



STYLISTIC ANALYSIS OF PERSUASIVE TECHNIQUES IN MALE SKINCARE ADVERTISING ON INSTAGRAM

Rewin Darmawan

Email: rewindarmawan59@gmail.com

Universitas Islam Negeri Maulana Malik Ibrahim Malang

Rohmani Nur Indah

Email: indah@bsi.uin-malang.ac.id

Universitas Islam Negeri Maulana Malik Ibrahim Malang

Abstrak:

Penelitian ini mengeksplorasi teknik persuasi yang digunakan dalam iklan produk perawatan kulit pria di Instagram. Secara khusus, penelitian ini mengkaji jenis dan fungsi teknik-teknik tersebut sebagaimana diterapkan dalam caption Instagram dari akun produk kecantikan, dengan fokus pada akun resmi L'Oréal Paris. Data penelitian diambil dari beberapa caption Instagram di akun resmi L'Oréal Paris. Metode deskriptif digunakan untuk menganalisis data, dengan merujuk pada teori Lamb (2019) dan teori Keraf (2004). Dataset terdiri dari 24 caption Instagram yang mengiklankan produk perawatan kulit pria di akun resmi L'Oréal Paris. Teori Lamb (2019) memberikan kerangka kerja untuk menganalisis bahasa emotif dan inklusif, sedangkan teori Keraf (2004) menekankan pada teknik identifikasi, sugesti, dan kompensasi. Analisis menunjukkan bahwa teknik persuasi yang diidentifikasi menggunakan teori Lamb (2019) meliputi bahasa emotif (8 kali), bahasa sehari-hari (7 kali), bahasa inklusif (1 kali), bukti (3 kali), pertanyaan retorik (2 kali), ajakan (2 kali), dan hiperbola (1 kali). Sementara itu, dengan menggunakan teori Keraf (2004), teknik yang diidentifikasi meliputi identifikasi (8 kali), sugesti (13 kali), dan kompensasi (3 kali). Temuan ini menunjukkan bahwa bahasa emotif dan sugesti merupakan teknik persuasi yang paling sering digunakan, yang menekankan pada daya tarik emosional dan sugestif dalam iklan produk perawatan kulit pria L'Oréal Paris. Penelitian selanjutnya dapat mengeksplorasi teori persuasi tambahan atau mengkaji kategori produk yang lebih luas untuk memperoleh pemahaman yang lebih komprehensif tentang strategi iklan di media sosial.

Kata kunci: teknik persuasi, produk perawatan kulit pria, iklan Instagram, bahasa emotif

Abstract:

This study explores the persuasive techniques employed in advertisements for male skincare products on Instagram. Specifically, it examines the types and functions of these techniques as used in Instagram captions from beauty product accounts, focusing on the official L'Oréal Paris account. The research data were sourced from several Instagram captions on the official L'Oréal Paris account. A descriptive method was used to analyze the data, drawing on Lamb's theory (2019) and Keraf's theory (2004). The dataset comprises 24 Instagram captions advertising male skincare products on the L'Oréal Paris official account. Lamb's theory (2019) offers a framework for analyzing emotive and inclusive language, while Keraf's theory (2004) emphasizes identification, suggestion, and compensation techniques. The analysis reveals that the persuasive techniques identified using Lamb's theory (2019) include emotive language (8 instances), everyday/colloquial language (7), inclusive language (1), evidence (3), rhetorical questions (2), appeals (2), and hyperbole (1). Meanwhile, applying Keraf's theory (2004) identified techniques such as identification (8 instances), suggestion (13), and compensation (3). The findings indicate that emotive language and suggestion are the most frequently





employed persuasive techniques, emphasizing the emotional and suggestive appeals in L'Oréal Paris's male skincare advertisements. Future research could explore additional persuasive theories or examine a broader range of product categories to gain a more comprehensive understanding of advertising strategies on social media.

Keywords: persuasive techniques, male skincare products, Instagram advertisements, emotive language

INTRODUCTION

The importance of persuasive advertising strategies has grown alongside the increasing reliance on social media for marketing. This study investigates the persuasive techniques used in Instagram advertisements for male skincare products, focusing on the L'Oréal Paris brand. Given the role of Instagram as a visual and textual platform, this research is particularly relevant for understanding how language and visuals combine to persuade audiences.

Kotler (2001) defines advertising as a paid and impersonal form of communication designed to promote products or ideas. In advertising, careful attention must be paid to choosing the right words so that the promotional message is conveyed effectively, for example through illocutionary acts in the form of assertive and directive speech acts (Merlina, 2024). Besides speech act, the language concern of advertising is on the persuasion. The use of persuasive techniques distinguishes advertising from other forms of communication, as it aims to evoke specific effects and influence consumer attitudes (Daymon & Holloway, 2010). Persuasion is essential in sales and marketing, shaping consumer preferences and behavior (Sumarlam et al., 2024).

Advertising operates as a cohesive discourse that seeks not only to inform but also to shape perceptions and attitudes toward products (Rani, Arifin, & Martutik, 2006). In the social media era, platforms like Instagram play a critical role in this process. With its ability to present engaging, visually rich content, Instagram has become a primary medium for marketing campaigns. Features like hashtags, polls, and influencer collaborations provide dynamic tools for marketers to build emotional connections and target specific audiences effectively (Ali-Taha et al., 2021). Essentially, research on discourse in advertising remains a significant topic for further understanding the variety of language that is effective in reaching a wider audience or potential consumers (Sirait, 2025).

L'Oréal Paris, a globally recognized brand with over 110 years of history, offers a range of products for both men and women. The brand's commitment to quality and its adaptability to changing consumer needs have solidified its position in the market (L'Oréal Group, n.d.). Male skincare products from L'Oréal Paris present a unique opportunity to explore how persuasive strategies are tailored to a demographic that is increasingly interested in self-care but still navigating traditional societal norms.

Previous studies have examined persuasive techniques in various advertising contexts. Sholikhatin (2023) analyzed skincare advertisements, highlighting techniques such as rationalization, suggestion, and identification. Ariandini (2022) investigated beauty product advertising on Twitter, while Harisma (2022) explored those advertised in Instagram, emphasizing the frequent use of suggestion and ethos techniques. Losi et al. (2023) concerned the beauty product slogans and Mustantifa (2022) examined captions, respectively. Both studies uncover patterns in persuasive language and rhetorical approaches. Similarly, Devi (2021) also concerned to persuasion in cosmetics advertisement slogan. Auliya and Hastuti (2022) analyzed the persuasive language used in women beauty product in Instagram caption.





Hidayah et al. (2023) also concerns to the language of beauty in cosmetic advertisement. In addition, studies that highlight the uniqueness of language in cosmetic advertisements are also related to verbal and visual representations (Rika, Suastini & Pratiwi, 2022).

These prior studies share a common focus on the role of persuasion in advertising but differ in their specific contexts, methodologies, and target audiences. This research builds on these foundations by concentrating on male skincare advertisements on Instagram, which remain underexplored. Using Lamb's (2019) and Keraf's (2004) theories, this study seeks to identify and analyze the persuasive techniques in L'Oréal Paris's Instagram captions.

The rationale for focusing on male skincare products lies in their increasing relevance in a society where men are becoming more concerned with personal grooming. Social media platforms like Instagram serve as key avenues for disseminating relatable and effective messages tailored to male audiences. By addressing this niche, the research aims to uncover insights into the evolving strategies used in male-targeted advertising, bridging gaps in existing literature.

Two research purposes become the highlight of this study. First, it identifies the types of persuasive techniques used in L'Oréal Paris's male skincare product advertisements on Instagram. Second, it explores how the persuasive techniques function to influence the target audience. Through a comprehensive analysis of Instagram captions, this study contributes to understanding contemporary persuasive strategies in male skincare advertising, providing a basis for further research in social media marketing and consumer behavior.

METHOD

This study falls within the domain of Stylistics that relates between language style and persuasion (Bonta, 2008). It employs a qualitative descriptive approach to analyze persuasive techniques in advertising language. Using Creswell's (2013) qualitative methodology, it examines the captions of male skincare product advertisements on L'Oréal Paris's official Instagram account. This method emphasizes capturing nuanced meanings within text data and enables a structured analysis to uncover subtle persuasive strategies that might otherwise go unnoticed. By focusing on captions, the research highlights how advertising messages are crafted to engage audiences effectively (Bradford, 2013).

The researchers serve as the primary instrument in this study, conducting direct data collection and analysis from L'Oréal Paris's Instagram account. The researcher independently reviews and interprets caption content, ensuring a hands-on approach to answering the study's questions. This includes collecting and reducing the data to focus solely on the persuasive elements of male skincare product advertisements, maintaining the integrity and specificity of the analysis.

The data for this study were sourced from Instagram captions posted on the official L'Oréal Paris account (@lorealparis) between March and June 2024. The account, with over 10 million followers, showcases visually engaging advertisements complemented by persuasive captions. The research specifically targets captions for male skincare products, analyzing all words, phrases, and sentences that demonstrate persuasive techniques. These captions serve as the foundation for exploring how L'Oréal Paris communicates with its male audience.

The data collection process followed a systematic four-step procedure. First, the researcher carefully read each post caption to understand its content. Second, captions containing persuasive techniques were identified and highlighted. Third, the data were organized chronologically, aligning older advertisements with newer ones. Lastly, redundant





or similar data were reduced to ensure only unique and relevant captions were included in the analysis. This structured approach ensured a focused and efficient dataset for examination.

Data analysis involved a detailed review of each caption to identify and categorize persuasive techniques. Using Lamb's theory (2019) and Keraf's theory (2004) as analytical frameworks, the researcher evaluated how these techniques function within the captions. This process included identifying key persuasive elements, discussing their application in advertising, and drawing conclusions to address the study's main research questions. The analysis culminated in insights into how persuasive strategies are tailored to the male skincare audience, providing a comprehensive understanding of L'Oréal Paris's Instagram advertising approach.

FINDINGS AND DISCUSSION

The data covered 30 Instagram caption which were then sorted and selected into 24 data containing persuasive techniques. Based on Lamb's theory (2019) and Keraf's (2004), the findings concerning the type and function of persuasive strategies are presented in Table 1.

Table 1. The persuasive techniques and functions of male skincare product advertisements

Datum	Caption	Persuasive Techniques	Function
1	"Get ready to bring your skin back to life"	Colloquial Language	Suggestion
2	"Calling all# Men Experts, your future is about to get brigther"	Colloquial Language	Compensation
3	"Powered by derm-approved formulas"	Appeals	Compensation
4	"Get ready to take your skincare to the next level"	Colloquial Language	Suggestion
5	"The ultimate skin reviving formula #ComingSoon"	Colloquial Language	Suggestion
6	"Just like our Men Expert squad, the day with our Hydra Energetic Vitamin C Shot Serum"	Emotive Language	Suggestion
7	"Your ultimate weapon against tired-looking skin? Hydra Energetic Vitamin C Shot Serum, Vitamin C-packed for that radiant glow"	Rhetorical Question	Compensation
8	"Let's put our skincare to the test! Revive your skin's energy with the Hydra Energetic Vitamin C Shot Serum in just a few drops. Say goodbye to dullness and hello to a brighter complexion"	Colloquial Language	Suggestion
9	"Tackle dull skin today with the Hydra Energetic Vitamin C Shot Serum. Lightweight, non-greasy, and packed with Vitamin C for revitalized skin"	Appeals	Suggestion
10	"Get the boost you need with Hydra Energetic Vitamin C Shot Shot Serum. Say hello to	Emotive Language	Suggestion



	smoother, brigther skin everyday”		
11	“Unleash the power of Vitamin C with our Hydra Energetic Vitamin C Shot Serum.Your ultimate weapon against tired-looking skin”	Emotive Language	Suggestion
12	“Call the shots when it comes to skincare! Just like @thenoahjr, kickstart your day with the ultimate boost with Hydra Energetic Vitamin C Shot Serum. Our serum packs 10% pure Vitamin C, delivering a powerful antioxidant punch for healthier-looking skin”	Emotive Language	Suggestion
13	“Brighten, smooth, refresh-all in one the shot. Hydra Energetic Vitamin C Shot Serum the secret to vibrant, energized skin”	Colloquial Language	Identification
14	“Serum that works as hard as you do. Our Vitamin C Shot Serum is uniquely designed for those with beards! Join @cordel_mclean and the 91% of men who agree-that our serum delivers a revitalizing boost for tired skin”	Emotive Language	Suggestion
15	“A game-changer for men’s skincare: our Vitamin C Shot Serum is lightweight with a uniquely smoothing formula designed to hydrate, comfort, and suit all skin types!”	Inclusive Language	Identification
16	“Why Pure Vitamin C? Dermatologist @drnomzy recommends our Vitamin C Shot Serum to fight against visible dullness, fine lines, and lack of skin firmness. Our Serum packs 10% pure Vitamin C, Vitamin E, and Salicylic Acid for optimal performmance”	Rhetorical Question	Suggestion
17	“It’s all smooth sailing a head with our Vitamin C Shot Serum. Join the 88% of men who attest to smoother skin with our lightweight formula, making it perfect for every skin type”	Evidence	Suggestion
18	“Stay cool and shine-free all day long with the Men Expert Hydra Energy cooling moisturizing gel. This lightweight formula keeps your skin hydrated for 24 hours while controlling oil and combating irritation. Say goodbye to greasy skin and hello to a fresh, nourishe feeling!”	Evidence	Suggestion
19	“Experience the ultimate freshness with L’Oréal Paris Men Expert Hydra Energy cooling mouiturising gel anti-shine. The air gel technology ensures instant cooling and long-lasting hydration, perfect for combating shaving burns and controlling shine”	Hyperbole	Identification





20	“Wave goodbye to tired skin with Men Expert Vitamin C Shot Serum! Packed with pure Vitamin C, it zaps dullness and smooths out your skin. Just ask @marcosllorente-this is his secret weapon ofr bouncing back between matches!”	Emotive Language	Identification
21	“A must have for dry, hot summers: Men Experts Vitamin C Shot Serum! This ultra-efficient serum brightens, smooths, and refreshes dull, tired skin. Its non greasy, non stickey formula is lighter than a cream and absorbs effortlessly into your skin and beard. Perfect for guys on the go!	Colloquial Language	Identification
22	“The idealskin routine is hassle-free! The Men Expert Hydra Energetic three-step routine with Pure Vitamin C Shot Serum, Anti Fatigue Eye Roll -On, and Anti-Fatigue Moisturizer is a game-changer.Instantly refresh dull, tired skin with ease”	Emotive Language	Identification
23	“@baptiste.giabiconi shares his ultimate 3 step anti-fantique routine with Men Expert Hydra Energetic Range. This powerful lineup brightens, smooths, and refreshes dull, tired skin. Recharge your skin with L’Oréal Men Expert and leave if feeling relaxed an revitalized!”	Emotive Language	Identification
24	“Dermatologists rave about Pure Vitamin C for its superpower against dullness, fine lines, and saggy skin. Our serum packs a punch with 10% pure Vitamin C-perfect for brightening and banishing dark spots. Boosted with Vitamin E and Salicylic Acid, it’s an antioxidant and exfoliating dream team”	Evidence	Identification

1. Types of persuasive techniques in male skincare product advertisements

Based on Lamb's theory (2019), out of 24 data collected, it can be seen that the persuasive techniques used in L’Oréal Paris male skincare product advertisements cover emotive language 8, everyday / colloquial language 7, inclusive language 1, evidence 3, rhetorical question 2, appeals 2, and hyperbole 1.

Emotive language refers to phrases used to describe words that trigger emotional effects in the listener (Lamb, 2019). For example, we can see like this, (D.6) "*conquer the day with our Hydra Energetic Vitamin C Shot Serum*", (D.10) "*Get the boost you need and Say hello to smoother, brighter skin every day*", (D.11) "*Unleash the power*", "*Hydra Energetic*", "*Your ultimate weapon*", "*Tired-looking skin*", (D.12) "*Call the shots when it comes to skincare*", "*Kick your day with the ultimate boost*", "*Powerful antioxidant punch*", (D.14) "*Serum that*





works as hard as you do", "uniquely designed for those with beards!", "Join @cordell_mclean and the 91% of men who agree", using the statistic "91%", "revitalizing boost for tired skin", (D.20) "Wave goodbye to tired skin" "eliminated" "Packed with pure Vitamin C", "Zaps dullness", "Smooths out your skin", (D.22) "The ideal skin routine is hassle-free!", "a game-changer", "instantly refresh dull, tired skin with ease" (D.23) "feeling relaxed" and "revitalized!", the frequent use of emotive language aligns with the need to build trust and confidence in male audiences, who are generally less frequently targeted in skincare marketing. These findings suggest that while emotive language increases brand loyalty, its excessive use may lead to skepticism among consumers.

Everyday / colloquial language is language that writers use to look more down- to-earth, practical, and realistic by employing everyday idioms (Lamb, 2019). For example, we *righter*" (D.4) "your skincare to the next level" (D.5) "The ultimate skin-reviving formula", (D.8) "Revive your skin's energy with the Hydra Energetic Vitamin C Shot Serum in just a few drops. Say goodbye to dullness and hello to a brighter complexion", (D.13) "all in one the shot", "the secret to vibrant", "energized skin" (D.21) "must- have", "non stikcy", "non greasy", "guys on the go", the use of everyday / colloquial language attracts consumer appeal. This finding shows that although everyday / colloquial language increases the appeal of male consumers, the use of familiar and simple language that is too familiar to consumers will cause a decrease in product credibility.

Evidence in the form of statistics and other data is often used to convince or attract the attention of others (Lamb, 2019). For example, we can see like this, (D.17) "Join the 88% of men who attest to smoother skin with our lightweight formula, making it perfect forevery skin type", (D.18) "This lightweight formula keeps your skin hydrated for 2 hours while controlling oil and combating irritation", (D.24) "Our serum packs a punchwith 10% pure Vitamin C-perfect for brightening and banishing dark spots", the use of evidence in this study increases consumer confidence in the product. This finding shows that excessive use of evidence causes loss of credibility and consumers feel ambiguous about choosing a skincare product.

Inclusive language is when the writer gives the impression that the writer and the reader can have the same views on an issue by using the words "we" or "our" (Lamb, 2019). For example, we can see like this, (D.15) "A game-changer for men's skincare: our Vitamin C ShotSerum is lightweight with a uniquely smoothing formula designed to hydrate, comfort, and suit all skin types!", The use of inclusive language helps create a strong emotional connection and increases accessibility so that consumers feel appreciated, then consumers will be interested in buying skincare product. This finding in the excessive use of inclusive language will create an inauthentic impression and confuse consumers in their interest in buying skincare product.

Rhetorical questions are questions that do not require an answer because the explanation is already clear. Because of this nature, rhetorical questions are often used to direct the audience towards a conclusion, so that the conclusion feels natural and logical (Lamb, 2019). For example, we can see like this, (D.7) "Your ultimate weapon against tired- looking skin?" (D.16) "Why Pure Vitamin C?, The use of rhetorical questions in this study attracts consumers' attention to be interested in skincare product. This finding in the excessive use of rhetorical questions causes a decrease in product credibility and creates consumer resistance.

Appeals occurs when a writer uses various emotions to convince readers of a particular view (Lamb, 2019). For example, we can see like this, (D.3) "Derm-approved", (D.9)





"Tackle dull skin today", "Lightweight", "non-greasy", and "revitalized skin", the use of appeals increases credibility and trust with male audiences, who are generally less interested in skincare products. This finding suggests that excessive use of appeals can lead to increased consumer skepticism.

Hyperbole is typically used by people to exaggeration, exacerbate issues, make situations appear worse, and persuade readers to agree with their viewpoint (Lamb, 2019). For example, we can see like this, (D.19) "*The air gel technology ensures instant cooling and long-lasting hydration, perfect for combating shaving burns and controlling shine.*", The use of hyperbole increases consumer appeal, arouses consumer emotions, increases consumer awareness or interest in the product, and encourages quick consumer action to immediately act to buy the product. This finding is that excessive use of hyperbole will cause the product to lose credibility.

2. Functions of persuasive techniques in male skincare product advertisements

In Keraf's theory (2004), researchers discuss the persuasive techniques used in L'Oréal Paris male skincare product advertisements consisting of identification 8, suggestion 13, and compensation 3.

Identification is a process of someone identifying in order to produce a common basis of thought with similarities (Keraf, 2004). For example, we can see like this, (D.13) "*Brigten, smooth, refresh-all in one the shot*", (D.15) "*our Vitamin C Shot Serum is lightweight with a uniquely smoothing formula designed to hydrate, comfort, and suit all skin types!*", (D.19) "*The air gel technology ensures instant cooling and long-lasting hydration, perfect for combating shaving burns and controlling shine*", (D.20) "*Wave goodbye to tired skin with Men Expert Vitamin C Short Serum! Packed with pure Vitamin C, it zaps dullness and smooths out your skin. Just ask @marcosllorente-this is his secret weapon for bouncing back between matches!*", (D.21) "*A must-have for dry, hot summers: Men Expert Vitamin C Shot Serum! This ultra-efficient serum brightens, smooths, and refreshes dull, tired skin. Its non-greasy, non-sticky formula is lighter than a cream and absorbs effortlessly into your skin and beard. Perfect for guys on the go!*", (D.22) "*Anti-Fatigue Eye Roll-On, and Anti-Fatigue Moisturizer is a game-charger. Instantly refresh dull, tired skin with ease*", (D.23) "*This powerful lineup brightens, smooths, and refreshes dull, tired skin*", (D.24) "*Our serum packs a punch with 10% pure Vitamin C-perfect for brightening and banishing dark spots. Boosted with Vitamin E and Salicylic Acid, it's an antioxidant and exfoliating dream team*", the use of identification in this study increases the engagement of male audiences, and encourages action to male audiences to immediately purchase skincare products that are generally less in demand by male audiences in skincare marketing. In the findings of this study, the excessive use of identification caused negative reactions among consumers.

Suggestion is an attempt to persuade or influence consumers or others to accept certain beliefs or convictions without obtaining a logical basis for the beliefs that are the target of persuasion (Keraf's, 2004). For example, we can see like this, (D.1) "*Get ready to bring your skin back to life*", (D.4) "*Get ready to take your skincare to the next level*", (D.5) "*The ultimate skin-reviving formula*", (D.6) "*Just like our Men Expert squad, conquer the day with our Hydra Energetic Vitamin C Shot Serum*" (D.8) "*Let's put our skincare to the test! Revive your skin's energy with the Hydra Energetic Vitamin C Shot Serum in just a few drops. Say*





goodbye to dullness and hello to a brighter complexion", (D.9) *"Tackle dull skin today with the Hydra Energetic Vitamin C Shot Serum. Lightweight, non-greasy, and packed with Vitamin C for revitalized skin"*, (D.10) *"Get the boost you need with Hydra Energetic Vitamin C Shot Serum. Say hello to smoother, brighter skin every day"*, (D.11) *"Unleash the power of Vitamin C with our Hydra Energetic Vitamin C Shot Serum. Your ultimate weapon against tired-looking skin"*, (D.12) *"Call the shots when it comes to skincare! Just like @thenoahjr, kickstart your day with the ultimate boost with Hydra Energetic Vitamin C Shot Serum. Our serum packs 10% pure Vitamin C, delivering a powerful antioxidant punch for healthier-looking skin"*, (D.14) *"Serum that works as hard as you do. Our Vitamin C Shot Serum is uniquely designed for those with beards! Join @cordell_mclean and the 91% of men who agree-that our serum delivers a revitalizing boost for tired skin"*, (D.16) *"Dermatologist @drnomzzy recommends our Vitamin C Shot Serum to fight against visible dullness, fine lines, and lack of skin firmness. Our serum packs 10% pure vitamin C, Vitamin E, and Salicylic Acid for optimal performance"*, (D.17) *"It's all smooth sailing ahead with our Vitamin C Shot Serum. Join the 88% of men who attest to smoother skin with our lightweight formula, making it perfect for every skin type"*, (D.18) *"Stay cool and shine-free all day long with the Men Expert Hydra Energy cooling moisturizing gel. This lightweight formula keeps your skin hydrated for 24 hours while controlling oil and combating irritation. Say goodbye to greasy skin and hello to a fresh, nourished feeling!"*, the use of identification in this study increases the trust of the audience, especially the male audience, thus creating interest in using skin care products and reducing resistance or doubt from the male audience. In this finding, excessive use of identification causes a loss of credibility and causes consumer rejection of the interest in buying skincare product.

Compensation is an action or result that comes from an effort to find a substitute for something that is less acceptable, but rather an attitude or condition that cannot be maintained (Keraf, 2004). For example, we can see like this, (D.2) *"Calling all #MenExperts, your future is about to get brighter"*, (D.3) *"Powered by derm-approved formulas"*, (D.7) *"Let's put our skincare to the test! Revive your skin's energy with the Hydra Energetic Vitamin C Shot Serum in just a few drops. Say goodbye to dullness and hello to a brighter complexion"*, The use of compensation in this study increases satisfaction in using skincare product so that it will be easy for male audiences to be interested in buying and purchasing skincare product, especially the few who are interested in male audiences to use skin care products will be interested in buying and using skin care products. In this finding, excessive use of compensation causes a loss of trust in a manipulative manner by consumers towards skincare product.

Based on the data analysis, there is a difference between what this research found and the findings of previous research that has been described in the first chapter. This study describes the types and functions of persuasive techniques in L'Oréal Paris male skincare product on Instagram accounts since the right persuasive techniques are needed to convince consumers so that they feel confident in the products offered. As show in this study, advertisers rely more on the power of words to make consumers feel interested in L'Oréal Paris product. Apart from the differences from previous studies in terms of research objects, the analysis of this study employed two theories, namely Lamb's theory (2019) and Keraf's theory (2004) to identify the intertwin between persuasive technique types and function.





In addition to the persuasive techniques in this study, it was found that most advertising language consists of compound and complex sentences. Simple sentences are also used in male skincare ads, but they are often used to start the ad, which is then followed by complex or compound statements. This is due to the advertiser's desire to attract consumers' attention by presenting a fairly long explanation.

The benefit of this research is that the reader should be able to understand the science of persuasive approaches, which may be useful in the field of advertising in particular. In this study, utilizing the power of phrases for consumer confidence in the products offered, this requires the use of appropriate persuasive techniques. Not only that, but readers can learn about persuasive techniques used by advertisers to sell their products. It can also be used to convince a person of what the reader believes. Thus, strategies are important when talking to others because they allow others to understand the intentions expressed.

After knowing the benefits of this research, there are several shortcomings that need to be researched further because the researcher uses few types of persuasive techniques. First, this study focuses on advertising male skincare products, so the data collected is limited to that. Second, many advertisers repeat similar and language. To find more accurate data, follow up research is still needed to look for persuasive with a wide range.

CONCLUSION

The study identified various persuasive techniques used in L'Oréal Paris male skincare product advertisements on Instagram captions, revealing their effectiveness and potential drawbacks. Based on Lamb's theory (2019), the analysis highlighted emotive language as the most frequently employed technique, used to evoke emotional connections and build trust with male consumers, though its overuse risks skepticism. Everyday or colloquial language effectively makes the brand appear relatable and approachable, but excessive familiarity can undermine credibility. Evidence-based claims, including statistics, boost consumer confidence by lending credibility but can lead to ambiguity if overused. Inclusive language fosters a sense of belonging and accessibility, though excessive use may feel inauthentic. Techniques such as rhetorical questions, appeals, and hyperbole serve to engage and persuade, yet their excessive application may reduce product credibility or create consumer resistance. These findings underscore the nuanced application of persuasive techniques in crafting effective advertisements tailored to male audiences while balancing emotional appeal and product trustworthiness.

The finding also revealed the functional applications of persuasive techniques in L'Oréal Paris male skincare product advertisements on Instagram, using Keraf's (2004) theory to identify identification, suggestion, and compensation strategies. Identification techniques effectively created a sense of shared identity and relevance, encouraging male consumers to engage with the products, although overuse led to negative reactions. Suggestion techniques subtly influenced trust and interest (Ganjoo, 2020), reducing skepticism toward skincare, but excessive application risked credibility loss. Compensation strategies addressed perceived shortcomings in male skincare interest by providing reassurance and satisfaction, though overuse risked consumer mistrust due to perceived manipulation. The study highlights how advertisers effectively use compound and complex sentences to deliver engaging and





explanatory content, blending persuasive language with concise introductions. These findings underscore the importance of tailored and balanced persuasive strategies in building trust and interest while maintaining credibility and authenticity in advertising.

Suggestions

This study is limited to analyzing men's skincare products and captions on Instagram. Future researchers are encouraged to expand this scope by incorporating additional theories and exploring persuasive techniques across different product categories, brands, and platforms. This would allow for a deeper examination of the impact of persuasive techniques on diverse consumer demographics. While this study utilized Lamb's and Keraf's theories, future studies could adopt alternative hypotheses or the latest persuasive technique theories to ensure originality and improve the analytical approach.

Persuasion is a vital component of both verbal and non-verbal communication, making it relevant in everyday life and academic studies. This study suggests that students, particularly those majoring in English, should focus on understanding persuasion as part of discourse studies. Persuasion's significance in communication emphasizes its application in social media advertising, offering valuable insights for mastering effective communication skills. In the digital era, where social media plays a significant role in marketing, these insights are crucial for fostering expertise in persuasive communication.

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