywords: {use 4-6 keywords}

Advertisement
Critical Discourse Analysis
Discursive Practice
Socio Practice
Textual Analysis

Abstract

The primary goal of this research was to reveal the construction of language in WRP "Lose Weight" advertisements that can maintain or even change beauty standards by using certain language that can influence society. The study's objectives are to identify the types of three-dimensional critical discourse models based on Norman Fairclough and to analyze the shifting beauty standards of WRP "Lose Weight" advertisement. This study uses a qualitative descriptive method in the form of an analysis of two different types of videos. The researchers use this method to reveal the use of language in advertisements that can affect society and see shifts in the standards of beauty displayed. The researcher finds that the use of language in advertisements forms the basis for the construction of advertisements to express a perception. This can be seen through text analysis, then continues in the process where discourse is conveyed through the production process of contributions and ultimately becomes consumption in society which is analyzed through social practices. In addition, this research also reveals a shift in the beauty of advertisements which is represented through the visual models in advertisements.

I. INTRODUCTION

Language is one of the needs of humans in socializing in society. Through language, people can represent ideas, thoughts, and feelings. There are many ways this language can be expressed, one of which is through advertising. Technological developments are often the center of attention because of the benefits that can help human life. One example of technological developments that we often encounter is advertising. Advertising is a way as well as a place to promote goods or services. Especially in this era, advertising is a priority requirement for several large companies because it can help them market their products. In general, advertising has an influence that can bring consumers to hegemony over what is offered. Advertising can influence our perception of products, create unnecessary needs, or reinforce certain stereotypes and social constructs, such as beauty standards.

* Corresponding author

In this case, we can see that beauty is something that is always the dream of every woman, so it can give rise to a concept or standard that can judge a person's beauty. Beauty standards are usually related to women, something that is considered beautiful or attractive to look at and has ideal values in it. The value of beauty becomes crucial because there is a hope to appear physically beautiful with another intention, namely the desire from within to seek appreciation and recognition in a wider context in society (Melliana, 2006). Every country has different beauty standards, especially in Indonesia. Beauty is measured according to the views of society with standards that exist in the social environment, for example, white skin color, straight hair, ideal body shape, and a symmetrical face. That is one of the reasons why a person has not self-confidence to appear in society with his appearance. This distrust has become capital for large platforms to offer their products through advertisements by paying close attention to several things that show beauty standards.

The perception and hegemony contained in advertising can be proven, through the critical discourse that is also formed in it. Through critical discourse, we can look deeper and understand what is contained or the social, political, and cultural roles contained in advertising. In addition, critical discourse plays an important role in analyzing and understanding advertising in a wider social context. A few researchers have focused on disclosing masculinity and feminism in advertisements. Beauty standard research on nutritional food advertisements is still limited, especially on the WRP "Lose Weight". This study uses two video samples from WRP Lose Weight advertisements with different years, and uses Norman Fairclough's critical insight analysis theory method, three levels of discourse structure (textual, discursive, and socio-cultural). By using this approach, we can see advertising not only as a promotional tool but also as a medium of communication that influences our mindsets, actions, and social constructs as consumers. Therefore, this study aims to reveal language constructions in WRP "Lose Weight" advertisements that can maintain or even change beauty standards by using specific language that can influence society. Accordingly, to achieve this goal the researcher formulates, "How can WRP advertisements "Lose Weight" build and represent beauty standards in society?"

II. METHODS

This study used a qualitative descriptive method in the form of an analysis of two different types of videos. Researchers use this method to reveal the use of language in advertisements that can affect society and see shifts in the standards of beauty displayed. Descriptive qualitative research, according to Moleong, Lexy. J (2010), is a study that explains the phenomenon of the object of research, such as action, intelligence, encouragement, action, and so on. In general, the same as the description method produces words and sentences. The data is collected from online advertisement videos uploaded by the WRP Official ID youtube account, "WRP Lose Weight - Real Results The Right Way" and "WRP Lose Weight - Understand My Ideal Better". This video was then directly transcribed by the researcher. In this research, the researcher also uses the Fairclough Critical Discourse analysis model to describe the relationship between the interaction of something and the context that drives it. Fairclough's critical discourse analysis consists of three kinds of analysis models such as text analysis, processing analysis of how people produce texts and are interpreted by others, then proceed to social analysis, or how historical conditions affect the creation of texts.

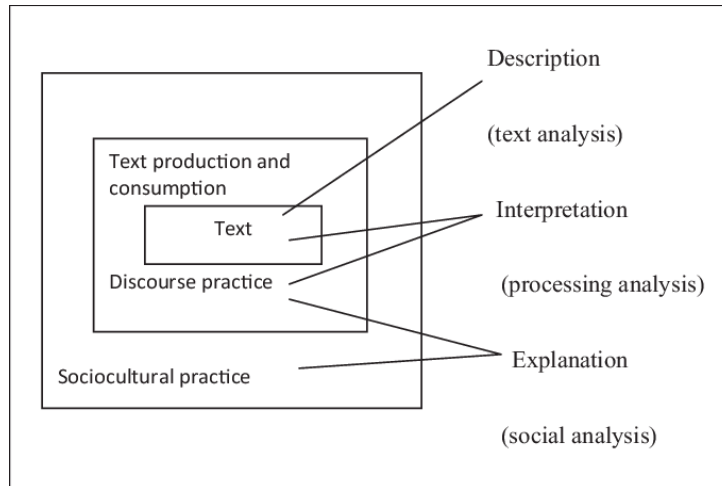


Figure 1. Fairclough Three Dimensional Model

III. RESULTS

The author intends to discuss the construct of beauty standards through the representation of the language used in advertisements. The researcher uses two advertisements to obtain objectively accurate results. In this section, the researcher explains that based on the results of the analysis of the two advertisements. There are several language structures used in the advertisements, which indicate a meaning related to beauty standards. In addition, by comparing two WRP "Lose Weight" advertising videos with different year references, the researchers found several things that indicated a shift in beauty standards. Researchers reveal the construction of language representation through text analysis, process analysis, and social practice analysis proposed by Norman Fairclough.



Figure 2. Advertisement of WRP "Lose Weight" product 1



Figure 2. Advertisement of WRP “Lose Weight” product 2

Textual Analysis on WRP Products “Lose Weight”

The first stage of how discourse can be formed is through text, which is represented through language. According to Fairclough, language is not neutral and innocent. He argues that in a language there must be ideology and goals to be conveyed in it. The researcher conducted the first analysis of language transcripts in advertisements, which were considered to represent beauty standards through linguistic features that discussed the use of pronouns, imperative, vocabulary, and scientific words.

The use of pronoun

Based on research results, the use of direct addresses in advertisements is an ideological and practical reason. The pronouns “I” and “you” are used to represent a model who plays the role of a consumer, where she fails to use the product and has an imperfect body.

Table 1. The use of pronouns in advertisement text 1

Advertisement text	
Uhhh.... Mba WRP-nya sukses? <u>Aku</u> pernah coba tapi gagal	Um.... Does WRP work? I have tried but failed
Ganti sarapan <u>mu</u> dengan WRP!	Change your breakfast with WRP!
...ganti makan malam <u>mu</u> dengan WRP	...replace your dinner with WRP
Sure <u>you</u> can do!	Sure you can do!

Then, in the second advertisement video, the pronoun "you" is directly addressed to potential customers and seems personal. When people are addressed individually rather than as a part of a mass audience, it is considered highly valued. This treatment of individual persons is referred to as 'synthetic personalization' (Fairclough, 1989:62).

Table 2. The use of pronouns in advertisement text 2

Advertisement text	
... <u>dirimu</u> sangat berarti	... you mean so much
mulai <u>harimu</u> dengan yang bernutrisi	Start your day with nutrition
swing <u>your way</u>	swing your way
...always beauty ideal <u>you</u>	...always beauty ideal you

The use of imperative

Advertising is also needed to persuade consumers to buy or take certain actions. Thus advertisements usually use imperative words to influence customers to have a closer relationship. There is an imperative contained in the WRP “Lose Weight” advertisement. Even, the tag line of this advertisement is in the form of imperative; “Sure you can do!”. Imperatives in advertising are demonstrated by the use of the following words.

Table 3. The use of imperative in advertisement text 1&2

Advertisement text	
<u>Ganti</u> sarapanmu dengan WRP!	Change your breakfast with WRP!
... <u>ganti makan</u> malammu dengan WRP	...replace your dinner with WRP
<u>Melangkah</u> kedepan dengan tubuh ideal	Stepping forward with an ideal body
...always <u>beauty</u> ideal you	...always <u>beauty</u> ideal you

The use of vocabulary

Several other things used to express opinions are made to force, one of which is through the selection of vocabulary. There are several uses of adjective vocabulary that have positive affective meanings. It is used to represent the product, represents the ideal body condition, and highlights certain qualities and values in the ideal woman. The positive and adjective vocabulary is shown in the following table.

Table 4. The use of vocabulary in advertisement text 1&2

Advertisement text	
... <u>dirimu</u> sangat <u>berarti</u>	... you mean so much
fokus, teliti dan berikan yang <u>terbaik</u>	focus, thorough and give the best
Melangkah kedepan dengan tubuh <u>ideal</u>	Stepping forward with an ideal body

The use of scientific word

Referring to the previous study, in this era many advertisements display the ingredients or scientific ingredients contained in these products. It aims to impress customers by reflecting

technological advances and consumer-critical professionalism. Here are examples of scientific words used in advertising.

Table 5. The use of scientific word in advertisement text 1&2

Advertisement text	
mulai harimu dengan yang bernutrisi dan yang bergizi...	start your day with something nutritious and nutritious

The second video, released one year prior, depicted a more holistic beauty standard that prioritized health and significance. It emphasized the importance of nutrition and health, using phrases like "nutrition" and "nourishment." The message conveyed was about giving your best, maintaining an ideal body, and having confidence, all of which reflect beauty that originates from within. Previous research, cited in this explanation, explained that the use of product content on packaging has become appealing to the current society.

Discursive Features

Applying the Fairclough model of analysis, we can examine the discursive practices associated with the production, distribution, and consumption of WRP products.

1. Production: The advertisement for WRP products is created by the creative management team of WRP, a company specializing in weight loss and healthy lifestyle products. WRP may be seen as a prominent company in the health and wellness industry, aiming to motivate and inspire individuals in Indonesia. The advertisement may be designed to appeal to a wide audience, emphasizing the benefits of using WRP products to achieve weight loss and overall well-being. The creative team might consider including diverse individuals and showcasing the transformational effects of the products to enhance consumer engagement and attract potential customers.

2. Distribution: WRP employs various distribution channels to disseminate their advertisements. They may utilize national television channels, social media platforms, as well as other paid media outlets to reach a larger audience. By using multiple channels, WRP aims to ensure that their advertisements reach different demographics and target markets effectively.

3. Consumption: Once the advertisements are distributed, they are intended to be seen by individuals in Indonesia who are interested in improving their physical appearance and maintaining a healthy lifestyle. The advertisements may target both men and women who desire to achieve their desired body shape and boost their self-confidence. WRP products are positioned as a means to support weight loss and help individuals attain their fitness goals.

These discursive features highlight the production strategies employed by WRP, their distribution methods across various media platforms, and the intended consumer response towards the products. It is important to critically analyze these discursive practices to understand the messages conveyed and their potential effects on society's perceptions and behaviors related to health and beauty.

Social-cultural Analysis on WRP Products “Lose Weight”

From the WRP Product advertisement, several social practices can be inferred. These include increased awareness of the importance of health and nutrition: The advertisement emphasizes the

significance of nutrition and health in achieving an ideal body. This reflects the growing awareness among the public about the importance of maintaining a healthy diet and paying attention to nutritional intake. Understanding that beauty comes from within: The advertisement promotes the concept of beauty originating from within by emphasizing the importance of having a healthy body and feeling confident. This signifies a shift from beauty standards solely focused on physical appearance. The use of products as a means to achieve desired outcomes: The advertisement portrays WRP products as tools to attain desired outcomes such as an ideal body and balanced weight. This reflects a social practice where individuals tend to seek instant solutions or products that can assist them in achieving beauty and health goals. It is important to note that this analysis is based on a specific advertisement and may vary depending on different social and cultural contexts. However, by observing the WRP Product advertisement, we can identify several social practices related to the awareness of health, the importance of nutrition, and efforts to achieve inner beauty.

Some comparisons of beauty standards revealed in the advertisements are as follows:

1. Focus on Results: The first advertisement emphasizes that the use of WRP products successfully delivers tangible results. This indicates that the promoted beauty standard in this ad is having an ideal body through successful weight loss. On the other hand, the second advertisement also highlights the best results but focuses more on the nutritious and nourishing process to achieve a slim body.
2. Emphasis on Nutrition: The second advertisement emphasizes the importance of starting the day with nutritious and nourishing food. This indicates that the promoted beauty standard is a healthy and well-maintained body through a good diet. Meanwhile, the first advertisement does not explicitly discuss nutrition but rather focuses on replacing meals with WRP products to achieve the desired results.
3. Confidence and Ideals: Both advertisements emphasize the importance of having an ideal body and being confident. The first advertisement mentions that using WRP products will lead users towards an ideal body and visible results. Meanwhile, the second advertisement encourages users to step forward with an ideal and confident body. The promoted beauty standard in both ads is an ideal physical appearance and high self-confidence.

After analyzing both videos, it can be concluded that there is a shift in beauty standards in the advertisements. This can be seen in the first advertisement.

IV. CONCLUSIONS

In conclusion, it is crucial for us to approach and understand advertisements critically and with informed judgment, particularly when considering the use of WRP products. By interrogating the narratives presented in advertisements, looking beyond surface-level aspects, and recognizing potential manipulative tactics, we can make more informed and critical decisions while maintaining our independent thinking in the face of advertising influences.

The analysis of the two advertisement scripts reveals a notable shift in beauty standards. The first advertisement focuses on promoting the achievement of visible results and an ideal body through the utilization of WRP products. In contrast, the second advertisement emphasizes the

significance of nutrition, a holistic approach to health, and self-confidence. This indicates a broader perspective on beauty that goes beyond mere physical appearance. To make well-informed decisions regarding the use of WRP products or any other advertised products, it is essential to conduct thorough research. This includes considering multiple perspectives, evaluating the credibility of claims made in the advertisements, and seeking out unbiased information. Additionally, understanding the potential biases and manipulative techniques used in advertising can help us navigate the influence of marketing messages and make choices that align with our personal values and overall well-being.

By being critical and informed consumers, we can empower ourselves to make conscious decisions about the use of WRP products, taking into account factors such as our individual health goals, nutritional needs, and overall lifestyle choices. It is important to remember that while advertisements can provide valuable information, it is ultimately our responsibility to critically assess and determine what is best for our own health and well-being.

REFERENCES

- Cook, G. (2001). *Discourse of advertising*. New York, NY: Routledge.
- Durant, A. & Lambrou, M. (2009). *Language and Media*. 93. London: Routledge.
- Fairclough, N. (1995). *Critical Discourse Analysis: The Critical Study of Language*. New York: Longman Publishing.
- Falaq, J. S. A., & Puspita, D. (2021). CRITICAL DISCOURSE ANALYSIS REVEALING MASCULINITY THROUGH L-MEN ADVERTISEMENT. *Linguistics and Literature Journal*, 2(1), 62–68. <https://doi.org/10.33365/llj.v2i1.764>
- Halliday, M.A.K., & Matthiessen, C.M. (2014). *Halliday's Introduction to Functional Grammar*. (4th Ed.). Canada and New York: Routledge.
- Kaur, K., Arumugam, N., & Norimah Mohamad Yunus. (2013, February 28). *Beauty Product Advertisements: A Critical Discourse Analysis*. ResearchGate; Canadian Center of Science and Education.
- Rajendrah, S. & Ab Rashid, Radzuwan & Mohamed, S. (2017). The impact of advertisements on the conceptualisation of ideal female beauty: A systematic review. *Man in India*. 97. 347-355.
- Shabudin, M. (2012). Discourse And Ideology in Advertisements of Beauty Products In The Japanese Language. *GEMA Online Journal of Language Studies*, 12(3), 789–816.
- Wahab, A. (1986). *Javanese Metaphors in Discourse Analysis (Indonesia)*. University of Illinois at Urbana-Champaign.
- Rajendrah, S. & Ab Rashid, Radzuwan & Mohamed, S. (2017). The impact of advertisements on the conceptualisation of ideal female beauty: A systematic review. *Man in India*. 97. 347-355.