

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Dior beauty product advertisements on YouTube construct meanings and convey messages about beauty and luxury by strategically blending language, visuals, and social practices to shape and reinforce modern beauty standards and societal perceptions. Linguistically, the advertisements emphasize attributes like "24H hydrating glow," "no transfer," and "multi-use glow star filter," suggesting that beauty is not only about appearance but also about enduring perfection and versatility. The visuals, often featuring global icons like K-pop's Blackpink member Jisoo, further solidify this message by associating luxury with the glamour and influence of celebrity culture. These visual elements, combined with the diverse representation of skin tones, signal inclusivity while also reinforcing the exclusivity of luxury. Social practices within these advertisements emphasize the pursuit of both physical and moral excellence, intertwining external beauty with inner virtues, and setting high standards that reflect societal expectations of perfection. By linking luxury with both accessibility (through diverse representation) and exclusivity (through the use of high-end products and global celebrities), Dior reinforces the idea that modern beauty is a holistic ideal—an attainable aspiration for some, yet a marker of status and privilege for others. Through this intricate interplay, Dior's advertisements effectively shape and perpetuate contemporary ideals of beauty and luxury.

5.2 Suggestion

The researcher has several suggestions for further research related to the topic being discussed, by conducting a comparative analysis of advertising strategies employed by other luxury beauty brands on YouTube. Future research could compare the linguistic strategies used by luxury beauty brands like Dior, Chanel, and Estée Lauder on YouTube, identifying common themes and unique approaches in their advertisements. Investigating the impact of these linguistic elements on consumer behavior through

surveys or focus groups can reveal how language influences purchasing decisions and self-perception. Additionally, analyzing how different demographics perceive these linguistic strategies can provide insights into the effectiveness of targeting diverse audiences. Research could also examine the psychological impact of the language used in these advertisements, particularly on self-esteem and mental health among younger viewers.



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Capture Totale Cell Energy – Super Potent Serum by Dior (Video Youtube)
<https://www.youtube.com/watch?v=uSueUKvy9MA>

Christian Dior Tangkap Totale C.E.L.L. Energi Super Ampuh Total Age-Defying Intense Serum 50ml Indonesia (ozcosmetics.com)
<https://id.ozcosmetics.com/skincare/christian-dior/capture-totale-c-e-l-l-energy//capture-totale-c-e-l-l-energy-super-potent-total-age-defying-intense-serum-50ml-1-7oz>

Dior – About Us Website Page
https://whitelabel.dior.com/en_id/beauty/storepage-folder/our-commitments.html

Dior - Forever Glow Star Filter-warna kulit setelan cairan dan Highlighter 30 ml - AliExpress
<https://id.aliexpress.com/item/1005006886264216.html>

Dior Forever Skin Glow Foundation: Radiant Foundation | DIOR
https://www.dior.com/en_id/beauty/products/dior-forever-skin-glow-C023600101.html

Dior Prestige La Crème Texture Essentielle: Intensive Repair | DIOR
https://www.dior.com/en_id/beauty/products/dior-prestige-la-creme-texture-essentielle-Y0996510.html

Forever Glow Star Filter by Dior (Video Youtube)
https://www.youtube.com/watch?v=SgUxx2VT_6Y

Forever Skin Glow Clean Foundation by Dior (Video Youtube)
<https://www.youtube.com/watch?v=OrxN-3TBSM8>

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Prestige La Crème by Dior (Video Youtube)
<https://www.youtube.com/watch?v=DnQO5KOijA4>



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PERSONAL DATA

Name : Junita Metriana S

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EDUCATION DATA

Elementary School : SD Anugerah Kudus (2007 – 2013)

Junior High School : SMP Maria Mediatrix (2013 – 2016)

Senior High School : SMK Bonavita (2016 – 2019)

Ability to work :

Can work under pressure

Can work in a team

Have leadership experience

Information Technology : Able to operate Ms Word, Ms Excel and Power Point

Language :

-Indonesian (Native)

Grammar 95%, Reading 100%, Conversation 100 %

-English (Upper Intermediate)

Grammar 50%, Reading 60%, Conversation 70%

WORKING EXPERIENCE

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Part Time as a **CALL CENTER AUTO2000**

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Working as a Marketing Staff at Pancabudi Group

Handling E-commerce, Upload products, Setting discount price, Input sales order in company program.

2021 – present

Working as a Senior Marketing Staff at Pancabudi Group

Build strategic marketing plan for double dates, payday, live session in e-commerce.

Make budget forecasting to set a goal for company, handling Brand Instagram to meets ROAS / ROI goals. Handling E-commerce Ads and Social Media Ads.



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Judul Skripsi : DIOR BEAUTY PRODUCT ADVERTISING ON YOUTUBE : A
CRITICAL DISCOURSE ANALYSIS

Tanggal	Catatan	Paraf
2024-04-01	Pengajuan dan diskusi judul.	
2024-04-03	Persetujuan Judul.	
2024-04-05	Konsultasi dan penulisan BAB 1 s/d 2.	
2024-04-24	Revisi BAB 1-2, lanjut penulisan BAB 3 s/d 4.	
2024-05-02	Revisi BAB 3 s/d 4, lanjut penulisan BAB 4 s/d 5.	
2024-05-08	Revisi BAB 3 s/d 4, lanjut penulisan BAB 5.	
2024-05-31	Revisi BAB 4 dan 5	
2024-07-02	Review BAB 1 s/d 5 + Finalisasi hasil penelitian.	
2024-07-10	Finalisasi dan Persetujuan Sidang Skripsi	

Mengetahui

Ketua Program Studi



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Tangerang, 12 July 2024

Pembimbing



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