



Language Function Of Slected Cosmetics Advertisement In Online Media

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ABSTRACT

Purpose of the study: This research aimed to find out the types of language function used in advertising cosmetics and describe how to use the language function of cosmetics advertisement in Online Media.

Methodology: This study used a descriptive qualitative method. Data were collected from twelve selected cosmetics advertisements of brands such as Maybelline, Make Over, and Nyx Professional Makeup, accessed through Instagram, Facebook, YouTube, and official websites. The researcher used note-taking and documentation to classify data based on Halliday's language function theory.

Main Findings: The findings revealed five types of language functions used in cosmetics advertisements: personal, representational, instrumental, imaginative, and interactional. The most dominant type was the personal function, followed by representational and instrumental. Heuristic and regulatory functions were not found. Advertisers used language functions to influence consumers by expressing emotion, conveying facts, and instructing behavior.

Novelty/Originality of this study: This study offers new insight into the specific application of Halliday's language function theory in Indonesian online cosmetics advertising. It emphasizes how language is strategically employed to build emotional engagement and persuade consumers in a digital marketing context.

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1. INTRODUCTION

The language has an important role function for humans, especially communicative functions. The fact, people used language as a vital means of communication in life. [1]-[3] states that language's primary function is a communication tool or interaction tool owned only by humans. Communication interacts with each other as like media for human beings. Communication derives from the Latin "communicare," which means having people popular or sharing [4]-[6]. It is used to send and receive information, idea, opinion, signals, or messages by conversing, gesturing, or writing.

Communication is also known in the marketing world, which is called advertising. Advertising is a persuasive sales message directed to prospective buyers of products of certain goods or services at the lowest possible cost [7]-[9]. Persuasive, which means persuade or suggestive. The form of persuasion is the continuation or evolution of the argument or statements. Persuasion is one of the most powerful strategies to convince readers

of an idea on grounds, evidence, or testimonies [10], [11]. Then, followed by an invitation, encouragement, seduction, exhortation, or suggestion to the reader. With this persuasive strategy in advertising marketing, of course, other strategies support it, such as using persuasive diction in the text or the advertisement's utterances [12], [13].

Advertising language as a variety of businesses is one of the languages used in communication. Through this communication, language plays an important role in the choice of words or can be called diction. Choosing words is referred to as a language function as a diction [14], [15]. The language function of diction in a text is influenced by the speaker's ability to understand, master, use words, or a language that is active and effective for the reader or listener. With good language skills and the use of words, they have to say correctly based on the facts that are appropriate to the advertisement.

It shows from the sentence above that "fear of Allah will lead us in the right way such as a honestly in speaking" and such as speaking the right word, that the people will not be confused with our words. Likewise, advertisement marketing needs a language that is clear, easy to understand, and easy to remember where language functions are needed. Then, also a significant element in advertising is a type of communication media between speaker and listener. According to [16], [17] it is essentially studying the language function of language as a communication tool.

Communication becomes the most important part of the language; for example, online media can only be accessed through the internet [18], [19]. Online media has become popular as an effective way to get in touch with the public, using all forms of media channels that can be used to communicate information and messages. Communication played a significant part in disseminating information, and the advertising where information was loaded was one of the means of communication [20], [21]. Advertising conveys product or service information and has an encouraging and persuasive nature that listeners or readers will like, select, and purchase by (product or services) already offered. Then, advertisement is one of the communication methods intended to inform consumers that viewers, readers, and listeners will buy goods or services, and how products or services are giving the customer benefit [22], [23].

Advertising is one of the news for the general public on media channels. Everything can be found on TV, magazine, a newspaper, on the road, attached to the wall or trees, in the supermarket, and elsewhere in this modern era. Nowadays, advertising such as online media advertising in various applications on mobile phones and other electronic media [24], [25], [26]. Advertising language functions are important because communication is used to convey the meaning of one language to another. In the advertisement, the language has an important role that used to persuade audiences by its own simplicity and interest. They usually used persuasive language to sell the product or services. They can persuade customers to buy because the purpose is to influence other minds so as to be open to negotiate with what he has been hearing [27], [28].

Therefore, that important language function of advertising marketing and this study will focus on the use of language functions in cosmetics advertising in online media. Then, analyze it by using M. A. K. Halliday (1973) theory there are seven kinds function of language [29], [30]. Furthermore, some studies related to language function, such as Suwito (2013), discovered language function and language style in German language cosmetic advertising magazine, where she found there were four language functions used Ingerman. In the term of cosmetics advertisement and also 12 language style categories. It is similar to Annesia (2018). She discovered the language style and language function of the caption in gossip account on Instagram social media. She found there are five language styles and seven kinds of the language of function categories.

The current research focuses on selected cosmetic advertising by online media because cosmetics become a very important and famous issue for women today. Cosmetics, also known as make-up, is a product used to improve or alter the body's appearance or scent. Beauty cosmetics are put on the face, body, and hair. By using modern technology, people can easily access online media on the internet [31], [32]. Through online marketing, it is an opportunity for entrepreneurs to market their products through online media/internet. It is also more effective to be directly identified so many people can watch it. Therefore, the researcher is interested in studying language function used in cosmetic advertising in online media.

The first study, *Language Function of Selected Cosmetics Advertisement in Online Media*, explores how language is used strategically in advertising, particularly in digital platforms, to influence consumer perception, desire, and decision-making [33]. This research typically emphasizes applied linguistics, focusing on rhetorical strategies, persuasive discourse, and semantic or pragmatic tools employed by marketers to construct brand identity and promote product value. The background of this study is grounded in the socio-cultural use of language as a marketing device, highlighting how words, tone, and language choices shape meaning in a competitive commercial environment. It treats language as a functional and intentional communicative act shaped by the needs of digital persuasion.

In contrast, the second study, *Cognitive and Language Functions of the Human Cerebellum*, is situated within the field of neurocognitive science, examining the role of the cerebellum not only in motor coordination but also in higher-level cognitive processes such as language comprehension and production [34], [35]. The background of this research focuses on biological and neurological mechanisms, discussing brain anatomy, neural

networks, and cognitive-linguistic functions supported by the cerebellum. This perspective treats language as a neurological output, determined by brain structure and function, and aims to understand how cognitive deficits or neural disruptions affect communication and linguistic ability.

The gap between the two studies lies in the lack of interdisciplinary integration between applied language function in social media communication and the biological basis of language processing in the human brain. While one explores how language is purposefully crafted and interpreted in media contexts, the other investigates how language capacity is neurologically encoded and activated [36], [37]. There is currently limited research bridging these two domains particularly regarding how cognitively processed linguistic functions (neurological) support or constrain socially situated language practices (media and communication). Addressing this gap could offer a more holistic view of language use by connecting neurocognitive capacities with applied discourse strategies, especially in the context of increasingly multimodal and fast-paced digital communication.

Based on the identified gap between socio-linguistic applications and neurocognitive foundations of language, the novelty of the research titled *"Language Function of Selected Cosmetics Advertisement in Online Media"* lies in its potential to recontextualize advertising discourse analysis through the lens of cognitive-linguistic processing. Unlike traditional studies that focus solely on rhetorical or persuasive strategies in media, this research can introduce a fresh perspective by examining how linguistic features in cosmetic advertisements align with or trigger specific cognitive functions, such as attention, memory, emotional response, and decision-making [38], [39]. By integrating principles from cognitive science particularly how the brain processes language stimuli the study offers an innovative approach to understanding why certain linguistic patterns in digital ads are more effective in influencing consumer behavior. This fusion of applied linguistics with cognitive function theory adds depth to the analysis of media language, positioning the study at the intersection of language use, mental processing, and consumer psychology, thus marking a significant advancement in both advertising discourse and interdisciplinary language research.

The findings from this study have significant implications for both linguistic scholarship and practical applications in marketing and media communication. From a theoretical standpoint, the study contributes to a deeper understanding of how language functions in persuasive contexts, particularly in online advertising spaces where message brevity and psychological impact are crucial. By analyzing the structural and functional aspects of language in cosmetics advertisements, the research offers valuable insights into how specific linguistic choices such as modality, figurative language, repetition, or appeal to emotion can influence audience interpretation and consumer behavior [40], [41]. Practically, the study informs advertisers, content creators, and digital marketing strategists on how to construct more cognitively resonant and ethically persuasive messages that align with both communicative goals and consumer perception. Furthermore, it opens up possibilities for interdisciplinary collaboration, particularly in integrating linguistic strategies with consumer psychology and cognitive science to enhance the effectiveness of media messaging.

This research is especially urgent in today's fast-evolving digital media landscape, where consumers are constantly exposed to an overwhelming volume of persuasive content, particularly in the beauty and cosmetics industry. As online platforms become dominant spaces for brand engagement, understanding the linguistic mechanisms that shape consumer decision-making is essential not only for effective marketing but also for ensuring transparency, ethical persuasion, and informed choice. Many advertisements rely on subconscious linguistic cues that influence perception without consumers' full awareness, raising concerns around manipulation and misrepresentation. Therefore, there is an immediate need for studies that critically analyze these language strategies to better understand their psychological effects and social implications. This urgency is further amplified by the increasing personalization of ads through algorithms, making it crucial to examine how language functions dynamically across digital contexts to shape beliefs, identity, and behavior.

2. RESEARCH METHOD

In this research used descriptive qualitative method. This method intends to describe the types of the language function and how to use the language function. The researcher produces descriptive data in the form of complex descriptions in this approach, examines words by words, and conducted that natural situation study.

The source data in this study were taken from selected these kinds of the cosmetics brand in Indonesia that are Maybelline, Make Over, Nyx Professional Make up. To collect the data, the researchers consist of two stages: first, the choice of cosmetics advertising that includes Instagram, Facebook, and Youtube from online media, such as social media applications. Second, it comes from the internet, such as advertisements on the official website of the cosmetics brand, and includes advertising in the form of slogans and articles. According to Meleong (2004: 157), the source of qualitative data for research is word analyzed, while additional data, such as documentation and others, are supporting data.

In this research, the researcher used the recording application to record advertising in online media, and the researcher also used note-taking techniques to wrote down some of the key points of the advertisement.

After collecting the data, the researcher analyzed by using Halliday's theory and use analytical descriptive method is a way for the researchers to conduct their research by describing and analyzing the data all at once (Ratna, 2010:336). There are several steps which are conducted by the researcher, Selected the cosmetics advertisement in online media include instagram, facebook, youtube and in the internet. Taken the data in each online media. Finding the language function cases appear in the cosmetics advertisement. Analyzed and described the situation when the language function in the cosmetics advertisement accour. Classified the types of language function in the cosmetics advertisement. Drawing the conclusion of all analysis in thi research.

Table 1. Research Instrument and Data Collection Procedures

Activity	Instrument Used	Data Output
Searching cosmetics advertisements	Internet, Social media apps (Instagram, Facebook, YouTube)	Selection of ad content (text, video, slogan)
Recording visual/auditory data	Screen recorder, mobile/PC apps	Recorded advertisement files
Note-taking on key ad content	Notebook, digital notes	Written ad statements
Reading and categorizing statements	Researcher's manual coding	Grouped statements based on language function
Classifying types of language function	Based on Halliday's theory	Categorized language functions

In collecting data, the researcher followed the steps below. First, the researchers search the selected cosmetics advertisements in Instagram, Facebook, Youtube and such as in internet. Second, the researchers read all the data. Third, the researchers selected the video or screenshoot cosmetics advertisement. Fourth, the rschers wrote down the statements of the advertisement. Fifth, the researchers classified the statements of advertisement into each type of language function.

3. RESULTS AND DISCUSSION

This chapter consists of findings and discuccion, and in the case of this research, the researcher would like to present a further explanation and also identity the types of language function that involved in selected cosmetics advertisement.

3.1. Findings

In this research, the researcher provides the data analysis on the language function of selected cosmetics advertisement used in online media. The researcher has two points to be disscussed. The first is to determine the used of the types of language function and the second is how the language function used in online media advertising. This study used Halliday's theory to analyze the data and the researcher found 12 advertisement data that were listed from the statements and categorized them based on types of language function.

3.1.1. Types of language function used in online media advertisement of cosmetics.

In this section, the researcher provides an analyzes of the types language function used in selected cosmetic advertisements in online media. The researcher found 12 data that has been stated in advertisement. The data were classified into five types of language function based on Halliday's theory (1973). In the table below, it shows that there are 12 types of language functions that has taken been taken some from of cosmetic brands advertisement.

Table 2. Imaginative Function

Data	Statements	Brand
1.	"Something Gorgeous is Coming"	MakeOver

Table 3. Representational Function

Data	Statements	Brand
1.	"Eyevolution, new normal, new eye game"	MakeOver
2.	"Today's gorgeous graduate. Powerstay matte powder foundation this bae has powerful 10 hours staying power powder foundation with perfect Soft matte finish".	MakeOver
3.	"Modern dreamer, Swear by it"	Nyx Professional Make up

Table 4. Personal Function

Data	Statements	Brand
1.	"Perfection? It's what I dream about"	Maybelline
2.	"Crisper color. Creamier feel. Nude lust turns to love"	Maybelline
3.	"Cann't stop won't stop full coverage foundation. Get it Love it Slay it"	Nyx Professional Make up
4.	"Express your crazy love for Soft Matte"	Nyx Professional Make up

Table 5. Instrumental Function

Data	Statements	Brand
1.	"Superstay Matte INK"	Maybelline
2.	"I Say, if you've got it, Flaunt it"	Maybelline
3.	"Don't just apply. Style Your Lashes"	Maybelline

Table 6. Interactional Function

Data	Statements	Brand
1.	"Gorgeous Deals Alert"	MakeOver

3.1.2. The use language function in selected cosmetics advertisement in online media

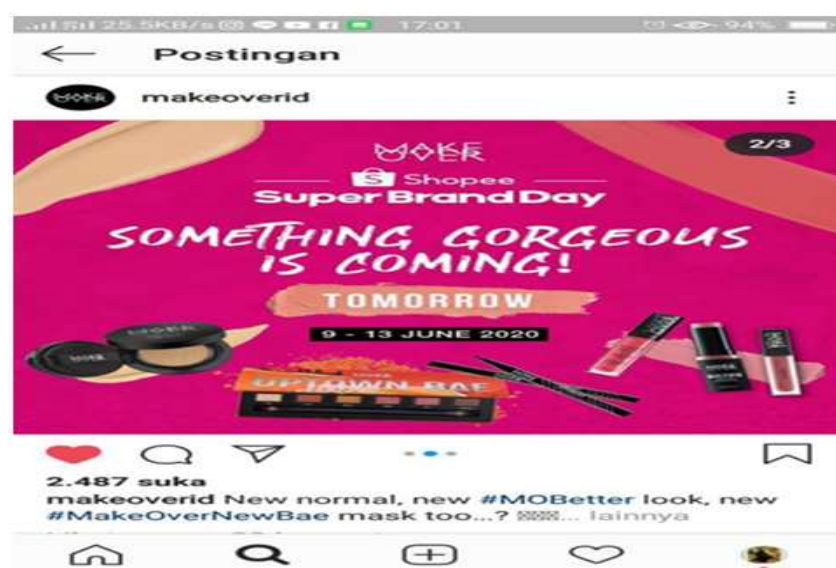


Figure 1. Imaginative Function

Statement from Data 1 "Something gorgeous is coming" is taken from Makeover brand cosmetics. In this advertisement, there are six products that are advertised such as transferproof matte Lipcream, powerstay eye palette Uptown Bae, Hpyperblack matte superstay liner, Multifix matte blusher, Intense Matte Lip Cream Long last Lightweight, and powerstay Demi-matte cover cushion. According Cambridge dictionary the word of "gorgeous" means beautiful and attractive things that used to describe something. It offers that several products can make woman look more beautiful and attractive by using the products. The advertiser gives simple vocabulary to attract the customers in ordering because it is easy to remember the product, they try to convince and persuade the customers to buy the product.



Figure 2. Representational function

First, the statement of Data 1 “Eyevolution, new normal, new eye game” is taken from eyelook in Makeover brand. In this advertisement, there are eight products that are introduced. There are Powerstay eye palette Uptown Bae and Royal Rose, Brow styler eye definer, Hyperblack superstay liner, Eye brow pencil Makeover Black Lines and Brown to Earth, Eye brow kit Dark Brown and Grey Brown, Powerstay brow definer Mascara, Makeover Intense Matte Lip cream.

This advertisement has representational function with the word “eyevolution” in this brand means to release two things that divided into two words “eye” and “evolution”. The first word is “eye” as a eyeliner product that release to publish the newest color from this brand. The second word is “evolution” that related with fashion that becomes evolution in Indonesia for young designers whose designs increasingly followed and trended.



Figure 3. Representational function

Second, from statement above in Data 2 “Today’s gorgeous graduate: powerstay matte powder foundation this bae has powerful 10 hours-staying power powder foundation with perfect soft-matte finish” is taken from MakeOver brand cosmetics. The advertiser informs the excellence of the product that is the powerstay matte powder foundation and has powerful 10 hours staying with perfect soft-matte finish to give more convincing to the consumers. It also indicates that the powder foundation is needed if people want to keep their face are flawless matte apperance in daily activity.



Figure 4. Representational function

Moreover, this statement in Data 3 “Modern dreamer, swear by it” is taken from modern dreamer shadow palette and swear by it is also shadow palette by Nyx Professional Make up brand advertisement. There are two item product in this advertisement such as Modern dreamer and swear by it are the shadow palette made up by Nyx Professional Make up that displayed a package with a beautiful spectrum of 40 rich shades in matte color shadow and satin foiled. This shadow palette is smooth powdery which easily to blend especially in beautiful color that make it delivers intense finish and easy to create look that you can imagine.



Figure 5. Personal function

The statement of Data 1 “Perfection? It’s what I dream about” is taken from Dream velvet and Dream blender advertisement. In this advertisement, there are two products to advertise. First, Dream velvet is a foundation make up that offers matte finish make up and also hydrate skin and second is make up blender sponge as a foundation blending that can be used to make smooth skin. The statements above has a personal function because explain about her personal expression in the advertisement.



Figure 6. Personal function

This statement from Data 2 “Crisper color. Creamier feel. Nude lust turns to love” this advertisement only shows one product from Maybelline brand cosmetic, namely Matte lipstick that is light on the lips with a sensational color formula. Maybelline claims that this product is an ultra lightweight powder pigments lipstick. It is twice as intense and easy to apply, such as make it comfortable to use all day long.



Figure 7. Personal function

Futhermore, the statement from Data 2 is “Cann’t stop won’t stop full coverage foundation Get it Love it Slay it” from Nyx Professional Make up brand advertisement. Can’t stop Won’t Stop is a make up base foundation full coverage quality and has a matte finish, and can make the customer brighter. The product also waterproof and the final look is pigmented for normaly, oily, combination and sensitive it is safety for each types of the skin. This foundation also presents the colors from different skintone shades, from darktone to light beige skin with a creamy and smooth texture provide matte skin coverage all day long.



Figure 8. Personal function

Next, the statement in Data 4 “Express your crazy love for Soft Matte Lip Cream” that explain about the individual reactions after using a product in from Nyx Professional Make up brand . Soft Matte Lip Cream is one of the most phenomenal products from Nyx’s which has a soft texture and a creamy consistency, and also it does not make lips dry, and it is easy to remove. The advertiser will make the “Crazy Love” for make up as what they desire that aim to emphasize the meaning of the statement which can affect to the customer to believe the products. Thus, from the above the advertiser wants to give an example on how the product effect after it used and also to show the result of the product when it is puts on lips.



Figure 9. Personal function

The statement in Data 1 “Superstay matte INK” is taken from new super state matte and lip color from Maybelline brand cosmetics. The advertiser shows an intense liquid ink formula when the model in advertising has been applied to her lips. Superstay matte ink is a liquid lipstick that gives a customer impeccable matte finish in a range of super stainless shades or colors. The statement has an instrumental function that explains the benefit of the product brand. It intends to attract the audience interest to purchase the product.



Figure 10. Personal function

Futhermore, the statement in Data 2 “I say if your’ve got it. Flaunt it” is taken from the Falsies Push Up Angel advertisement. The advertiser shows that the product has a wing brushed applicator. The Falsies Push Up Angel is a mascara that has a waterproof and smudgeproof push up wing brush, and also it has a styling formulation for a long lasting effect.



Figure 11. Personal function

Next, statement in Data 3 “Don’t just apply. Style your Lashes” is taken from the new lash stylist mascara Maybelline. It shows that the applicators and the benefits of the same product in Data 2 but both of them have different packaging and colors of products. The statement of “Don’t just apply, Style Your Lashes” indirectly give instructions to the customers that Dont Just Apply the make up but make it as a part of your style.



Figure 12. Interactional function

From the statement above Data 1 “Gorgeous Deal Alert” is taken from Makeover that has interactional function. This sentence means there will be a Big Sale because this words “Deal Alert” give a good news or big information about Discount. The aims of the word is to full up anthusiasms of the customers to buy the product.

3.2. Discussion

3.2.1. Type of language function used in online media advertisement of selected cosmetics.

Language functions are important to make the reader or listener to understand what the writer or speaker is trying to say. In advertising, there is a specific strategy for selling the products that aim to convince the listener or the reader of the advertisement interested in advertising. Based on data analysis and the types of language function, this part uses selected cosmetics advertisements in online media. There are 12 data after analysis, and the researchers classify the data into five categories based on the language function used in the statements. They are imaginative, representational, personal, instrumental, and interactional functions. The types of language functions that are mostly used are personal functions. This function refers to the speaker’s or writer’s ability to clarify their thought or arrange in one idea or classify material in their mind to express their innermost thoughts and emotions or feelings that everyone has been felt it experiences.

This is appropriate from Halliday’s theory (1972) that explains the types of language function which used a language to convey significant thoughts, personal emotions, and intensity of reactions to the speakers. The advertisers give direct description results of using the advertised products that desirable for consumers by expressing their personality and what they feel after using the product they offer. Thus, the consumers trusted the products as an effective way to give solutions to their problems.

3.2.2. The use language function of selected cosmetics advertisement in online media.

3.2.2.1. Imaginative function

Data 1 “Something Gorgeous is Coming”, The advertisement describes the new items that show new features and promise the viewers or customers about the high quality of the product in the imaginative function. The phrase “something gorgeous” expresses an Aesthetic function that invites the viewers to imagine and involve the phrase using an aesthetic value for imagination appearance for makeup. The advertiser tries to make the audience easily to remember and make a new value of the product. Based on Halliday’s theory (1973), the language’s function is to explore the imagination and create a look based on their thoughts or ideas. The imaginative function is typically works of art such as poetry, legend stories, or jokes used for public speaking or pleasure the audience.

3.2.2.2. Representation function

This function conveys messages that tell a fact based on existing knowledge and information. Internally, this function aims to describe a person or something based on the speaker’s experience or knowledge. According to (Goldin 2002), representation is a form or configuration that can show, described, or symbolizing an object and a process. The case in this function was shown in. Data 1 “Eyevolution, new normal, new eye game”.

The statement above refers to a representational function because of the Makeover brand’s statement “Eyevolution.” It can be divided into two words “Eye” and “Evolution.” The meaning of the word “Eye” refers to show a new eyeliner product that would release the newest colour in public. The word “Evolution” is related to fashion that collaborates between the MakeOver brand with young Designers in Indonesia that work in the fashion industry. Both words can be identified as representations because the advertiser tried to say the meaning of “Eyevolution.” Therefore it is supported by Halliday’s theory (1973) that explains the purpose of conveying a message tells a reality based on current knowledge or information. Then, the advertiser tries to persuade the customers to buy the newest colors eyeliner product. It will make woman’s appearances perfect. The advertiser uses a mask to inform the audience this time is a new normal situation.

Data 2 “Today’s gorgeous graduate. Powerstay matte powder foundation this bae has powerful 10 hours staying power powder foundation with perfect soft matte finish”. The statement from MakeOver cosmetics is identified as a representational function because it explains the main point of benefit products. According to Halliday’s theory (1973), the function helps communicate, describe, or record facts and information that people see and through. The product Makeover Powerstay Matte Powder Foundation is a compact powder foundation liquid that lasts up to 10 hours with a flawless matte finish, equipped with Microfine Color Rich Pigmented technology and Fade Resistant Formula. So it is a matte and even colors blended with facial skin, perfectly closing facial defects while still feeling bright.

Data 3 “Modern dreamer, Swear by it”. The statement is categorized into a representational function because the phrase “Modern Dreamer” showed the most attractive product dream is as a matte shadow palette. These products provide the final touch for a matte look when this shadow is added to the eyes and create a creative look using this shadow with many color variations, which one is offered in advertising. This function focuses on informing something such as a report, describing, confirming, and explaining something (Halliday’s 1973). Therefore, it is similar to that statement where it intends to inform its function that conveys its opinion based on experience, knowledge of the speakers. The advertiser tries to express appearance by using this product as a shadow palette of colors. It also tells the Nyx Professional Makeup brand that the statements showed the most attractive dream as a matte shadow palette. Besides, the word “Modern dreamer, swear by it” can be categorized as glamour and increase its product sale.

3.2.2.3. Personal function

The personal function is connected to a person’s ability that language function is used to express individual reactions based on the speaker’s idea, feeling, or emotions. Language aimed to express their feeling as a part of the personal function of the language. People’s personalities can be divided by using the language that they choose to communicate with others. Data 1 “Perfection? It’s what Idream about”. The statement is taken from the Maybelline advertisement. The statement “it’s what I dream about” explains that the advertiser has a makeup foundation as what they dream. It refers to the personal function because it shows the personal expression of the advertisers. This function allows a speaker to share their deep thoughts, emotions, personal feelings, and reactions. Personality is generally defined by using their language’s personal function to interact with others (Halliday, 1973). According to the Cambridge dictionary, the word “Dream” refers to “something that you want to do a lot but that is not very likely to happen.” Therefore, based on the explanation, it can be categorized as a personal response. Put on the foundation is her dream. It makes the product more unique and different from other products, and this is how the advertiser persuades the audiences to pay more attention to the product so they will use it. Then, they hope the velvet foundation is also the audience’s dream. It likes the woman wishes that it would be fresh coverage foundations.

Data 2 “Crisper color. Cremier feel. Nude lust turns to love”, The advertisement has a personal function. The word “Turns to love” expresses the meaning of bringing the color from “Nude” to give a sensational value of the color lipstick that feels light on the lips without feeling dry. The word “Love” means something very much,

such as in this statement that explores the value of immediacy. The advertisers show the prominence of using the product desirable by the customers. Personal functions, in the expression of a person's personality, can be seen from the use of the personal functions of a language that they use to communicate with others (Halliday; 1973). Therefore, the meaning of the statement is to pay attention to the customer and make people curious about this product's quality.

Data 3 “Cann’t stop won’t stop full coverage foundation. Get it Love it Slay it” The statement “Cann’t stop won’t stop” has a personal function in the advertisement. That tells about their feeling to have a foundation as makeup. According to Halliday (Sumarlam, 2009: 1-3), the language function helps the speaker express something based on feelings or individual reactions. His convey reveals not only the language but also observes emotions of what speakers saying. Therefore, it aims to make people interested and persuade customers to buy this product as the best foundation.

Data 4 “Express your crazy love for Soft Matte”. Besides, the statement is taken from the Nyx Professional Make up brand. This statement explains the advertiser's feeling. In personal function, people are possible to deliver concrete and abstract things. The phrase “Crazy Love” means a feeling of intense affection to enjoy doing various things. The advertiser feels the soft matte lips make Crazy and love make up just her way. The aim is to emphasize the meaning of a word that can influence the public to trust the products and make people went crazy in love after using the product. She may felt like magic with soft matte Lip cream for a makeup appearance. The function of the statement connects with the theory from Jacobson's (1982-1896). The theory describes the word as an emotive function in which personal attitude is conveyed, including the expression of emotions, thoughts, opinions depending on the speaker. Whereas as a personal function in Halliday's theory (1973).

3.2.2.4. Instrumental function

According to Halliday's (1973), this function is trying to get someone to do something (commanding, inviting, and instructing) seeking the effect on the audience behaviour. Halliday state that linguistics function in the language is used to satisfy basic material which used to control the environment and to achieve things or to perform something based on the speaker's instructions. Data 1 “Superstay Matte INK”. The statement expresses the reactions customers of the product which after using it by following the instructions of speakers from the advertisement. Based on Halliday theory (1973) it appropriate to this function that usually gives instructions for doing something. It can make customers give a true review after using the products. This situation will be helpful for the advertiser to promote the product from the Maybelline brand cosmetic. It can be seen that creates a situation were the advertisement immediately receives a good response from the audience as they comment on the product. Therefore, it can be concluded that it is the company strategy to market products and persuade the audience to buy it.

Data 2 “I say if your’ve got it. Flaunt it”. The statement can be said as an instrumental function because the meaning of the word "Flaunt it" shows the effect appearance from the Push Up Angel Mascara flashes if it is put on mascara in eyes. It is an instruction from the speakers because the advertiser would like to give an example product on how to apply it as appearance for makeup. According to Halliday theory (1973) in this function shows the condition of the speakers who wants to follow the rules for doing something.

Data 3 “Don’t just apply. Style your lashes”. Moreover, the statement above express instrumental function because give the customers indirectly instructions that do not just apply for making the appearance of makeup but make it as a style for yours. The use of language function is appropriate Halliday theory (1973) which explain the use of the function means to inform the customers and follow instructions roles of the speakers.

3.2.2.5. Interactional Function

According to Halliday theory (1973) this language function is useful for maintaining communication between people. Such as knowledge of language, jargon, jokes, behaviors, customs, and so on. Data 1 “Gorgeous Deals Alert”, The statement has interactional function showed in Makeover brand. It implies that a big deal will be made because the phrase offers good news about big discount information. The aim is completing consumer excitement for the purchase of the product Makeover brand cosmetic. Therefore, in this case, there is an interaction between seller and buyer who want to buy the products. According to Halliday's theory (1973), there are types of language function refers to seven types: Imaginative, personal, representational, instrumental, heuristics, regulatory and interactional functions. Based on the discussion, the researcher concludes that the dominant language function used is the personal function. This matter was caused by the use in selected cosmetics advertisement in online media and express the individual response toward the products, to inform and describe. It explained the benefits of each brand cosmetics.

The findings were in line with Ananda (2013), where she found regulatory function the most dominant use in the script of the dialogue of the movie. She also explains that function which intended to manage the behaviour of others, to manipulate the person in the environment. The statement was similar to Halliday's (1973). He states that the function of language is as supervisor, events controller or organizer, or as a function of controlling and regulating others. Finally, each language function found in selected cosmetics advertisement is used to communicate, obtain information and understand statements or utterances in the advertisements.

4. CONCLUSION

Based on the findings, there are five language functions in selected cosmetic advertisements. Such as an imaginative function, representational function, personal function, instrumental function and interactional function. Therefore, the researcher discovered the general function of the language used to persuade the public to buy the product, and the use of models as the person who try out the product, by using a variety of languages variation, here in the use of language function to attract the public in buying the products.

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