



ANALISIS WACANA KRITIS IKLAN INDIA OLAY TOTAL EFFECTS DAN POWER DUO

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Abstrak

Kecantikan adalah salah satu masalah penting di masyarakat. Sejak pandemi Covid-19, kesadaran untuk menjaga kesehatan kulit meningkat secara signifikan. Hal ini mempengaruhi industri kecantikan dan mendorong mereka untuk terus mengembangkan produknya, contohnya perawatan kulit anti penuaan dari Olay. Olay sebagai salah satu brand kecantikan dunia meluncurkan dua produk untuk mengatasi tanda-tanda kulit menua yang telah diperkenalkan sejak tahun 90an, *Olay Total Effects* dan *Power Duo* di masa yang berbeda. Penelitian ini fokus pada pembuatan makna oleh pengiklan dan penggunaan bahasa untuk menciptakan mitos kecantikan. Analisis subjek menggunakan dekonstruksi oleh Derrida, Model 3D Fairclough, dan *attitude* dalam teori *appraisal* sebagai pendekatan linguistik. Dekonstruksi teks mengungkapkan pembalikan oposisi dari teks. Model 3D Fairclough digunakan untuk menemukan hubungan antara teks dan konteks sosial. Hasil menunjukkan bahwa penggunaan bahasa membantu pengiklan Olay untuk mengubah nilai kecantikan dan mempertahankan kepercayaannya tentang bagaimana kulit cantik seharusnya terlihat. Hasil analisis juga menunjukkan bahwa terdapat strategi yang digunakan di dalam iklan, seperti pembuatan persetujuan secara tersirat, menunjukkan kelemahan, representasi diri yang positif, dukungan selebriti, dan kata-kata yang menggerakkan. Kekuatan bahasa juga membuat masyarakat percaya yang dikatakan adalah kebenaran. Menua, bagaimanapun, bukanlah sesuatu yang baru dan hal ini adalah fenomena alami. Selain itu, penelitian ini akan meningkatkan pemahaman kita mengenai penggunaan bahasa dalam menciptakan kesadaran baru dan mempertahankannya di masyarakat.

Kata kunci: Analisis Wacana Kritis; Kekuatan Bahasa; Linguistik; Periklanan; Standar Kecantikan.

A CRITICAL DISCOURSE ANALYSIS OF INDIAN ADVERTISING OF OLAY TOTAL EFFECTS AND POWER DUO

Abstract

Beauty is one of the essential matters in society. Since the Covid-19 pandemic, the awareness of taking care of skin health has increased significantly. It affects beauty industries and encourages them to continue innovating their products, for example, anti-aging skincare from Olay. Olay, a global beauty brand, launched two products to overcome signs of aging skin that have been introduced since the 90s, Olay Total Effects and Power Duo in a different era. This study focuses on the meaning-making by the advertiser and the language used to create beauty myths. The analysis of the subject used deconstruction by Derrida, Fairclough's 3D model, and attitude in appraisal theory as a linguistic approach. Deconstruction of the text revealed the opposition reversal of the text. Fairclough's 3D model was used to find the relationship between the text and social context. The result shows that using language helps Olay's advertiser shift beauty values and maintain its belief about how beautiful skin should look. Findings also reveals that strategies used in advertisements are manufacturing consent through implication, showing deficiency, positive self-representation, celebrity endorsement, and motive words. The power of language also makes people believe

what is said is the truth. Aging is not something new, and it is a natural phenomenon. Furthermore, this study will enhance our understanding of the use of language to create new consciousness and maintain it in society.

Keywords: Advertising; Beauty Standar; Critical Discourse Analysis; Language Power; Linguistics.

INTRODUCTION

Advertising is a common phenomenon that we can find anywhere in everyday life. It has a lot of forms, such as digital advertising, advertising on paper, or online advertising. The production crews make it in many attractive ways. They make it full color, moving, beautiful phrase, and using models that fulfill their requirements to persuade people to use their product. Advertising as a representation takes signing and meanings extant in non-advertising culture and transforms them, creating a new image in line with marketed brands (Hackley, 2005). Advertisers have the power to make people think their product can solve a problem created by themselves. The situation in which people do not feel confident with their skin gives a chance for skincare advertisers to encourage their potential customers. The value of beauty that they present is usually around getting healthy skin like a representative model in their advertisement.

Globally, the beauty industry revenues such as skincare, makeup, and hair products reached USD 511 billion and were expected to increase to USD 716.6 billion by 2025 (Sarkar, 2021). In India, the revenue of the beauty industry jumped from USD 11 billion in 2017 and has projected to reach USD 30 billion by 2025 (Sarkar, 2021). According to the profit of the beauty industry, the awareness of using skincare is continuing to increase.

More than 20 years ago, Olay was known as a brand aimed at women of a certain age who wanted to achieve younger-looking skin (Chesters, 2012).

The brand is already giving insight and making new culture in society that aging is something we can prevent. This point of view has survived so far. With many new brands that try to launch the same product, Olay still maintains its position as a worldwide brand.

Total Effects is one of the bestseller products by Olay (Chester, 2012). It tried to widen its market into Asia. In 2011, Bollywood or Indian moviemaking industry reached an audience out of India. Olay uses this opportunity to lure potential customers using famous Indian models, Karisma Kapoors and Kajol Devgn. In 2021, Tara Sutaria was chosen as a new face to represent its anti-aging cream. They introduced Olay Total Effects and Power Duo as a product that could reduce or even erase the signs of skin aging. *Olay Total Effects* introduced seven signs of skin aging such as dark spots, dark skin, dull glow-less skin, lines and wrinkles, sagging skin, open pores, and uneven skin tone. Aging is always present in every human being when they are getting old. Before Olay introduced these signs as something that had to rip from our skin, no one cared about their lines and wrinkles.

Another product that claims to prevent aging skin is *Olay Power Duo* by Tara Sutaria as its brand ambassador. *Olay Power Duo* is a merger of two creams, *Olay Luminous Essence* and *Olay Regenerist Micro-Sculpting Cream* maintaining the glow of skin and preventing skin aging. This advertisement presents in various forms, such as video and print ads. Hence, there is no essential difference between each video. Most of all, they

used the same tagline and the testimony of the actress to attract potential customers.

Olay advertisement wraps its product with attractive lines and a beautiful model. From this study, the analysis of Olay advertisement tries to know more about what the advertiser hides behind their text or discourse. Discourse brings into the complex relationship between objects such as the physical world, person, power relations, and institutions and discourse that constitute social life, meaning and making meaning (Fairclough, 2013). Analyzing the text, I use critical discourse analysis or CDA to expose the meaning behind the text. CDA criticizes the dialectical relations between discourse and other objects, elements, moments, and the internal relationship of discourse (Fairclough, 2013). It will present how dominant people in society have the power to control the fact or norms. Fairclough said that critical discourse analysis is nothing if there is no resource for the struggle against domination (2006).

The newest research by Novalita Pradnya Paramitha discussed social domination and marginalization in Shirley Jackson's *The Lottery*. This study combines two approaches which are the dialectical-relational approach and appraisal theory. They will cover each other weaknesses and strengthen the analysis, in particular, because the object used is a short story. The focus is to reveal social wrong in society that has become a tradition. The findings show that social domination and marginalization are the social wrong that happened to be in the story (Paramitha, 2021). Then, a study by Lestari reveals that the strategies used by advertisers tend to manipulate consumers for purchasers by exaggerating the quality of products, social proof, posting celebrity reviews, playing with customer emotions, and scientific evidence (2020). It uses critical discourse analysis by Fairclough to analyze the advertisement. Moreover, Susanti's

analysis of beauty ads finds strategies to persuade consumers and investigates the reason behind them (2019). It uses Fairclough's three-dimensional approach.

Another research by Unchit concerns the main linguistic differences and similarities between objects in conversations (Unchit, 2016). The result shows that Thai and American radio have different cultural beliefs revealed through their talks. This research reveals that appraisal theory can help find cultural beliefs behind the words.

Previous studies show social culture created or revealed by language from different objects, such as short stories, advertisements, and radio talk shows. But there is still no research that directly discusses the ads for anti-aging products that affect women's lives. Recent studies only research the newest ads without comparing them with previous ads. If we compare the same product at different times, there is a possibility we can see an effort to maintain the same belief through language for years.

According to the reasons above, this study focuses on finding the strategy of Olay advertising, the effort to create and to maintain the same beliefs about aging. The analysis of this study uses deconstruction by Derrida to disassemble the other meaning of the text, Fairclough's 3D model to see the relation between the discourse and social-cultural practice, and appraisal theory as a linguistic approach. Combining these three theories, we would know what the production crews of *Olay's* advertisers' intention.

Based on the rapid development of beauty products among the public nowadays, language research to know what reality dominant people want to create will enhance our knowledge about how language still becomes one of the powerful ways to entice people.

RESEARCH METHODOLOGY

This study was qualitative. According to critical theory, Quartaroli

and Riemer stated that a qualitative study used an interpretative framework to reveal the power in the social context (Lestari, 2020). The ads were in the form of video and digital flyers. Ads that use the same sentence and have the same meaning will not be chosen as the data. After checking several ads in the same era, the writer realize that almost all the ads use the same exact words. The three primary source data have totally different sentence due to the production time difference. The data were the words, phrases, and sentences found in advertisements. Data was presented through interpretation and description.

Materials

The material of this study was *Olay Total Effects* advertisement using Kajol Devgn and Karisma Kapoors, and *Olay Power Duo* commercial advertisement using Tara Sutaria as brand ambassador. They were an Indian model and actress that was shown having bright skin without wrinkles and pores. *Olay Total Effects* advertisement using Kajol Devgn in 2011 was coded as 1.1, 1.2, and so on. The highlight sentence was "Join me in the battle against ageing!" Then, *Olay Total Effects* advertisement using Karisma Kapoors as a model in 2016 was marked as 2.1, 2.2, and so forth. The highlight sentence was "The Super Skin Treatment". It presented five things to know about *Olay Total Effects* serum. Code 3.1, 3.2, and so forth were the advertisement of Olay new product for brightening and anti aging cream, *Olay Power Duo* using Tara Sutaria. In 2021, Olay's team focus was not on the *Olay Total Effects* but shifted to *Olay Power Duo*. With the combination of *Regenerist Micro Sculpting Cream* as their number one anti aging cream and *Olay Luminous Essence*, Indian Olay advertisement on India Olay Youtube channel focused on presenting the product. The commercial video

advertisement by Tara Sutaria was uploaded in Olay India Youtube channel on March, 2022.

Models of Analysis

This paper analyzed the advertisements using deconstruction by Derrida, Fairclough's 3D model, and appraisal theory. Deconstruction by Derrida covered up the true meaning of the text. Fairclough's 3D model saw the power and ideology that were brought by the text. Appraisal theory was the linguistics theory support for the analysis. Below was the explanation of the theory.

Deconstruction by Derrida

Derrida states that there are two steps in deconstructing the text which is locating an opposition and determined the privileged side (1981). It can be done by doing a binary opposition and reversing the opposition. When deconstructing the text, we have to find the important parts that are ignored and see this part from different perspectives to create alternative meanings. Reversing the opposition gives both sides of the opposition to represent themselves.

A text can change the normality idea in society into abnormality. The text makes a certain condition become normal. Deconstructing an opposition means to explore the implied meaning of language. Deconstruction encouraged scholars to consider not only what a text says but also the relationship or potential conflict between what a text says and what it does.

Fairclough's 3D Model

Fairclough defines three dimensions for discursive event (Vahid and Esmae'li, 2012):

- a. A spoken or written text
- b. A discursive practice including production and interpretation of the text
- c. A piece of social practice

The first dimension is the object of analysis that is the text in advertising of *Olay Total Effects* and *Power Duo*. However, the text is not limited to clauses and sentences only. All semiotic indications such as images, different colors, signs, sounds, and so on are considered as text (Vahid and Esmae'li, 2012). The second dimension is the analysis process or the interpretation of the text. It describes as in which the process of the object is produced and received by human subjects in the form of writing, speaking, designing and reading, listening, or viewing (Vahid and Esmae'li, 2012). This analysis will bring up questions like what the objectives of the advertisement creator for producing the advertisement are. The last dimension of Fairclough's 3D model is the explanation of the social practice. In this dimension, Fairclough introduced the concepts that are now viewed as vital in CDA, such as discourse, power, ideology, social practice, and common sense (Vahid and Esmae'li, 2012). He argues that language should be analyzed as a social practice through the lens of discourse in both speaking and writing. There is a dialectical relationship between language and other elements of social life. These three dimensions are independent (Vahid and Esmae'li, 2012). It does not matter which one will be analyzed first.

Appraisal Theory

Appraisal theory in this study focuses on interpersonal meaning in written discourse. The appraisal is regionalized as three interacting domains which are attitude, engagement, and graduation (Martin and White, 2005). This study of *Olay Total Effects* and *Power Duo* advertisement will be focused on the attitude domain that concerns feeling, including emotional reactions, judgments of behavior, and evaluation of things. Attitude is divided into three regions of feeling which are affected, judgment, and appreciation (Martin

and White, 2005). Affect deals with resources for emotional reactions such as a feeling of shock, worry, anger, and so on. The judgment deals with resources for assessing behavior based on normative principles. Appreciation deals with resources for construing the value of things, including natural phenomena and semiosis as products or processes (Martin and White, 2005).

Procedure

The analysis started with analyzing the text using appraisal theory to find the words that showed the models' personal feelings or the value of the products. Next was a deconstruction by Derrida. As such, finding the opposition and reversing it to find another interpretation of the text and the advertiser's intention to persuade and change people's perspectives about beauty value. Then, the text was analyzed using Fairclough's 3d model to find the connection between language and social-cultural practice.

RESULT AND DISCUSSION

The findings reveal strategies in the advertisement, the use of beauty value as a product, and the power of language that make people believe the myth. Language created the norm that was not in society before. The use of language can maintain the beauty myth existence even years later. The presentation of a new product is only a refresher, but the reality that the ad creates is still the same.

Strategies Used in Advertisement

This analysis will focus on how the advertisement has the power to attract a potential customer. Advertisers used several strategies to persuade their potential customers to believe what their product offers. In this study, *Olay total effects* and *Power Duo's* advertisement tries to lure people especially women by using strategies such as manufacturing consent through implication, showing

deficiency, positive self-representation, celebrity endorsement, and motive words.

The first strategy is manufacturing their consent through implication. The advertisement endorsed by Kajol makes a definite statement related to the seven signs of skin aging.

(1.3) "*Olay Total Effects* carries everything that you would need for your complete skin care regimen and puts to rest 7 signs of skin aging such as open-pore, fine lines, and dark spots."

This sentence claims that *Olay Total Effects* carries everything. Yet, what is everything? There is no further explanation for these statements. The main goal is to appreciate this product, and it is a selfish claim from advertisers without any weaknesses. They offer the solution to fight these seven signs of aging that can be seen in the third sentence.

(1.4), *Olay Total Effects* has everything that will make your skin glow and give it a youthful appearance.

The advertisers use adjectives such as glow and youthful. They came in one sentence, showing that being a youth is glowing and aging is not glowing. This sentence construes the value of beauty. Many women trust this statement. In their subconscious, they start to think about seven signs of aging such as dark spots, dark skin, dull glow-less skin, lines and wrinkles, sagging skin, open pores, and uneven skin tone that bothers them. They start to think other women with seven signs of aging are not young again and do not glow. Hence, *Olay Total Effects* statements make old and aging have a bad connotation.

Moreover, as an additional step to complete your tools to battle skin aging, *Olay Total Effects* present serums that can be seen through the third sentence of advertising by Karisma Kapoor as the model.

(2.3) A key solution is to incorporate a good skin care regimen and powerful products that can work wonders to battle skin aging.

It shows that *Olay Total Effects* is a good solution to battle skin aging. It also asks for and provokes action from potential customers who are fighting the signs of aging. Moreover, this sentence contains positive and exaggerating vocabulary such as *good*, *powerful*, and *wonders* to label their product. Advertisers of *Olay Total Effects* claim that their product is the main solution for skin aging. They give an insight that a good product to fight skin aging is good skincare and powerful products which as *Olay Total Effects*. Advertisers use the language to show their power over beauty to overcome unattractiveness (Kaur, et al, 2013). They use positive language to persuade people about how to be attractive. Other sentences that show the implication are:

(2.4) Presenting Serums - an additional step to fight signs of aging.

This sentence shows the solution to aging is to use skincare. Yet, aging cannot be erased but can be prevented by consuming healthy or organic food. Consuming fruits and vegetables may represent the most healthy and safe method to maintain youthful skin and a balanced diet (Schagen, 2012).

(2.8) Serums answer the needs of busy lifestyles by giving you more of the good stuff.

It shows the solution to women's skin problems. The serums are as if answering our needs. It is the appreciation sentence for a serum that becomes the solution to the needs of women's busy lifestyles. From the two sentences, advertisers introduced a serum as an additional step to fight signs of aging. Even though aging is not something we can deny. It makes women believe that beauty is when you

are not aging. At least, it seems not aging.

The claim of having a youthful appearance also appears in the advertisement of *Olay Power Duo* modeled by Tara Sutaria. It juxtaposes youthful appearance with firm, plump, and hydrated skin. It completes the goal of the anti-aging product of Olay, looking fresh all day. To make it more convincing, the advertiser adds a question that represents women's feelings and problems. It shows that Olay cares for women's skin and gives a solution to their problems.

(3.4) Dying to bring out your skin's inner glow?

(3.7) [#OlayAllDay](#) for glowing youthful skin that keeps the skin firm, plump, and hydrated.

The second strategy is showing deficiency. It shows the weaknesses of the skin when it starts aging. The advertisement by Kajol states 7 signs of aging. It states that 7 signs of skin aging are dark spots, dry skin, dull glow-less skin, lines and wrinkles, sagging skin, open pores, and uneven skin tone. Moreover, they give a logical reason that causes these signs.

(2.2) But our damaging urban environment including pollutants, unhealthy lifestyles, stress, and even the harmful rays of the sun can accelerate aging.

This statement shows that aging is influenced by damaging the urban environment including pollutants, unhealthy lifestyles, stress, and even the harmful rays of the sun. The condition of our environment is capable of accelerating aging. It can make people forget that even in the ancient era, when there was no pollution, no technology, and people lived side by side with nature, these signs of aging still come out. How fast the signs of aging show up in someone's appearance is based on everyone's genes. Hence, signs of aging are not one hundred percent an environmental fault. Aging is natural.

However, aging is a matter now because of the statement from the advertiser.

In the *Olay Power Duo* advertisement, they state implicitly that looking for quick fixes for our skin needs a long time. It wastes the time and is complicated. That is why the bold statement presents in the description box of *the Olay Power Duo* commercial video makes the solution clear.

(3.5) Waste no more time looking for quick fixes and simply get your hands on our PowerDuo comprising Olay Luminous Essence and Olay Regenerist Micro-Sculpting Cream.

The third strategy that is used by advertisers is positive self-representation. Advertisers positively describe the product. It can be proven from the sentences below.

(1.2)the brand that has made millions of women feel younger.

(1.3) *Olay Total Effects* carries everything....

(1.4)*Olay Total Effects* has everything...

(3.7) Never a dull day with [#OlayPowerDuo](#).

It makes these two products look perfect. It is a complete product that no one ever creates. These sentences try to make people sure that they have already made research on millions of women, and depth research to make those claims. The use of the word *never* also makes the claim stronger. The customers are invited to believe that they will not get a gloomy day whatever their activity as long as they use *Olay Power Duo*.

The fourth strategy is celebrity endorsement. *Olay Total Effects* use Kajol Devgn and Karisma Kapoor as their representative. Kajol and Karisma are Indian famous actresses. Their name has been known not only in India but also overseas. That is why using them is a good decision. *Olay Total Effects'* advertisers make them more

glowing without lines and wrinkles, an incredible flawless and fair skin. Yasir and Gettleman in nytimes.com state that colorism is the bias against people of darker skin tones (2020). It has become a burden for India for a long time. In their view, colorism happens because the product of colonial prejudices. These products introduce a lighter, flawless, free from lines and wrinkles skin. Besides that, All semiotic indications such as images, different colors, signs, sounds, and so on are considered text (Vahid and Esmae'li, 2012). Using a celebrity is a judgment of esteem. This picture means to persuade people. It asks people to do an action, such as believing in this product and buying the product.

Tara Sutaria's name was known worldwide due to her participation as a candidate for Jasmine's role in Aladdin Disney Movie. Even though the role was given to Naomi Scott, it made Tara Sutaria's name known worldwide. She was a VJ in Disney Channel India in 2010 and has held concerts in various countries. Considering these reasons, Tara Sutaria indeed is the right choice to represent Olay.

One of the findings from Lestari's research of Japanese beauty product is posting celebrity reviews (2020). It is also found in this study. Giving a statement from a famous celebrity or model can make the product more trustworthy. Celebrity endorsement is the basic standard for beauty products.

The last strategy is the motive words. Advertisers use positive words to convince their product, such as *complete skincare, glow skin, youthful appearance, powerful products, lightweight, easy-to-use, beauty treatment, beauty skin, fast-absorbing, sticky, and greasy appearance*. Every word has its motive to lure potential customers and make them believe the advertisers. This word contains in the sentences below.

(1.3) *Olay total effects* carries everything that you would need for your complete skin care regimen

(1.4) *Olay total effects* has everything that will make your skin glow and give it a youthful appearance.

(2.3) and powerful products that can work wonders to battle skin aging.

(2.5) This lightweight, easy-to-use beauty treatment enhances the skin's defenses and

(2.9) Although they are an intensive blend, serums are liquid in texture, translucent, lightweight, and fast-absorbing, which means you won't end up with a sticky, greasy appearance when layered under other products.

In the advertisement by Karisma Kapoor sentences, they contain appreciation of the product like what is shown in the sentences above. The positive words give a prove that advertisers want to give an appreciation by creating a positive image for potential customers. Using these words makes potential customers think again about what their skin needs, and what they need provided by *Olay Total Effects*.

Olay Total Effects' advertisers manipulate their potential customers by giving the facts that they will get if using the product. The headlines of these advertisements also play a role to persuade people, especially women.

(1.1) "Join me in the battle against aging!"

It is an invitation sentence to have clear skin like Kajol. Fighting aging means denying becoming old. It makes women betray themselves, not confident in who they are. The advertisers imply that beauty is when you are not aging. The solution to staying youth and beautiful is using *Olay Total Effects*.

In 2021, Olay came back with another product that combined two

products, *Olay Power Duo*. The focus is to make skin fresh all day. However, the advertiser still keeps the image of the youngster as a beauty. The positive words that are used are *plump*, *radiant*, *quick*, *firm*, *hydrated*, *glowing*, and *youthful*. There is also a repetition for several words, such as *hydrated* and *plump*. The phrase (6) *for glowing youthful skin* is a word game to emphasize how important to stay young and glowing. If there is a negative word, it will be paired with another negative word so it gives a positive meaning. The example can be seen below.

(3.7) Never a dull day with #OlayPowerDuo.

The use of positive self-representation, showing deficiency, and motive words are evident that advertisers sell the product benefit only without bringing out the disadvantages of the product. They sold themselves as a product that will be suitable for everyone. With every sentence that represents the positive sides of the product, advertisers are manufacturing consent. Many sentences propose a compliment or appreciation toward the product and show the feelings of every brand ambassador. With a positive comment that sounds sincere, Olay can bring out a good image for its products.

Other interesting findings are the advertiser's effort to have a positive image pleasing to the eye even without scientific proof. Women's desire to maintain glowing skin and to have a youthful appearance are utilized by the advertiser to show off the superiority of their product. Using a statement expressed by a famous actress makes the opinion more credible and trustworthy. The actress states seven signs of aging and makes it seem like a problem that must be overcome. Advertiser even brings out environmental issues to blame for aging skin like in (2.2).

Strategies used in Olay advertisement make the product has positive self-representation. The

analysis shows an attempt to cover up the negative effects that arise from using the product. In this text, using the word everything can give rise to the idea that this product will be the solution and has no flaws. The strategy used is not so different from the previous research stated by Lestari. However, the use of positive sentences and blaming the environment makes Olay products seem to be the best products that offer all positive things to overcome aging.

Beauty as A Product

Derrida states that deconstruction aims to show that the text can have a war against itself (Barry, 2002). The text can be contradictory itself. It can have another meaning despite what is seen on the surface.

Olay Total Effects and *Power Duo* advertisements try to seduce potential customers by using positive words and solving the problem they create. Even if the ads with Kajol, Karisma, and Tara have the same purpose, the use of language is different.

In the first advertisement, Kajol stated that she felt proud to be a part of the Olay brand. She tried to persuade people to join her in fighting the seven signs of skin aging. Kajol introduced the seven signs of skin aging. She told people that Olay offered an essential skincare routine from moisturizing to sun protection. Then Olay could make the skin look more glowing and youthful.

Yet, the reversal opposition shows that Kajol stated she did not feel proud to be a part of the brand. This brand has not made millions of women feel younger. Skincare, however, cannot prevent a human from having signs of aging skin. It does not have everything like moisturizing and sun protection like the claimed. To be precise, not all women are suitable for Olay products. Olay does not have ingredients to make the skin glowing and have a youthful appearance. So,

do not try *Olay Total Effects* to win against aging.

The second advertisement modeled by Karisma Kapoor uses more scientific language. It provides the problem faced by people when their skin starts aging. The statement is *we all want youthful skin*. This sentence has affective mental which is affected by the process. The verb *want* shows the mental process or the desire of *we*. Yet, we do not know who *we* are. It is a pure groundless claim. *We* present as somebody invisible without meaning.

Then, they give causes of skin aging. It makes potential customers believe it as a fact.

(2.2) But our damaging urban environment including pollutants, unhealthy lifestyles, stress, and even the harmful rays of the sun can accelerate aging.

They blame the environment as a cause of skin aging. Advertisers use the latest environmental issues to attract potential consumers. Seeing this problem, *Olay Total Effects* shows itself as a solution for environmental issues.

(2.3) A key solution is to incorporate a good skin care regimen and powerful products that can work wonders to battle skin aging.

Yet, deconstruction analysis shows that having youthful skin is not necessary. Becoming old is natural. It is not a mistake and is not the fault of the environment. If we relate it to our damaging environment, it happens because human being too greedy. The product cannot win the battle of skin aging. Whatever women do, becoming old will happen to anybody. Even when using *Olay Total Effects'* serum, the signs of aging will be happening.

In the third advertisement, *Olay* claims not to waste more time getting good skin. The opposition reversal shows to waste more time looking for quick fixes and does not get your

hands on *Power Duo* comprising *Olay Luminous Essence* and *Olay Regenerist Micro-Sculpting Cream*. From the analysis, we can say that the opposition side is more logical. There is no quick way to everything. Most of the products that promise a quick way contain dangerous ingredients. Yet, we cannot judge *Olay* for using hazardous ingredients. It still needs further research to make sure the claim. This product also promises youthful skin, but the opposition reversal shows that it is not for glowing young-like skin and does not keep the skin firm, plump and hydrated.

Skincare, however, cannot prevent humans from having signs of aging skin. It does not have everything like moisturizing and sun protection like the claimed. To be precise, not all women are suitable for *Olay* products.

This analysis shows how the text can betray itself. It can have another meaning than what is on the surface. It shows the real motive. In this case, advertisers try to hide the fact that women do not need skincare products like *Olay Total Effects* or *Power Duo* to be beautiful or to bring out their inner beauty. The damaging environment is not at fault too. Becoming old is a natural phenomenon. An unpleasant environment is because of our greed, and one of the problems is alchemist product and their waste (cosmetics waste).

Derrida states that all Western thought forms pair of binary opposites in which one member of the pair is privileged over another (1981). From *Olay Total Effects* and *Power Duo* analysis, we can conclude that old and youth are the opposition binary in which the youth is the privileged pair, and old is the marginalizing pair. The advertiser tries to make people believe that having youthful skin is better and it is good to refuse the idea of growing old. Youth skin is shown as beauty, and advertisers make it a product to sell their skin care.

Language Power and Social Practice

Fairclough introduced the concepts that are now viewed as vital in Critical Discourse Analysis CDA, such as discourse, power, ideology, social practice, and common sense (Vahid and Esmae'li, 2012). Discourse is a medium for elite people or someone that has the power to construct an ideology and even create a new culture in society. The purpose is to show their authority that cannot be denied by the lower social class. They make the ideology that becomes natural for their people. As proof, the ad uses an imperative sentence as an opening statement.

(1.0) "Join me in the battle against aging".

(3.5) Waste no more time looking for quick fixes and simply get your hands on...

Halliday stated that to command others to do something and to invite the audience to do something is using imperative clauses (Darong, 2021). The sentences above are a direct invitation and statement that aging is a matter. The solution is to use Olay products and join the actress to maintain a youthful appearance. The advertiser puts a new idea into people's subconscious from the first advertisement of Olay Total Effects that aging is something to get rid of. These firm testimonies reassure people that aging must be fought. Using the pronoun *me* and *your* also close the distance between the advertiser and potential customer. As if this matter becomes *our matter*, not only a one-sided thing. It is enticing enough to attract and move people's emotions. It is clear that aging is not about you or me but you and me, seen from the use of the word *millions of women* and *we*.

(1.1) I feel proud to be a part of the brand that has made millions of women feel younger.

(2.1) We all want youthful skin.

This study is also concerned with intertextual understanding that helps to understand not only the discourse to society but also society to discourse. It

includes the point of view on beauty by people worldwide. Kristeva states that intertextuality implies the insertion of history into a text, and the text into history (Fairclough, 2006). Intertextuality occurs in advertising when advertisers use words from other discourses to attract readers, for example, words from science when advertising beauty products (Kaur, et al, 2013). The power of language that attracts potential customers can be seen in *Olay Total Effects* advertisement, modeled by Karisma.

(2.6) Read on to know more about this wonderful innovation.

(2.7) Serums have a higher concentration of active ingredients that give a much-needed boost to the health and beauty of your skin.

The words such as *innovation*, *higher concentration*, *active ingredients*, and *the boost to the health* are used in scientific research. These sentences make the potential customers believe that *Olay Total Effects* have been doing the research before launching the product. The power of words above attracts people and makes the product more trustable.

Influenced by their surroundings such as *black looks dull*, and *fat is unattractive*, women today are obsessed with fulfilling beauty standards by society. These words even can change the perspective of what beauty is. Words have the power to be the truth in society. Words have the energy and ability to help, to heal, hinder, hurt, harm, humiliate, and humble (Zahed, 2015). Women want to look attractive and look anywhere to achieve that goal. They are willing to try any product that will suit their skin. Leading by their desire, women will search the advertising that looks promising. Some of them believe what the advertisers claim in their advertisements. Advertisers make a lure phrase in their ads based on women's desire which is fulfilling

beauty standards. Unattractive is something that scares a lot of women. The advertisers utilize this condition to show their power through the advertisement. They use models to attract more potential customers. In this case, it is Kajol and Karisma Kapoor.

Moreover, *Olay Total Effects* has made new beauty standards for these women. They are to get rid of 7 signs of skin aging. Olay claims that it can be solved by using their product.

(2.3) A key solution is to incorporate a good skin care regimen and powerful products that can work wonders to battle skin aging.

This sentence makes Olay a hero that provides a solution for skin problems that are never there if they do not make it. It makes the beauty standard higher than before. The advertising industry has the power to transform mundane objects into highly desirable products (Kaur, et al, 2013). Using various strategies, advertisers make *Olay Total Effects* a desirable product.

Moreover, *Olay Power Duo* introduces complete skincare that is a solution for skin problems, such as dried and aging skin. Following the popularity of *Olay Total Effects*, *Olay Power Duo* makes the urgency to always have plump skin all day. Olay tries to maintain the poor image of becoming aging. Looking dull while doing an activity is something that you have to be afraid of. Beforehand, some people do not even bother about how they look after spending all day outside. Yet, *Olay Power Duo* makes it a matter now. The description box in the video shows that every woman is desperate to bring out their inner glow. It is like they see women no matter who wants to show their inner beauty. And it seems an essential topic that has to come out. It makes people think about their skin after doing the activity outside.

Furthermore, in India, people face discrimination because of such advertisements. Discrimination has been happening in some families. Yasir and Gettleman said that daughters-in-law with darker skin are called derogatory, and sometimes labeled with the same words that have the same meaning as thieves (2020). Bullying is a common thing regardless of skin color. This situation proves that language has the power to change the ideology in society. They even make a new identity in the social-cultural context. Using a model like Kajol, Karisma Kapoor, and Tara Sutaria shapes the idea of how beauty should be. The image of beauty is bright, white, fair skin without any signs of skin aging.

The look in Kajol, Karisma, and Tara is so confident. It can be interpreted as using *Olay Total Effects*, and *Power Duo* makes you more confident. The advertisers add the background color that makes their skin even glowing, which is the color combination between red, black, light brown, and white.

Nowadays, beauty is not a value but becomes a product. The power of media like advertisement changes the value of beauty. They told women to look like models. In patriarchal societies, women are willing to spend their time and money to keep their appearance to suit society's standards (Turner, 2020).

The last, *Olay Total Effects* give a new idea to stay young. This value of beauty has changed countless times. For example, in the Victorian era, pale was a beauty. But because of the advertisement, there is a shift in the meaning of beauty. It becomes beautiful with fair and bright skin. Advertisers make women believe that whiter is better. In *Olay Total Effects* advertisement, the meaning shifts again to become *stay youth is good*, and the use of language helps the production crew to maintain the image until now. Then, there is a possibility

that the value of beauty will change again in the future.

This study's result reveals that language indeed has the power to show or change people's beliefs. Research from Paramitha also shows that language can represent social domination and marginalization (2021). Through the choice of words, we know which one in society plays a dominant role. In *Olay Total Effects* and *Power Duo* ads, the advertisers are people in a stronger position than the society.

CONCLUSION

Olay Total Effects and Power Duo advertisements try to lure people, especially women using strategies such as manufacturing consent through implication, showing deficiency, positive self-representation, celebrity endorsement, and motive words. Advertisers hide the truth that women do not need skincare products like Olay Total Effects and Power Duo to be beautiful. Every woman can be beautiful in many ways. Beauty is not always about physique. Yet, the presence of beauty products can reduce women's self-confidence that has the opposite appearance to the models.

The damaging environment is not at fault too. Becoming old is a natural phenomenon. An unhealthy circumstance is due to our greed, and one of the causes is alchemist product and their waste (cosmetics waste). People should be more concerned about taking care of their surroundings than blaming them.

The choice of words that the advertiser uses is a tool to convey a product message. It is also a medium to lure potential customers with attractive phrases and beautiful models. With good language structure, the text can convince and make people believe that the message is the truth.

From the three advertisements that were presented in a different era with a different model, there is no significant change in the way Olay uses

the language. They still believe that aging is a matter even with another product. The statement of a famous actress is still their way of enticing more people into believing their value.

Finally, language has the power to make the myth in advertisements become reality. It takes control of social-cultural in society. Language also makes the message become the norm in society. From this study, we can conclude that elite people's power, like advertisers, can change how people see the value of beauty.

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