



**ANALYSIS OF PERSUASIVE LANGUAGE AND STRATEGIES USED IN *KYLIE*
COSMETICS VIDEO REVIEW ON *YOUTUBE***

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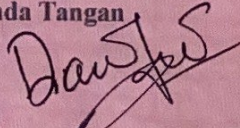


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DECLARATION OF ORIGINALITY

I affirm that my thesis, titled "Analysis of persuasive language and strategies used in the Kylie Cosmetics video review on Youtube," does not contain any previously submitted works from any higher education institutions. To the best of my knowledge, this thesis does not include any previously written or published works or opinions by other authors, except for those referenced in the text and listed in the bibliography. I confirm that I am the sole author of this thesis and that no part of it has been published or submitted for publication. I hereby affirm that this thesis is an exact copy of my thesis, incorporating all authorized final revisions.

Padang, March 6, 2024



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**ANALYSIS OF PERSUASIVE LANGUAGE AND STRATEGIES USED IN *KYLIE*
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ABSTRACT

This study analyses the persuasive language and strategies used in a video review of Kylie Cosmetics on YouTube. This study aims to identify the persuasive strategies used in Kylie Cosmetics video reviews on YouTube and analyze the types of persuasive language contained in these reviews. Qualitative research was conducted to analyze the data. The data were analyzed according to Beebe & Beebe (2015) persuasive strategy and the forms of persuasive language identified by Kannan & Tyagi (2013). The study shows that two video reviews used various persuasive strategies and language. There are two forms of data: one contains twenty-three persuasive strategies, and the other contains thirty-seven persuasive language data. Inductive reasoning was found to be the most commonly used strategy including (12) data of inductive reasoning, (8) data of deductive reasoning, and (3) data of causal reasoning. For persuasive language, contain (13) short sentences, (11) long noun phrase, (4) data points of alliteration, (3) repetition, (2) avoid negative, (2) data points of simple and colloquial language, and (1) the use of imperative, in this study short sentences were the most commonly used persuasive language. The study offers substantial insights on selecting the most suitable persuasive strategy and language to improve the effectiveness of video reviews.

Keywords: Persuasive strategies, Persuasive language, Persuasion, Video review

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The researcher recognizes that the thesis is not perfect but believes it can still benefit readers and other researchers in the research field. The researcher appreciates and anticipates receiving constructive criticism as well as suggestions for improvement.

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CHAPTER I

INTRODUCTION

This chapter provides the background of the study, research questions, purposes of the study, scope and limitation, and significance of the study.

1.1 Background of the Study

The internet and social media are now a part of everyday life; within seconds, a mobile gadget can give you more information than you could ever read. How easy and simple it is to find information on the internet that directly answers questions. YouTube, a widely used social media platform, was established in 2005 and currently boasts a user base of over one billion users. These huge user populations facilitate the consumption of many hours of video content on a daily basis, amounting to hundreds of millions of hours in total. As a people's platform, according to Lee & Watkins (2016), YouTube has made it easy for traditional broadcasting and internet-enabled narrowcasting to come together. YouTube users have taken on the role of "prosumers." Actively engaging in the creation and dissemination of various brand-related videos, including but not limited to product review vlogs (commonly known as "unboxing" videos), home videos, personal diaries, parodies, memes, presentations, interviews, films, and music videos (Munnukka et al., 2019)

The cosmetics industry has experienced significant expansion in recent years. Back then, the goal of this business was "hard selling," which means

selling as many goods as possible. In order to access the market with their products, companies began to develop marketing strategies. One approach is utilizing endorsements from beauty vloggers, which refers to an individual who produces and shares videos pertaining to subjects relating to beauty. The topics that may be covered include cosmetics, fashion, hairstyling, nail art, and other related subjects. These people are sometimes referred to as “beauty YouTubers,” “beauty gurus,” or “beauty influencers.” Mass media material is designed with the purpose of persuading viewers, listeners, or audiences to engage in purchasing activities, whether they be services, ideas, products, or beliefs. Having established the evolution of marketing strategies in the cosmetics industry, it is paramount to delve into the realm of persuasive language. In this context, language becomes a potent tool for marketers, shaping consumer perceptions and influencing purchasing decisions.

The term “persuasive” refers to the process of quietly influencing or convincing another individual. The strategic use of persuasive language has the potential to catch the attention of the audience, therefore influencing their decision to use the product that is being presented. Wolfram (2012) stated that language has amazing strength. According to him, language allows us to transmit and receive messages, allowing full communication. He further explained that language represents social behavior, so we can investigate how we use language to express ourselves and how our use of language reflects our cultural orientation and interaction goals. This inquiry refers to the use of language as a persuasive tool in social interaction. As the dynamics of persuasive language, the lens of discourse analysis comes into focus. Discourse analysis allows us to dissect the nuances of language, unveiling the strategies employed in communication to achieve persuasion. Persuasion, according to Brown & Yule (1988), is a component of discourse analysis; it is concerned with the use of

language in communication. The objective of communication is to achieve persuasion. Persuasion serves as a means for individuals to effectively communicate their message and accomplish their intended objectives through the use of polite and considerate approaches. As a result, people can employ persuasion to achieve their communication goals.

Persuasion is a fundamental method through which individuals engage in communication with one another. When an individual engages in persuasion, they are establishing the attitudes, beliefs, values, or behaviors of their audience. However, comprehending persuasive language involves more than simply complex social matters. Contemporary society is saturated with advertising across many mediums, such as newspapers, television, social networking platforms, bus shelters, and billboards. Lamb (2018) stated gaining a comprehension of the mechanisms underlying persuasive language can facilitate one's ability to navigate the field of advertising. In addition to increasing the ability to persuade others, comprehending the mechanism of persuasion may aid in the examination of one's own exposure to being convinced to adopt specific thoughts or behaviors. Developing an awareness of the underlying factors that influence one's response to certain persuasive messages might enhance one's ability to engage in critical listening and discernment while evaluating persuasive demonstration (Beebe & Beebe, 2015).

The study aims to thoroughly analyze the various types of persuasive language and strategies used in beauty product review videos, specially concentrating on Kylie Cosmetics. Founded by esteemed American media personality, socialite, and entrepreneur, Kylie Jenner, the brand has been recognized for its association with elegance and allure. The business, renowned for its lip products and now expanding into eye shadow, blush, and bronzer, has made a substantial impact and garnered tremendous attention, mostly for its affiliation

with the powerful of Kylie Jenner. This study aims to look at the strategic use of language by beauty vloggers in their YouTube reviews of Kylie Cosmetics products, with the goal of comprehensively understanding how persuasive language influencing. This study seeks to gain useful insights into the intricate connection between language and persuasion in the realm of beauty product reviews on social media by analyzing the content and language used by beauty vloggers.

1.2 Research Questions

The research questions of this study are based on the background and topic mentioned:

1. What types of reasoning used in persuasive strategies in Kylie Cosmetic video review on YouTube?
2. What types of persuasive language used in Kylie Cosmetic video review on YouTube?

1.3 Purposes of the Study

The purposes of this study will be focus on:

1. To identify what types of reasoning used persuasive strategies in Kylie Cosmetics review video?
2. To find the types persuasive language used in Kylie Cosmetic video review on YouTube?

1.4 Limitation of the Study

The focus of this study was on persuasive strategies and language used in the field of discourse analysis. Advertising as discourse is a sign system composed of codes that express certain beliefs, attitudes, and intents. This strategy and language is used to attract consumers' attention in persuasive advertising discourse. This study was limited by the researcher's

concentration on analyzing the persuasive strategies used in Kylie Cosmetic Review videos on YouTube by a two of beauty influencers, the video review includes bronzer, blush, highlighter, eyebrow products, eyeliner, lip gloss, and lip kit from Kylie Cosmetics, which will be reviewed by NikkieTutorials and Sophdoeslife. In order to persuade consumers, persuasive strategies are required in beauty advertising. This advertising language is then explained in terms of the perception of persuasive strategies accordance with Beebe & Beebe (2015) with focuses on reasoning in Logic and Evidence part of persuasive strategy and persuasive language in Kannan & Tyagi (2013) theory.

1.5 Significance of the Study

In the field of linguistics, a notable research gap exists in the specialized examination of persuasive strategies and language discourse deployed within video reviews, with a specific focus on the domain of beauty products, exemplified by Kylie Cosmetics. Although linguistic studies have looked at persuasive strategies and language in a variety of contexts, there is still a dearth of research on the intricate linguistic techniques used by beauty vloggers in video reviews, particularly with regard to the visual and verbal components that define this digital medium. Current linguistic literature often offers broad frameworks for understanding persuasive communication but falls short in capturing the nuanced linguistic strategies within the distinct context of video reviews. This study aims to bridge this gap by conducting a meticulous linguistic analysis, specifically concentrating on the discourse strategies employed by beauty vloggers in video reviews, focusing on Kylie Cosmetics. Through this focused lens, the research seeks to contribute tailored linguistic. Insights into the fields of persuasive strategies and language, shedding light on the language dynamics within the unique context of beauty product reviews in the medium of video content.