

## BEAUTIFYING THE WORLD: THE CASE OF WARDAH LANGUAGE FUNCTIONS IN THE INSTAGRAM ADVERTISEMENT

Oleh:

Nada Mutmainnah Sopandji<sup>1</sup>

Aam Alamsyah<sup>2</sup>

Mutaat<sup>3</sup>

Sayid Alwi Nurzen<sup>4</sup>

Sekolah Tinggi Bahasa Asing Technocrat

Alamat: Jl. Syeh Mubarak, Kadu Agung, Kec. Tigaraksa, Kabupaten Tangerang,  
Banten (15720).

Korespondensi Penulis: [nadamutmainnahs@email.com](mailto:nadamutmainnahs@email.com)<sup>1</sup>,

[alamsyah\\_expert@yahoo.com](mailto:alamsyah_expert@yahoo.com)<sup>2</sup>, [mutaat@gmail.com](mailto:mutaat@gmail.com)<sup>3</sup>,

[sayidalwinurzen@gmail.com](mailto:sayidalwinurzen@gmail.com)<sup>4</sup>

**Abstract.** *This research analyses the language functions in the Instagram Advertisement of Wardah, using Roman Jakobson's Theory as the analytical framework. The study aims to identify the types of language functions used in the texts and images presented on Instagram, as well as to determine the frequency of appearance of each function. This research employs a qualitative descriptive method, with data collected from six advertisement images that contain various textual elements, such as taglines, promotional phrases, and product descriptions. The findings show that the most dominant language functions are the conative (persuasive) function and the referential function. The conative function is used to influence consumers' actions and encourage purchasing decisions through persuasive and benefit-focused expressions. Meanwhile, the referential function provides factual information about product ingredients, features, and benefits. Other functions, such as emotive, expressive, directive, and poetic, also appear but less frequently. The strategic use of these language functions helps Wardah build a strong brand image, establish emotional connections with consumers, and foster trust. In sum, Wardah's advertisements not only inform but also persuade and emotionally engage the*

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*audience, supporting its image as a modern, professional, and trustworthy halal beauty brand.*

**Keywords:** *Beautifying, World, Wardah's Language Function, Instagram, Advertisement*

**Abstrak.** Penelitian ini menganalisis fungsi bahasa dalam iklan Instagram Wardah dengan menggunakan Teori Roman Jakobson sebagai kerangka analisis. Tujuan dari penelitian ini adalah untuk mengidentifikasi jenis-jenis fungsi bahasa yang digunakan dalam teks dan gambar yang ditampilkan di Instagram, serta menentukan frekuensi kemunculan masing-masing fungsi. Penelitian ini menggunakan metode deskriptif kualitatif, dengan data yang dikumpulkan dari enam gambar iklan yang memuat berbagai elemen tekstual, seperti tagline, frasa promosi, dan deskripsi produk. Hasil penelitian menunjukkan bahwa fungsi bahasa yang paling dominan adalah fungsi konatif (persuasif) dan fungsi referensial. Fungsi konatif digunakan untuk memengaruhi tindakan konsumen dan mendorong keputusan pembelian melalui ungkapan yang persuasif dan berfokus pada manfaat. Sementara itu, fungsi referensial memberikan informasi faktual tentang kandungan, fitur, dan manfaat produk. Fungsi lain seperti emotif, ekspresif, direktif, dan puitis juga muncul, namun dengan frekuensi yang lebih rendah. Penggunaan fungsi bahasa yang strategis ini membantu Wardah membangun citra merek yang kuat, menjalin hubungan emosional dengan konsumen, dan menumbuhkan kepercayaan. Secara keseluruhan, iklan Wardah tidak hanya memberikan informasi, tetapi juga membujuk dan melibatkan audiens secara emosional, sehingga mendukung citranya sebagai merek kecantikan halal yang modern, profesional, dan dapat dipercaya.

**Kata Kunci:** Mempercantik, Dunia, Fungsi Bahasa Wardah, Instagram, Iklan

## BACKGROUND

Women have long been connected to beauty (Britton, 2012; Sayekti & Fitria, 2022; Kim & Lee, 2018). Naturally, women must look good to be well accepted in society (Rizkia, Aulia, & Andriyani, 2024). In this regard, numerous producers of women's beauty products are launching products to attract women around the world (Laham, 2020; Assa & Harahap, 2025). In sum, the growing awareness of women toward their beauty has also increased the tight competition in the beauty product industry worldwide (Ahmad, 2018).

In today's digital age, social media platforms have become vital tools for increasing the viability of businesses, including beauty product businesses (Zhang, 2023; Chrisniyanti dan Fah, 2022). Specifically, digital or social media has been confirmed as a potent medium which allows the business players/producers to engage with their audiences and promote their products (Fan, 2023). For instance, Instagram constitutes one of the most popular social media platforms, allowing brands to communicate visually and linguistically with millions of users (Adegbola et al., 2018). In its application, the advertisers in social media rely on the language to create a positive image through effective communication in both pictures and text (Kotler & Keller, 2016, p. 45).

Wardah, a well-known halal cosmetic brand in Indonesia, has successfully utilized Instagram as a platform to reach its target audience (Amelia et al, 2025). Through creative and appealing advertisements, Wardah not only showcases its products but also conveys messages that align with its brand identity and values (Susanto et al., 2022). These messages often reflect Wardah's emphasis on modern beauty aligned with Islamic principles, positioning itself as a trusted and relatable brand for its target demographic (Agriani et al., 2025). By carefully crafting its advertisements, Wardah exemplifies how language serves as a bridge between brands and consumers in building trust and loyalty (Alserhan, 2010, p. 36).

The language used in advertisements serves multiple purposes, ranging from providing information to influencing consumer behaviour. Roman Jakobson's model of language functions provides a comprehensive theoretical framework to analyze these purposes (Jakobson, 1960). Jacobson identifies six language functions: referential, emotive, conative, phatic, metalingual, and poetic (Linask, 2018). These functions reveal how language can simultaneously inform, persuade, and emotionally engage an audience. For example, the conative function is particularly significant in advertising, as it directly aims to influence the audience's actions, such as purchasing a product. Similarly, the emotive function fosters an emotional connection, which can enhance brand reliability and memorability (Jacobson, 1960, p. 353).

Despite the growing reliance on social media for marketing, there is limited research on the specific language functions employed in Instagram advertisements, particularly for halal cosmetic brands like Wardah (Purnomowati, 2024; Safira, 2017; Rizkiya et al., 2023; Maria et al., 2024). This gap highlights the need to explore how

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language functions operate within this context and contribute to advertising effectiveness. By analyzing the linguistic strategies used in Wardah's Instagram advertisements, this study aims to uncover the mechanisms that make these advertisements compelling and culturally relevant.

The rise of halal branding in recent years reflects a significant cultural and economic shift, particularly in countries with predominantly Muslim populations. As Alserhan (2010) notes, halal branding goes beyond compliance with religious practices; it also emphasizes trust, quality, and ethical values (p. 34). Wardah's use of Instagram is a prime example of how these elements are communicated linguistically and visually to resonate with its audience. By dissecting the language functions in its advertisements, this study seeks to contribute to the understanding of halal branding's broader implications.

Additionally, this research seeks to bridge theoretical and practical perspectives. Linguistic theories, such as Jakobson's language functions, provide valuable frameworks for analyzing real-world phenomena like advertising. Simultaneously, the findings of this study may offer practical insights for marketers aiming to optimize their digital advertising strategies. As Wardah continues to expand its reach, understanding the role of language in its advertisements becomes crucial for maintaining its brand identity and appeal.

Finally, this study underscores the importance of cultural sensitivity in advertising. In a globalized world, where brands often target diverse audiences, tailoring messages to specific cultural contexts is essential. Wardah's emphasis on halal principles and inclusivity demonstrates how cultural values can be effectively communicated through language. By analyzing the language functions in Wardah's Instagram advertisements, this research contributes to the broader discourse on culturally informed advertising practices.

1. What are the language functions used in Wardah's Instagram advertisements?
2. What are the most frequent language functions identified in Wardah's Instagram advertisement?

### **THEORITICAL REVIEW**

1. **Social Media**

Social media are defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content" (Kaplan, 2018). This definition shows that social media enable interaction and participation through various forms of content, including images, videos, and text. One of the most popular platforms today is Instagram, which is widely used not only for personal communication but also as a marketing tool by companies. For instance, beauty brands like Wardah use Instagram to share advertisements that combine visual and linguistic elements. These advertisements are designed to attract consumers by using persuasive language and appealing visuals, which can be analysed through language functions and multimodal discourse approaches. As part of social media, Instagram is one of the most popular photo and video sharing apps, with over 1 billion active monthly users (DataReportal, [2023](#)). Up to this time, Instagram has not only been used to exchange information but also to promote products to customers (Tamzil & Sari, 2023). Studies indicate that Instagram has been a potential medium to promote products to customers (Chaudhary, 2021).

## **2. Advertisement in Social Media**

Advertising in social media has become a pivotal strategy for brands aiming to connect with their target audiences. Social media advertising is a strategy where brands use paid content on platforms like Instagram, Facebook, and TikTok to reach specific audiences (Statista, 2024). This kind of advertising helps companies target users based on their interests, age, location, and online behaviour. It is more effective than traditional advertising because it delivers messages directly to the people who are more likely to be interested in the product or service.

One significant advantage of social media advertising is that it allows brands to tailor their messages to align with the audience's preferences and needs. It helps build brand awareness and makes users more engaged with the content (Chaffey, 2023). Also, social media is interactive, so brands can quickly get feedback through comments, likes, or shares and adjust their ads if needed. Specifically, social media makes the marketing process more flexible and able to follow current trends (Hootsuite, 2024).

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Besides increasing brand visibility, social media advertising also helps bring more people to a company's website, generate leads, and increase sales (Hootsuite, 2024). It is not just about being seen—it helps businesses grow by guiding people from seeing an ad to making a purchase. That is why using social media ads is now an important part of digital marketing today, not just a trend (Chaffey, 2023).

### **1) Language Function**

#### **Jakobson's Model of Language Function**

Language function refers to the role that language plays in communication, shaping how messages are conveyed and understood (Jakobson, 1960). Jakobson's theory of language functions has made a notable impact in communication studies by providing a systematic approach to examining how language functions across various settings. He identified six distinct functions: referential, emotive, conative, phatic, metalingual, and poetic. Each of these plays a unique role in supporting meaningful communication and can be used as a tool for analyzing different forms of texts, including advertisements. When applied to Wardah's Instagram advertisements, Jakobson's model reveals the techniques employed to attract audience attention and promote products (Jakobson, 1960, p. 353).

The referential function focuses on conveying information and facts about the subject being discussed. This function is often dominant in advertising, as brands aim to inform consumers about their products in a clear and objective manner. Advertisements frequently utilize this function to highlight key product attributes, such as ingredients, certifications, benefits, or technological advancements. For instance, a cosmetic brand might emphasize its use of natural and organic ingredients, ensuring that potential customers are aware of the product's skin-friendly and environmentally conscious formulation. Similarly, information about dermatological testing, halal certification, or cruelty-free practices could be presented to build consumer trust and reinforce the brand's credibility. By providing accurate, relevant, and verifiable information, advertisements fulfill the audience's need

for knowledge and create a sense of transparency, which is crucial in maintaining long-term brand loyalty.

The emotive function relates to the expression of feelings, attitudes, and emotions in communication. This function plays a crucial role in advertising, as it helps brands establish an emotional connection with their target audience. Through the use of emotionally charged words, visuals, and narratives, advertisements can evoke specific feelings that align with the brand's identity and values. For example, a cosmetic brand might craft messages that inspire confidence, self-love, or empowerment, encouraging consumers to see their products as tools for self-expression and personal enhancement. Advertisements often incorporate warm, inspiring, or aspirational tones to engage viewers on a deeper psychological level. Additionally, color schemes, music, and storytelling techniques are strategically chosen to enhance the emotional impact of the message. By appealing to the audience's emotions, brands can create a lasting impression, making their advertisements more persuasive and memorable.

The conative function is used to influence or persuade the audience to take a specific action, such as purchasing a product, subscribing to a service, or engaging with the brand in some way. This function is evident in the use of imperative language and direct appeals, commonly found in call-to-action phrases like "Shop Now," "Try It Today," or "Experience the Difference." In digital advertising, particularly on social media platforms, conative elements are often reinforced with interactive features, such as clickable links, limited-time offers, or promotional discounts, to encourage immediate consumer engagement. Furthermore, advertisements may leverage persuasive techniques, such as testimonials, influencer endorsements, or user-generated content, to enhance credibility and motivate potential buyers. By strategically incorporating the conative function, brands can drive consumer behaviour and maximise the effectiveness of their advertising campaigns, ultimately leading to higher engagement and conversion rates.

The phatic function focuses on establishing and maintaining communication between the sender and receiver. In advertising, particularly

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on digital platforms like Instagram, this function is crucial in fostering interaction and engagement. It is commonly employed through captions, comments, hashtags, and interactive features such as polls, Q&A sessions, or live chats. Advertisers strategically use phatic expressions to create a sense of inclusivity and connection, making audiences feel acknowledged and valued. For example, brands might post captions that include rhetorical questions, such as “What’s your go-to skincare routine?” or call for audience participation with prompts like “Tag a friend who needs to see this!” These linguistic strategies help build an active community around the brand, encouraging conversations that extend beyond mere product promotion. Furthermore, responding to comments or using personalised replies strengthens the relationship between the brand and its consumers, fostering trust and loyalty. This function is essential in sustaining long-term audience engagement, ensuring that brand messaging remains dynamic and interactive rather than one-sided.

The poetic function emphasizes language’s aesthetic and artistic quality, highlighting how words are structured and presented to create a memorable and engaging effect. In advertising, this function is evident in stylistic devices such as alliteration, rhyme, metaphors, and wordplay that make slogans or promotional messages more impactful. A well-crafted tagline, for instance, encapsulates the brand’s essence while being catchy enough to stay in consumers’ minds. Beyond slogans, poetic elements can be found in product descriptions, campaign themes, and even the visual arrangement of text in advertisements. Some brands integrate poetic language into their marketing to evoke emotions, inspire consumers, or create a sense of aspiration. Additionally, the poetic function extends to multimedia elements, where typography, jingles, or carefully chosen wording in voiceovers enhance the overall aesthetic appeal of an advertisement. By making language more engaging and enjoyable, advertisers can improve brand recall and foster a stronger emotional connection between the audience and the product.



By applying Jakobson's framework, this study examines how different linguistic functions contribute to the overall effectiveness of advertisements on Instagram. Each function is distinct in shaping brand communication, from providing factual information and emotional appeal to fostering interaction and aesthetic enjoyment. Understanding these functions reveals the strategic use of language in crafting persuasive messages and highlights how brands navigate digital platforms to maximize audience engagement. A detailed analysis of these linguistic elements provides deeper insight into how advertisements can capture attention, establish meaningful connections, and influence consumer behaviour. Furthermore, as social media continues to evolve, brands must adapt their linguistic strategies to maintain relevance and ensure their messages align with their target audience's expectations and preferences.

### **3. Wardah**

Wardah is a beauty brand that cares and understands the wish of every woman to always feel calm and comfortable with their look (*Wardah, 2025*). Wardah cosmetics comes with a low price and very good quality, so it is expected to be able to attract buyers and can be accepted by various groups ranging from the lower middle class to the upper middle class (*Yulianti & Mauludy, 2019*). Wardah emphasizes the importance of beauty that not only enhances physical appearance but also nurtures inner confidence. Wardah's marketing strategy also plays a crucial role in its success. Through inspiring campaigns that promote self-confidence, empowerment, and authenticity, Wardah connects emotionally with its audience. Collaborations with influential public figures, beauty experts, and social media personalities have helped the brand build a strong community of loyal customers who share its values.

### **4. Previous Studies**

Previous research has explored the role of language functions in various contexts, particularly in advertising. For instance, *Lestari (2016)* conducted a detailed analysis of language functions in Maybelline advertisements, utilizing Jakobson's (1960) model of language functions. Her study revealed that the conative function, which aims to persuade and direct the audience's behavior, and the emotive function, which expresses the advertiser's attitude or emotions, were

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the most prevalent. These functions were primarily conveyed through imperative sentences, emotionally charged words, and persuasive rhetoric. Lestari argued that the dominance of these functions underscores the essential role of emotional appeal and direct engagement in beauty product advertisements, as they help brands establish a personal connection with consumers. Furthermore, her findings highlighted how advertisers strategically use linguistic choices to create a sense of aspiration, making consumers feel that using the product will enhance their self-image and confidence.

Brame (2019) extended this exploration by examining linguistic strategies in a broader range of advertisements, with a particular focus on Jakobson's framework. His research identified how different language functions—such as the referential function (providing factual information), phatic function (maintaining communication with the audience), and poetic function (enhancing the aesthetic quality of the message)—contribute to the overall effectiveness of advertisements. Brame emphasized that advertisers deliberately balance these functions to construct compelling messages that engage audiences on multiple levels. For example, while the conative function may drive a call to action, the poetic function enhances memorability through catchy slogans and wordplay. His study reinforced the idea that understanding these linguistic strategies is crucial for analyzing how advertisements shape consumer perceptions and influence purchasing decisions.

While these studies have significantly contributed to the understanding of language functions, they have primarily focused on global or Western brands. There is limited research examining how these functions are utilized in the context of local cosmetics or Indonesian brands like Wardah. This study addresses this gap by analyzing language functions in Wardah's Instagram advertisements, offering a fresh perspective on the strategic use of language in a culturally specific context.

### **RESEARCH METHOD**

#### **1. Method of Study**

This research adopts a qualitative approach, utilizing descriptive analysis to examine the language functions found in Instagram advertisements. According to scholars like Creswell (2013) and Patton (2002), qualitative research emphasizes an in-depth understanding of complex phenomena through rich and contextual data rather than relying on numerical analysis. This method involves gathering and interpreting non-quantitative information—such as written texts, visual content, and videos—to explore the nuances of human communication and social behaviour. These experts assert that qualitative methods are especially useful for studying processes, experiences, and meanings, as they enable researchers to uncover how and why certain events unfold within their natural settings.

In this study, data is collected through systematic observation and documentation of Instagram advertisements. The primary materials include screenshots of flyer posts, promotional videos, and captions, concrete examples for analyzing how language functions are employed in digital marketing. This qualitative approach enables the researcher to delve into the contextual meanings of the language used in these advertisements, thereby uncovering how such linguistic elements contribute to achieving advertising goals, such as influencing consumer behavior, fostering brand loyalty, and enhancing overall brand identity.

The data collection process involves a comprehensive review of the selected Instagram content over a defined period, ensuring that the materials analyzed accurately represent the brand's current marketing strategies. Established theoretical frameworks, particularly Jakobson's (1960) model of language functions, are used as a foundation to interpret the linguistic and visual elements in the advertisements. By connecting these theoretical insights with practical observations, the study aims to provide a nuanced understanding of how strategic language use supports branding and communication objectives within the digital realm.

## **2. Instrument**

As the present study was a qualitative, the instrument used in the present study was the researcher who directly analyzed the data. The object to be analyzed

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in the present study was Wardah's advertisement in the Instagram dated on December, 24<sup>th</sup> 2024.

### **3. Sources of Data and Data analysis**

The sources of data in the present study were the advertisement of Wardah which appear in the Instagram dated on December, 24<sup>th</sup> 2024. Furthermore, the data analyzed was the data which correspond to the research questions.

### **4. Steps of Study**

The research process is carried out in several systematic steps to ensure a thorough and accurate analysis.

- 1) The first step involves consulting with a thesis advisor to refine the research topic, objectives, and scope. During this stage, the researcher discusses the relevance of analyzing language functions in Wardah's Instagram advertisements and receives guidance on formulating appropriate research questions and methodologies.
- 2) The researcher designs the problem formulation by outlining the research questions and identifying theoretical frameworks to support the study. Jakobson's model of language functions and other relevant theories are reviewed to establish a solid foundation for analyzing advertisements.
- 3) The researcher conducts observations of Wardah's Instagram account to collect data. This includes documenting advertisements in various formats, such as images, videos, and textual posts. Each piece of content is categorized based on its linguistic and visual elements, focusing on how language is used to fulfill different functions.
- 4) The researcher employs a descriptive method to analyze language functions in advertisements and their role in marketing strategies. Findings are reviewed with the thesis advisor to maintain alignment with the research objectives and ensure the study's validity.

## **RESULTS AND DISCUSSION**

### **Results**

#### **1. Language Functions Used in Wardah's Instagram Advertisements**

- 1) Wardah Perfect Bright Facial Foam



No.	Screenshot	Tagline / Text	Language Function		Explanation
1	Picture 1	"Perfect Clean, Perfect Skin, That's Perfect Bright!"	Persuasive	Inviting the consumers to trust that using this product will lead to a brighter and healthier-looking complexion.	
2	Picture 1	bright + oil control	Informative	Providing detailed information about the product's benefits and key ingredients featured in each variant.	
3	Picture 1	Emoji ✨🌟	Emotive	Delivering a sense of joy and freshness to the audience.	

Based on the table above, the first advertisement utilizes persuasive, informative, and emotive language functions. The repetition of the word "perfect" highlights an ideal outcome, persuading the audience to associate perfection with Wardah's product

## 2) UV Shield Airy Smooth Sunscreen Serum SPF50 PA++++

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No.	Sentence/Expression	Language Function	Explanation
1	Sunscreen So Good	Expressive	This phrase expresses a positive emotional evaluation of the product. The word “good” reflects satisfaction and approval, aiming to create a positive impression.
2	It Wins!	Persuasive	This sentence is persuasive, suggesting that the product is superior and successful. It encourages consumers to choose this product over others.

In this advertisement, Wardah promotes its UV Shield sunscreen with the short but impactful phrases “Sunscreen So Good” and “It Wins!” These expressions serve to emotionally engage the audience through expressive language, while also persuading them of the product’s quality. The choice of English further enhances the brand’s identity as trendy and internationally aware. This aligns with Wardah’s strategy to appeal to modern consumers who are familiar with English in beauty contexts.

### 3) Wardah Lightening Oil-Infused Micellar Water



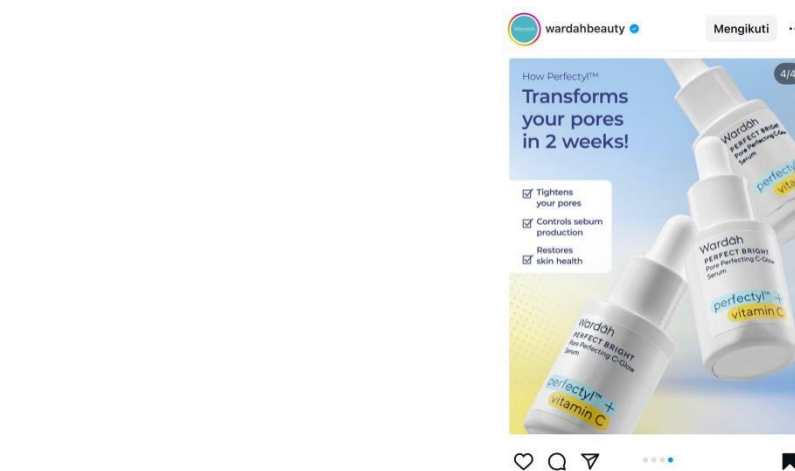
No.	Sentence/Expression	Language Function	Explanation
1	99% Deep cleanse & remove waterproof makeup	Referential & Conative/Persuasive	This sentence provides factual information about the product's effectiveness, persuading the audience through statistics.
2	Niacinamide + Macadamia Oil	Referential	These ingredients are listed to inform consumers about the product's contents and benefits.
3	Reduce dark spots and brighten the skin	Conative/Persuasive	This claim encourages consumers to buy the product by highlighting its promised skin benefits.
4	Suitable for: All skin types & makeup enthusiasts	Referential & Directive	This part informs the target users (referential) and subtly directs them to consider purchasing.

This advertisement emphasizes the functional benefits of Wardah Oil-Infused Micellar Water using a combination of referential and persuasive language. The mention of “99% Deep cleanse” and key ingredients like “Niacinamide” and “Macadamia Oil” serves to inform the consumer about the

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product's quality and capabilities. At the same time, phrases like "Reduce dark spots and brighten the skin" act as persuasive tools, implying results that consumers typically desire. The overall use of English also positions the brand as modern and science-based, aligning with the preferences of skincare-aware, English-literate audiences.

### 4) Wardah Perfect Bright Pore Perfecting C-Glow Serum



No.	Sentence/Expression	Language Function	Explanation
1	Transforms your pores in 2 weeks!	Persuasive	This is a promotional claim that aims to convince the audience of the product's quick results.
2	Tightens your pores	Persuasive	This benefit-focused statement encourages users by emphasizing an expected positive outcome.



No.	Sentence/Expression	Language Function	Explanation
3	Controls sebum production	Referential	This part gives factual information about the function of the product on skin behavior.
4	Restores skin health	Persuasive	This phrase appeals emotionally to the desire for healthy skin, aiming to attract customers.
5	Perfectlyl™ + Vitamin C	Referential	The mention of active ingredients informs consumers of what makes the product effective.

The advertisement uses both referential and persuasive language functions. It emphasizes the product's effect ("Transforms your pores in 2 weeks!") to persuade potential buyers with a time-bound promise. Functional claims like "Controls sebum production" serve a referential role by explaining how the product works scientifically. The combination of benefits and ingredient information supports the product's credibility while also influencing the audience's purchasing decisions. The language is direct and appealing to consumers concerned with skin texture and brightness.

##### 5) Wardah C-Defense Vitamin C Face Mist



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No.	Sentence/Expression	Language Function	Explanation
1	VITAMIN C BOOSTER	Referential	Provides factual information about the product's key ingredient.
2	HYDRATE, BRIGHTEN & PREP THE SKIN IN SECONDS.	Persuasive	This sentence is designed to attract customers by highlighting the product's benefits and promising fast results.
3	IN A SPRAY	Referential	Gives straightforward information about the product form (spray).
4	KEMASAN BARU (New Packaging)	Referential	Informs the audience about a product update (packaging).

The advertisement uses both **referential** and **persuasive** language functions. Words like “Vitamin C Booster,” “In a spray”, and “New Packaging” serve a **referential** function, as they inform the customer about the product type and feature updates. Meanwhile, phrases like “Hydrate, Brighten & Prep the Skin in Seconds” are **persuasive** because they highlight quick and effective benefits to encourage purchase. The use of action verbs and time-specific results appeals to customers looking for efficient skincare solutions.

### 6) Wardah Symradiance 5% Niacinamide Moisture Gel




No.	Sentence/Expression	Language Function	Explanation
1	Lightweight & Refreshing	Persuasive	Descriptive and emotionally appealing words meant to attract buyers.
2	Water Gel Texture!	Referential	Provides factual information about the texture of the product.
3	SUITABLE FOR: Post Acne Spot, Dull & Uneven Skin...	Referential	Informs users about the appropriate skin types or issues the product targets.
4	BENEFITS: Even out skin tone, fade acne spot...	Persuasive	Lists positive outcomes of the product to influence consumers to purchase.
5	5% Niacinamide, SYMRADIANCE® 399	Referential	Presents specific and scientific ingredients as factual product information.

This advertisement combines **referential** and **persuasive** language functions. Words like “Water Gel Texture,” “5% Niacinamide,” and the “Suitable for” section provide **referential** information about the product, helping customers understand its form and purpose. Meanwhile, the phrases “Lightweight & Refreshing” and listed benefits such as “Even out skin tone” are clearly **persuasive**, aiming to attract attention and encourage purchase through emotional and result-focused language.

## 2. The most frequent language functions identified in Wardah

Repeated nouns in English advertisement

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FUNCTIONS IN THE INSTAGRAM ADVERTISEMENT**

No.	Kinds of language function	Characteristics	Frequency (Appears in how many ads)	Examples
1.	Conative	Aims to influence the audience; uses persuasive expressions that suggest action or desired results.	6/6 advertisements	“Transforms your pores in 2 weeks!”
2.	Referential	Provides factual, scientific, or descriptive information about the product (ingredients, function, usage).	6/6 advertisements	“5% Niacinamide”
3.	Emotive	Expresses emotions or attitudes of the sender through symbols or tone.	1/6 advertisement	
4.	<b>Expressive</b> ( <i>included in Emotive</i> )	Expresses personal approval or satisfaction from the sender.	1/6 advertisement	“Sunscreen so good”

5.	Poetic	Focuses on the aesthetic form of the message, using repetition, rhyme, or stylistic effects.	1/6 advertisements	“Perfect clean, perfect skin, that’s Perfect Bright!”
6.	Conative	Subtly guides or directs the audience toward action or recommendation.	1/6 advertisement	“Suitable for all skin types”

## Analysis

The most frequently used language functions in the advertisement. After analyzing six different advertisements from Wardah’s official Instagram account, it was found that the most frequently used language functions are **persuasive and referential**. These two functions consistently appear across all advertisements, highlighting the brand’s strategy to both **inform and influence** consumers simultaneously.

### 1. *Persuasive Function*

The persuasive function is the most dominant in Wardah’s advertisements. This function is used to influence the audience’s attitudes, desires, and purchase decisions. Expressions such as:

- “Perfect Clean, Perfect Skin, That’s Perfect Bright!” (Perfect Bright Facial Foam)
- “It Wins!” (UV Shield Sunscreen)
- “Hydrate, Brighten & Prep the Skin in Seconds” (Vitamin C Face Mist)
- “Transforms your pores in 2 weeks!” (C-Glow Serum)

Those all examples that emphasize desirable outcomes. They appeal to consumers emotionally and promise visible improvements, which is typical of persuasive marketing language.

### 2. *Referential Function*

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The **referential function** is also widely used to provide factual information about the products. This includes ingredients, product forms, and specific benefits. For instance:

- “Niacinamide + Macadamia Oil” (Micellar Water)
- “5% Niacinamide, Symradiance 399” (Moisture Gel)
- “Kemasan Baru” (Vitamin C Face Mist)

These factual details lend credibility to the product claims and cater to consumers who are more informed or ingredient-conscious.

### 3. Other Language Functions

Other language functions such as emotive, expressive, and directive also appear, but less frequently:

- Emotive: Use of emojis  to create a fun and positive mood (Perfect Bright Facial Foam).
- Expressive: “Sunscreen So Good” reflects a positive emotional evaluation (UV Shield Sunscreen).
- Directive: Phrases like “Suitable for: All skin type & makeup enthusiast” subtly guide consumers toward recognizing themselves as the target market.

#### 1) The impacts of certain language functions to the viewers.

The use of language functions in Wardah's Instagram advertisements is not only a stylistic or linguistic choice, but also a strategic approach to influence how the audience perceives the product and the brand as a whole. Each language function carries a different type of impact, whether it be emotional, logical, or behavioral, and all contribute to the overall effectiveness of the advertisement. The analysis of six advertisements revealed that persuasive, referential, expressive, emotive, and directive functions are applied in various degrees to fulfil marketing goals.

##### a. Persuasive Function: Encouraging Purchase Intent

Among all the language functions, the persuasive function appears to have the most direct impact on the viewers. It is used to influence and motivate the audience to take action—usually to consider or purchase the product being advertised. For example, phrases like “Transforms your pores in 2 weeks!”,

“Hydrate, Brighten & Prep the Skin in Seconds” and “It Wins!” are designed to attract attention quickly and make a strong emotional appeal. These statements are short but powerful, promising rapid results and improvement in physical appearance.

This function plays on consumer desires for quick and practical solutions to skin problems, and by offering time-bound or benefit-focused claims, it creates a sense of urgency and trust. The viewers are led to believe that using the product will lead to visible improvements, which increases their motivation to try the product. As a result, the persuasive language function contributes to shaping purchase intent and driving consumer interest.

b. Referential Function: Building Trust and Providing Factual Information

The referential function focuses on providing facts, product information, and technical descriptions, which in turn help build consumer trust. Examples such as “5% Niacinamide, Symradiance 399”, “Niacinamide + Macadamia Oil”, and “New Packaging” are factual statements that serve to inform and educate the audience. This language function appeals to rational thinking and is especially important in the skincare industry, where consumers are increasingly interested in the science behind the products they use.

By being transparent and specific, Wardah creates the impression of being a credible and research-based brand. For many skincare-conscious consumers, knowing the active ingredients and their benefits is crucial before making a purchase. Therefore, the referential function significantly impacts consumer confidence, giving them the information they need to make informed decisions.

c. Emotive Functions: Strengthening Emotional Connection

Although used less frequently than the persuasive and referential functions, emotive and expressive language also plays an important role in shaping viewer perceptions. Emotive elements like emojis ( 🌟 ) or uplifting words contribute to the overall aesthetic and tone of the advertisement. Meanwhile, expressive phrases such as “Sunscreen So Good” reflect the speaker’s positive evaluation and attempt to transfer that feeling to the audience.

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These functions make the advertisement feel more personal, engaging, and relatable, especially for younger audiences. They help build a positive emotional atmosphere that enhances brand identity and customer loyalty. When consumers feel emotionally connected to a brand, they are more likely to trust and recommend it to others. Therefore, while these functions may not always present factual information, they play a crucial role in shaping emotional engagement.

### d. Conative Function: Guiding Viewer Decision-Making

The directive function is used to give suggestions or direct the audience toward a specific action, often in a subtle way. For instance, the phrase “Suitable for: All skin types & makeup enthusiast” provides both referential and directive value. It not only informs the viewer of the product’s target users but also implies that if the viewer identifies with those groups, the product is suitable for them.

This kind of language gently leads the viewer to self-identify as a potential user, which in turn increases engagement. By framing the product as a solution to a common problem or as suitable for a broad group of people, the directive function increases the likelihood that the audience will see the product as personally relevant and worth trying.

### 2) Comparison with other studies

A similar study was conducted by Septiana (2021), who analyzed the use of language functions in Maybelline New York cosmetic advertisements using Roman Jakobson’s (1980) theory. The study identified five out of six language functions, namely referential, emotive, conative, phatic, and poetic functions, while the metalingual function was not found. The similarity between Septiana’s study and this current research lies in the theoretical framework and the qualitative descriptive method used to analyze language functions in cosmetic advertisements. However, the main difference is the object of study: Septiana focused on Maybelline advertisements on YouTube from 2015 to 2019, targeting a global audience with modern and urban themes, while this study focuses on Wardah’s Instagram advertisements, which incorporate local and Islamic values to appeal to Indonesian consumers. Furthermore, while both studies show that



conative and emotive functions are commonly used to persuade and emotionally engage the audience, the distinctive religious and cultural identity in Wardah's branding creates a unique context in how language functions are realized.

A related study was conducted by Aziza (2019), who explored the use of English in Indonesian television commercial advertisements. Her research focused on twenty product and service advertisements, including one from Wardah, and examined how English was employed through music, imagery, and text to construct modern and global brand identities. Rather than analyzing communicative functions, Aziza's study adopted a sociolinguistic and multimodal approach, highlighting how English served as a symbol of prestige, modernity, and global appeal in Indonesian advertisements.

In contrast, the current study focuses specifically on the **language** functions used in English expressions within Wardah's Instagram advertisements, utilizing Roman Jakobson's (1980) theoretical framework. While Aziza emphasized identity construction through multimodal features, this study identifies the communicative purposes—such as referential, emotive, and conative functions—embedded in the language itself. Moreover, Aziza examined dynamic audiovisual content on television, whereas this research analyzes static image-based advertisements on social media. Despite these differences, both studies underscore the strategic use of English as a tool to attract modern Indonesian consumers and elevate brand perception in a competitive market.

A relevant study was conducted by Maerobah (2018), who analyzed the use of language functions in AirAsia airline advertisements using Roman Jakobson's (1980) theory. The study revealed that the most frequent functions were conative, referential, and phatic, followed by emotive and poetic, while the metalingual function did not appear. These functions were used to attract attention, persuade consumers, and deliver concise promotional information. Compared to this research, which also applies Jakobson's framework, the current study focuses on Wardah's Instagram advertisements, which emphasize religious and cultural values alongside product promotion. While both studies utilize similar theoretical approaches, they differ in terms of media platforms, product

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categories, and target audiences. Nonetheless, both demonstrate how language functions play a crucial role in shaping persuasive and appealing advertisements.

In conclusion, this study shares similarities with previous research conducted by Septiana (2021), Aziza (2019), and Maerobah (2018), particularly in the use of Roman Jakobson's (1980) theory as the analytical framework. Across various advertisements—whether for cosmetics, airline services, or other products—language functions such as conative, referential, and emotive were consistently identified as key tools to attract attention and persuade audiences. Additionally, the qualitative descriptive approach was commonly used to analyze English-language messages in different types of media.

However, there are notable differences that highlight a research gap addressed by this study. The object of analysis in this research is Wardah's Instagram advertisements, which differs from Maybelline ads on YouTube (Septiana), television commercials (Aziza), and AirAsia promotions (Maerobah). Moreover, this study focuses specifically on the language functions of English expressions found in static, image-based advertisements on social media, while Aziza emphasized a multimodal approach and identity construction in audiovisual content. Therefore, this study offers a new contribution by exploring communicative functions in English language use on digital visual platforms that remain underexplored in previous research.

## **CONCLUSION AND SUGGESTION**

### **Conclusion**

Indeed, language is not only used to communicate naturally but also to influence others to decide in a certain context. For instance, the concept of beautification brought by the advertiser has a certain and generally applied method. The use of certain language functions in the advertisement indicates that the advertiser intends to entice, persuade, and inform the viewers to do things in line with the advertiser's concept.

This research was conducted to analyse the language functions used in Wardah's Instagram advertisements based on Roman Jakobson's Theory. The six advertisement samples identified that Wardah seems to effectively apply certain language functions to support its marketing goals, particularly to attract, inform, and influence its audience.

In conclusion, Wardah's advertisements use language not just to inform, but also to create positive impressions, influence decisions, and build a strong brand image. The use of the English language in these Instagram posts supports Wardah's identity as a modern, professional, and trustworthy brand.

### Suggestion

Despite highlighting several important findings, the research was contextually conducted and was limited to a certain product. Further studies should incorporate more products from diverse backgrounds so that further results can be generalised to other contexts. It is certainly essential to identify the pattern of certain language functions that allow the advertisers to have more positive responses from the viewers. Therefore, further studies that identify similar concepts and patterns are worth researching.

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