

# ***A Critical Discourse Analysis Of You C 1000 Audiovisual Ads In Shaping Indonesian Women's Beauty Concept***

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**Abstrak.** Health and beauty ads are one of the most ads of interest in Indonesia. Beauty is every woman's desire, and the concept of beauty in Indonesia has been changed from time to time. YOU C 1000 is a healthy drink contains 1000 mg of vitamin C that offers a different concept of beauty to the public, especially to Indonesian women. This study aims to analyze the way of YOU C 1000 audiovisual ads in shaping the Indonesian women beauty concept by using the Fairclough's Critical Discourse Analyses (CDA) method. The findings of this study are divided into three dimensions of analysis, those are the microstructural (text), mesostructural (discourse), and macrostructural (sociocultural practices). It can be indicated from the ads that YOU C 1000 has been advertised by using easy-to-remember and catchy slogan, using Miss Universe as the powerful icon of women beauty, conveniently choosing the form of product to consume with a refreshing taste and packed in suitable packaging, using Indonesian images (its nature, culture, and people) and some of the Indonesian typical music in most of the ads, constantly articulating the product benefit and comparing it to other similar product, and also it is using some linguistic features that give strong opinion supported by general facts, and all of that ways is to deliver the ideology that beauty is start by being healthy inside and by that it will automatically radiate the true beauty outside and that one of the ways of being healthy is by consuming YOU C 1000 once a day regularly.

**Kata kunci:** Critical Discourse Analysis, Indonesian Women, Beauty Concept, YOU C 1000 Audiovisual Ads

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## INTRODUCTION

Being healthy is everyone's dream, including women. However, women also crave beauty, including women in Indonesia. That is why health and beauty advertising has a very rapid development in Indonesia. The development of the concept of female beauty in Indonesia has been developing from time to time. Appearance is always a major concern because appearance is the main thing that can be seen directly by everyone. It is undeniable that appearance has greatly influenced someone's success which can be related to the level of self-confidence (Cetikaya, 2018). Consciously or not, beauty advertisements, in general, have provided a lot of beauty standards for women (Rajendrah, 2017), such as white and smooth skin, slim body, red lips, curved eyelashes, and so on.

YOU C 1000 is a health drink product that contains 1000 mg of vitamin C and is available in various flavors, those are lemon, orange, and apple with a refreshing sensation. This product is produced by PT. Djojonegoro C-1000 and launched in 2005 in the Indonesia market. The uniqueness of YOU C 1000 is the idea to package the goodness of 1000 mg of vitamin C in the form of a refreshing drink. Another unique thing is the YOU C 1000 ad uses the Miss Universe icon. YOU C 1000 ad implies that by consuming health drink YOU C 1000, health and beauty can be obtained at the same time by consuming it regularly. YOU C 1000 presents a concept of beauty that is different from the concept of beauty offered by advertising in general. The concept is that beauty is started by being healthy inside and by that it will automatically radiate the true beauty outside.

Critical Discourse Analysis (CDA) study is a method of analyzing a discourse that looking the language as a "social practice" (Fairclough, 1992). The study is used to describe, interpret, and explain the relationship between language and society. The main purposes of CDA are to critically analyze those who are in power, those who are responsible, and those who have the means and the opportunity to deal with social problems (Fairclough, 2001). This study is using the CDA method because advertisement ideology is constructed based on social conditions and social needs. YOU C 1000 exists to fulfill the people's needs for health and seems to be present because of inspired by the development of the Indonesian women's beauty concept and trying to deliver a different ideology. This study aims to analyze the way YOU C 1000 audiovisual ads in shaping the Indonesian women's beauty concept by using Fairclough's Critical Discourse Analysis method.

## METHODOLOGY AND THEORETICAL FRAMEWORK

This study aims to analyze the way YOU C 1000 audiovisual ads in shaping the Indonesian women's beauty concept by using Fairclough's Critical Discourse Analysis method. The data of this study is YOU C 1000 audiovisual ads. The data was collected from YOU C 1000 official youtube channel. The criteria of the data collected is the video ads of YOU C 1000 available in a playlist entitled "YOU C 1000 Vitamin with Miss Universe" and not include behind the scene videos, music videos, and other videos that do not contain Miss universe icon. The spoken language was being transcript firstly, the visualization, and also the audio was described in words, and all of them were constructed in order by the period of Miss Universe started from 2003 to 2019.

The framework of the study was using Fairclough's CDA method (Fairclough, 1995). Three different dimensions would be analyzed, those are the microstructural (text), mesostructural (discourse), and macrostructural (sociocultural practices). These three dimensions were analyzed in three steps, those are (i) description for linguistic/textual features discourse analysis (microstructural dimension), (ii) interpretation to identify the meaning of what has been identified in the descriptive phase (mesostructural dimension), and (iii) explanation which are usually done by exposing the underlying ideological perspectives through social theory (macrostructural dimension).

## RESULTS AND DISCUSSION

### 1. Description

In this dimension, we discuss what linguistic features that are used in YOU C 1000 audiovisual ads. Some linguistic features such as pronoun, conjunction, metaphor, and emotive words, technical words, and scientific terms, tenses, and imperative sentences will be discussed.

A pronoun that is using in the ads are 'I' that spoken by Miss Universe that can become manipulating strategy:

"I believe health is wealth"

"I drink YOU C 1000"

The pronoun 'You' which also found in ads is a direct address used to build a personal relationship with the consumer. In some ads, it's also used in a form of questioning:

"How many milligrams have **you** had today?"

Pronoun 'we' is also found in ads to build opinion so it gives the impression that the consumers are agreed with the opinions given.

"Keeping **our** bodies in good health is **our** duty, otherwise **we** will not be able to keep **our** mind strong and clear"

In the ads, we can found the use of conditional and purposive conjunction. This kind of conjunction can be used to build a strong opinion:

"Keeping our bodies in good health is our duty, **otherwise** we will not be able to keep our mind strong and clear"

"**To** stay healthy, we need 1000 mg of vitamin C"

In the ads we can also found Metaphor and emotive words which are used to stimulate fantasy and desire:

"Having a **beautiful** body with **radiant looking skin** on the outside"

"when what's within is healthy, it's **true beauty shines through** on the outside"

"Dance in Indonesia is diverse, **alluring**, and **beautiful**"

The technical words and scientific terms are used in ads to show expertise and professionalism to impress the consumer.

"Sickness from all the new flu **strains** and **pollution** all add to the **stress** of daily life"

"We need 1000 mg of vitamin C as an **antioxidant**"

The tenses that are using in the ads are present tense and future tense. The present tense is used to show facts and habits in building a strong opinion and fact, whereas future tense is used to show the benefit achieved if the body in a good health or the benefit achieved after consuming YOU C 1000. The future tense is also used to show the impact that happened if the body is not in good health.

Imperative word is used in ads and that is a way to persuade consumers in consuming the product: “**Drink** YOU C 1000 vitamin lemon, orange, or apple, to help strengthen your immune system and to keep you healthy”. Such sentences mostly present in YOU C 1000 audiovisual ads and this acts as the solution for the opinions given in the ads. The ads also containing positive vocabulary ‘help’, ‘strengthen’, ‘keep’, ‘healthy’. Those positive vocabularies can act to show benefit or advantage.

## 2. Interpretation

In this dimension, we discuss how the discourse of YOU C 1000 audiovisual ads is produced and consumed. This dimension is proposed to seek the meaning of what has been described in the previous dimension. From the YOU C 1000 audiovisual ads discourse, we can find a typical text pattern that consists of opinions and general facts and the clear solution of the opinions given persuasively and then the text closed by the product slogan. The main opinion presented in YOU C 1000 audiovisual ads is that health is wealth, don’t wait for being healthy, because by being healthy inside, the beauty will automatically radiate outside. The ads also give agreeable opinions. That there are many benefits of being healthy, such as health can give happiness, making the trips enjoyable, supporting daily activities like working and playing, keep the mind clear, strong, and peaceful, supporting in get new experience and friends, enjoying days, enjoying to do our passion, enjoying the special moment like wedding, and give confidence to ourselves to accept our flaws and imperfection. In giving those opinions, pronouns of I, my, me are used that are spoken by Miss Universe and some opinions also served in form of interviewing the Miss Universe where Miss Universe also using the pronouns I, my, me. This strategy can be manipulated but also can convince the consumer to consume the product to be able to become like Miss Universe. In other YOU C 1000 audiovisual ads, it also used the pronouns of ‘We’, ‘our’, ‘us’ and ‘You’, ‘your’ as the strategy to build a personal relationship to the consumer. A questioning form like “how many milligrams of vitamin c have you had today?” is also a strategy to build a personal relationship.

The ads also give general health facts of what affecting health such as weather changes, new flu strains, pollution, and bad air quality, and the stressful condition caused by a hectic lifestyle, many works but less time. This makes the opinions and the general health facts construct a conditional pattern, so there must be a solution to offers. In YOU C 1000 audiovisual ads, the solution given is in form of the sentence: “drink YOU C 1000 mg vitamin lemon, orange, or apple, with 1000 mg of vitamin C to help strengthen your immune system and to keep you healthy”. The solution is given to become the condition if we want to prevent what can affect health, or the condition if we want to get the benefit of health as stated in the ad's opinions.

The solution given is supported by the reason why the solution is offered by articulating the benefits and the advantages of the products. Such benefits and

advantages are stated in ads such as “YOU C 1000, 1000 mg of vitamin C that easier to absorb using natural ingredients with innovative technology for the most refreshing taste”, “we need 1000 mg of vitamin c as an antioxidant”, “it’s convenient and uses Japanese technology”, “The convenient and enjoyable way to consume 1000 mg of vitamin C”, “1000 mg of vitamin C plus B1 and E”, “YOU C 1000 vitamin lemon or vitamin orange once a day to improve your health”, “Ready to drink and so convenient”, “natural citrus juices for refreshing taste”. The other way of ads showing their advantages is by showing a comparison to the typical product. There are some scenes in the ads showing the other typical product like the effervescent form that has to be a wait for the tablet completely dissolved. Or compared to other efforts to gain the lemon juices as stated: “you can cut (lemon), you can chop, you can press, you can squeeze, you can squash, you can crush, you can drink, you can extract, you can force, you can compress, but you will never get 1000 mg of vitamin C as conveniently as this (showing YOU C 1000)”. The other advantage it always stated is YOU C 1000 offer choices, in form of three variant: lemon, orange, apple, where all of the three are strongly represent the high source of vitamin C., what’s more, is that the packaging is suitable with the color of the variants: yellow color for lemon taste, orange color for the orange taste, and red color for apple taste. The ads also showing the YOU C 1000 served in the cold which makes anyone who sees it become tempted and eager to consume it. The effect of splash sound which showed in ads after opening the YOU C 1000 bottle cap and “aaaahhhh...” voice after drink it, is also the way to show that how refreshing the taste is.

The ads using the easy-to-remember and catchy slogan informing the product’s identity. When everyone read or hear the slogan of “Healthy Inside, fresh outside”, it automatically reminds us of YOU C 1000. The slogan used is representing the ideology of the product it wants to convey. That is by drink YOU C 1000 you’ll be healthy inside and will look freshly outside. Because the beauty is radiated outside of the healthy body.

### **3. Explanation**

The social aspect is a macrostructural dimension that will be critically analyzed of how the social aspect can become the reason for the existence of an ad and how an ad can influence the social aspect. In this dimension, we discuss the social-historical-cultural aspects of women and beauty in Indonesia that relate to the existence of the YOU C 1000 audiovisual ads and how the ads can affect the Indonesian women's beauty concept. Beauty is very often related to women and that's why beauty is every woman's dream, women in Indonesia are no exception. In terms of beauty, appearance is often the main thing, because appearance is the main thing that can directly be seen clearly by everyone. The appearance in question includes the style of clothing worn by women and the physical appearance that that can be closely related to cosmetic products, both body care cosmetics and decorative cosmetics, even including the injection of vitamin C and other efforts to gain certain physical appearance characteristics such as plastic surgery. This can be proven through the high Indonesian women's interest in the world of fashion and cosmetic products or beauty clinic services and a series of rituals or traditional beauty recipes in Indonesia.

The concept of female beauty in Indonesia has evolved from time to time. During the colonial period in Indonesia, advertising of beauty products for Indonesian women began. Shining white skin became the dream of Indonesian women at that time. This is based on the promotion of Dutch and Japanese beauty products in which both have beautiful female having glowing white skin as the icons of beauty product ads in their country.

After the colonial era in Indonesia ended, Indonesian independence has made beauty products in Indonesia become increasingly developed. Various kinds of beauty products are present, including authentic Indonesian products, such as Sari Ayu, Viva cosmetics, and so on. The presence of this original Indonesian beauty product brings a new paradigm in the concept of beauty in Indonesia. That yellow complexion or tanned skin is a typical beauty of Indonesia, removing the beautiful paradigm by having shining white skin. Some are interested in the concept of traditional Indonesian beauty by making and using beauty recipes from their ancestors, which generally consist of natural ingredients.

Along with the development of the technology, many kinds of cosmetic products present and the mass media displays many ads that have shaped the beauty standard consciously or not in Indonesian women's minds. The beauty models in those ads reflect certain physical appearance characteristic suited to the beauty standard which the ads have shaped. Those physical appearance characteristics such as slim body, white skin, red lips, curved eyelashes, and so on. Technology in the field of beauty is also increasingly developing with the existence of beauty alternatives through plastic surgery efforts so that some Indonesian women are willing to undergo plastic surgery to meet the coveted physical appearance characteristic such as beauty models in the mass media. There is also the technology of vitamin C injection that presented to make women can have shining white skin.

Until the concept of beauty comes from the intellectual women in Indonesia. The concept assumes that real beauty is not only about physical appearance but also by having certain honorable characters and also having talents or expertise which all of that are vary in each woman. The local culture of one region can become one of the factors influencing the characters and talents or the expertise of a woman. This concept was present especially after the Miss Universe event was present and Indonesia participated in the Miss Universe beauty contest. The ideology of YOU C 1000 ads departs from this beauty concept, where health is nothing but the beginning of the beauty that radiates from outside a woman, as in its slogan "Healthy inside, fresh outside". That without a healthy body, the honorable characters, talents, expertise, and good appearance will not be achieved.

The strong ideology of the YOU C 1000 audiovisual ads has shaped the Indonesian women's beauty concept that what looks good from the outside starts with being healthy from the inside. This has an impact on Indonesian women to better maintain a healthy body, one of them by consuming YOU C 1000 once a day regularly so that her beauty can radiate out and support her unique and honorable characters, talents, and expertise. The quality of Beauty, Brain, Behavior which was judged in the Miss Universe election contest made clear the reason for the use of the Miss Universe icon in the YOU C 1000 audiovisual ads. Because the winner of the Miss

Universe contest is not limited to the previous concepts of beauty by Indonesian women such as having white skin, slim body, red lips, and others, but based on these three aspects (beauty, brain, behavior). By that concept, then the use of body care cosmetics and decorative cosmetics, or even plastic surgery or injections of vitamin C are no longer the only way to be beautiful, and beauty is no longer limited by certain physical appearance characteristics.

## **CONCLUSION**

It can be concluded in the text that YOU C 1000 audiovisual ads are using Miss Universe as the powerful icon of women beauty in manipulating; using the easy-to-remember and catchy slogan informing the product's identity; choosing the product form of healthy drink which giving the convenient way to consume 1000 mg of vitamin C with refreshing taste; using the packaging characteristics that suits to products content; choosing lemon, orange, and apple as the product variant which are tasty and rich in vitamin C; using Indonesian images (its natural, culture, and people), Indonesian language, and some of Indonesian typical music in most of the ads in order to build a close relationship to Indonesian women as one of the consumer; constantly articulating the benefits and the advantages of the product; comparing the product to the other similar product to show what advantages does the product offers; and using the strong opinion supported by general facts about what affects health and what can we done or we get by being healthy by using certain linguistic features. All of that ways are to deliver the ideology of beauty concept to Indonesian women that beauty is starts by being healthy inside and by that it will automatically radiate the true beauty outside and that one of the ways for being healthy is by consuming YOU C 1000 once a day regularly.

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