

## **CHAPTER IV**

### **FINDING AND DISCUSSION**

This chapter discusses about the beauty construction in four Revlon lipstick printed advertisements. The writer divided the analysis of the advertisements into two sections: the visual text and written text. The first section (visual text) is analyzing the advertisements using three metafunctions from Kress and Van Leeuwen social semiotic theory: the ideational metafunction, the interpersonal metafunction, and the compositional metafunction. The second section (written text) is analyzed by using Systemic Functional Linguistic of nominal group and transitivity theory from Halliday.

#### **4.1 Data descriptions**

The data of this study are four advertisements from US magazines: Colorstay Mineral Lipglaze in Redbook magazine February 2010 edition, Colorstay Ultimate Suede Lipstick in Instyle magazine February 2013 edition, Colorburst Balm Stain in Allure magazine October 2012 edition, and Colorburst Lacquer Balm in Elle magazine November 2014 edition. The data in this study is the text, the model of the advertisements, the product, also the background color of the advertisements. The writer analyzes the visual text of all advertisements by using three metafunctions of Kress and Van Leeuwen social semiotic theory: the ideational metafunction, the interpersonal metafunction, and the compositional

metafunction, and also the written text by using Systemic Functional Linguistic of nominal group and transitivity theory from Halliday.

## **4.2 Finding**

From all the articles in these four Revlon lipstick advertisements, it can be seen that Revlon brings the idea of achieving sensual and seductive lips instantly. However, as women nowadays living in coexistence with media, they will basically be influenced to have standard of ideal American beauty which is in vogue at the moment, such as having fuller lips. Researches shows 70% out of 2000 women in US wanted fuller lips, butts, and hips (inamerica.blog.cnn.com). In order to get that kind of ideal lips, Revlon lipstick advertisements influence women in a very subtle way to do action to get the ideal lips.

To answer the research question on how Revlon lipstick printed advertisement represent the construction of beauty in 4 magazines editions: Redbook magazine February 2010 edition, Allure magazine October 2012 edition, Instyle magazine February 2013 edition, and Elle magazine November 2014 edition, the writer found that Revlon brings the same idea of having ideal American beauty on lips in each advertisements, even though the advertisements are taken from different US women's magazine. It captured on the visualization of the model. All the models in the advertisements are from America. They are beautiful, sweet, and feminine. The models are celebrity with different background of skin and different social background represents on their clothes,

such as glamour, sweet, and carrier women, as the representation of multicultural American women. They use celebrity as a model to upgrade their product popularity.

In the picture, all models are fragmented and have an emphasizing on lips. It is their strategy to transfer the ideology of Revlon in their slogan “Love at the first swipe” and “Love is On”. They are all having red lips which are looked fuller, sensual, desirable, and sexy as if it is happened instantly because of wearing Revlon even in a single sweep of the lipstick. It is very endeared by the target market of Revlon, that is the low-middle class to achieve those kinds of lips instantly. They also offer the product that is longwearing, so the consumers do not have to touch up their lipstick frequently, their lipstick will not easy to be running out, and they do not have to spend more money to buy lipstick frequently. Besides, they are smiling and gaze seductively directly to the viewer. The smile and the gaze implicitly demand the viewers to buy their product in order to be the same as the model. The angle of the photo shoots also makes them look seductive and mysterious.

All of the model pictures are displayed in the greater size at the center to attract the attention to the viewer directly to the model which has full and sensual lips as the emphasizing as the core of the information text in the advertisements. They also used salient color to make the picture eye-catching. The picture of the model is actually only as the imaginary of instant beauty that is offer by the existence of Revlon products. Revlon products come as if as the solution of the viewer’s need of having sensual lips and seductive instantly. However, there is no

beauty can achieve instantly. These advertisements actually considered as public deception which is not really happen in reality.

However, the visualization of the advertisement is supported with the text which belongs to the written text of nominal group and transitivity system. The nominal group used in dominant in the picture to identify the visual text. The transitivity in the form of clause is not as dominant as the nominal group, but it is also important to describe the idea of the visual text. These are the percentage of all nominal groups found in the four Revlon advertisements which is taken from US: Redbook magazine February 2010 edition, Allure magazine October 2012 edition, Instyle magazine February 2013 edition, and Elle magazine November 2014 edition:

<b>No</b>	<b>Nominal Groups</b>	<b>Sum of Groups</b>	<b>%</b>
1	Deictic	4	8,70
2	Numerative	6	13,04
3	Epithet	6	13,04
4	Classifier	7	15,22
5	Head	14	30,43
6	Qualifier	9	19,57

The percentage of all transitivity process in the four advertisements:

No.	Types of Process	Sum of Clause	%
1.	Material Process	5	62,5
2.	Relational Process	3	37,5

Moreover, as earlier mentioned, Nominal Groups Table is more dominant compared than Clause Level Table. It can be perceived since all the words in nominal groups are used to identify models as in the visual text on Revlon lipstick advertisements. In this case, the use of the clause is also important to complete the thought of the visual text in describing the issue.

Revlon lipstick printed advertisement place women's beauty as the object to commercialize a product. The representation is supported by the repetition words in the nominal group and the transitivity: mineral complex, butter complex, moisturizing, smoother, softer looking, soft formula, comfortable, longwearing, last hour, instant, once, and lips on the four advertisements. All these words actually have relation of connotation meaning of seduction, flirtation, and adoration. All models on the advertisements appear to have a healthy and fuller lip which means their lips are sensual, seductive, and sexy. This happens because of the standard of ideal beauty in overseas of having fuller lips. Research shows that men prefer women with full lips because full lips is determined the high level of estrogen and look more sensual (*"The Truth About Beauty"*). In this case, Revlon

is the side who provides and offers a product to achieve the viewer's ideal lips. By this way, the viewer's mind is influenced without coercion.

### **4.3 Discussion**

#### **4.3.1. Visual Text**

Below is the analysis of four Revlon lipstick printed advertisements. Each advertisement is analyzed by using three metafunctions of Kress and Van Leeuwen social semiotic theory: the representational metafunction, the interpersonal metafunction, and the compositional metafunction.

4.3.1.1 Revlon Colorstay Mineral Lipglaze Advertisement in Redbook Magazine February 2010 edition



**NEW**

revlon.com © 2008 Revlon Consumer Products Corp. To get Halle Berry's look, try Revlon ColorStay™ Mineral Lipglaze in Forever Blush

**Revlon ColorStay™ Mineral Lipglaze**

Revlon's **first** longwearing lipgloss that lasts for **up to 8 hours**

- Unique mineral complex conditions lips
- One step for hours of comfortable color
- Available in 12 gorgeous, glossy shades

**UP TO 8 HOURS**

**REVLON®**

First, the picture is analyzed using the representational metafunction. Revlon Colorstay Mineral Lipglaze advertisement is taken from Redbook magazine in February 2010 edition. In the case of classificatory process, Revlon use Halle Berry as the representation of American beauty who belongs to the text featured on Revlon lipstick advertisements such as what is written by Kress-Van Leeuweun (1996, p.79) the participant is represented as ‘species’ that all belongs to the overarching categories.

According to Kress and Leeuwen (1996, p. 79), there is *Covert Taxonomies* which means the Superordinates have similarities as the viewer may perceive to exist between the Subordinates. They are judge to be member of the same class or represent the arrangement of different people who use the same product. So does Halle Berry and Revlon product which has the same class which may perceive by the viewer. As earlier mentioned in chapter 2, Revlon is one of major drugstore makeup brand which is the company centrally located in USA (money.usnews.com, 2012). Drugstore makeup brand is the brand which usually sells their product with affordable prices. It is suitable with Revlon whose vision is Glamour, Excitement and Innovation through high-quality products at affordable prices (www.businesswire.com). The price of a product is usually equal to the buyers. Revlon is one of drugstore makeup brand for the low-middle class. From 2010 to 2014, they win the Editor’s Choice Award and Reader’s Choice Awards for Best Budget Brand Lipstick and Lipgloss (www.temptalia.com). For the low-middle class, it is nice to choose drugstore make up to save money.



As earlier mentioned, Halle Berry and Revlon is similar as if they have the same class. This means, Halle Berry is one of celebrities from low-middle class who use drugstore make up from Revlon, even though it really does not make sense. It is well known that she is very famous because she acts in many films and gained many achievements from some award events ([www.acehowbiz.com](http://www.acehowbiz.com)). She won BET Awards as Best Actress, icon Award in Hollywood Award, Palm Spring International Film Festival, nominated Image Award as Outstanding Actress in a Motion Picture, People's Choices Awards as Favorite Movie Stars, she is named as The Sexiest Woman in 2008, and she is also becoming the brand ambassador of Revlon ([www.revlon.com](http://www.revlon.com)). By using the pictorial of Halle Berry, the advertiser tries to encourage the viewers to be same as her.

Kress and Leeuwen also express that participant in the picture is representing the different people who use the same product (Kress and Leeuwen, 1996, p.79). The advertisement shows the relation between Halle Berry and Revlon products as if Halle Berry gets her beautiful look because of using Revlon product for her lips (Revlon Mineral Lipglaze). It means the one who use the same product is indicated to have the same class as Halle Berry.

The use of legendary-talented-interested model encourages the viewer to admire her and try to be same as her. It displays in terms of a "part-whole" structure. The "whole" is the Carrier who possesses "parts" which is called "Attributes". In the picture shows that Halle Berry as American women, is conveying a beautiful smiling with the sexy lips, cheek bone up, loose hair, wearing hoops earrings, and gazing at the viewer. This means that Halle Berry is

the Carrier who possesses the “Attributes” beautiful smile with the sexy lips, cheek bone up, with loose hair, and hoops earrings as the accessory. In the picture of this advertisement, there is a fragmentation of the body parts.

“Women’s bodies are often fragmented to show as separate body parts that are meant to represent the whole woman. Women are urged to think of their bodies as ‘things’ that need to be shaped, and remade into a male conception of female perfection. The female body is fragmented into parts that should be ‘improved’.” (Ryan cited in Walter, 2011)

The fragmentation in the picture is on the head which is focused on Halle Berry’s lips which is red. The women wearing makeup such as red lipstick and larger lip displays definitely adds to a woman’s perceived self-confidence and seen more interested in men’s attention ([westsidetoastmasters.com](http://westsidetoastmasters.com)). In psychological terms, red is associated with warmth, positive energy, and motivation, with studies finding that red is the color which excites our emotions, as well as triggering feelings strength and ambition ([www.dailymail.co.uk](http://www.dailymail.co.uk), 2013). It makes woman, in this case Halle Berry, is “shaped” to look more attractive by using Revlon product. Halle Berry’s lips become the body part that is being “improved” to be red. In the male eye, red lip is sensual for a woman. Sexy red lips make the men thinking about kissing and being seduced, especially with the smile and the eye contact. The eye contact is becoming the process of flirting, while smiling is showing that she is warm, friendly, and approachable. The men feel impressed with it because she is visible to the men that she is admired, respected, and even love (“*The Art of Seducing Out of Fullness*”). This is also

becoming the reflection of Revlon slogan that is “Love at the first swipe” (*“Revlon and other Slogan”*). It is symbolized that there is a love inside Revlon, which in this advertisement is Colorstay Mineral Lipglaze as a step to be sexy , seductive, and loved instantly in a single sweep of lipstick. The “Attribute” is also supported with hoops earrings that Halle Berry wears in the picture. The using of hoops earrings shows that the user is approachable, friendly person, and love meeting new people ([www.jmedwardsjewelry.com](http://www.jmedwardsjewelry.com), 2013). Just like the shape of the earrings, it is big and open wide which is representing the personality of Halle Berry. Her big personality and smile makes people no wonder to be around. The use of “Attributes” is gathered to convey the personality of Halle Berry as the “Carrier”.

The Colorstay Mineral Lipglaze, a product which is placed in the foreground, side by side with Halle Berry seen as if they have relation to the secret of the beauty of Halle Berry’s lips. The Colorstay Mineral Lipglaze which is placed side by side with Halle Berry shows as if Halle Berry used the product to make her lip becoming red and sexy. The text “NEW” at the top of the picture is telling that Colorstay Mineral Lipglaze is a new product and also the text “REVLON” which is placed at the bottom of the picture with a big font size telling that Colorstay Mineral Lipglaze is a product from Revlon. It can be said that Halle Berry has such beautiful lips because of the new product of Revlon, which is Colorstay Mineral Lipglaze. The advertiser put the text “unique mineral complex conditions lips” to show that Colorstay Mineral Lipglaze contains substance that is safe for lip, such as mineral complex. Mineral complex is used to

protect lip from damage, chapped lips, and keep the lip healthy (www.livestrong.com, 2013). The mineral which is contain in Revlon product is functioned to make lips moist and keep healthy, because healthy lip is looking more sensual. In this picture, Halle Berry is objectified as if as an example of the product consumer who gets best result of wearing this product. By using the product, Halle Berry's lip is looking sexier and beautiful.

Beside the picture of the product, there is also a sign of circle. In dictionaries of visual symbol, a circle is denoting as "endlessness, warmth, and protection" (Kress and Leeuwen, 1996, p.54). The circle is showing the duration of time which is endlessness up to 8 hours to protect lip with the mineral complex contains in the product. The longwearing lipgloss products serve the idea of the long lasting Halle Berry's beautiful lips. The beauty and sexiness of Halle Berry's lips because of wearing Revlon products is showing its symbolic process of endlessness, femininity and sensuality. In producing the product, Revlon has strategy to reach a wider range of skin tone. In chapter 2, it is already stated that America, the central location of the company, has multicultural of race lived there. There are women of colors representing multicultural views of American beauty (Sherrow, 2001). The tone of the skin is really influential on the appearance to achieve flattering and foxy lips. A bad match of skin tone and the lip color will make the user look pale and washed out (makeup.allwomenstalk.com). In this picture, Revlon shows the 12 color dots as the symbol of color variation of Revlon ColorStay Mineral Lipglaze which is available for this product.

As earlier mentioned, Revlon is one of major drugstore makeup companies which sell their product with affordable prices (money.usnews.com, 2012). Drugstore brand is usually targeted for the low-middle class. Because of this reason, Revlon tries to launch new product which is suitable for their target market. They launched longwearing lipgloss in order to make the consumer do not touch up their lipgloss frequently. The more the consumers touch up their lipgloss, the more it will be running out, and the more money they have to spend to buy the product again and again. It is one of Revlon's strategies to keep their consumer to be loyal. If it is not longwearing, it will make the consumer choose another product. Unfortunately, many of consumers do not care of their lip health. Many of them only focus on a spending a little money in achieving longwearing lip product better than focus on the bad effect of the product itself. Most of longwearing product, basically, is not good for health. The use of longwearing product, such as lip color, for a long time will give bad effect. It will make the lips becoming dry, chapped, and turn the color of lips darker (www.rtv.co.id, 2014). The use of mineral complex in the product to prevent the lips from damage does not seem balance with the chemicals contain in it, because the mineral complex is just a compliment, not the main ingredients in producing a lip color product.

The next is the interpersonal metafunction. In the picture, Halle Berry is directly looking at the viewer. She gives her big seductive beautiful smile on her red lips until her cheek bone up. This gesture creates some kind of imaginary relation between her and the viewers (Kress and Leuween, 1996, p. 123). According to an experiment from Prof. Ruth Campbell from University College of

London, realize it or not when looking someone's smile, it will directly influence people's attitude to give positive reaction (westsidetoastmasters.com). This case, classified as the visual demand process, which is showing Halle Berry's smile strongly demands to the viewer to acknowledge the product that is used by Halle Berry to make her look beautiful and sexy. It suggests that Halle is influencing to invite the viewer to use the same products (Revlon).

Next, the creators or the advertisers bring the pictorial of Halle Berry by showing her head and face only (even cutting of the top of her head) which is considered as social distance (Kress and Leuween, 1996, p. 124). This is related to the emotion of intimacy between Halle Berry and the viewer. It portrayed Halle Berry as a friend to the viewer, not a stranger. Revlon uses this strategy because friends have very strong influence on someone's attitude and behavior (Berndt and Murphy, 2002, p. 286). Using the product of Revlon is the goal that they want to achieve through viewer's attitude and behavior. Moreover, this picture is classified as subjective point of view. The use of her pictorial for the purpose of giving the depiction and visualization on how women's ideal beauty should look like based on their ideology (Kress and Leuween, 1996, p. 129). Kress and Leuween (1996) say that "what you see here is part of our world, something we are involved with". It creates stronger involvement between the viewer and Halle Berry that she is "one of us". In this case, the frontal horizontal angle between the viewer and Halle Berry indicates equality. It suggests that Halle Berry is one of the Revlon consumers, and the viewer is also invited to be the consumer in order to be the same class with Halle Berry.

Then, there is compositional metafunction which integrates the first two metafunctions through a variety of elements to get the rhetorical meaning across to viewers. Within the image, there is a clear left and right system. The text on the left represents as the “given”, that is the issue which is given to the viewer that they need a safe longwearing lip color to support their gorgeous appearance in Spring next month. The Revlon ColorStay Mineral Lipglaze on the right represents as a new idea to the user. Revlon introduces their ColorStay Mineral Lipglaze as the given solution for the viewer's need of longwearing color to support the appearance. The image is considered to be an element which is called a center/margin system. Halle Berry's image is presented as the core of information to which all the elements around it must be related to her image (Kress and Van Leeuwen, 1996, p.196). Then, the image combined with the ideal/real system from top and bottom side. The ideal (top) is the emotive or imaginary element of the image in which the ideal beauty of Halle Berry with a beautiful and sexy lip is visualized in the image. The real (bottom) is the factual or informative element of the image. The real fact about Halle Berry is incorporated in the text below the image, which is Revlon itself.

In compositional metafunction, there is also the salience of the image in capturing the viewer's attention. In this process, the size, the focus and foreground/background contribute to the image. Halle Berry is the largest element, emphasizing the beauty of Halle Berry. Besides, the word “Revlon” is in a bold font with black color which is eye-catching and makes the viewer curious about the product from Revlon. Revlon product which is placed in the foreground

has great salience which is supporting the largest picture of the beauty of Halle Berry in the background. The overlapping of Halle Berry image in the background and the Revlon in the foreground present as they are related each other: The beautiful lip of Halle Berry is because of Revlon product, or the Revlon product is used by Halle Berry.

It can be conclude that in representational metafunction, Halle Berry as the model with tan skin shows that American women who have tan skin also may have the same class with her if the viewer also uses the product from Revlon. So that it looks very sensual, full, and sexy. In interpersonal metafunction, it shows that the advertiser use Halle Berry as the model to attract the viewer. She smiles and gaze seductively. She gazes to demand the viewer buying the product. The angle of the photo shoot and the eye contact is directly looking to the viewers. In this picture, it can be seen that Halle Berry has an emphasizing on the lips by the fragmentation in the picture. The fragmentation is only shows the head to the shoulders because the main focus of the picture is on her lips. Lastly, in compositional metafunction, there is the need of the consumer to have the same lips as Halle Berry as commonsense in the left side. To achieve that kind of lips, there is a solution in the right side, that is the Revlon product. there is also top and bottom side which is shows that the Halle Berry's beauty is only imaginary, while the fact is on the bottom, that is the Revlon product that is really exist. The greater size of Halle Berry's picture with the salient color is eye catching elements as the core of the information.



### 4.3.1.2 Revlon Colorburst Balm Stain Advertisement in Allure Magazine

October 2012 edition



The advertisement features a close-up portrait of Emma Stone with her hair styled in a low ponytail, looking slightly to the side with a soft smile. She is holding a pink, crystalline lip balm stain applicator. The background is a dense field of pink flowers. On the right side, the word "REVLON" is written vertically in large, white, sans-serif capital letters. Below the portrait, the text reads: "THE PERFECT KISS PAMPERING BALM WITH LIGHTWEIGHT STAIN". At the bottom left, there is a short paragraph describing the product. At the bottom right, five individual lip balm stain tubes are shown in various shades of pink and orange, each with the Revlon logo and product name printed on it.

**REVLON**

THE PERFECT KISS  
PAMPERING BALM WITH  
LIGHTWEIGHT STAIN

**NEW REVLON JUST BITTEN KISSABLE™ BLM STAIN**  
Get smoother, softer looking lips with a perfect flush of color that will last hour after hour, in all 12 vibrant shades. No Sharpener required.

**Emma Stone** wears Revlon Just Bitten Kissable™ Balm Stain in "Lovebird".  
To view more of Emma's looks go to [Revlon.com](http://Revlon.com)

REVLON Just Bitten Kissable™  
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First, the picture is analyzed using the representational metafunction. Revlon Colorburst Balm Stain advertisement is taken from Allure magazine in October 2012 edition. In the case of classificatory process, Revlon use Emma Stone as the representation of American beauty who belongs to the text featured on Revlon lipstick advertisements such as what is written by Kress-Van Leeuweun (1996, p.79) the participant is represented as ‘species’ that all belongs to the overarching categories.

The use of her pictorial is the classificatory process of the conceptual image. In classificatory process, there is *Covert Taxonomies* which means the Superordinates have similarities as the viewer may perceive to exist between the Subordinates. They are judge to be member of the same class or represent the arrangement of different people who use the same product (Kress and Leeuwen, 1996, p.79).

According to Kress and Leeuwen (1996, p. 79), there is *Covert Taxonomies* which means the Superordinates have similarities as the viewer may perceive to exist between the Subordinates. They are judge to be member of the same class or represent the arrangement of different people who use the same product. So does Emma Stone and Revlon product which has the same class which may perceive by the viewer. As already explained in chapter 2, Revlon is one of major drugstore makeup brand which is the company centrally located in USA (money.usnews.com, 2012). Drugstore makeup brand is the brand which usually sells their product with affordable prices. It is suitable with Revlon whose vision is Glamour, Excitement and Innovation through high-quality products at

affordable prices ([www.businesswire.com](http://www.businesswire.com)). The price of a product is usually equal to the buyers. Revlon is one of drugstore makeup brand for the low-middle class. From 2010 to 2014, they win the Editor's Choice Award and Reader's Choice Awards for Best Budget Brand Lipstick and Lipgloss ([www.temptalia.com](http://www.temptalia.com)). For the low-middle class, it is nice to choose drugstore make up to save money.

As earlier mentioned, Emma Stone and Revlon is similar as if they have the same class. This means, Emma Stone is one of celebrities from low-middle class who use drugstore make up from Revlon, even though it really does not make sense. It is well known that she is very famous because she acts in many films and gained many achievements from some award events ([www.imdb.com](http://www.imdb.com)). She nominated as Best Ensemble in COFCA Award, nominated Image Award as Outstanding Actress in a Motion Picture, nominated in MTV Movie Award as Best Female Performance, nominated OFTA Television Award as Best Female Performance in a Fiction Program, won Trailblazer Award, won People's Choice Award as Favorite Comedic Movie Actress, won the Screen Actors Guild Award as Outstanding Performance by a Cast in a Motion Picture, and won Teen Choice Award as Choice Movie Actress for Drama and Comedy. She has been a Revlon global brand ambassador since 2011 ([www.revlon.com](http://www.revlon.com)). From those track records, she is known as clever wit and has vivacious personality.

Kress and Leeuwen also express that the picture is representing the different people who use the same product (Kress and Leeuwen, 1996, p.79). The advertisement shows the relation between Emma Stone and Revlon products as if Emma Stone gets her beautiful look because of using Revlon product for her lips

(Revlon Colorburst Balm Stain). It means, the one who use the same product is indicated to have the same class as Emma Stone.

The use of legendary-talented-interested model encourages the viewer to admire her and try to be same as her. It displays in terms of a “part-whole” structure. The “whole” is the Carrier who possesses “parts” which is called “Attributes”. In the picture shows that Emma Stone as American woman, is conveying a beautiful smiling with the sexy lips, cheek bone up, tied hair, wearing studs earrings, and gazing at the viewer. This means that Emma Stone is the Carrier who possesses the “Attributes” beautiful smile with the sexy lips, cheek bone up, with tied hair, and studs earrings as the accessory. She is also posing by holding a pink candy. In the picture of this advertisement, there is a fragmentation of the body parts.

“Women’s bodies are often fragmented to show as separate body parts that are meant to represent the whole woman. Women are urged to think of their bodies as ‘things’ that need to be shaped, and remade into a male conception of female perfection. The female body is fragmented into parts that should be ‘improved’.” (Ryan cited in Walter, 2011)

The fragmentation in the picture is on the head which is focused on Emma Stone’s lips which is red. The women wearing makeup such as red lipstick and larger lip displays definitely adds to a woman’s perceived self-confidence and seen more interested in men’s attention (westsidetoastmasters.com). In psychological terms, red is associated with erotic, warmth, positive energy, and motivation, with studies finding that red is the color which excites our emotions, as well as

triggering feelings strength and ambition (www.dailymail.co.uk, 2013). It makes woman, in this case Emma Stone, is “shaped” to look more attractive by using Revlon product. Emma Stone’s lip is becoming the body part that is being “improved” to be red. In the male eye, red lip is sensual for a woman. Sexy red lips make the men thinking about kissing and being seduced, especially with the smile and the eye contact. The eye contact is becoming the process of flirting, while smiling is showing that she is warm, friendly, and approachable. The men feel impressed with it because she is visible to the men that she is admired, respected, and even love (“*The Art of Seducing Out of Fullness*”). According to Suler (2008), in his article “*Body Language in Photography*”, the pose of Emma Stone with dilated pupils, fixed gaze, playing something in hand, and seductively smiling is indicating a symbols of sexuality and romance. This is also becoming the reflection of Revlon slogan that is “Love at the first swipe” (“*Revlon and other Slogan*”). It is symbolized that there is a love inside Revlon, which in this advertisement is Colorstay Mineral Lipglaze as a step to be sexy, seductive, and loved instantly in a single sweep of lipstick. Another “Attributes” is also supported with studs earrings that Emma Stone wears in the picture. The using of studs earrings shows that the user is loved and special (www.jmedwardsjewelry.com, 2013). Her tied up hair is also conveying simplicity. This personality makes people no wonder to be around. The use of “Attributes” is gathered to convey the personality of Emma Stone as the “Carrier”.

The Colorburst Balm Stain, a product which is placed in the foreground, at the corner side by side with Emma Stone seen as if they have relation to the secret

of the beauty of Emma Stone's lips. The "Attributes" of sexy red lips in the picture is carried by Emma Stone. The Colorburst Balm Stain which is placed side by side with Emma Stone shows as if Emma Stone used the product to make her lip becoming red and sexy. The text "NEW" at the bottom of the picture is telling Colorburst Balm Stain is a new product and also the text "REVLON" which is placed at the right side of the picture with a big font size telling that Colorburst Balm Stain is a product from Revlon. It can be said that Emma Stone has such beautiful lips because of the new product of Revlon, which is Colorburst Balm Stain. The advertiser put the text "get smoother, softer looking lips with a perfect flush of color that will last hour after hour" to show that Colorburst Balm Stain contains substance that is used to make lips becoming smooth and soft. The substance which is contained in Revlon product is functioned to make lips moist and longwearing. Longwearing lip color with no sharpener required is keeping the lip to look sensual in simple way, just like Emma Stone's personality. In this picture, Emma Stone is objectified as if as an example of the product consumer who gets best result of wearing this product. By using the product, Emma Stone's lip is looking sexier, beautiful, and smooth.

Beside the picture of the product, there is also a sign of flower in the background. A flower is denoting as protection, love, and connection ("*Symbolic Flowers and Meaning*", n.d). The flower is showing protection by using a substance to keep the lovable longwearing color and make the lip smooth. The beauty and sexiness of Emma Stone's lips because of wearing Revlon products is showing its symbolic process of protection, femininity and sensuality. In

producing the product, Revlon has strategy to reach a wider range of skin tone. In chapter 2, it is already mentioned that America, the central location of the company, has multicultural of race lived there. There are women of colors representing multicultural views of American beauty (Sherrow, 2001). The tone of the skin is really influential on the appearance to achieve flattering and foxy lips. A bad match of skin tone and the lip color will make the user look pale and washed out ([makeup.allwomenstalk.com](http://makeup.allwomenstalk.com)). In this picture, Revlon shows their 5 representation product as the symbol of color variation of Revlon Colorburst Balm Stain which is available for this product, that is 12 Vibrant shades.

As earlier mentioned, Revlon is one of major drugstore makeup companies which sell their product with affordable prices ([money.usnews.com](http://money.usnews.com), 2012). Drugstore brand is usually targeted for the low-middle class. Because of this reason, Revlon tries to launch new product which is suitable for their target market. They launched longwearing lip color in order to make the consumer do not touch up their lip color frequently. The more the consumers touch up their lip color, the more it will be running out, and the more money they have to spend to buy the product again and again. It is one of Revlon's strategies to keep their consumer to be loyal. If it is not longwearing, it will make the consumer choose another product. Unfortunately, many of consumers do not care of their lip health. Many of them only focus on a spending a little money in achieving longwearing lip product better than focus on the bad effect of the product itself. Most of longwearing product, basically, is not good for health. The use of longwearing

product, such as lip color, for a long time will give bad effect. It will make the lips becoming dry, chapped, and turn the color of lips darker (www.rtv.co.id, 2014).

The next is the interpersonal metafunction. In the picture, Emma Stone is directly gazing at the viewer. She gives her seductive beautiful smile on her red lips until her cheek bone up. This gesture creates some kind of imaginary relation between her and the viewers (Kress and Leuween, 1996, p. 123). According to an experiment from Prof. Ruth Campbell from University College of London, realize it or not when looking someone's smile, it will directly influence people's attitude to give positive reaction (westsidetoastmasters.com). This case, classified as the visual demand process, which is showing Emma Stone's smile strongly demands to the viewer to acknowledge the product that is used by Emma Stone to make her look beautiful and sexy. It suggests that Emma Stone is influencing to invite the viewer to use the same products (Revlon).

Next, the creators or the advertiser brings the pictorial of Emma Stone by showing her head and face and slight shoulders which is considered as social distance (Kress and Leuween, 1996, p. 124). This is related to the emotion of intimacy between Emma Stone and the viewer. It portrayed Emma Stone as a friend to the viewer, not a stranger. Revlon uses this strategy because friends have very strong influence on someone's attitude and behavior (Berndt and Murphy, 2002, p. 286). Using the product of Revlon is the goal of that they want to achieve through viewer's attitude and behavior. Moreover, this picture is classified as subjective point of view. The use of her pictorial for the purpose of giving the depiction and visualization on how women's ideal beauty should look like based



on their ideology (Kress and Leuween, 1996, p. 129). Then, there is frontal horizontal angle process. Kress and Leuween (1996) says “what you see here is part of our world, something we are involved with”. It creates stronger involvement between the viewer and Emma Stone that she is “one of us”. In this case, the angle between the viewer and Emma Stone indicates equality. It suggests that Emma Stone is one of the Revlon consumers, and the viewer is also invited to be the consumer in order to be the same class with Emma Stone.

Then, there is compositional metafunction which is integrates the first two metafunctions through a variety of elements to get the rethorical meaning across to viewers. Within the image, there is a clear left and right system. The text on the left represent as the “given”, that is the issue which is given to the viewer that they need a longwearing lip balm to maintain their lips keeps smooth that is can be used for the Winter in the up coming month, when the temperature is low and lips is easy to become dry and chapped. The Revlon Colorburst Balm Stain on the right represents as new idea to the user. Revlon introduce their Colorburst Balm Stain as the given solution for the viewers need. The image is considered to an element which is called as center/margin system. Emma Stone’s image is presented as the core of information to which all the elements around it must be related to her image (Kress and Van Leeuweun, 1996, p.196). Then, the image combined with the ideal/real system from top and bottom side. The ideal (top) is the emotive or imaginary element of the image in which the ideal beauty of Emma Stone with a beautiful and sexy lip visualized in the image. The real (bottom) is

the factual or informative element of the image. The real fact about Emma Stone is incorporated at below the image, which is the product of Revlon itself.

In compositional metafunction, there is also the salience of the image in capturing the viewer attention. In this process, the size, the focus and foreground/background contributes to the image. Emma Stone is the largest element, emphasizing the beauty of Emma Stone. Besides, the word “Revlon” is in the bold font with white color which is eye catching and contrast, which makes the viewer curious about the product from Revlon. Revlon product which is placed in the foreground has great salience which is supporting the largest picture of the beauty of Emma Stone. The slight overlapping of Emma Stone image in the background and the Revlon in the foreground present as they are related each other: The beautiful lip of Emma Stone is because of Revlon product, or the Revlon product is used by Emma Stone. The blue cloth that she wears is representing the hope. In this case is the hope for love of the viewer to use the product which is symbolized with the pink color on the background.

It can be conclude that in representational metafunction, Emma Stone as the model with white skin shows that American sweet women who have white skin also may have the same class with her if the viewer also uses the product from Revlon. So that it looks very sensual, full, and sexy. In interpersonal metafunction, it shows that the advertiser use Emma Stone as the model to attract the viewer. She smiles and gaze seductively. She gazes to demand the viewer buying the product. The angle of the photo shoot and the eye contact is directly looking to the viewers. In this picture, it can be seen that Emma Stone has an

emphasizing on the lips by the fragmentation in the picture. The fragmentation is only shows the head to the shoulders because the main focus of the picture is on her lips. Lastly, in compositional metafunction, there is the need of the consumer to have the same lips as Emma Stone as commonsense in the left side. To achieve that kind of lips, there is a solution in the right side, that is the Revlon product. There is also top and bottom side which is shows that the Emma Stone's beauty is only imaginary, while the fact is on the bottom, that is the Revlon product that is really exist. The greater size of Emma Stone's picture with the salient color is eye catching elements as the core of the information.

**4.3.1.3 Revlon Colorstay Ultimate Suede Lipstick Advertisement in Instyle Magazine February 2013 edition**



The advertisement features a large portrait of Olivia Wilde with blonde hair and dark eye makeup, wearing a tan trench coat and a vibrant red lipstick. The word "REVLON" is written vertically in large, black, sans-serif letters on the right side of the image. In the bottom right corner, three tubes of Revlon Colorstay Ultimate Suede Lipstick are displayed in various shades of pink and red. The background of the portrait is a blurred cityscape.

**NEW REVLON COLORSTAY  
ULTIMATE SUEDE™ LIPSTICK**

**INSTANT MOISTURE, ALL-DAY LONGWEAR COLOR**

This velvety soft formula with moisturizing shea butter and aloe is food-proof and doesn't quit, 20 suede shades. Apply once and go.

Olivia Wilde wears Revlon ColorStay Ultimate Suede™ Lipstick in "Backstage".

First, the picture is analyzed using the representational metafunction. Revlon Colorstay Ultimate Suede Lipstick advertisement is taken from Instyle magazine in February 2013 edition. In the case of classificatory process, Revlon use Olivia Wilde as the representation of American beauty who belongs to the text featured on Revlon lipstick advertisements such as what is written by Kress-Van Leeuweun (1996, p.79) the participant is represented as ‘species’ that all belongs to the overarching categories.

According to Kress and Leeuwen (1996, p. 79), there is *Covert Taxonomies* which means the Superordinates have similarities as the viewer may perceive to exist between the Subordinates. They are judge to be member of the same class or represent the arrangement of different people who use the same product. So does Olivia Wilde and Revlon product which has the same class which may perceive by the viewer. As earlier mentioned in chapter 2, Revlon is one of major drugstore makeup brand which is the company centrally located in USA (money.usnews.com, 2012). Drugstore makeup brand is the brand which usually sells their product with affordable prices. It is suitable with Revlon whose vision is Glamour, Excitement and Innovation through high-quality products at affordable prices (www.businesswire.com). The price of a product is usually equal to the buyers. Revlon is one of drugstore makeup brand for the low-middle class. From 2010 to 2014, they win the Editor’s Choice Award and Reader’s Choice Awards for Best Budget Brand Lipstick and Lipgloss (www.temptalia.com). For the low-middle class, it is nice to choose drugstore make up to save money.

As earlier mentioned, Olivia Wilde and Revlon is similar as if they have the same class. This means, Olivia Wilde is one of celebrities from low-middle class who use drugstore make up from Revlon, even though it really does not make sense. It is well known that she is very famous because she acts in many films and gained many achievements from some award events ([www.imdb.com](http://www.imdb.com)). She is nominated for Teen Choice Award as Choice Movie Actress : Comedy, BTVA Television Voice Acting Award as Best Female Vocal Performance in a Television Series in a Guest Role, and won STARMeter Award. Her recent film credits include Universal Studios' Oscar-nominated film Rush, Warner Bros' Oscar Winning film Her and Magnolia's critically-acclaimed comedy Drinking Buddies, which she starred in and produced. She became a house hold name with her role on the Emmy and Golden Globe award-winning show House, MD and most recently, she was cast as the female lead in the Martin Scorsese untitled Rock 'N' Roll drama pilot for HBO. She has been a Revlon global brand ambassador since 2011 ([www.revlon.com](http://www.revlon.com)). From those track records, she is known as compassionate, daring spirit, and glamorous women.

Kress and Leeuwen also express that this is also representing the different people who use the same product (Kress and Leeuwen, 1996, p.79). The advertisement shows the relation between Olivia Wilde and Revlon products as if Olivia Wilde gets her beautiful look because of using Revlon product for her lips (Revlon Mineral Lipglaze). For them, the one who use the same product is indicated to have the same class as Olivia Wilde.

The use of legendary-talented-interested model encourages the viewer to admire her and try to be same as her. It displays in terms of a “part-whole” structure. The “whole” is the Carrier who possesses “parts” which is called “Attributes”. In the picture shows that Olivia Wilde is lack of smile, but her natural expression conveys the sensual and sexy lips, loose hair, and directly looking at the viewer. This means that Olivia Wilde is the Carrier who possesses the “Attributes” the sensual and sexy lips, and loose hair. In the picture of this advertisement, there is a fragmentation of the body parts.

“Women’s bodies are often fragmented to show as separate body parts that are meant to represent the whole woman. Women are urged to think of their bodies as ‘things’ that need to be shaped, and remade into a male conception of female perfection. The female body is fragmented into parts that should be ‘improved’.” (Ryan cited in Walter, 2011)

The fragmentation in the picture is on the head which is focused on Olivia Wilde’s lips which is red. The women wearing makeup such as red lipstick and larger lip displays and put the loosen hair definitely adds to a woman’s perceived self-confidence and seen more interested in men’s attention (westsidetoastmasters.com). In psychological terms, red is associated with warmth, positive energy, and motivation, with studies finding that red is the color which excites our emotions, as well as triggering feelings strength and ambition (www.dailymail.co.uk,2013). It makes woman, in this case Olivia Wilde, is “shaped” to look more attractive by using Revlon product. Olivia Wilde’s lip is becoming the body part that is being “improved” to be red. In the male eye, red lip

is sensual for a woman. Sexy red lips make the men thinking about kissing and being seduced, especially with the eye contact. The eye contact is becoming the process of flirting. The men feel impressed with it because she is visible to the men that she is admired, respected, and even love ([www.theartofseducingoutoffullness.com](http://www.theartofseducingoutoffullness.com)). This is the reflection of Revlon slogan that is “Love at the first swipe” (“*Revlon and other Slogan*”). It is symbolized that there is a love inside Revlon, which in this advertisement is Colorstay Mineral Lipglaze as a step to be sexy, seductive, and loved instantly in a single sweep of lipstick. Her big personality people no wonder to be around. The use of “Attributes” is gathered to convey the personality of Olivia Wilde as the “Carrier”.

The Colorstay Ultimate Suede Lipstick, a product which is placed in the foreground, at the corner side by side with Olivia Wilde seen as if they have relation to the secret of the beauty of Olivia Wilde’s lips. The “Attributes” of sexy red lips in the picture is carried by Olivia Wilde. The Colorstay Ultimate Suede Lipstick which is placed side by side with Olivia Wilde shows as if Olivia Wilde used the product to make her lip becoming red and sexy. The text “NEW” at the bottom of the picture is telling that Colorstay Ultimate Suede Lipstick is a new product and also the text “REVLON” which is placed at the right side of the picture with a big font size telling that Colorstay Ultimate Suede Lipstick is a product from Revlon. It can be said that Olivia Wilde has such beautiful lips because of the new product of Revlon, which is Colorstay Ultimate Suede Lipstick. The advertiser put the text “soft formula with moisturizing shea butter



and aloe” to show that Colorstay Ultimate Suede Lipstick contains substance that is good for lip, such as shea butter and aloe. Shea butter is supreme natural moisturizer from shea tree for the skin ([sheabutterguide.com](http://sheabutterguide.com)). It is used to protect lip from damage, chapped lips, and keep the lip healthy. The mineral which is contain in Revlon product is functioned to make lips moist and keep healthy, because healthy lip is looking more sensual. In this picture, Olivia Wilde is objectified as if as an example of the product consumer who gets best result of wearing this product. By using the product, Olivia Wilde’s lip is looking sexier, beautiful, and health.

Beside the picture of the product, there is also a sign of bulding in the background. A building is denoting as hope and also protection ([www.urban-hub.com](http://www.urban-hub.com)). The bulding is showing the hope of the viewer for using this lip color in order to protect lips by using a substance to keep the longwearing color. The beauty and sexiness of Olivia Wilde’s lips because of wearing Revlon products is showing its symbolic process of protection, femininity and sensuality. In producing the product, Revlon has strategy to reach a wider range of skin tone. In chapter 2, it is already stated that America, the central location of the company, has multicultural of race lived there. There are women of colors representing multicultural views of American beauty (Sherrow, 2001). The tone of the skin is really influential on the appearance to achieve flattering and foxy lips. A bad match of skin tone and the lip color will make the user look pale and washed out ([makeup.allwomenstalk.com](http://makeup.allwomenstalk.com)). In this picture, Revlon shows their 4 representation

product as the symbol of color variation of Revlon Ultimate Suede Lipstick which is available for this product, that is 20 suede shades.

As earlier mentioned, Revlon is one of major drugstore makeup companies which sell their product with affordable prices (money.usnews.com, 2012). Drugstore brand is usually targeted for the low-middle class. Because of this reason, Revlon tries to launch new product which is suitable for their target market. They launched longwearing lipstick in order to make the consumer do not touch up their lipstick frequently. The more the consumers touch up their lipstick, the more it will be running out, and the more money they have to spend to buy the product again and again. It is one of Revlon's strategies to keep their consumer to be loyal. If it is not longwearing, it will make the consumer choose another product. Unfortunately, many of consumers do not care of their lip health. Many of them only focus on a spending a little money in achieving longwearing lip product better than focus on the bad effect of the product itself. Most of longwearing product, basically, is not good for health. The use of longwearing product, such as lip color, for a long time will give bad effect. It will make the lips becoming dry, chapped, and turn the color of lips darker (www.rtv.co.id, 2014). The use of shea butter and aloe in the product to prevent the lips from damage is does not seem balance with the chemicals contain in it, because the mineral complex is just a compliment, not the main ingredients in producing a lip color product.

The next is the interpersonal metafunction. In the picture, Olivia Wilde is directly looking at the viewer. She expresses natural expression with her sensual

and sexy lips with seductive gaze. This gesture creates some kind of imaginary relation between her and the viewers (Kress and Leuween, 1996, p. 123). This case, classified as the visual demand process, which is showing Olivia Wilde strongly demands to the viewer to acknowledge the product that is used by Olivia Wilde to make her look beautiful and sexy. It suggests that Olivia Wilde is influencing to invite the viewer to use the same products (Revlon).

Next, the creators or the advertiser bring the pictorial of Olivia Wilde by showing her head, face and shoulders which is considered as social distance (Kress and Leuween, 1996, p. 124). This is related to the emotion of intimacy between Olivia Wilde and the viewer. It portrayed Olivia Wilde as a friend to the viewer, not a stranger. Revlon uses this strategy because friends have very strong influence on someone's attitude and behavior (Berndt and Murphy, 2002, p. 286). Using the product of Revlon is the goal of that they want to achieve through viewer's attitude and behavior. Moreover, this picture is classified as subjective point of view. The use of her pictorial for the purpose of giving the depiction and visualization on how women's ideal beauty should look like based on their ideology (Kress and Leuween, 1996, p. 129). Then, Kress and Leuween (1996) says that "what you see here is part of our world, something we are involved with". It creates stronger involvement between the viewer and Olivia Wilde that she is "one of us". In this case, the angle between the viewer and Olivia Wilde indicates equality. It suggests that Olivia Wilde is one of the Revlon consumers, and the viewer is also invited to be the consumer in order to be the same class with Olivia Wilde.

Then, there is compositional metafunction which integrates the first two metafunctions through a variety of elements to get the rhetorical meaning across to viewers. Within the image, there is a clear left and right system. The text on the left represents as the “given”, that is the issue which is given to the viewer that they need a safe longwearing lip color to support their gorgeous appearance in Spring when people ready to go after Winter. The Revlon ColorStay Ultimate Suede Lipstick on the right represents as new idea to the user. Revlon introduce their ColorStay Ultimate Suede Lipstick as the given solution for the viewers’ need of longwearing lipstick to support the appearance. The image is considered to an element which is called as center/margin system. Olivia Wilde’s image is presented as the core of information to which all the elements around it must be related to her image (Kress and Van Leeuweun, 1996, p.196). Then, the image combined with the ideal/real system from top and bottom side. The ideal (top) is the emotive or imaginary element of the image in which the ideal beauty of Olivia Wilde with a beautiful and sexy lip visualized in the image. The real (bottom) is the factual or informative element of the image. The real fact about Olivia Wilde is incorporated in the text below the image, which is the Revlon product itself.

In compositional metafunction, there is also the salience of the image in capturing the viewer attention. In this process, the size, the focus and foreground/background contributes to the image. Olivia Wilde is the largest element, emphasizing the beauty of Olivia Wilde. Besides, the word “Revlon” is in the bold font with black color which is eye catching and makes the viewer curious about the product from Revlon. Revlon product which is placed in the

foreground has great salience which is supporting the largest picture of the beauty of Olivia Wilde in the background. The Olivia Wilde image in the background and the Revlon in the foreground present as they are related each other: The beautiful lip of Olivia Wilde is because of Revlon product, or the Revlon product is used by Olivia Wilde.

It can be conclude that in representational metafunction, Olivia Wilde as the model with white skin shows that American carrier women who have white skin also may have the same class with her if the viewer also uses the product from Revlon. So that it looks very sensual, full, and sexy. In interpersonal metafunction, it shows that the advertiser use Olivia Wilde as the model to attract the viewer. She smiles and gaze seductively. She gazes to demand the viewer buying the product. The angle of the photo shoot and the eye contact is directly looking to the viewers. In this picture, it can be seen that Olivia Wilde has an emphasizing on the lips by the fragmentation in the picture. The fragmentation is only shows the head to the shoulders because the main focus of the picture is on her lips. Lastly, in compositional metafunction, there is the need of the consumer to have the same lips as Olivia Wilde as commonsense in the left side. To achieve that kind of lips, there is a solution in the right side, that is the Revlon product. There is also top and bottom side which is shows that the Olivia Wilde's beauty is only imaginary, while the fact is on the bottom, that is the Revlon product that is really exist. The greater size of Olivia Wilde's picture with the salient color is eye catching elements as the core of the information.

#### 4.3.1.4 Revlon Colorburst Lacquer Balm Advertisement in Elle Magazine

November 2014 edition



Erinn Stone is wearing new Revlon Colorburst™ Lacquer Balm in "Whimsical".

HIGH-SHINE LACQUER.  
BALM-LIKE FEEL.

#### NEW REVLON COLORBURST™ LACQUER BALM

A lacquered shine that's beyond brilliant. Balm that's beyond comforting. Our exclusive Triple Butter Complex with shea, coconut and mango butters nourishes lips. In 10 craveable, collectible colours.



First, the picture is analyzed using the representational metafunction. Revlon Colorburst Lacquer Balm advertisement is taken from Elle magazine in November 2014 edition. Revlon use Emma Stone as the representation of American beauty who belongs to the text featured on Revlon lipstick advertisements such as what is written by Kress-Van Leeuweun (1996, p.79) the participant is represented as 'species' that all belongs to the overarching categories.

According to Kress and Leeuwen (1996, p. 79), there is *Covert Taxonomies* which means the Superordinates have similarities as the viewer may perceive to exist between the Subordinates. They are judge to be member of the same class or represent the arrangement of different people who use the same product. So does Emma Stone and Revlon product which has the same class which may perceive by the viewer. As earlier mentioned in chapter 2, Revlon is one of major drugstore makeup brand which is the company centrally located in USA (money.usnews.com, 2012). Drugstore makeup brand is the brand which usually sells their product with affordable prices. It is suitable with Revlon whose vision is Glamour, Excitement and Innovation through high-quality products at affordable prices (www.businesswire.com). The price of a product is usually equal to the buyers. Revlon is one of drugstore makeup brand for the low-middle class. From 2010 to 2014, they win the Editor's Choice Award and Reader's Choice Awards for Best Budget Brand Lipstick and Lipgloss (www.temptalia.com). For the low-middle class, it is nice to choose drugstore make up to save money.

As earlier mentioned, Emma Stone and Revlon is similar as if they have the same class. This means, Emma Stone is one of celebrities from low-middle class who use drugstore make up from Revlon, even though it really does not make sense. It is well known that she is very famous because she acts in many films and gained many achievements from some award events ([www.imdb.com](http://www.imdb.com)). She nominated as Best Ensemble in COFCA Award, nominated Image Award as Outstanding Actress in a Motion Picture, nominated in MTV Movie Award as Best Female Performance, nominated OFTA Television Award as Best Female Performance in a Fiction Program, won Trailblazer Award, won People's Choice Award as Favorite Comedic Movie Actress, won the Screen Actors Guild Award as Outstanding Performance by a Cast in a Motion Picture, and won Teen Choice Award as Choice Movie Actress for Drama and Comedy. She has been a Revlon global brand ambassador since 2011 ([www.revlon.com](http://www.revlon.com)). From those track records, she is known as clever wit and has vivacious personality.

Kress and Leeuwen also express that this is also representing the different people who use the same product (Kress and Leeuwen, 1996, p.79). The advertisement shows the relation between Emma Stone and Revlon products as if Emma Stone gets her beautiful look because of using Revlon product for her lips (Revlon Colorburst Lacquer Balm). For them, the one who use the same product is indicated to have the same class as Emma Stone.

The use of legendary-talented-interested model encourages the viewer to admire her and try to be same as her. It displays in terms of a "part-whole" structure. The "whole" is the Carrier who possesses "parts" which is called



“Attributes”. In the picture shows that Emma Stone is conveying a beautiful smiling with the sexy lips, cheek bone up, tied hair, wearing studs earrings, and gazing at the viewer. This means that Emma Stone is the Carrier who possesses the “Attributes” beautiful smile with the sexy lips, cheek bone up, with tied hair, and studs earrings as the accessory. She is also posing among the pink balloons. In the picture of this advertisement, there is a fragmentation of the body parts.

“Women’s bodies are often fragmented to show as separate body parts that are meant to represent the whole woman. Women are urged to think of their bodies as ‘things’ that need to be shaped, and remade into a male conception of female perfection. The female body is fragmented into parts that should be ‘improved’.” (Ryan cited in Walter, 2011)

The fragmentation in the picture is on the head which is focused on Emma Stone’s lips which is red. The women wearing makeup such as red lipstick and larger lip displays definitely adds to a woman’s perceived self-confidence and seen more interested in men’s attention ([westsidetoastmasters.com](http://westsidetoastmasters.com)). In psychological terms, red is associated with erotic, warmth, positive energy, and motivation, with studies finding that red is the color which excites our emotions, as well as triggering feelings strength and ambition ([www.dailymail.co.uk](http://www.dailymail.co.uk), 2013). It makes woman, in this case Emma Stone, is “shaped” to look more attractive by using Revlon product. Emma Stone’s lip is becoming the body part that is being “improved” to be red. In the male eye, red lip is sensual for a woman. Sexy red lips make the men thinking about kissing and being seduced, especially with the smile and the eye contact. The eye contact is becoming the process of flirting,

while smiling is showing that she is warm, friendly, and approachable. The men feel impressed with it because she is visible to the men that she is admired, respected, and even love ([www.theartofseducingoutoffullness.com](http://www.theartofseducingoutoffullness.com)). This is also becoming the reflection of Revlon slogan which is re-launched become “Love is On” ([www.revlon.com](http://www.revlon.com)). It is symbolized that there is a love inside Revlon, which in this advertisement is Colorburst Lacquer Balm as a step to “on” the sexiness, the desire, and romance through the lip color. Another “Attributes” is also supported with studs earrings that Emma Stone wears in the picture. The using of studs earrings shows that the user is loved and special ([www.jmedwardsjewelry.com](http://www.jmedwardsjewelry.com), 2013). Her tied up hair is also conveying simplicity. This personality makes people no wonder to be around. The use of “Attributes” is gathered to convey the personality of Emma Stone as the “Carrier”.

The Colorburst Lacquer Balm, a product which is placed in the foreground, at the corner side by side with Emma Stone seen as if they have relation to the secret of the beauty of Emma Stone’s lips. The Colorburst Lacquer Balm which is placed side by side with Emma Stone shows as if Emma Stone used the product to make her lip becoming red and sexy. The text “NEW” at the bottom of the picture is telling Colorburst Lacquer Balm is a new product and also the text “REVLON” which is placed at the right side of the picture with a big font size telling that Colorburst Lacquer Balm is a product from Revlon. It can be said that Emma Stone has such beautiful lips because of the new product of Revlon, which is Colorburst Lacquer Balm. The advertiser put the text “triple butter complex” to show that Colorburst Lacquer Balm contains substance that is used to

make lips becoming smooth and soft that nourishes lips. The substance which is contain in Revlon product is functioned to make lips moist. In this picture, Emma Stone is objectified as if as an example of the product consumer who gets best result of wearing this product. By using the product, Emma Stone's lip is looking sexier, beautiful, and smooth.

Beside the picture of the product, there is also a sign of flower in the background. A flower is denoting as happiness or celebration ([www.quora.com](http://www.quora.com)). The balloon is showing happiness by using the lip color with triple butter complex to keep the lip smooth. The beauty and sexiness of Emma Stone's lips because of wearing Revlon products is showing its symbolic process of happiness, femininity and sensuality. In producing the product, Revlon has strategy to reach a wider range of skin tone. In chapter 2, it is already stated that America, the central location of the company, has multicultural of race lived there. There are women of colors representing multicultural views of American beauty (Sherrow, 2001). The tone of the skin is really influential on the appearance to achieve flattering and foxy lips. A bad match of skin tone and the lip color will make the user look pale and washed out ([makeup.allwomenstalk.com](http://makeup.allwomenstalk.com)). In this picture, Revlon shows their 5 representation product as the symbol of color variation of Revlon Colorburst Lacquer Balm which is available for this product, that is 10 collectible colors.

As earlier mentioned, Revlon is one of major drugstore makeup companies which sell their product with affordable prices ([money.usnews.com](http://money.usnews.com), 2012). Drugstore brand is usually targeted for the low-middle class. Because of this reason, Revlon tries to launch new product which is suitable for their target

market. They launched this lip color in order to make the consumer feel comfortable because of the triple butter complex with affordable prices.

The next is the interpersonal metafunction. In the picture, Emma Stone is directly gazing at the viewer. She gives her seductive beautiful smile on her red lips until her cheek bone up. This gesture creates some kind of imaginary relation between her and the viewers (Kress and Leuween, 1996, p. 123). According to an experiment from Prof. Ruth Campbell from University College of London, realize it or not when looking someone's smile, it will directly influence people's attitude to give positive reaction (westsidetoastmasters.com). This case, classified as the visual demand process, which is showing Emma Stone's smile strongly demands to the viewer to acknowledge the product that is used by Emma Stone to make her look beautiful and sexy. It suggests that Emma Stone is influencing to invite the viewer to use the same products (Revlon).

Next, the creators or the advertisers bring the pictorial of Emma Stone by showing her head and face and slight shoulders which is considered as social distance (Kress and Leuween, 1996, p. 124). This is related to the emotion of intimacy between Emma Stone and the viewer. It portrayed Emma Stone as a friend to the viewer, not a stranger. Revlon uses this strategy because friends have very strong influence on someone's attitude and behavior (Berndt and Murphy, 2002, p. 286). Using the product of Revlon is the goal of that they want to achieve through viewer's attitude and behavior. Moreover, this picture is classified as subjective point of view. The use of her pictorial for the purpose of giving the depiction and visualization on how women's ideal beauty should look like based

on their ideology (Kress and Leuween, 1996, p. 129). Kress and Leuween (1996) says “what you see here is part of our world, something we are involved with”. It creates stronger involvement between the viewer and Emma Stone that she is “one of us”. In this case, the angle between the viewer and Emma Stone indicates equality. It suggests that Emma Stone is one of the Revlon consumers, and the viewer is also invited to be the consumer in order to be the same class with Emma Stone.

Then, there is compositional metafunction which is integrates the first two metafunctions through a variety of elements to get the rethorical meaning across to viewers. Within the image, there is a clear left and right system. The text on the left represent as the “given”, that is the issue which is given to the viewer that they need a lacquer lip balm to maintain their lips keeps smooth that is can be used for the Winter in the up coming month, when the temperature is low and lips is easy to become dry and chapped. The Revlon Colorburst Lacquer Balm on the right represents as new idea to the user. Revlon introduce their Colorburst Lacquer Balm as the given solution for the viewers need. The image is considered to an element which is called as center/margin system. Emma Stone’s image is presented as the core of information to which all the elements around it must be related to her image (Kress and Van Leeuweun, 1996, p.196). Then, the image combined with the ideal/real system from top and bottom side. The ideal (top) is the emotive or imaginary element of the image in which the ideal beauty of Emma Stone with a beautiful and sexy lip visualized in the image. The real (bottom) is

the factual or informative element of the image. The real fact about Emma Stone is incorporated at below the image, which is the product of Revlon itself.

In compositional metafunction, there is also the salience of the image in capturing the viewer attention. In this process, the size, the focus and foreground/background contributes to the image. Emma Stone is the largest element, emphasizing the beauty of Emma Stone. Besides, the word “Revlon” in the bold font with white color which is eye catching and contrast, which makes the viewer curious about the product from Revlon. Revlon product which is placed in the foreground has great salience which is supporting the largest picture of the beauty of Emma Stone. The slight overlapping of Emma Stone image in the background and the Revlon in the foreground present as they are related each other: The beautiful lip of Emma Stone is because of Revlon product, or the Revlon product is used by Emma Stone. The purple cloth that she wears is representing the luxury. It is combined with pink balloon as the background which is presenting the happiness of love. It means the happiness or being loved when the viewer using the product from Revlon.

It can be conclude that in representational metafunction, Emma Stone as the model with white skin shows that American glamour women who have white skin also may have the same class with her if the viewer also uses the product from Revlon. So that it looks very sensual, full, and sexy. In interpersonal metafunction, it shows that the advertiser use Emma Stone as the model to attract the viewer. She smiles and gaze seductively. She gazes to demand the viewer buying the product. The angle of the photo shoot and the eye contact is directly

looking to the viewers. In this picture, it can be seen that Emma Stone has an emphasizing on the lips by the fragmentation in the picture. The fragmentation is only shows the head to the shoulders because the main focus of the picture is on her lips. Lastly, in compositional metafunction, there is the need of the consumer to have the same lips as Emma Stone as commonsense in the left side. To achieve that kind of lips, there is a solution in the right side, that is the Revlon product. There is also top and bottom side which is shows that the Emma Stone's beauty is only imaginary, while the fact is on the bottom, that is the Revlon product that is really exist. The greater size of Emma Stone's picture with the salient color is eye catching elements as the core of the information.

#### **4.3.1.5 Visual Text Finding**

After analyzing all these four Revlon lipstick printed advertisements, it can be seen that Revlon brings the same idea of having ideal American beauty on lips in each advertisements, even though the advertisements are taken from different US women's magazine. It captured on the visualization of the model. All the models in the advertisements are from America. They are beautiful, sweet, and feminine. The models are celebrity with different background of skin and different social background represents on their clothes, such as glamour, sweet, and carrier women, as the representation of multicultural American women. They use celebrity as a model to upgrade their product popularity.

In the picture, all models are fragmented and have an emphasizing on lips. It is their strategy to transfer the ideology of Revlon in their slogan "Love at the

first swipe” and “Love is On”. They are all having red lips which are looked fuller, sensual, desirable, and sexy as if it is happened instantly because of wearing Revlon even in a single sweep of the lipstick. It is very endeared by the target market of Revlon, that is the low-middle class to achieve those kind of lips instantly. They also offer the product that is longwearing, so the consumers do not have to touch up their lipstick frequently, their lipstick will not easy to be running out, and they do not have to spend more money to buy lipstick frequently. Besides, they are smiling and gaze seductively directly to the viewer. The smile and the gaze implicitly demand the viewers to buy their product in order to be the same as the model. The angle of the photo shoots also makes them look seductive and mysterious.

All of the model pictures are displayed in the greater size at the center to attract the attention to the viewer directly to the model which has full and sensual lips as the emphasizing as the core of the information text in the advertisements. They also used salient color to make the picture eye-catching. The picture of the model is actually only as the imaginary of instant beauty that is offer by the existence of Revlon products. Revlon products come as if as the solution of the viewer’s need of having sensual lips and seductive instantly. However, there is no beauty can achieve instantly. These advertisements actually considered as public deception which is not really happen in reality.



### 4.3.2 Written text

In this part of Chapter 4, the writer divided every word in the article into *below the clause* table. Below the clause that the writer used to classify is using nominal group and transitivity system.

#### 4.3.2.1 Revlon Colorstay Mineral Lipglaze Advertisement in Redbook Magazine February 2010 edition

##### 4.3.2.1.1 Nominal Groups Table

No	Nominal Groups	Sum of Groups	%
1	Deictic	1	9,09
2	Numerative	2	18,18
3	Epithet	1	9,09
4	Classifier	2	18,18
5	Head	3	27,27
6	Qualifier	2	18,18

##### a. Deictic

Deictic is the element of nominal group that shows the specific or non-specific of the head. It modifies the head as pointing word that show the status of singular and plural and specific and non-specific. According to Halliday (2004, p.181) there are five distributions of deictic: Person deictic, place deictic, time deictic, social deictic and discourse deictic that are used to modify the head of nominal group.

In Revlon Colorstay Mineral Lipglaze Advertisement in Redbook Magazine February 2010 edition is appearing only once, in 9,09 %. Person deictic is the only deictic which is appeared in this edition.

The person deictic that is used in the text featured in the Revlon Colorstay Mineral Lipglaze Advertisement in Redbook Magazine February 2010 edition is:

<b>Diectic Type</b>	<b>Percentage (%)</b>	<b>Word</b>
Person Deictic	9,09	Revlon's

The use of person deictic in the text of the advertisement is used to categorize the participant clearly, easily to identify. Person deictic functions to help the reader identifying the used of personal pronoun, whether it is singular, plural, specific, or non-specific that can make the participant clearly understood. The person deictic in this advertisement is identifying the specific deictic of possessive in the word "Revlon's first longwearing lipgloss". "Revlon" is the deictic which possess the "longwearing lipgloss" as their first longwearing product.

#### **b. Numerative**

Numerative is the element in nominal group shows the numeral feature of the head. Numerative shows both the quality and quantity of the head (Halliday, 2004, p.318). There are two types of numeratives: Qualitative and Ordering Numerative.

In Revlon Colorstay Mineral Lipglaze Advertisement in Redbook Magazine February 2010 edition, Numerative is appearing two times with 18,18 %. They are one quantitative numerative and one ordering numerative.

The numerative that is used in the text featured in the Revlon Colorstay Mineral Lipglaze Advertisement in Redbook Magazine February 2010 edition are:

<b>Numerative Type</b>	<b>Percentage (%)</b>	<b>Word</b>
Quantitative Numerative	18,18	One
Ordering Numerative		First

The used of Quantitative Numerative is to modify the head. The word in the advertisement is “One step for hours of comfortable color”. The numerative word “One” modify the head “Step”. It means that there is only one step to get comfortable color that is using Revlon product. The use of Ordering Numerative is to specify the exact place in order or inexact place. The word in the advertisement is “first longwearing lipgloss”. The word “first” is to specify the “...longwearing lipgloss..”. It represents Revlon whose the first time launch the product.

### **c. Epithet**

Epithet is the element of nominal group that is used to describe the level of comparison that indicates the quality of the sub-set. In Halliday’s book

(2004, p.318) is written there are two types of epithet: Interpersonal and Experiential.

In Revlon Colorstay Mineral Lipglaze Advertisement in Redbook Magazine February 2010 edition, the Ephitet is appearing once with 9,09 %. Interpersonal ephitet is the only ephitet appeared in this advertisement.

The ephitet that is used in the text featured in the Revlon Colorstay Mineral Lipglaze Advertisement in Redbook Magazine February 2010 edition is:

<b>Ephitet Type</b>	<b>Percentage (%)</b>	<b>Word</b>
Interpersonal ephitet	9,09	Unique

This interpersonal epithets is used by the speakers which in this case is Revlon Colorstay Mineral Lipglaze Advertisement in Redbook Magazine February 2010 edition as the expression of subjective attitude and interpersonal opinion. The use of ephitet “unique” in this advertisement is used to describe Revlon Colorstay Mineral Lipglaze. The word “Unique” can be seen from this product that offering health and longwearing color at the same time in one product. It contains a mineral complex and longwearing color. This mineral complex is used to keep the lip from damage and chapped. The longwearing color is suitable for preparing the activity in Spring next in order not to touch up frequently. Moreover, it can be seen from the pictorial of Halle Berry which is emphasized on her beautiful and sexy lip because of using this lip color. It is looking more seductive because of the red color on her smile and gaze directly to

the viewer. For men, women which used red color of lipstick is looking more sensual (westsidetoastmasters.com).

**d. Classifier**

Classifier is an element in the sequence of nominal group that shows the subclass of the thing. It is significantly used to classify the head by showing smaller class of the head. There are seven types of classifier: material, scale/scope, purpose/function, status/rank, origin, mode of operation and more or less any feature that classify a thing into a smaller categories (Halliday, 2004, p.320).

In Revlon Colorstay Mineral Lipglaze Advertisement in Redbook Magazine February 2010 edition, the Classifier is appearing two time with 18,18 %. Material classifier and purpose classifier are the classifier appeared in this advertisement.

<b>Classifier Type</b>	<b>Percentage (%)</b>	<b>Word</b>
Material classifier	18,18	Mineral complex
Purpose classifier		Longwearing

The material as classifier is used to classify the head by showing material class that can make the participant more specific. The word in the advertisement is "...mineral complex conditions lips". Material as classifier in this advertisement is used to classify the head "lips" by showing the material as classifier "mineral complex" conditions lip that used to keep moist and soft. The word in the advertisement is "...longwearing lipgloss". The used of purpose as classifier is

used to classify the head “lipgloss” by showing the purpose of the Revlon Colorstay Mineral Lipglaze, that is used to have longwearing color on lips. The used of these kind of classifier is used to make the reader understand to identify the participant, avoid ambiguity, and misunderstanding.

**e. Head**

Head is the core of the nominal group. It does not only reflects the experiential structure but also the logical structure of the nominal group. There are three main types of head: Pronoun, Proper noun and Common noun (Halliday, 20014, p.320).

In Revlon Colorstay Mineral Lipglaze Advertisement in Redbook Magazine February 2010 edition, the Head is appearing with 27,27 %. From this percentage, it is known that Head as common noun is dominant in this advertisement.

<b>Head Type</b>	<b>Percentage (%)</b>	<b>Word</b>
Common noun	27,27	Lipgloss, lips, step

The used of common noun in this advertisement is strongly related to the beauty which is represented by Revlon in the visualization of Halle Berry’s picture. The beauty is represented through Halle Berry’s red and sexy lips. This is represented that having red lips is looking more sensual, seductive, and desirable. This is the reflection of Revlon slogan that is “Love at the first swipe”. It is symbolized that there is a love inside Revlon, which in this advertisement is

Colorstay Mineral Lipglaze as a step to “on” the sexiness, the desire, and romance through the lip color. The common noun becoming the dominant in this advertisement because it is used to generalized idea on the text to make the viewer curious about the product and eager to use it.

**f. Qualifier**

Qualifier is the element of nominal group that is placed after the head. Qualifier is used to modify the head by showing the complete idea of the thing. In Revlon Colorstay Mineral Lipglaze Advertisement in Redbook Magazine February 2010 edition, the Qualifier is appearing two times with 18,18 %.

Nominal Groups	Percentage (%)	Qualifier
Revlon’s first longwearing lipgloss that lasts for up to 8 hours	27,27	that lasts for up to 8 hours
One step for hours of comfortable color		for hours of comfortable color

The used of qualifier in the word “Revlon’s first longwearing lipgloss **that lasts for up to 8 hours**” is used to describe Revlon’s first longwearing lipgloss in

the advertisement that the color of the lipstick will last until 8 hours. The other qualifier in the word “One step for hours of comfortable color” is used to describe the purpose of the step to get comfortable color by using the Revlon product. The use of this kind of qualifier is used to make the reader understand to identify the participant, avoid ambiguity, and misunderstanding.

#### **4.3.2.1.2 Transitivity**

##### **a. Material Clause:**

<b>Type of Process</b>	<b>Sum of Clause</b>
Material Process	1

Beside the nominal groups, there is the use of transitivity in the text clause on the advertisement. Material Clause is a clause of doing and happening. In this edition, Material Clause appears once in the whole text featured on this advertisement. In Material Clause, there are one or more main participants consisting of Actor and other participants either Goal, Range, Recipient, Client or Initiator. However, it does not rule out the possibility if in the clause there is no the appearance of Actor, and other participants which is called as Ellipsis (Halliday, 2004, p.100).

Since material clause appears in the text of the advertisement, Ellipsis keeps appearing in the advertisement to substitute or presuppose the word what has gone before. Since the advertisement only has a small space but at the same time



they have to attract attention, they use Ellipsis to substitute or presuppose the word what has gone before in the preceding clause (Halliday, 2004, p.100).

In Revlon Colorstay Mineral Lipglaze Advertisement in Redbook Magazine February 2010 edition, Ellipsis appears once in the clause “Available in 12 gorgeous shades”. The Actor is considered Ellipsis when the producers do not write clearly who actually the Actor is in the clause. However, this text is talking about Revlon Colorstay Mineral Lipglaze which is already told in the preceding clause. The material process in the text of this advertisement is addressed to Revlon Colorstay Mineral Lipglaze which provides the variation color in 12 gorgeous shades in order to make the viewer can achieve a sexy lip like Halle Berry with a match color according to the viewer’s skin tone.

### 4.3.2.2 Revlon Colorburst Balm Stain Advertisement in Allure Magazine

October 2012 edition

#### 4.3.2.2.1 Nominal Groups Table

No	Nominal Groups	Sum of Groups	%
1	Deictic	1	7,70
2	Numerative	1	7,70
3	Epithet	2	15,38
4	Classifier	2	15,38
5	Head	4	30,77
6	Qualifier	3	23,07

#### a. Deictic

Deictic is the element of nominal group that shows the specific or non-specific of the head. It modifies the head as pointing word that show the status of singular and plural and specific and non-specific. According to Halliday (2004, p.181) there are five distributions of deictic: Person deictic, place deictic, time deictic, social deictic and discourse deictic that are used to modify the head of nominal group.

In Revlon Colorburst Balm Stain Advertisement in Allure Magazine October 2012 edition is appearing only once with 7,70 %. Discourse deictic is the only deictic which is appeared in this edition.

The discourse deictic that is used in the text featured in the Revlon Colorburst Balm Stain Advertisement in Allure Magazine October 2012 edition is:

<b>Diectic Type</b>	<b>Percentage (%)</b>	<b>Word</b>
Discourse Deictic	7,70	The

The use of discourse deictic in the article means that the subset in the text is already identifiable with the information in the advertisements where the viewers can find it (Halliday, 2004, p.181). For the producers, they use it in front of a noun when they believe the viewers know exactly what they are referring to. In this advertisement, it is referring to Revlon Colorburst Balm Stain.

#### **b. Numerative**

In Revlon Colorburst Balm Stain Advertisement in Allure Magazine October 2012 edition, Numerative is appearing once with 7,70%. There is only quantitative numerative appeared in this advertisement.

The numerative that is used in the text featured in the Revlon Colorburst Balm Stain Advertisement in Allure Magazine October 2012 edition is:

<b>Numerative Type</b>	<b>Percentage (%)</b>	<b>Word</b>
Quantitative Numerative	7,70	No

The used of Quantitative Numerative is to modify the head. The word in the advertisement is “No sharpener required”. The numerative word “No” modifies the head “Sharpener”. It represents the simplicity of Colorbust Balm Stain that there is no need to use sharpener in using Revlon product even though it looks like a pencil lip color.

**c. Epithet**

Epithet is the element of nominal group that is used to describe the level of comparison that indicates the quality of the sub-set. In Halliday’s book (2004, p.318) is written there are two types of epithet: Interpersonal and Experiential.

In Revlon Colorburst Balm Stain Advertisement in Allure Magazine October 2012 edition, the Ephitet appears in this advertisement is only once with 15,38%. The ephitet which is appeared in this advertisement is Interpersonal ephitet.

The ephitet appears in Revlon Colorburst Balm Stain Advertisement in Allure Magazine October 2012 edition is:

<b>Ephitet Type</b>	<b>Percentage (%)</b>	<b>Word</b>
Interpersonal ephitet	15,38	Perfect, softer

This interpersonal epithets is used by the speakers which in this case is Revlon Colorburst Balm Stain Advertisement in Allure Magazine October 2012 edition as the expression of subjective attitude and interpersonal opinion. The use

of epithet “perfect” and “Softer” in this advertisement is used to describe Emma Stone through her red lip which is visualized in Revlon Colorburst Balm Stain Advertisement. The word “perfect” and “softer” can be seen from this product that offering health and longwearing color at the same time in one product. It contains a perfect flush color that is smoother and last hour for lips. Moreover, it can be seen from the pictorial of Emma Stone which is emphasized on her beautiful and sexy lip because of using this lip color. It is looking more seductive because of the red color on her smile and gaze directly to the viewer. For men, women which used red color of lipstick is looking more sensual (westsidetoastmasters.com).

**d. Classifier**

In Revlon Colorburst Balm Stain Advertisement in Allure Magazine October 2012 edition, the Classifier is appearing two times with 15,38%. The classifier appears in this advertisement is purpose classifier.

<b>Classifier Type</b>	<b>Percentage (%)</b>	<b>Word</b>
Purpose classifier	15,38	Pampering, looking

The used of purpose as classifier is used to classify the head “balm” by showing the purpose of the Revlon Colorburst Balm Stain, that is used to pamper the lip to be comfortable when the product is used. The other classifier is “softer looking”. It is also showing the purpose of Revlon Colorburst Balm Stain to make lips becoming softer looking after using the product. The used of this kind of

classifier is used to make the reader understand to identify the participant, avoid ambiguity, and misunderstanding.

**e. Head**

In Revlon Colorburst Balm Stain Advertisement in Allure Magazine October 2012 edition, the Head is appearing with 30,77 %. From this percentage, it is known that Head as common noun is dominant in this advertisement.

<b>Head Type</b>	<b>Percentage (%)</b>	<b>Word</b>
Common noun	30,77	kiss, balm, lips, sharpener

The used of common noun in this advertisement is strongly related to the beauty which is represented by Revlon in the visualization of Emma Stone's picture. The beauty is represented through Emma Stone's red and sexy lips. This is represented that having red lips is looking more sensual, seductive, and desirable. This is the reflection of Revlon slogan that is "Love at the first swipe". It is symbolized that there is a love inside Revlon, which in this advertisement is Colorburst Balm Stain as a step to "on" the sexiness, the desire, and romance through the simple lip color which is no need to sharp. The common noun becoming the dominant in this advertisement because it is used to generalized idea on the text to make the viewer curious about the product and eager to use it.

#### f. Qualifier

Qualifier is the element of nominal group that is placed after the head. Qualifier is used to modify the head by showing the complete idea of the thing. In Revlon Colorburst Balm Stain Advertisement in Allure Magazine October 2012 edition, the Qualifier is appearing with 23,07%.

Nominal Groups	Percentage (%)	Qualifier
Pampering balm with lightweight stain	23,07	with lightweight stain
softer looking lips with a perfect flush of color		with a perfect flush of color
No Sharpener required		Required

The used of qualifier in the word “Pampering balm with lightweight stain” is used to describe Revlon’s pampering balm in the advertisement that the color of the balm is lightweight. The other qualifier in the word “softer looking lips with a perfect flush of color” is used to describe the material’s product to get last hour and comfortable color, also the softer looking lips after using the product. The used of these kind of qualifier is used to make the reader understand to identify the participant, avoid ambiguity, and misunderstanding.

#### 4.3.2.2.2 Transitivity

##### a. Material Clause:

Type of Process	Sum of Clause
Material Process	2

Since material clause appears in Revlon Colorburst Balm Stain Advertisement in Allure Magazine October 2012 edition, Ellipsis keep appearing in the advertisement to substitute or presuppose the word what has gone before. Since the advertisement only have a small space but at the same time they have to attract attention, they use Ellipsis to substitute or presuppose the word what has gone before in the preceding clause (Halliday, 2004, p.100).

In Revlon Colorburst Balm Stain Advertisement in Allure Magazine October 2012 edition, Ellipsis appears three times. The Actor is considered Ellipsis when the producers do not write clearly who actually the Actor is in the clause. However, this text is talking about Revlon Colorburst Balm Stain which is already told in the preceding clause. In this case, “Get smoother..” is used Ellipsis for the Actor and the goal. The Actor is Revlon Colorburst Balm Stain and the goal is lips. The material process in the text of this advertisement is addressed to Revlon Colorburst Balm Stain which the viewer lips as the goal. It is used to make the viewer can achieve a sexy lip like Emma Stone.



**4.3.2.3 Revlon Colorstay Ultimate Suede Lipstick Advertisement in Instyle Magazine February 2013 edition**

**4.3.2.3.1 Nominal Groups Table**

No	Nominal Groups	Sum of Groups	%
1	Deictic	1	10
2	Numerative	1	10
3	Epithet	2	20
4	Classifier	1	10
5	Head	3	30
6	Qualifier	2	20

**a. Deictic**

In Revlon Colorstay Ultimate Suede Lipstick Advertisement in Instyle Magazine February 2013 edition is appearing only once in 10 %. Discourse deictic is the only deictic which is appeared in this edition.

The discourse deictic that is used in the text featured in the Revlon Colorstay Ultimate Suede Lipstick Advertisement in Instyle Magazine February 2013 edition is:

Diectic Type	Percentage (%)	Word
Discourse Deictic	10	This

The use of discourse deictic in the article means it refers to the aspect of surrounding discourse (Halliday, 2004, p.181). For the producers, they use it in front of a noun when they believe the viewers know exactly what they are referring to. In this advertisement, the discourse deictic is referring to Revlon Colorstay Ultimate Suede Lipstick.

**b. Numerative**

In Revlon Colorstay Ultimate Suede Lipstick Advertisement in Instyle Magazine February 2013 edition, Numerative is appearing once with 9,09 %. The numerative appears in this advertisement is quantitative numerative.

The numerative that is used in the text featured in the Revlon Colorstay Ultimate Suede Lipstick Advertisement in Instyle Magazine February 2013 edition are:

Numerative Type	Percentage (%)	Word
Quantitative Numerative	10	20

The used of Quantitative Numerative is to modify the head. The word in the advertisement is “20 suede shades”. The numerative word “20” modify the head “Shades”. It means that Revlon Colorstay Ultimate Suede Lipstick have the variation color of color until 20 shades in order the viewer can achieve a sensual lip like Olivia Wilde with a match color according to the skin tone.

### c. Epithet

In Revlon Colorstay Ultimate Suede Liptick Advertisement in Instyle Magazine February 2013 edition, the Epithet is appearing two times with 20 %. Interpersonal epithet is the only epithet appeared in this advertisement.

The epithet that is used in the text featured in the Revlon Colorstay Ultimate Suede Liptick Advertisement in Instyle Magazine February 2013 edition is:

<b>Epithet Type</b>	<b>Percentage (%)</b>	<b>Word</b>
Interpersonal epithet	20	Instant, velvety

This interpersonal epithets is used by the speakers which in this case is Revlon Colorstay Ultimate Suede Liptick Advertisement in Instyle Magazine February 2013 edition as the expression of subjective attitude and interpersonal opinion. The use of epithet “instant” and “velvety” in this advertisement is used to describe Revlon Colorstay Ultimate Suede Liptick. It can be seen from this product that offering health and longwearing color by using formula with shea butter and aloe to moisture the lips instantly. The shea butter and aloe is used to keep the lip from damage and chapped. Moreover, it can be seen from the pictorial of Olivia Wilde which is emphasized on her beautiful and sexy lip because of using this lip color.

#### **d. Classifier**

In Revlon Colorstay Ultimate Suede Liptick Advertisement in Instyle Magazine February 2013 edition, the Classifier is appearing two time with 10 %. Material classifier and purpose classifier are the classifier appeared in this advertisement.

<b>Classifier Type</b>	<b>Percentage (%)</b>	<b>Word</b>
Material classifier	10	Suede

The material as classifier is used to classify the head by showing material class that can make the participant more specific. The word in the advertisement is "...soft formula with shea butter and aloe". Material as classifier in this advertisement is the word "suede shades". This classifier "suede" is used to classify the head "shades" that is longwearing with suede color. The used of this kind of classifier is used to make the reader understand to identify the participant, avoid ambiguity, and misunderstanding.

#### **e. Head**

In Revlon Colorstay Ultimate Suede Lipstick Advertisement in Instyle Magazine February 2013 edition, the Head is appearing with 30 %. From this percentage, it is known that Head as common noun is dominant in this advertisement.

<b>Head Type</b>	<b>Percentage (%)</b>	<b>Word</b>
------------------	-----------------------	-------------

Common noun	30	Moisture, formula, shades
-------------	----	---------------------------

The used of common noun in this advertisement is strongly related to the beauty which is represented by Revlon in the visualization of Olivia Wilde's picture. The beauty is represented through Olivia Wilde's red and sexy lips. This is represented that having red lips is looking more sensual, seductive, and desirable. This is the reflection of Revlon slogan that is "Love at the first swipe". It is symbolized that there is a love inside Revlon, which in this advertisement is Colorstay Ultimate Suede Lipstick as a step to "on" the sexiness, the desire, and romance instantly through the lip color. The common noun becoming the dominant in this advertisement because it is used to generalized idea on the text to make the viewer curious about the product and eager to use it.

#### **f. Qualifier**

Qualifier is the element of nominal group that is placed after the head. Qualifier is used to modify the head by showing the complete idea of the thing. In Revlon Colorstay Ultimate Suede Lipstick Advertisement in Instyle Magazine February 2013 edition, the Qualifier is appearing two times with 20 %.

<b>Nominal Groups</b>	<b>Percentage (%)</b>	<b>Qualifier</b>
Instant moisture all-day longwear color	20	all-day longwear color
This velvety soft formula with		with moisturizing shea butter and aloe

moisturizing shea butter and aloe		
---	--	--

The used of qualifier in the word “Instant moisture **all-day longwear color**” and “This velvety soft formula **with moisturizing shea butter and aloe**” is used to describe Revlon Ultimate Suede Lipstick which can moisture the lips instantly with all-day longwear color especially for them who want to go outside in Spring. It moistures the lips with shea butter and aloe as the formula. The used of these kind of qualifier is used to make the reader understand to identify the participant, avoid ambiguity, and misunderstanding.

#### 4.3.2.3.2 Transitivity

##### a. Material Clause and Relational Clause:

Type of Process	Sum of Clause
Material Process	2
Relational Process	1

Beside the nominal groups, there is the use of transitivity in the text clause on the advertisement. Material Clause is a clause of doing and happening and Relational Caluse is a process of being and having. In this edition, Material Clause appear twice in the whole text featured on this advertisement. In Material Clause, there are one or more main participants consisting of Actor and other

participants either Goal, Range, Recipient, Client or Initiator. In Relational Clause there are Carrier, Attribute, Identified, or Identifier. However, it does not rule out the possibility if in the clause there is no the appearance of Actor, and other participants which is called as Ellipsis (Halliday, 2004, p.100).

Since material clause and relational clause appears in the text of the advertisement, Ellipsis keep appearing in the advertisement to substitute or presuppose the word what has gone before. Since the advertisement only have a small space but at the same time they have to attract attention, they use Ellipsis to substitute or presuppose the word what has gone before in the preceding clause (Halliday, 2004, p.100).

In Revlon Colorstay Ultimate Suede Lipstick Advertisement in Instyle Magazine February 2013 edition, Ellipsis appears twice in the material clause. First, the clause is “..doesn’t quit”. In this material clause, the Actor is considered Ellipsis when the producers do not write clearly who actually the Actor is in the clause, which is actually Revlon Colorstay Ultimate Suede Lipstick. But for the second clause, “Apply once and go”, the Ellipsis of the actor is not the Revlon Colorstay Ultimate Suede Lipstick. The Actor is the viewer of this advertisement, and makes the Revlon Colorstay Ultimate Suede Lipstick as the goal. However, this text is talking about Revlon Colorstay Ultimate Suede Lipstick which is already told in the preceding clause. The material process in the text of this advertisement is addressed to Revlon Colorstay Ultimate Suede Lipstick which simple to apply. While the relational clause in “This velvety soft formula with

moisturizing shea butter and aloe is food proof “ is addressing Revlon Colorstay Ultimate Suede Lipstick is safe and longwearing.

#### **4.3.2.4 Revlon Colorburst Lacquer Balm Advertisement in Elle Magazine**

**November 2014 edition**

##### **4.3.2.4.1 Nominal Groups Table**

<b>No</b>	<b>Nominal Groups</b>	<b>Sum of Groups</b>	<b>%</b>
1	Deictic	1	8,33
2	Numerative	2	16,67
3	Epithet	1	8,33
4	Classifier	2	16,67
5	Head	4	33,33
6	Qualifier	2	16,67

##### **a. Deictic**

In Revlon Colorburst Lacquer Balm Advertisement in Elle Magazine November 2014 edition is appearing only once with 8,33%. Person deictic is the only deictic which is appeared in this edition.

The discourse deictic that is used in the text featured in the Revlon Colorburst Lacquer Balm Advertisement in Elle Magazine November 2014 edition is:



<b>Diectic Type</b>	<b>Percentage (%)</b>	<b>Word</b>
Person Deictic	8,33	Our

The use of person deictic in the text of the advertisement is used to categorize the participant clearly, easily to identify. Person deictic functions to help the reader identifying the used of personal pronoun, whether it is singular, plural, specific, or non-specific that can make the participant clearly understood. The person deictic in this advertisement is identifying the specific deictic of possessive in the word “Our exclusive triple butter complex..”. “Our” is the deictic which is referring to Revlon whose possess the “triple butter complex” to nourish the lips.

#### **b. Numerative**

In Revlon Colorburst Lacquer Balm Advertisement in Elle Magazine November 2014 edition, Numerative is appearing once with 16,67%. There is only quantitative numerative appeared in this advertisement.

The numerative that is used in the text featured in the Revlon Colorburst Lacquer Balm Advertisement in Elle Magazine November 2014 edition is:

<b>Numerative Type</b>	<b>Percentage (%)</b>	<b>Word</b>
Quantitative Numerative	16,67	Triple

The used of Quantitative Numerative is to modify the head. The word in the advertisement is “Triple butter complex with shea, coconut, and mango butter..”. The numerative word “Triple” modifies the head “butter complex”. It

represents that Colorbust Lacquer Balm contain three butter complex, that is from shea, coconut, and mango butter. The other numerative is in the word “10 craveable, collectible color”. The numerative “10” modifies the head “craveable, collectible color”. It represents that Colorbust Lacquer Balm has 10 variation of lovable color as the choices for the consumer.

**c. Epithet**

In Revlon Colorburst Lacquer Balm Advertisement in Elle Magazine November 2014 edition, the Epithet appears in this advertisement is only once with 8,33%. The epithet which is appeared in this advertisement is Interpersonal epithet.

The epithet appears in Revlon Colorburst Lacquer Balm Advertisement in Elle Magazine November 2014 edition are:

<b>Epithet Type</b>	<b>Percentage (%)</b>	<b>Word</b>
Interpersonal epithet	8,33	High

This interpersonal epithets is used by the speakers which in this case is Revlon Colorburst Lacquer Balm Advertisement in Elle Magazine November 2014 edition as the expression of subjective attitude and interpersonal opinion. The use of epithet “high” and “craveable” in this advertisement is used to describe Emma Stone through her red lip which is visualized in Revlon Colorburst Balm Stain Advertisement. The word “high” is represent the balm which is high shine. Moreover, it can be seen from the pictorial of Emma Stone which is emphasized

on her beautiful and sexy lip because of using this lip color. It is looking more seductive because of the red color on her smile and gaze directly to the viewer. For men, women which used red color of lipstick is looking more sensual (westsidetoastmasters.com).

**d. Classifier**

In Revlon Colorburst Lacquer Balm Advertisement in Elle Magazine November 2014 edition, the Classifier is appearing two times with 16,67 %. The classifier appears in this advertisement is purpose classifier and material classifier.

<b>Classifier Type</b>	<b>Percentage (%)</b>	<b>Word</b>
Purpose classifier	16,67	Craveable, Collectible
Material classifier		Shine

The used of purpose as classifier is used to classify the head “color” by showing the purpose of the Revlon Colorburst Lacquer Balm, that is to be collected by the consumer. It has 10 lovable variation of color that can be collected. The other classifier is “shine”. It is showing the material classifier of Revlon Colorburst Lacquer Balm to make lips becoming comfortable and shiny after using the product. The used of this kind of classifier is used to make the reader understand to identify the participant, avoid ambiguity, and misunderstanding.

**e. Head**

In Revlon Colorburst Lacquer Balm Advertisement in Elle Magazine November 2014 edition, the Head is appearing with 33,33 %. From this percentage, it is known that Head as common noun is dominant in this advertisement.

<b>Head Type</b>	<b>Percentage (%)</b>	<b>Word</b>
Common noun	33,33	lacquer, balm, butter complex, color

The used of common noun in this advertisement is strongly related to the beauty which is represented by Revlon in the visualization of Emma Stone's picture. The beauty is represented through Emma Stone's red and sexy lips. This is represented that having red lips is looking more sensual, seductive, and desirable. This is the reflection of Revlon slogan that is "Love is On" ([www.revlon.com](http://www.revlon.com)). It is symbolized that there is a love inside Revlon, which in this advertisement is Colorburst Lacquer Balm as a step to "on" the sexiness, the desire, and romance through the high shine lip balm like a lacquer. The variation of lovable color can be the consumer choices. The common noun becoming the dominant in this advertisement because it is used to generalized idea on the text to make the viewer curious about the product and eager to use it.

**f. Qualifier**

Qualifier is the element of nominal group that is placed after the head. Qualifier is used to modify the head by showing the complete idea of the thing. In Revlon Colorburst Lacquer Balm Advertisement in Elle Magazine November 2014 edition, the Qualifier is appearing with 16,67%.

<b>Nominal Groups</b>	<b>Percentage (%)</b>	<b>Qualifier</b>
Balm like feel	16,67	like feel
		with shea, coconut, and mango butter nourishes lips

The used of qualifier in the word “Balm like feel” is used to describe Revlon’s Lacquer balm in the advertisement that the user of this product will like the comfortable feeling of using this balm. The other qualifier in the word “Our exclusive triple butter complex with shea, coconut, and mango butter nourishes lips” is used to describe the material’s product to get comfortable color, also the nutrition for lips to keep it from damage especially in the Fall and Winter. The used of these kind of qualifier is used to make the reader understand to identify the participant, avoid ambiguity, and misunderstanding.

#### 4.3.2.4.2 Transitivity

##### a. Relational Clause:

Type of Clause	Sum of Clause
Relational Process	2

Since relational clause appears in Revlon Colorburst Lacquer Balm Advertisement in Elle Magazine November 2014 edition, there is no Ellipsis appearing in the advertisement to substitute or presuppose the word what has gone before.

In Revlon Colorburst Lacquer Balm Advertisement in Elle Magazine November 2014 edition, there are two relational clauses appeared. The clauses are “A lacquered shine that is beyond brilliant” and “Balm that is beyond comforting”. The relational clause in the text of this advertisement is addressed to Revlon Colorburst Lacquer Balm that is stand out glow and really comfortable because they have the triple butter to nourish the lips as the preparation of Winter. It is used to attract the viewer to buy the product in order to achieve a sexy lip like Emma Stone.

#### 4.2.2.5 Written Text Finding

Here are the words in the dominant nominal group which continue appearing in these four Revlon lipstick advertisements:

**a. Epithet**

<b>February 2010</b>	<b>October 2012</b>	<b>February 2013</b>	<b>November 2014</b>
Unique	Perfect	instant	High
	Softer	soft	

**b. Classifier**

<b>February 2010</b>	<b>October 2012</b>	<b>February 2013</b>	<b>November 2014</b>
Longwearing	Pampering	suede	Shine
Mineral Complex conditions	Looking		Craveble
			Collectible

**c. Head**

<b>February 2010</b>	<b>October 2012</b>	<b>February 2013</b>	<b>November 2014</b>
Lipgloss	Kiss	Moisture	Lacquer
Lips	Balm	Formula	Balm
Step	Lips	Shades	Butter complex
	Sharpener		Color

#### d. Qualifier

<b>February 2010</b>	<b>October 2012</b>	<b>February 2013</b>	<b>November 2014</b>
that lasts for up to 8 hours	with lightweight stain	all-day longwear color	like feel
for hours of comfortable color	with a perfect flush of color	with moisturizing shea butter and aloe	with shea, coconut, and mango butter nourishes lips
	Required		

From all the words in the four Revlon lipstick advertisements, there is connotation meaning which can be concluded as seduction, flirtation, and adoration. The head as the dominant nominal group use epithet and numerative, such as first, perfect kiss, gorgeous, instant, and longwearing to identify the lips in visual text that all models on the advertisements appear to have a fuller lip which means their lips are sensual, seductive, and sexy instantly for hours. This is in align to the standard of ideal beauty in overseas is having fuller lips. In this case, Revlon is the side who provides and offers a product to achieve the viewer's ideal lips. By this way, the viewer's mind is influenced without coercion.

Moreover, the writer can tell that Nominal Groups Table is more dominant compared than Clause Level Table. It can be perceived since all the words in nominal groups are used to identify models as in the visual text on Revlon lipstick advertisements. Even so, the use of clause is also needed in the visual text to



describe the complete idea of the product or issue in visual text. The dominant process in the text is material process, which is used to attract the viewers in a very subtle way to buy the product in order to get the ideal beauty as the same as the popular celebrity model in the advertisement.