



**DIOR BEAUTY PRODUCT ADVERTISING : A CRITICAL
DISCOURSE ANALYSIS**

THESIS

**JUNITA METRIANA SUBANDI
20200600017**

**ENGLISH STUDIES
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
BUDDHI DHARMA UNIVERSITY
TANGERANG
2024**



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Presented as a partial fulfilment of the requirement for the Bachelor Degree

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FINAL PROJECT APPROVAL

Name : Junita Metriana Subandi
Student Number : 20200600017
Faculty : Faculty of Social Sciences and Humanities
Study Program : English Studies
Final Project Title : Dior Beauty Product Advertising On Youtube : A
Critical Discourse Analysis


The Final Project Proposal has been approved to be examined as a partial fulfillment of the requirement for the Bachelor Degree.

Tangerang, July 19th, 2024

Approved by,
Supervisor

Acknowledge by,
Head of Departement


Dr. Irpan Ali Rahman, S.S., M.Pd.
NIDN : 0405027807


Riris Mutiara P.S., S.P.d., M.Hum
NIDN : 0427068703



THE BOARD OF EXAMINERS

Name : Junita Metriana Subandi
Student Number : 20200600017
Faculty : Social Sciences and Humanities
Study Program : English Literature
Title of Final Project : Dior Beauty Product Advertising On Youtube : A Critical Discourse Analysis.

This thesis has been examined by the board of examiners on 21st August, 2024

Name of Examiners

1. Chair : Dr. Sonya Ayu Kumala, S.Hum., M.Hum

NIDN: 0418128601

2. Examiner I : Shenny Ayunuri Beata S., S.S., M.M., M.Hum

NIDN: 0412018602

3. Examiner III : Riris Mutiara P.S., S.P.d., M.Hum

NIDN: 0427068703

Acknowledged by,

Dean



Dr. Sonya Ayu Kumala, S.Hum., M.Hum

NIDN: 0418128601

STATEMENT OF AUTHENTICITY

I honestly declare this final project is my own writing. This is true and correct that I do not take any scholar ideas or work from other dishonestly. All the cited works are quote in accordance with ethical code academic writing.

Tangerang, July 19th, 2024



Junita Metriana Subandi

20200600017



ACKNOWLEDGEMENTS

First of all, the researcher would like to express immense gratitude and praise to God for His grace and mercy that have provided the strength, knowledge, and opportunity to write and complete this thesis, titled "Dior Beauty Product Advertising on YouTube: A Critical Discourse Analysis." The researcher feels fortunate to have conducted this study, as it has greatly enhanced her understanding, despite facing challenges in writing, content comprehension, and analysis. This journey has been a transformative experience, allowing the researcher to grow academically and personally. Nevertheless, the researcher will continue striving to improve and deliver the best work possible. Throughout the process of writing this thesis, numerous challenges were encountered, but the unwavering support of many individuals has made it possible to complete it successfully. Therefore, the researcher wishes to extend her sincere appreciation to the following:

1. Dr. Limajatini, S.E., M.M., B.K.P. as Rector of Buddhi Dharma University, Tangerang
2. Dr. Sonya Ayu Kumala, S.Hum., M.Hum as Dean of the Faculty of Social and Humanities, University of Buddhi Dharma.
3. Riris M. Paulina Simamora, S.Pd., M.Hum. as Chair of the English Literature Department, Faculty of Social Humanities, University Buddhi Dharma.
4. Dr. Irpan Ali Rahman, S.S., M.Pd. as a supervisor. Which has guided and helped my research.
5. All of the lecturers and all staff members of the Social Science and Humanities Faculty in Buddhi Dharma University, who have imparted knowledge and experiences that have been fundamental to the researcher's academic journey over the past four years.
6. To my lovely family, my parents (Irwan and Lie lie) who always supports in anything and trust me to do many things, don't forget to my sister's (Alya)

that always help me and encourages me.

7. The writer's best friend since highschool, Sagi Pratama, Donny Sofyan, Tommy Gregory and Tanita Tanu Handoyo. Your friendship has been a source of strength and joy throughout the years. Thank you for the countless memories, encouragement, and unwavering support.
8. The writer's dearest friend whom she met in college, Wiratna Wijaya, Sindi, Angelina. Initially, the researcher doubted finding close friends in college, but your presence has been a blessing. Your support, laughter, jokes, and time mean the world to the researcher.
9. The writer's office friends, Pak Bambang, Ci Merrenzis, Ci Nathasya, Ci Yolanda, Tanita. Thank you for the support in office, assistance and for sharing their experience.
10. The author boyfriend for his unwavering love, patience and support. Your encouragement and understanding throughout this journey have been invaluable. Thank you for always being there and believing in me.
11. Thank you to the author for her strength, commitment, and belief in herself. Through this research, she can show those who have despised her that she is capable of growing and becoming a better person at all times, even when she is feeling down.

ABSTRACT

This thesis, titled "Dior Beauty Product Advertising on YouTube: A Critical Discourse Analysis," conducts a critical discourse analysis to explore how they construct meanings and convey messages about beauty and luxury. Through the analysis of language, visuals, and social practices, the study examines how these advertisements shape and reinforce modern beauty standards and societal perceptions of luxury. The findings reveal that Dior utilizes a combination of linguistic strategies, such as emphasizing long-lasting perfection and inclusivity, and visual elements, including the use of global icons like K-pop's Blackpink members, to create a narrative that aligns beauty with both accessibility and exclusivity. The advertisements not only promote the ideal of flawless, enduring beauty but also link luxury with moral and ethical virtues, suggesting that true beauty is holistic, encompassing both external appearance and inner character. However, the study also highlights the inherent inequalities in these representations, as the aspirational ideals presented are often tied to socio-economic privilege. Overall, this research contributes to the understanding of how luxury beauty brands like Dior employ multimodal strategies to influence contemporary beauty ideals and reinforce societal norms, while simultaneously navigating the tensions between inclusivity and exclusivity.

Keywords: *Dior, Advertising, Three Dimensional Model.*

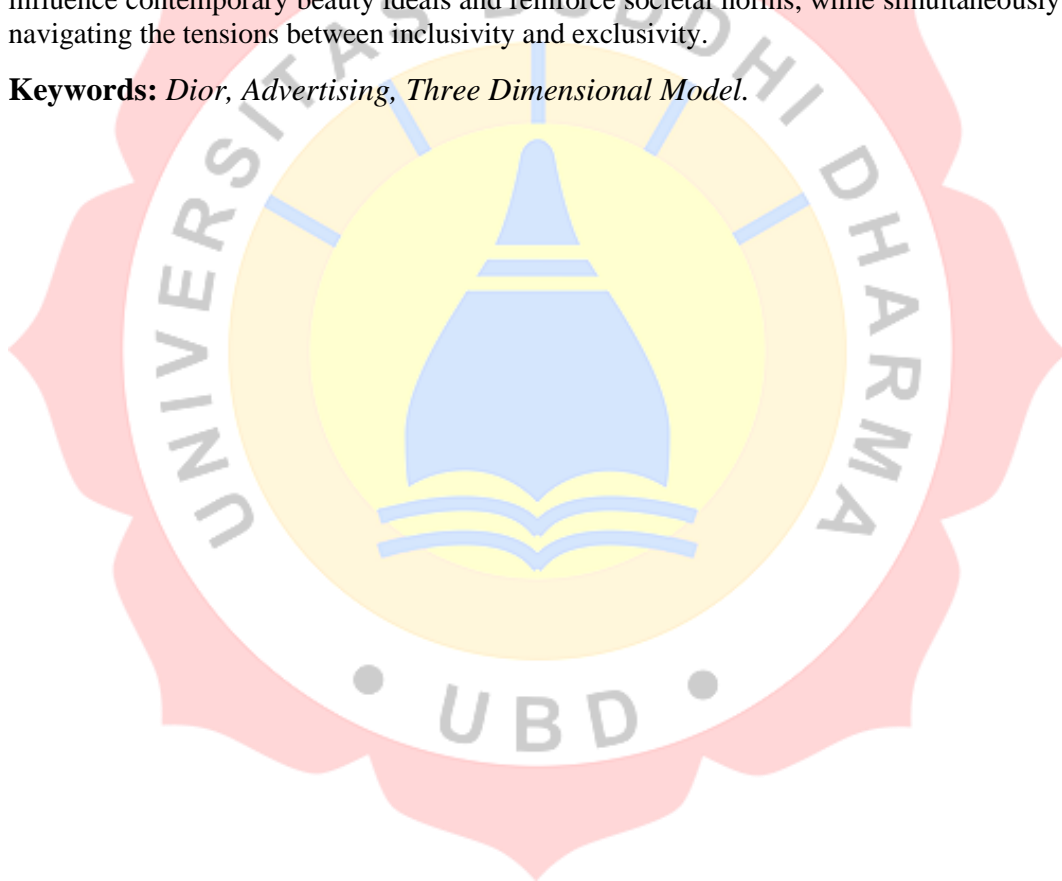


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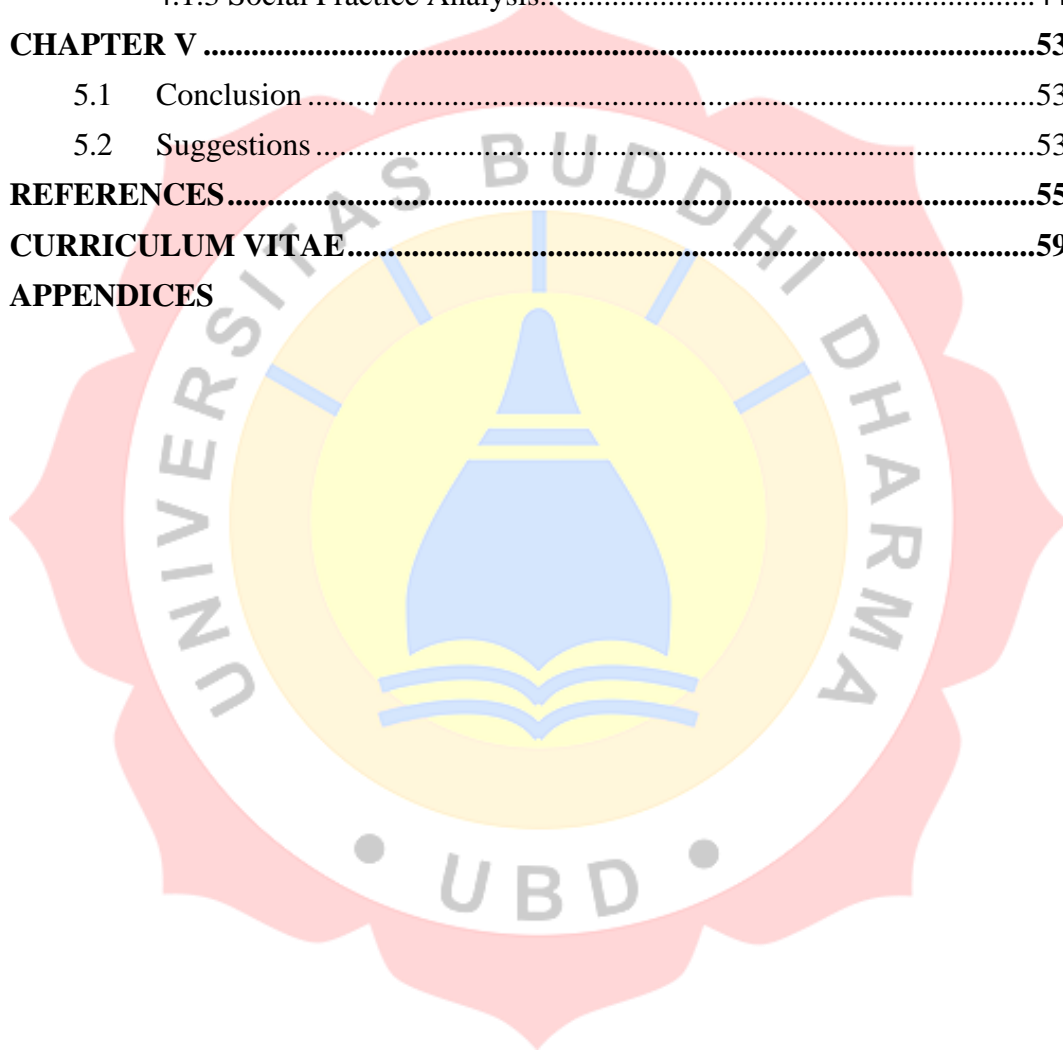
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CHAPTER I

INTRODUCTION

1.1 Background of the Study

The concept of beauty has evolved significantly throughout history, shaped by cultural, societal, and individual perspectives. In contemporary times, beauty is often associated with physical attributes such as facial symmetry, clear skin, and a slim physique. These ideals are perpetuated through various forms of media, including advertisements, social media platforms, and entertainment industries, influencing societal standards and individual self-perceptions. While external appearance plays a dominant role in defining beauty, there is a growing recognition of the importance of inner beauty—traits such as intelligence, kindness, and authenticity. These qualities contribute to a person's overall attractiveness and hold significance in forming meaningful connections and fostering personal well-being.

According to Eagleton (2004), beauty is a complex and subjective phenomenon that evokes fascination and pleasure. He argues that beauty encompasses both aesthetic appeal and cultural significance, shaping perceptions and values within society. In contemporary discourse around the early 2000s, the concept of beauty often emphasizes physical attractiveness, particularly for women, as a criterion for social acceptance and validation. Eagleton further explores how societal norms and media representations perpetuate idealized standards of beauty, influencing individual self-perception and societal expectations. Despite its subjective nature, the concept of beauty is often generalized and internalized, becoming a widely accepted truth that guides personal choices and social interactions.

Beauty, as viewed through Eagleton's lens, emerges as a dynamic and multifaceted phenomenon that not only captivates with its aesthetic allure but also resonates deeply within cultural contexts. Eagleton aptly captures beauty's ability to evoke fascination and pleasure, underscoring its significance in shaping societal values and perceptions. His observation regarding the emphasis on physical attractiveness, particularly concerning women, during the early 2000s, highlights a pervasive societal norm where beauty becomes synonymous with social acceptance and validation.

Ellena (2010) stated beauty is fascinating, interesting, great, maybe funny or inspiring to us. According to contemporary perceptions, beauty captivates with its allure, evoking fascination, delight, and a spectrum of emotional responses. It can be humorous, inspiring, or profoundly moving. Society often dictates that physical beauty is essential for women, influencing their acceptance and recognition.

To attract consumers, well-known beauty brands like Dior, Fenty, Chanel, and Maybelline leverage a multitude of innovative marketing strategies and promotional tactics to capture the attention of diverse consumer segments. These brands meticulously craft campaigns that highlight their product innovations, ingredient quality, and performance benefits, aiming to resonate with a global audience. The endorsement and detailed reviews provided by influential beauty bloggers, vloggers, and social media personalities further amplify the visibility and credibility of these brands. With a steadfast commitment to excellence and consumer satisfaction, Dior, Fenty, Chanel, and Maybelline consistently set industry standards and shape trends in the dynamic world of beauty and cosmetics.

According to Villarino & Maria (1997), Advertisement is considered as 'persuasive discourse' because the language used in advertisement are heavily influenced by linguistic communicative means. The assertion by Villarino & Maria underscores the influential power of advertising as a form of persuasive communication. In today's consumer-driven society, advertisements not only promote products but also shape attitudes, perceptions, and behaviors through carefully crafted language and visuals. By strategically employing linguistic techniques such as persuasive appeals, catchy slogans, and emotional triggers, advertisers aim to capture and maintain audience attention while influencing consumer decisions. This perspective highlights the pivotal role of language in advertising, where every word and image is meticulously chosen to convey messages that persuade, engage, and ultimately drive consumer action. Therefore, understanding the linguistic strategies embedded within advertisements is crucial for comprehending how they construct meanings, shape societal norms, and impact consumer behavior.

This thesis employs Critical Discourse Analysis (CDA) to comprehensively investigate the linguistic features and discourse strategies employed in Dior beauty product advertisements as depicted on YouTube. Grounded in Fairclough's (1995) seminal work on Critical Discourse Analysis (CDA), which emphasizes the interconnectedness of text, discourse practice, and sociocultural practice, the study explores how Dior's online advertising campaigns strategically utilize language choices, rhetorical devices, visual semiotics, and narrative techniques to construct and convey ideals of beauty, luxury, and identity. Through the lens of Fairclough's three-dimensional model, the analysis reveals how these advertisements not only reflect but also shape and reinforce dominant discourses surrounding modern beauty standards and societal perceptions of luxury, embedding these ideals within broader cultural and ideological frameworks. The writer interested in conducting a Critical Discourse Analysis (CDA) on Dior beauty product advertisements stems from a recognition of the profound influence that advertising discourse exerts on societal perceptions of beauty, luxury, and identity. This research hopefully could reveal how Dior advertisements on Youtube contribute to the construction of brand identity and influence consumer behavior in contemporary society.

1.2 Statement of the Problem

To analyze the problem, the author will employ Fairclough's Three-dimensional Model of Critical Discourse Analysis (CDA) proposed by Norman Fairclough (1989). This model provides a comprehensive framework encompassing textual analysis, discursive practice, and social practice, which will be instrumental in examining Dior beauty product advertisements. By applying Fairclough's theory, the study aims to uncover how linguistic features, visual semiotics, and narrative strategies in these advertisements construct and reinforce ideals of beauty, luxury, and identity.

1.3 Research Questions

How does Dior beauty product advertisements on YouTube construct meanings and convey messages about beauty and luxury through language, visuals, and social practices to shape and reinforce modern beauty standards and societal perceptions of luxury and beauty?

1.4 Goal and Function

The goal of this research is to construct meanings and convey messages about beauty and luxury through language, visuals and social practices. Related to statement of problem about, the researcher use Critical Discourse Analysis in Dior advertising language that used on beauty product advertisements video on Youtube.

The function of this research is hoping will be helpful and able to persuade the students to study more about Discourse Analysis (DA) especially in Critical Discourse Analysis (CDA). In addition, the findings can be references for further studies related to the language of advertisements.

1.5 Scope and Limitation

The scope of this research and focus of this research is on linguistics feature and discourse strategies that contains in beauty product advertisements words.

The limitation of this research focuses only on beauty concept and meaning in advertisements. In doing so, the author will takes Dior products as the subject of research and through the lens of Fairclough's Three Dimensions Model (1989). This model will be used to explore the discourse strategies employed in Dior beauty product advertisements and their societal implications. The research aims to examine how these advertisements are strategically constructed to attract consumers and shape perceptions of beauty promoted by the brand.

1.6 Conceptual Framework

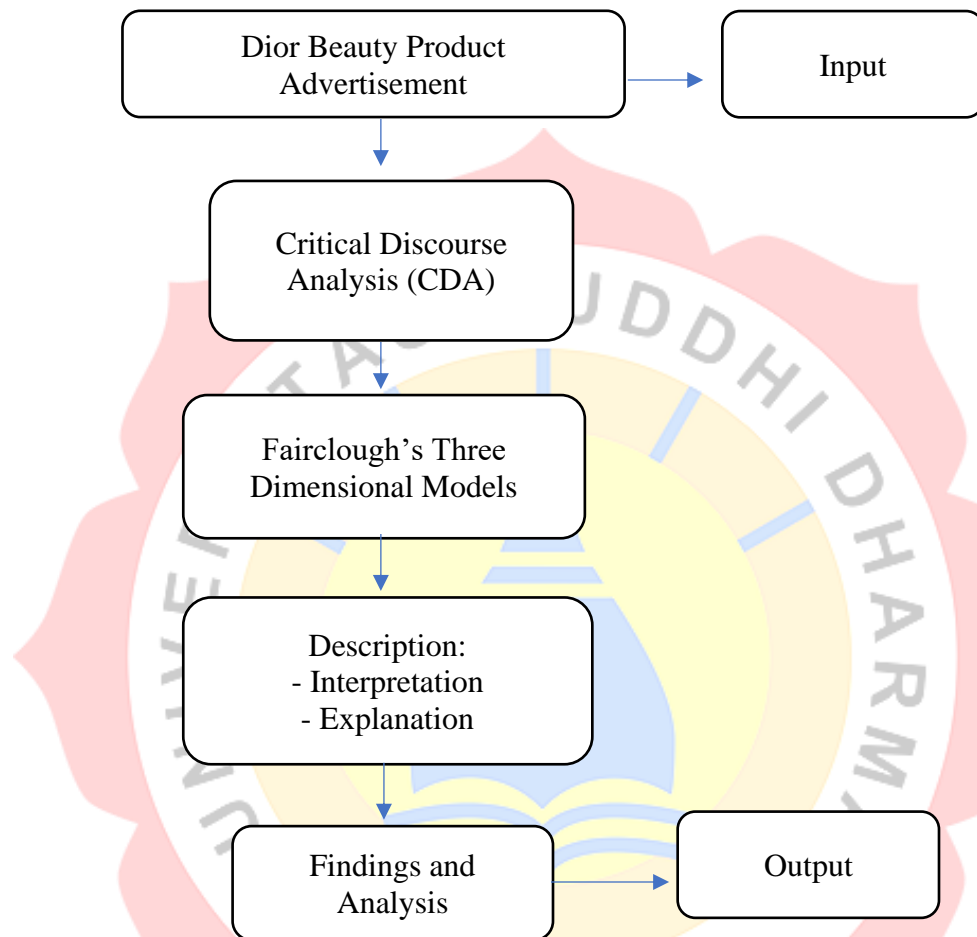


Figure 1. 1 Conceptual Framework

The conceptual framework shows that the writer use Dior beauty product advertisements as both the subject and primary data source. The data will be analyzing using Fairclough's Three Dimensional Model to analyze the language, visuals, and overall messages in these ads. The writer discusses the findings in the further discussion chapter on this paper. The findings will be discussed in later chapters, leading to a conclusion that answers the initial research question that previously mentioned in this paper.

CHAPTER II

THEORETICAL FRAMEWORK

2.1 Previous Study

Relating to this research the author found some research which has similar methods are used in their research. There are two related research that help the author to have another point of view. The first analysis is written by Susanti (2019) from Universitas Muhammadiyah Prof. DR. HAMKA “A Critical Discourse Analysis on Beauty Product Advertisements” This research describes the use of language in beauty ads (Pantene and Garnier ads) and elaborating the way of the strategy are used in persuading the consumers and investigating the reason for the use of strategies. The gap of this research is the aspect not describes linguistics feature that coherent in words of beauty products.

The second analysis is written by Gigih (2019) from Universitas Putera Batam “Critical Discourse Analysis On L’OREAL Beauty Product Advertisement In Youtube” This research uses theories from Norman Fairclough and Van Dijk to examines advertising of beauty products from the perspective of Critical Discourse Analysis. This research basically focuses on the use of language, the strategy and ideology used by product advertisers to influence and attract buyers to buy it. This research also reveals how beauty ideology was built and applied through stereotypical advertisements on how beauty products are synonymous with perfect people.

The third analysis is written by Khasanah (2021) from Universitas PGRI Semarang “A critical discourse analysis of the beauty advertisement by Make Over” Aim of this research is to explore how language, discourse strategies, and social factors are employed in the advertising of MAKE-OVER beauty products. Using qualitative methods, the writer analyzes captions from MAKE-OVER's Instagram account, applying Fairclough's Three-dimensional Model of discourse analysis. It aims to uncover linguistic features such as verb usage, tense, modals, and manner adverbs in these captions. Furthermore, the research examines how advertisers use imperative, declarative, and positive sentences to instill confidence in the products among readers.

The author using that previous study above to get another perspective and point of view about Critical Discourse Analysis and from previous study above the author find a gap in the first research and the gap that found will be the point that author will discuss and analyze in this research so the author hoping this research will fulfill the gap from the previous study.

2.2 Background of Dior

According to Palmer (2009), Christian Dior founded the House of Dior on December 16, 1946, in Paris, France. The brand officially launched with its first collection on February 12, 1947, introducing the "New Look," a revolutionary style characterized by voluminous skirts, nipped-in waists, and soft shoulders. This collection marked a significant departure from the wartime fashions of the 1940s and redefined women's fashion in the post-war era. The "New Look" not only established Dior as a leading fashion house but also played a pivotal role in restoring Paris as the fashion capital of the world. Christian Dior's designs celebrated femininity and luxury, quickly garnering international acclaim. His innovative approach and impeccable craftsmanship set new standards in haute couture (Palmer, 2009). Based on "Dior: The Legendary Images" by Florence Müller (2014) after Christian Dior's untimely death in 1957, his protégé Yves Saint Laurent took over as the creative director at the young age of 21. Saint Laurent continued to innovate, introducing his own iconic designs, such as the "Trapeze" dress. However, his tenure was short-lived, and he left the house in 1960. Marc Bohan succeeded Saint Laurent and led the house for almost three decades, maintaining Dior's reputation for elegance and refinement. Bohan's era was marked by a focus on wearable and timeless pieces that appealed to the brand's loyal clientele. In the late 1980s and early 1990s, Gianfranco Ferré brought a new wave of Italian elegance and opulence to Dior, blending traditional couture techniques with a modern sensibility. His collections were celebrated for their architectural lines and luxurious fabrics. The appointment of John Galliano as creative director in 1996 marked another transformative period for Dior. Galliano's theatrical and avant-garde designs injected a sense of drama and fantasy into the brand, attracting a younger and more diverse

audience. His tenure, however, ended controversially in 2011. Following Galliano, Belgian designer Raf Simons took the helm in 2012. Simons' minimalist and contemporary approach brought a fresh perspective to the house, emphasizing simplicity and modernity while honoring Dior's heritage. His tenure lasted until 2015. In 2016, Maria Grazia Chiuri became the first woman to lead Dior as its creative director. Chiuri has been praised for her feminist approach and her efforts to incorporate social and political themes into her collections. Her tenure has been marked by a blend of Dior's classic elegance with contemporary relevance, resonating with modern consumers. Today, Dior continues to be a symbol of luxury and innovation, expanding its influence beyond fashion into areas such as beauty, fragrance, and accessories. The brand's commitment to craftsmanship, creativity, and heritage ensures its position as a leader in the global luxury market. Dior's advertising strategies on platforms like YouTube reflect these values, constructing meanings of beauty and luxury that align with the brand's storied history and contemporary vision.

2.3 Discourse Analysis

Discourse analysis is a multifaceted and interdisciplinary approach that delves into the intricate relationship between language and society. This approach scrutinizes how language functions within social interactions, cultural contexts, and institutional frameworks to construct and negotiate meaning. At its core, discourse analysis seeks to uncover the underlying structures, ideologies, and power dynamics that shape the ways in which individuals communicate and make sense of the world around them.

According to Van Dijk (1997), Discourse Analysis is the study of language in use, beyond the boundaries of a sentence, focusing on the structure and function of texts and spoken language in their social, cultural, and cognitive contexts. This approach considers how language, through texts and talk, influences and is influenced by social structures and power relations, offering insights into the ways in which discourse shapes and reflects social identities, practices, and institutions.

According to Fairclough (2001), discourse refers to “language in use,” encompassing not only the linguistic aspects of communication but also the social,

cultural, and ideological contexts in which language operates. Discourse analysis is deeply concerned with the ways in which language shapes and reflects power dynamics within society. Language is a powerful tool for exercising control, asserting authority, and perpetuating social inequalities. Discourse analysts investigate how language is used to marginalize, stigmatize, or oppress certain groups, as well as how marginalized groups may resist or subvert dominant discourses through linguistic strategies.

2.3.1 Critical Discourse Analysis

Critical Discourse Analysis (CDA) is a research approach that examines how language use reflects and reinforces power relations, ideologies, and social inequalities within society. It provides a framework for analyzing texts, discourses, and social practices to uncover underlying meanings and ideological implications. Developed primarily by Norman Fairclough and other scholars in the late 20th century, CDA draws on insights from linguistics, sociology, anthropology, and critical theory to explore the intricate ways language shapes and is shaped by social reality.

Fairclough's Three-dimensional Model, proposed in 1989, is a foundational framework within CDA. This model consists of three interconnected dimensions: text analysis, discursive practice, and social practice. Text analysis involves close examination of linguistic features such as vocabulary, grammar, metaphor, and rhetoric within specific texts or discourses. This dimension aims to reveal how language constructs meanings, ideologies, and representations.

Discursive practice focuses on how discourse is produced, distributed, and consumed in society. It explores the strategies, structures, and conventions used by individuals and institutions to influence or persuade others through language. This dimension considers issues of power, authority, and control in communication, highlighting how discourse shapes perceptions, identities, and social interactions, such as the use of media narratives to frame public opinion, the rhetorical strategies employed in political speeches to assert authority, or the language norms in educational settings that reinforce social hierarchies.

Social practice as described by Norman Fairclough, expands the analysis beyond linguistic and discursive aspects to examine the broader societal contexts and power relations in which discourse operates. It investigates how discourse reflects and reproduces social structures, norms, and inequalities. This dimension explores how language contributes to the construction of social reality, reinforces dominant ideologies, and influences collective beliefs and behaviors.

According to Fairclough's (1992) statement the writer found that CDA aims to uncover hidden meanings, challenge dominant discourses, and critique power dynamics within texts and discourses, such as media representations, political speeches, advertising content, and institutional policies.. By revealing the ways language is used to maintain or challenge social inequalities and ideologies, CDA contributes to understanding how discourse shapes our understanding of the world and influences social change.

2.3.2 Advertising Discourse

As explained by Cook (2001) advertising discourse plays a pivotal role in shaping societal perceptions, consumer behavior, and cultural norms. As an integral component of marketing communication, advertising utilizes language, imagery, and persuasive techniques to convey messages that promote products, services, and ideologies to target audiences. Within the realm of advertising, discourse analysis serves as a powerful tool for unraveling the intricate layers of meaning embedded within advertisements and understanding the underlying strategies employed to influence consumer attitudes and behaviors.

According to Vestergaard and Schroder (1985), advertising discourse is defined by its persuasive intent and its capacity to shape and reinforce societal norms and values through language. Advertisements frequently employ linguistic elements such as memorable slogans, persuasive appeals (including emotional, rational, and social appeals), and striking imagery to attract attention and establish desired connections with the promoted products or brands. According to Cook (2001), advertising discourse is characterized by its persuasive nature and its ability to

construct and perpetuate societal norms and values through language. Advertisements often utilize linguistic features such as catchy slogans, persuasive appeals (like emotional, rational, or social appeals), and vivid imagery to capture attention and create desired associations with the advertised products or brands.

From a linguistic perspective, advertising discourse can be analyzed using tools from discourse analysis and sociolinguistics to uncover underlying meanings, ideologies, and persuasive techniques embedded within the texts. Researchers study the linguistic structures, lexical choices, grammatical features, and stylistic devices used in advertisements to understand how language is employed to evoke desired consumer responses.

2.4 Norman Fairclough Discourse Analysis

Norman Fairclough's Three-Dimensional Model of Critical Discourse Analysis (CDA) has significantly influenced the understanding of the relationship between language, ideology, and social structures. Initially introduced in his seminal works such as "Language and Power" (1989) and "Discourse and Social Change" (1992), Fairclough's model has become a cornerstone in CDA research. The Three-Dimensional Model encompasses three interconnected levels of analysis: Textual analysis, Discursive practice, and Social Practice.

2.4.1 Textual Dimension

The Textual Dimension, outlined by Fairclough, underscores the importance of examining linguistic features within specific texts or discourses. For instance, in a Dior advertisement for the Prestige La Crème, phrases like "Born to be extraordinary" is employed. These linguistic choices subtly convey messages about empowerment and the societal expectations of beauty, positioning the product as essential for unlocking a woman's inherent potential. According to Wodak and Meyer (2008) this micro-level analysis has been extensively explored in various disciplines, with studies such as "Discourse and practice: New Tools for Critical Analysis" showcasing how linguistic choices in political speeches can reveal underlying power dynamics and ideological

stances. This textual dimension analysis include vocabulary, grammar, text organization, rhetorical devices, genre and style.

2.4.1.1 Vocabulary

In the context of critical discourse analysis, vocabulary plays a crucial role in shaping the meanings and messages conveyed in texts or discourses. Vocabulary encompasses various linguistic features, including word choices, connotations, collocations, and registers, all of which contribute to the construction of specific ideologies and social practices. Word choices refer to the deliberate selection of particular words or phrases, which can significantly influence how a message is perceived by the audience (Fairclough, 2003). Connotations involve the emotional or cultural associations that words carry beyond their literal meanings, thereby evoking specific attitudes or beliefs (Halliday, 1978). Collocations are the habitual pairing of certain words with others, creating familiar patterns that reinforce particular meanings or ideas (Sinclair, 1991). Lastly, registers refer to the level of formality or informality in language use, which varies depending on the context and audience, and can impact the tone and reception of the message (Biber & Conrad, 2009). Analyzing these elements within a text, such as a Dior beauty product advertisement, can reveal how language is used to construct notions of luxury, beauty, and empowerment, aligning with broader societal expectations and ideologies.

2.4.1.2 Grammar

In critical discourse analysis, grammar, particularly sentence structure and grammatical choices, plays a vital role in shaping how meanings are conveyed and understood within texts. Sentence structure refers to the arrangement of words, phrases, and clauses in a sentence, which can significantly influence the emphasis and interpretation of the message (Halliday & Matthiessen, 2014). For example, placing important information at the beginning of a sentence can foreground that information, making it more prominent to the reader or listener. Conversely, burying information in subordinate clauses can downplay its significance. Grammatical choices involve

decisions about tense, aspect, voice, and modality, which can subtly shape the meaning and tone of a text (Fairclough, 2003). For example, in the phrases "the skin-changer", the language is carefully selected to shape consumer perceptions. "The skin-changer" personifies the product, suggesting it has transformative powers, with "changer" implying an active and dynamic impact on the skin, while the definite article "the" gives it a unique, almost exclusive quality. These grammatical choices influence how the products are perceived, associating them with transformation and cultural relevance. These choices reflect the underlying ideologies and marketing strategies aimed at positioning the products as essential and desirable.

2.4.1.3 Text Organization

In critical discourse analysis, text organization refers to how information is structured and sequenced to create meaning and guide interpretation. This includes the overall structure, order of information, and use of cohesive devices like transitions and headings (van Dijk, 1997). Effective text organization can significantly impact how a message is understood and communicated. For example, placing key information at the beginning can engage the audience immediately, while clear transitions help build a coherent and persuasive argument (Fairclough, 2003). Coherence involves the logical flow of ideas, ensuring the text is understandable as a whole, while cohesion refers to the linguistic tools used to connect sentences and ideas, making the text smoother and more unified. These elements are vital in Dior beauty product advertising on YouTube, where the strategic organization of content enhances the ad's persuasiveness and viewer engagement.

2.4.1.4 Rhetorical Devices

In critical discourse analysis, rhetorical devices are essential for shaping how a message is perceived and interpreted. These devices include figures of speech, persuasive techniques, and linguistic strategies, all of which contribute to the effectiveness of communication. Figures of speech, such as metaphors and similes, introduce creativity and depth, making the message more engaging and memorable

(Lakoff & Johnson, 1980). Persuasive techniques, like appeals to emotion (pathos), logic (logos), and credibility (ethos), are used to convince the audience and reinforce the intended message (Aristotle, trans. 2007). Linguistic strategies, including repetition, parallelism, and rhetorical questions, serve to emphasize key points and guide the audience's interpretation (Fairclough, 2001). In the context of Dior beauty product advertising on YouTube, these rhetorical devices are carefully crafted to create a compelling narrative, evoke emotions, and persuade viewers to connect with the brand. The strategic use of language not only enhances the ad's persuasiveness but also helps to establish a strong and appealing brand identity.

2.4.1.5 Genre and Style

In critical discourse analysis, genre and style are crucial for understanding how a text conforms to specific expectations and how it communicates its message. Genre refers to the categorization of a text based on its content, purpose, and form, while style encompasses the distinctive manner in which the text is written or presented. The conformity of a text to a specific genre can influence the audience's interpretation by setting certain expectations about the content and structure (Swales, 1990). For instance, an advertisement is expected to be persuasive, concise, and visually appealing, which shapes how the message is constructed. Style, including the choice of language, tone, and visual elements, contributes to the overall impact of the text. A consistent and appealing style can reinforce the message and make it more memorable (Fairclough, 2003). In Dior beauty product advertising on YouTube, the genre of the advertisement dictates the use of persuasive language, visually rich imagery, and a luxurious tone, all of which are stylistic choices aimed at enhancing the brand's appeal and effectiveness. The adherence to genre conventions and the use of a sophisticated style help establish Dior's identity as a high-end, desirable brand, influencing how viewers perceive and engage with the content.

2.4.2 Discursive Practice Dimension

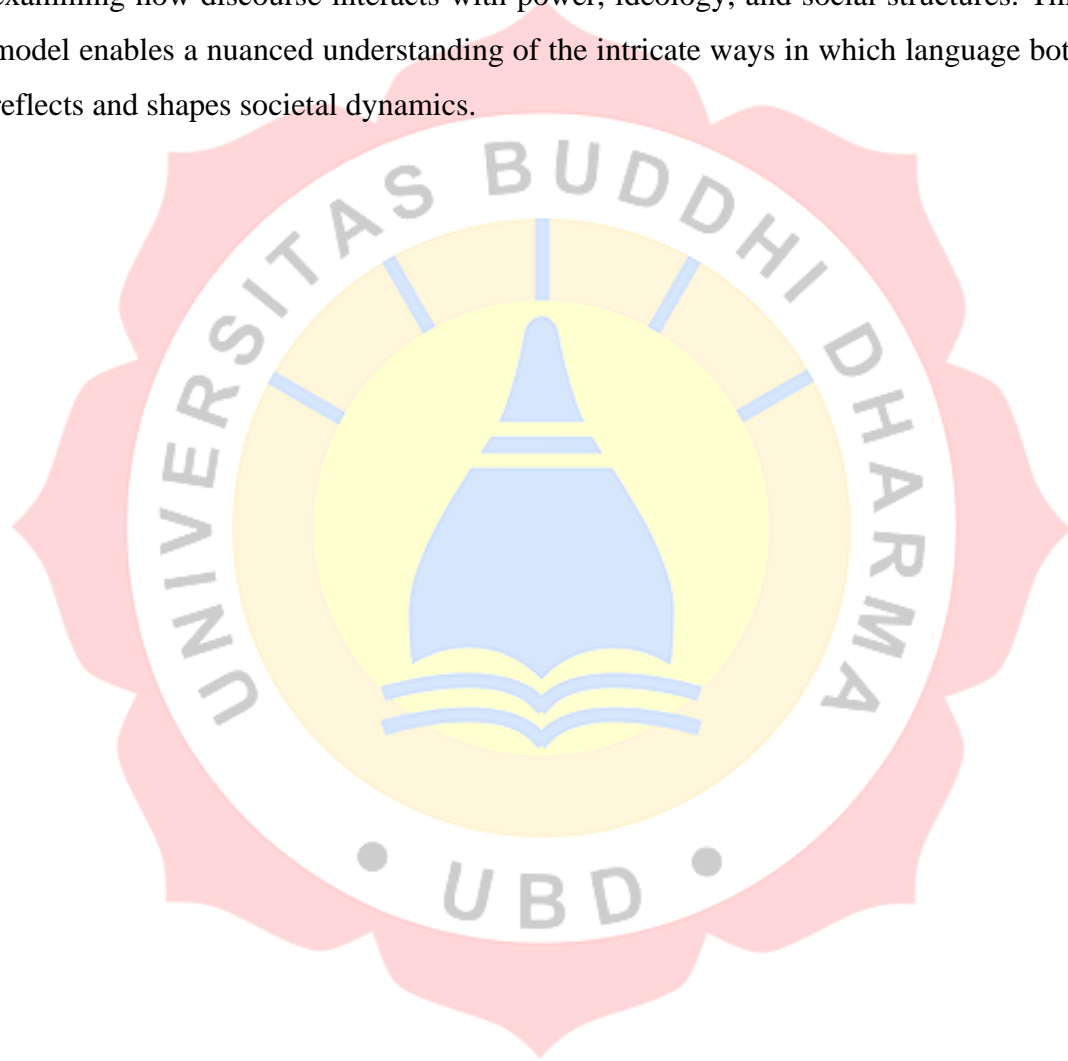
Expanding on Fairclough's framework, the Discursive Practice Dimension broadens the analysis to encompass broader patterns of discourse within social contexts. This dimension includes the examination of how texts are produced, distributed, and consumed, focusing on the relationship between discourse and social structures. In this dimension, issues of power, authority, and control in communication become central. Discourse is not just a way of representing the world; it is also a means of exerting power and maintaining authority. The ways in which discourse is structured can reinforce or challenge existing power relations. For example, those who control media discourse have the power to shape public opinion, set agendas, and reinforce dominant ideologies (van Dijk, 1993). Richardson (2007), in *Analyzing Newspapers: An Approach from Critical Discourse Analysis*, elaborates on how media discourse is not only a reflection of social reality but also a powerful tool in shaping public opinion and reinforcing ideological stances. By controlling the narratives and framing of news, media outlets can influence what is considered important, how issues are understood, and whose perspectives are legitimized. This control over discourse is a key mechanism through which power and authority are exercised in society.

2.4.3 Sociocultural Dimension

The Sociocultural Dimension, as articulated by Fairclough, emphasizes the importance of situating discourse within socio-cultural and historical contexts. This dimension has been explored in depth in fields such as cultural studies and anthropology. For instance, "Language in Society: An Introduction to Sociolinguistics" by Wardhaugh (2001) delves into how language use is shaped by social and cultural factors. Van Dijk also articulates the Sociocultural Dimension in his work, "Discourse and Context: A Sociocognitive Approach" (2008), emphasizing that discourse is deeply embedded in social structures and cultural norms. According to Van Dijk (2008), discourse both influences and is influenced by the sociocultural context in which it occurs. He explains that understanding the interplay between language use and social context is crucial for comprehending how meaning is constructed and communicated. This

approach aligns with broader sociocultural theories that consider how social identities, power relations, cultural practices, and systemic inequalities shape and are shaped by discourse.

In conclusion, the Three-Dimensional Model remains a cornerstone of discourse analysis research, offering a comprehensive framework for systematically examining how discourse interacts with power, ideology, and social structures. This model enables a nuanced understanding of the intricate ways in which language both reflects and shapes societal dynamics.



CHAPTER III

RESEARCH METHODOLOGY

This chapter introduces the research approach, types and sources of data, methods of data collection, and techniques of data analysis.

3.1 Research Approach

In this research, the writer used a descriptive-qualitative method. By using a qualitative method means the data is collected from notes, researchers' memos, and other supporting official documents. This research aims to analyze the text and ideology present in beauty advertisements. The purpose of this method is to describe the facts behind the current phenomenon in detail. Creswell (2013) described qualitative methods as an approach to data analysis that involves the collection of open-ended data, analysis of text or pictures, representation of information in figures and tables, and personal interpretation of the findings. This method integrates these elements into the design of qualitative procedures, aiming to provide a comprehensive understanding of the research phenomenon.

3.2 Data Types and Sources

This study gather primary data from Dior official account that has beauty products commercial video on YouTube. This includes elements such as statements, dialogues, and visual aspects within the advertisements that support the research idea. The specific video advertisements were chosen to provide a comprehensive analysis of the content, messaging, and presentation techniques used by Dior.

The researcher also gather secondary data that found in scholarly writings. These sources include books, e-books, related articles, and journals that provide context, theoretical frameworks, and previous research findings relevant to the analysis of beauty product advertising and critical discourse analysis.

3.3 Data Collection Method

The data that has been collected then continues into the analysis process to answer the research question and obtain conclusions. In this research, Three Dimensional Framework by Fairclough (1992) is used for analyzing collected data within qualitative research. This framework consists of three interconnected dimensions: text, discursive practice, and social practice. For the data collection, a purposive sampling method was employed to select a representative sample of Dior beauty product advertisements on YouTube. The chosen advertisements were analyzed to explore how language, visuals, and other semiotic resources construct meanings and convey messages about beauty and luxury. This approach will reveal how Dior's marketing strategies reinforce and propagate ideologies of beauty, luxury, and desirability, thereby influencing consumer behavior.

1. Forever Glow Star Filter by Dior

Youtube link : https://www.youtube.com/watch?v=SgUxx2VT_6Y

Length of video : 30 sec

Date publish : March 7, 2024

Viewers : 15.624.959

Dior Forever Glow Star Filter is a versatile liquid illuminator that enhances and smooths the skin, formulated with 94% natural origin ingredients. Acting as both a makeup and skincare product, its fresh and light texture delivers 24 hours of hydration, revealing the natural radiance of bare skin. When applied before or mixed with foundation, Dior Forever Glow Star Filter increases brightness and creates a luminous finish. It can also be used to highlight specific facial areas, such as the cheekbones or bridge of the nose, adding a touch of radiance. This product exemplifies Dior's commitment to blending skincare benefits with makeup, promoting a naturally radiant look. Dior's YouTube advertisements for this illuminator likely emphasize its multi-functional use, lightweight feel, and the glow it imparts, aligning with contemporary beauty trends that value natural ingredients and a healthy, luminous complexion. Through its luxurious presentation and effective results, Dior Forever Glow Star Filter

reflects and shapes societal norms around beauty and luxury, making it a relevant case study for examining how Dior constructs meanings and messages in their advertising.

2. Prestige La Crème by Dior

Youtube link : <https://www.youtube.com/watch?v=DnQO5KOijA4>

Length of video : 30 sec

Date publish : Sept 4, 2024

Viewers : 43.910

Dior Prestige La Crème is an advanced repairing cream designed to reverse visible signs of aging, showcasing the fusion of nature and science. This luxurious skincare product is formulated with Rosapeptide, derived from the Rose de Granville, a unique rose developed by Dior through seven hybridizations for its exceptional resilience and regenerative properties. Utilizing a patented magnetic eco-extraction process, Dior science has concentrated the rose's regenerative power into an extract rich in 88 active molecules. This extract, combined with the rose's vital sap and collagen-boosting peptides, creates Rosapeptide, a potent concentrate dedicated to reversing aging signs. The cream's innovative technology, inspired by regenerative medicine, rebuilds skin structure and functionality, enhancing density, smoothing wrinkles, and restoring radiance and volume. Composed of 94% natural-origin ingredients, the velvety texture of Dior Prestige La Crème offers a unique sensory experience, promoting exceptional relaxation upon application. This product exemplifies Dior's commitment to luxury and scientific excellence in skincare, making it an ideal subject for analyzing how beauty and luxury are conveyed in advertising through language, visuals, and semiotic resources.

3. Capture Totale Cell Energy – Super Potent Serum by Dior

Youtube link : <https://www.youtube.com/watch?v=uSueUKvy9MA>

Length of video : 15 sec

Date publish : Sept 2, 2020

Viewers : 9.285.367

The Christian Dior Capture Totale C.E.L.L. Energy Super Potent Total Age-Defying Intense Serum 50ml/1.7oz is a highly effective anti-aging face serum developed from Dior's extensive research on stem cells and botanical expertise. This serum claims that a single stem cell can regenerate the entire skin through its powerful division and differentiation capabilities. It employs patented Bio-Cellular Technology that combines the benefits of four exceptional flowers, providing natural revitalizing energy to the skin. The product is designed to reduce the appearance of wrinkles, improve skin texture, and restore vitality and firmness. The marketing emphasizes the scientific research behind the serum, highlighting its ability to make the skin appear firmer, softer, smoother, plumper, and more youthful with a healthy glow. Additionally, it is free from harmful chemicals such as parabens, formaldehyde, and phthalates. This product's advertising on YouTube likely utilizes sophisticated visual and verbal elements to convey its luxury, efficacy, and scientific backing, making it an excellent case study for analyzing how language, visuals, and semiotic resources construct meanings and convey messages about beauty and luxury.

4. Forever Skin Glow Clean Foundation by Dior

Youtube link : <https://www.youtube.com/watch?v=OrxN-3TBSM8>

Length of video : 30 sec

Date publish : Jan 14,2023

Viewers : 19.937.763

Dior Forever Skin Glow is a radiant foundation by Dior that offers high perfection and 24-hour wear, ensuring a flawless complexion throughout the day. The formula, composed of 86% skincare ingredients, intensely hydrates the skin, allowing it to breathe while visibly improving the complexion. This foundation performs well even in heat and humidity, maintaining a radiant finish from morning to night. It evens out the complexion and smooths the skin, incorporating extracts of iris, wild pansy, hibiscus, and nasturtium for enhanced skin appearance. Dior Forever Skin Glow is cleanly formulated, non-comedogenic, and tested on sensitive skin, offering SPF 15 protection. This product's YouTube advertising is likely to highlight its long-lasting

performance, skincare benefits, and clean formulation, making it an excellent subject for analyzing how Dior uses language, visuals, and semiotic resources to construct meanings of beauty and luxury in their advertising strategies.

3.4 Data Analysis

To analyze the qualitative data and answer the research question, the following steps will be employed:

1. **Data Reduction** : The first step in the analysis is data reduction, where the focus is on identifying and isolating key terms and themes from the vast amount of data collected from the advertisements. Each video will be carefully reviewed, and key terms related to beauty, luxury, and societal perceptions will be noted. This process involves categorizing language used in the dialogues, voiceovers, and on-screen texts, as well as identifying significant visual elements such as color schemes, camera angles, product placements, and the overall aesthetic. Terms and concepts like “iconic,” “super,” “glow,” and “extraordinary” will be highlighted, along with visual motifs that reinforce these ideas, such as the use of gold tones, soft lighting, and close-up shots of flawless skin. This step reduces the data to its most relevant components, making the analysis more focused and manageable.
2. **Data Display** : After data reduction, the next step is data display, where the reduced data is organized and presented in a coherent format. This will involve creating tables, charts, or thematic maps to visually represent the key terms and themes identified in the data reduction process. For example, tables will be used to display the frequency of specific words or phrases related to beauty and luxury, while charts might illustrate the prominence of certain visual elements across different advertisements. Thematic maps will help in understanding how different elements—such as language and visuals—interact to create a cohesive narrative in each advertisement. These visual tools will aid in spotting patterns,

relationships, and contradictions within the data, providing a clear overview of how Dior constructs its brand image.

3. **Data Verification :** To ensure the credibility of the findings, the process of data verification will be crucial. This involves multiple strategies to confirm the validity and reliability of the analysis. Triangulation will be employed by cross-checking the findings from different sources within the advertisements—such as comparing the messages conveyed through language with those communicated through visuals. Additionally, peer debriefing will be used, where the analysis will be discussed with other researchers or experts in the field to gain different perspectives and confirm interpretations. Member checking may also be employed by reviewing the findings with individuals who fit the target audience of the advertisements to ensure that the interpretations align with how the messages are received. These methods will help to ensure that the analysis is both valid (accurately reflecting the data) and reliable (consistently reproducible).
4. **Data Interpretation :** Finally, data interpretation involves linking the findings back to the research questions and objectives. The identified themes and patterns will be interpreted in the context of how Dior's advertisements construct and convey meanings about beauty and luxury. For instance, the frequent use of terms like “radiance” and visual motifs of glowing skin will be interpreted as strategies to align Dior products with the ideal of timeless beauty. The analysis will also consider how these messages contribute to shaping and reinforcing modern beauty standards and societal perceptions of luxury. By connecting the data to the research questions, the interpretation will demonstrate how Dior's advertising strategies are not only about selling products but also about constructing a broader discourse on beauty and luxury that influences consumer perceptions and behaviors. This interpretive process will ensure that the research goals are met and that the findings provide valuable insights into the marketing strategies of Dior.

3.5 Technique of Data Analysis

The data collection technique involved several steps. First, a comprehensive search was conducted on YouTube to identify a range of Dior beauty product advertisements using keywords such as "Dior beauty ad" and "Dior makeup commercial". From the identified pool, a set of advertisements was selected based on criteria such as popularity (measured by view counts and engagement metrics), variety in product lines, and diversity in target audience demographics. This purposive sampling ensured a diverse representation of Dior's advertising approach. The selected advertisements were then downloaded and archived for detailed analysis.

The data recording process involved transcribing all spoken content within the advertisements, including dialogues, voiceovers, and on-screen text. Additionally, significant visual elements were captured through screenshots of key frames, with notes made on the use of color, lighting, facial expressions, body language, and product placement. Contextual information, such as the description provided by Dior on YouTube, and related external content, was also recorded to provide insight into the reception and impact of the advertisements.