



The Referential Function Used in L'oreal Paris Advertisements

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Abstract

This study focuses on analyzing language function, especially referential function. This function uses in many kinds of communication, including daily communication. Therefore, this study aims to analyze the referential function as well as its elements in L'Oreal Paris advertisements. In regard to the aims of the study, two theories are applied. The theory proposed by (Jakobson, 1980) is used to analyze the referential function in the transcripts of 19 advertisement videos of L'Oreal Paris. In addition, the theory proposed by (Quirk, 1973) uses to analyze the sentence elements of that function found in the transcripts of L'Oreal Paris advertisements videos. Observation methods in note-taking techniques is applied in collecting the data. A descriptive qualitative method is applied in analyzing the data. The data are presented by formal and informal methods. There are 42 referential functions found in the transcripts of 19 advertisement videos of L'Oreal Paris. Those data are presented by various elements of sentences. However, some of the referential functions found are non-sentences.

1. Introduction

The device that plays a big role in the communication process is language. Every human being needs language to express their feelings, thoughts, or ideas (Hiebert, 1982, Rahman, 2011). In language, there are words and sentences that are used to convey human intentions. The use of these two symbols in advertising is intended to make it easier for manufacturers to identify the products in the advertise (Sena et al., 2016, Suherman, 2018). The intention of people also could be conveyed through advertisements. Gilson and Berkman (1980) stated that "advertisement is persuasive communication media designed to produce a response and help to achieve objectivity or marketing purposes". In making a good

advertisement, the advertisers should consider the appropriate language with the appropriate function.

There are six functions of language were analyzed by the previous researchers, such as referential, emotive, conative, phatic, multilingual, and poetic. However, there were also different theories about language function applied in several studies. Advertisements are designed and displayed as attractively as possible without losing the important message contained in the advertisement (Putri, 2020). Good Advertisment takes into account the use of verbal and non verbal sign, applicants understand the meaning of letters advertisers send (Hartadi Jaya Nugraha et al., 2019). There were five studies that analyzed language functions using different sources were found. Mahayani (2019) analyzed language function and combined it with English expression in her thesis entitled "An Analysis of Language Function Used by Butler in Adiwana Resort Jembawan". (Maerobah, 2018) also analyzed language function using the theory proposed by (Jakobson, 1980) with only one research problem in her thesis entitled "An Analysis of Language Function in *AirAsia Airline* Advertisements". Arista and Murni (2014) analyzed language function using the theory proposed by Jakobson (Holmes, 2001) and they also analyzed the dominant kind as well as the implicature of the dominant kind of language function in her article entitled "Language Functions Used by the Main Character in *Sherlock Holmes II: A Game of Shadows* Movie". Asdars (2017) analyzed language function and the dominant kind using the theory proposed by Jakobson in her thesis entitled "An Analysis of Language Function in BPEC (Benteng Panynyua English Club) in Fort Rotterdam". The last study was the thesis written by (Anggario, 2016) entitled "An Analysis of Language Functions used by Buzzer Jokowi on Twitter" which analyzed language functions and analyzed the kind of politeness strategy. Actually, the functions of language need sentences to utter the intention of people. The sentence is built by several elements, Quirk (1973) stated five elements of a sentence, which are Subject (S), Verb (V), Complement (C), Object (O), and Adverbial (A). They are shortened to be SVCOA Since language has functions and the sentence in a language built by several elements, therefore this study aimed to analyze one of the language functions, which was the referential function (Jakobson, 1980) as well as its elements by (Quirk, 1973) in L'Oréal Paris advertisements.

These topics are chosen to be analyzed to decrease the amount of misuse and misunderstanding of language. In addition, it is also used to improve the knowledge of the readers regarding referential function and its sentence elements since that function is usually used in daily life. The use of L'Oréal Paris advertisements as the data source of this research was because it is one of the famous brands which go abroad to many places and contains a lot of utterance with referential function. Therefore, L'Oréal Paris advertisements were appropriate to use in conducting this study.

2. Method

The data source of this study was the transcripts of nineteen L'Oréal Paris advertisement videos. L'Oréal Paris advertisement is one of the famous brands which go abroad to many places. It contains a lot of utterances with referential functions. Therefore, the advertisements chosen are suitable for this study's data source. In collecting the data, the observation method and note-taking techniques was applied. The descriptive qualitative method was applied in analyzing the data.

The referential function was analyzed by the theory proposed by (Jakobson, 1980). Then the sentence elements were analyzed by the theory proposed by (Quirk, 1973). The data were presented using formal and informal methods.

3. Result

This part presented the result of the analysis. The occurrence of referential function which was analyzed by the theory proposed (Jakobson, 1980) was presented in a table. There are various sentence elements were analyzed in this data according to (Quirk, 1973).

The finding of this research can be divided into 19 advertisements. The occurrence of referential function could be seen in the table below:

Table 1. The Occurrence of Referential Function

| No | Advertisement | Occurrence of Referential Function | Percentage |
|--------------|----------------------------------|------------------------------------|-------------|
| 1 | Brow Stylist Shape & Fill | 3 | 7.14% |
| 2 | UV Perfect Matte & Fresh | 7 | 16.66% |
| 3 | True Match | 1 | 2.38% |
| 4 | Infallible | 1 | 2.38% |
| 5 | L'extraordinary | 2 | 4.76% |
| 6 | Serie Expert | 2 | 4.76% |
| 7 | White Perfect | 3 | 7.14% |
| 8 | Extraordinary Oil Serum | 1 | 2.38% |
| 9 | Rapid Reviver Deep Conditioner | 1 | 2.38% |
| 10 | Kajal Magique | 1 | 2.38% |
| 11 | Pure Clay Mask | 3 | 7.14% |
| 12 | Magic Retouch | 1 | 2.38% |
| 13 | Men Expert | 2 | 4.76% |
| 14 | Rouge Signature | 4 | 9.52% |
| 15 | Casting Crème Gloss | 1 | 2.38% |
| 16 | Revitalift Crystal Micro Essence | 4 | 9.52% |
| 17 | Total Repair 5 | 2 | 4.76% |
| 18 | Voluminous Mascara | 2 | 4.76% |
| 19 | Skin Perfection | 1 | 2.38% |
| Total | | 42 | 100% |

Based on the theory proposed by Jakobson (1980) there were 42 data of referential functions found in 19 advertisements of L'Oréal Paris. The occurrence of referential functions as could be seen in the table above were 7.14% found in Brow Stylist Shape & Fill advertisement, 16.66% found in UV Perfect Matte & Fresh advertisement, 2.38% found in True Match advertisement, 2.38% found in Infallible advertisement, 4.76% found in L'extraordinary advertisement, 4.76% found in Serie Expert advertisement, 7.14% found in White Perfect advertisement, 2.38% found in

Extraordinary Oil Serum, 2.38% found in Rapid Reviver Deep Conditioner advertisement, 2.38% found in Kajal Magique, 7.14% found in Pure Clay Mask advertisement, 2.38% found in Magic Retouch advertisement, 4.76% found in Men Expert advertisement, 9.52% found in Rouge Signature advertisement, 2.38% found in Casting Crème Gloss advertisement, 9.52% found in Revitalift Crystal Micro Essence advertisement, and 4.76% found in Total Repair 5, 4.76% found in Voluminous Mascara Advertisement, and 4.76% found in Skin Perfection advertisement. Based on the theory proposed by Quirk & Greenbaum (1973: 12), the data found were contained various elements. There were SVO, ASVC, SVC, CSVC, SVCCVC, CVAC, ASVA, VOA, SAVA, SAVO, AVO, ASVOA, SVOA, SVAC, AASVC, ASVCA, SVAO, and non-sentence.

4. Discussion

This part showed the analysis of the data found in L'Oréal Paris advertisements. These data are followed by the analysis of the referential function and its elements. The analysis could be seen below:

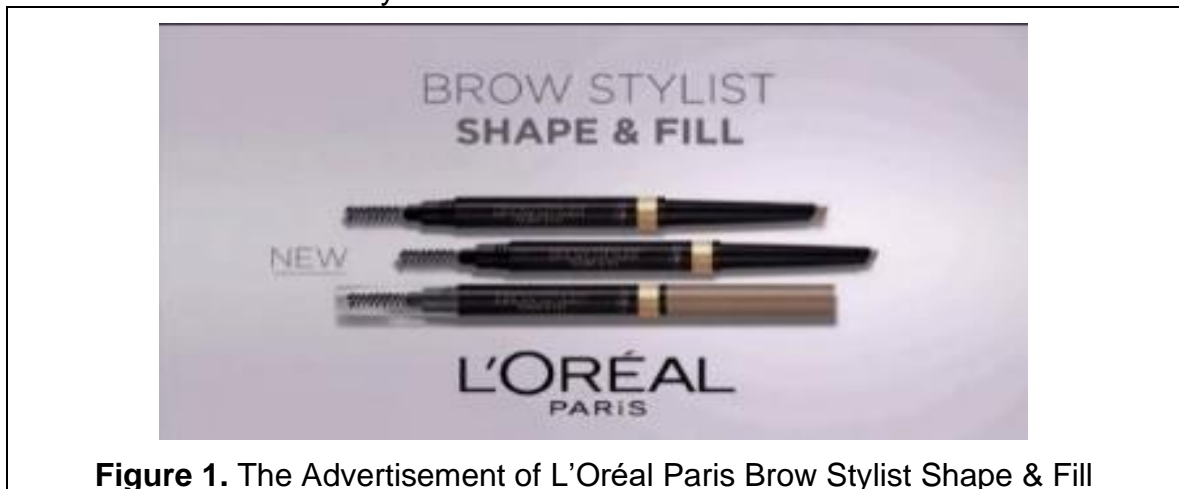


Figure 1. The Advertisement of L'Oréal Paris Brow Stylist Shape & Fill

Data 1

The spoolie brush blends brow power.

Based on the theory proposed by Jakobson (1980), referential function that is used to utter about factual information and to share knowledge of the speaker to the receiver, therefore the data above was classified as referential function. It gave the information of the product that could blend the brow power by its spoolie brush. Based on the theory proposed by Quirk (1973), the elements of the sentence above were *The spoolie brush* (Subject), *blends* (Verb), *brow power* (Object). At the end of the sentence there was full stop.



Figure 2. The Advertisement of L'Oréal Paris UV Perfect Matte and Fresh

Data 2

UV perfect matte and fresh by Loreal Paris, it's not sticky. UV perfect blocks 98% UVB rays.

Based on the theory proposed by Jakobson (1980), referential function is used to utter factual information and to share knowledge of the speaker to the receiver, therefore the data above was classified as a referential function. It gave the information of the product that UV Perfect Matte and Fresh by L'Oreal Paris were not sticky. In addition, it also gave information on the capability of the product that could block 98% UVB rays. Based on the theory proposed by Quirk (1973), the sentence "*UV perfect matte and fresh by Loreal Paris, it's not sticky*" contained *UV perfect matte and fresh by Loreal Paris* (Adverbial), *it* (Subject), *'s* which meant *is* (Verb), *not* (negative form), *sticky* (Complement). The utterance "*UV Perfect blocks 98% UVB rays*" contained *UV Perfect* (Subject), *blocks* (Verb), *98% UVB rays* (Object). At the end of those sentences, there was full stop.



Figure 3. The Advertisement of True Match

Data 3

Hydrating formula, Now in 45 shades

The data above gave information on the new product of L'Oreal Paris which had a formula that could hydrate the skin and currently it was available in 45 shades. Therefore, the data above was classified as a referential function. It was matched to the theory proposed by (Jakobson, 1980). The data above was not a

sentence. Quirk, (1973) stated that sentences have to have a verb, meanwhile, the data above did not, therefore it was classified as not a sentence.



Figure 4. The Advertisement of Infallible

Data 4

Now L'Oréal's Infallible lip color lasts up to 24 hours in 24 formula shades.

As the data above gave information about the product that could last up to 24 hours and was made in 24 formula shades, therefore that data was stated as a referential function. It was matched to the theory proposed by (Jakobson, 1980) about the referential function that is used to utter factual information and to share knowledge of the speaker to the receiver. Based on the theory proposed by (Quirk, 1973), the sentence above contained *Now* (Adverbial), *L'Oréal's Infallible lip color* (Subject), *lasts* (Verb), *up to 24 hours in 24 formula shades* (Adverbial).



Figure 5. The Advertisement of L'Oréal Paris L'extraordinaire

Data 5

Extraordinaire, high impact color, and magnified shine

As the data above gave information about the product that had a high-impact color and could make the lip shines due to the color, therefore that data was stated as a referential function. It was matched to the theory proposed by (Jakobson, 1980). The data above was not sentenced Quirk (1973) stated that sentences have to have a verb, meanwhile, the data above did not, therefore it was classified as not a sentence.



Figure 6. The Advertisement of Serie Expert

Data 6

The first strengthening and anti-breakage treatment precisely dosed with vitamin b6 and Biotin.

As the data above gave information about the product that could strengthen the hair and make the hair anti-breakage due to the vitamin b6 and biotin contained in the product, therefore that data was stated as referential function. It was matched to the theory proposed by (Jakobson, 1980). The utterance above contained *The first strengthening and ati-breakage treatment* (Subject), *precisely* (Adverbial), *dosed* (Verb), *in vitamin 66 and biotin* (Adverbial) (Quirk, 1973).



Figure 7. The Advertisement of White Perfect

Data 7

Its light-reflecting micro bulbs instantly brighten the skin.

Based on the theory proposed by Jakobson (1980) the data above was classified as a referential function since it had the function of giving information. It gave the information of the product that could brighten the skin in a moment. The elements of the utterance above were *Its light reflecting micro bulbs* (Subject), *instantly* (Adverbial), *brighten* (Verb), *the skin* (Object) (Quirk, 1973). At the end of the sentence there was full stop.



Figure 8. The Advertisement of Extraordinary Oil Serum

Data 8

New Extraordinary Oil Serum from L'Oreal Paris, 6 rare flower oils infused in a nourishing formula.

As the data above gave information about the New Extraordinary Oil Serum that had 6 rare flowers oil contained in the formula, therefore that data was stated as referential function. It was matched to the theory proposed by (Jakobson, 1980). The utterance above contained *New Extraordinary Oil Serum from L'Oreal Paris* (Adverbial), *6 rare flower oils* (Subject), *infused* (Verb), *in a nourishing formula* (Adverbial) (Quirk, 1973).



Figure 9. The Advertisement of Rapid Reviver Deep Conditioner

Data 9

New L'Oreal Paris Rapid Reviver. A revolution in conditioners by L'Oreal Paris. Two times repair. Two times less breakage

As the data above gave information about the New L'Oreal Paris Rapid Reviver that had revolution which currently had double power to repair and make the hair less breakage, therefore that data was stated as referential function. It was matched to the theory proposed by (Jakobson, 1980). The data above was not sentence. (Quirk, 1973) stated that sentence have to have verb, meanwhile the data above did not, therefore it was classified as not sentence.



Figure 10. The Advertisement of Kajal Magique TVC

Data 10

New L'Oreal Paris Kajal Magique, supreme black, extraordinary ingredients, so carrying, waterproof and up to 12 hours smudge proof, so magical

Based on the theory proposed by (Jakobson, (1980), the data above was classified as referential function since it intended to give information. It gave the information of the new product of L'Oreal Paris which had black color, extraordinary ingredients, and could stay up to 12 hours. The data above was not sentence. (Quirk, 1973) stated that sentence have to have verb, meanwhile the data above did not, therefore it was classified as not sentence.



Figure 11. The Advertisement of L'Oréal Paris Pure Clay Mask

Data 11

Ten minutes to clear and detox skin.

The data above gave information on the capability of the product that could clear and detox the skin only in ten minutes. Therefore, the data above was stated as a referential function. It was matched to the theory proposed by (Jakobson, 1980). Based on the theory proposed by (Quirk, 1973) the sentence above contained *Ten minutes* (Adverbial), *to clear and detox* (Verb), *skin* (Object). That sentence ended with a full stop.



Figure 12. The Advertisement of L'Oréal Paris Magic Retouch

Data 12

New Magic Retouch, now in India, from L'Oréal Paris

The data above gave the information of the product that was Magic Retouch from L'Oréal Paris which currently available in India. Therefore, it was stated as referential function. It was matched to the theory proposed by (Jakobson, 1980). According to (Quirk, 1973) the utterance above was not sentence since sentence have to have verb. Meanwhile, the data above did not. Therefore, it was non-sentence.



Figure 13. The Advertisement of Men Expert

Data 13

New Barber Club, beard and skin oil powered by cedarwood essential oil.

The data above gave information about the product named Barber Club which was the beard and skin oil that the current version had been powered by cedarwood essential oil. Therefore, it was stated as a referential function. It was matched to the theory proposed. The utterance above contained *New Barber Club* (Adverbial), *beard and skin oil* (Subject), *powered* (Verb), *by* (Adverbial), *cedarwood essential oil* (Object). The verb here had the elimination of the auxiliary verb.



Figure 14. The Advertisement of Rouge Signature

Data 14

L'Oreal Paris presents all day matte, bare lip sensation.

The data above gave information about the capability of the product and presented that it could give an all-day matte bare lip sensation when applied. Therefore, that was stated as a referential function. It was matched to the theory proposed. Based on the theory proposed, the sentence above contained *L'Oreal Paris* (Subject), *presents* (Verb), *all day matte bare lip sensation* (Object). It had a full stop at the end of the sentence.



Figure 15. The Advertisement of Casting Crème Gloss

Data 15

No ammonia color with conditioning jelly in 11 super glossy shades

The data above gave information that the product being advertised had no ammonia color with conditioning jelly which contained 11 super glossy shades. Therefore, that was stated as a referential function. It was matched to the theory proposed by (Jakobson, 1980). According to (Quirk, 1973), the utterance above was not a sentence since sentences have to have a verb. Meanwhile, the data above did not. Therefore, it was a non-sentence.



Figure 16. The Advertisement of L'Oréal Paris Revitalift Crystal

Data 16

When you go beyond the surface, that's when so much more can happen.

The data above gave factual information that when people went beyond the surface, there was so much more that can happen to the skin, like facing pollution. That sentence was uttered at the beginning of introducing the product that could help people to take care of their skin. Therefore, that was stated as a referential function. It was matched to the theory proposed by (Jakobson, 1980). Based on the theory proposed by (Quirk, 1973) the sentence above contained *When you go beyond the surface* (Adverbial), *that* (Subject), *'s* (Verb), *when so much more can happen* (Adverbial).



Figure 17. The Advertisement of Total Repair 5

Data 17

L'Oréal's Total Repair 5 with ceramide fights 5 signs of damage.

The data above gave information about the capability of Total Repair 5 from L'Oréal Paris that could fight five signs of damage with the ingredient which was ceramide. Therefore, that was stated as a referential function. It was matched to the theory proposed by (Jakobson, 1980). Based on the theory proposed by (Quirk, 1973) the utterance above contained *L'Oréal's Total Repair 5 with ceramide* (Subject), *fights* (Verb), *5 signs of damage* (Object).



Figure 18. The Advertisement of Voluminous Original Mascara

Data 18

The original brush separates ever lash and builds five times the volume.

The data above gave information that the part of the product, that was the original brush that separates ever lash could build five times the volume of the lashes. Therefore, that was stated as a referential function. It was matched to the theory proposed by (Jakobson, 1980). Based on the theory proposed by (Quirk, 1973) the sentence above contained *The original brush separates ever lash* (Subject), *builds* (Verb), *five times* (Adverbial), *the volume* (Object).



Figure 19. The Advertisement of L'Oréal Paris Skin Perfection

Data 19

New Skin Perfection by L'Oreal, is advanced skincare with powerful formulas that helps transform the appearance of skin quality.

The data above gave information that the new Skin Perfection by L'Oreal was advanced skincare that contained powerful formulas that could help to increase the appearance of skin quality become better. Therefore, that was stated as a referential function. It was matched to the theory proposed by (Jakobson, 1980). Based on the theory proposed by (Quirk, 1973) the sentence above contained *New Skin Perfection by L'Oreal* (Subject), *advanced skincare with powerful formulas* (Adverbial), *helps transform* (Verb), *the appearance of skin quality* (Object).

5. Conclusion

From the finding and discussion above, there were 42 data of referential functions used in 19 transcripts of L'Oreal Paris advertisements. The occurrence of the data was 7.14% found in Brow Stylist Shape & Fill advertisement. There are 16.66% found in UV Perfect Matte & Fresh advertisements. There are 2.38% found in True Match advertisements and 2.38% found in Infallible advertisements. The L'extraordinary advertisement found 4.76% and in Serie Expert advertisement found 4.76%. There are 7.14% found in White Perfect advertisement and 2.38% found in Extraordinary Oil Serum. There are 2.38% found in Rapid Reviver Deep Conditioner advertisement and 2.38% found in Kajal Magique. There are 7.14% found in Pure Clay Mask advertisement and 2.38% found in Magic Retouch advertisement. There are 4.76% found in Men Expert advertisement and 9.52% found in Rouge Signature advertisement. The Casting Crème Gloss advertisement found 2.38% and 9.52% found in Revitalift Crystal Micro Essence advertisement. There are 4.76% found in Total Repair 5, 4.76% found in Voluminous Mascara Advertisement, and 4.76% found in Skin Perfection advertisement. There are various sentence elements according to Quirk & Greenbaum (1973:12) found in those data. The data found contained SVO, ASVC, SVC, CSVC, SVCCVC, CVAC, ASVA, VOA, SAVA, SAVO, AVO, ASVOA, SVOA, SVAC, AASVC, ASVCA, SVAO, and some were non-sentences. Advertisements were challenging to analyze. However, to avoid misunderstanding, the language used in advertisements to give information regarding the product was important

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