

CONSUMERISM REPRESENTED IN INSTAGRAM CAPTIONS OF @BLPBEAUTY PRODUCT

Okthi Raihan Utami

Universitas Ahmad Dahlan
Yogyakarta, Indonesia
okthi1800026241@webmail.uad.ac.id

Tri Rina Budiwati

Universitas Ahmad Dahlan
Yogyakarta, Indonesia
tri.budiwati@enlitera.uad.ac.id

Abstract: This study aims to analyze textual features, discursive practices, and social practices based on the Fairclough three-dimensional model contained in beauty product captions on Instagram @blpbeauty to attract customer attention. This research is a descriptive qualitative method. To collect and analyze the data, this study used observation and document techniques by Creswell and used domain analysis technique proposed by Suyitno. This research is also analyzed using a Critical Discourse Analysis with a three-dimensional model proposed by Fairclough. Based on the result, the researcher found that there are textual features such as overwording and rewording, metaphors, active sentences, positive sentences, negative sentences, declarative and imperative sentences, grammatical questions, simple sentences, compound and complex sentences, use of pronouns, and modality. Meanwhile, in discursive practice, the researcher found advertising discourse in the blpbeauty Instagram caption that could attract customer attention. Then at the stage of explanation (social practice), the writer finds consumerism in blpbeauty's Instagram caption.

Keywords: *Caption, Critical Discourse Analysis, Consumerism.*

Beauty products are a primary need for most people, especially women. Beauty products used such as makeup and skincare can repair and provide nutrition to the skin. Many beauty product users create business opportunities to issue beauty products with various brands. Nowadays, there are many beauty products around us. The cosmetic industry is very profitable and innovative so many cosmetic companies compete for market share. Therefore, there is a need for advertisements to attract customers' attention. The owner of the cosmetic industry influences their audiences through visual and linguistic approaches (Kaur et al., 2013, p. 62). Advertisements use visual elements and language to stereotype the "perfect" woman. Advertisers seek to change their behavior, knowledge, attitudes, and so on to benefit them (Rotzoll, 1985, p. 94). Then, advertisers must use the appropriate medium to ensure that their advertisements reach their target audiences such as radio, television, magazines, newspapers, and social media (Kaur et al., 2013, p. 61). Social media is an online platform for people to build social networks or social relationships with other people who share the same personal interests, activities, backgrounds, or real-life connections (Akram & Kumar, 2017, p. 347). Many people use social media to keep in touch with friends, share images and videos, and research businesses and brands (Rapp et al., 2013, p. 547).

In this modern era, many people publish advertisements through online mass media or the internet. According to Fitria (2021, p. 110), because social media is more effective and efficient in this modern era, we are presented with promotional media. Social media is now used for more than just sharing pictures and videos. Susanti (2019, p. 42) states that the media uses language to communicate with the public; it can influence people's attitudes. The widely used social media platforms are Facebook, Twitter, Instagram, Pinterest, etc. Among these platforms, Facebook is the largest social media network on the Internet, and Instagram is owned by Facebook (Akram & Kumar, 2017, p. 348). Instagram has become one of the most popular social media platforms worldwide, transforming the significance of images and photography in visual culture (Caliandro & Graham, 2020, p. 1). On Instagram social media, there are many sales strategies to increase the attractiveness of buyers, one of which is through the captions contained in Instagram account posts. Captions are the text that is included in every Instagram post. Captions consist of words, sentences, hashtags, and emoticons. In addition, there are also other strategies for introducing products, namely through influencers. Influencers are people who usually have a large number of followers on their Instagram accounts and also become role models for their followers. Therefore, the information provided by influencers to their followers about a product can make the product go viral and be sought after by consumers.

This study uses a Critical Discourse Analysis (CDA) approach by Norman Fairclough to identify data on the By Lizzie Parra Beauty (BLP Beauty) Instagram account. The author chooses the CDA approach to captions for the BLP Beauty Instagram account for several reasons. First, Instagram is the social media with the largest number of users, as proven by the application downloaded by more than one billion people in the world and BLP beauty is a local beauty product brand that has 337 thousand followers in 2022. The author considers that BLP beauty is one of the local beauty product brand which is in great demand by the public; secondly, BLP beauty is a local beauty brand that uses foreign languages to promote its products; and lastly, BLP beauty uses several promotional strategies in the caption text uploaded on the Instagram account.

Therefore, the author analyzed this study using the three-dimensional theory proposed by Fairclough. There are research questions in this study:

1. What are the linguistic features used by BLP Beauty in the caption text Instagram posts?
2. What are discourse practices used in BLP Beauty's Instagram posts to attract audience attention?
3. What are the social features used in the BLP Beauty's Instagram account posts?

METHOD

The research is included into qualitative one because this research focuses on observation and analysis. Qualitative research involves using and gathering a variety of empirical materials – case studies, personal experiences, introspective life stories, interviews, observational, historical, interactional, and visual texts – that describe routine and problematic moments and meanings in an individual's life (Kasinath, 2013, p. 47). In this study, the author used observations and documents to collect data. Observation is one of the techniques of collecting data by directly observing, understanding, and analyzing with the senses. Then, documents are a way to collect data through photos, letters, logs, and captions on Instagram accounts' posts. Meanwhile to analyse the data, the author used domain analysis technique by Suyitno. Domain analysis techniques are used to analyze research objects in general and are exploratory in nature (Suyitno, 2018, p.122). The taxonomic analysis is a necessary further analysis in the domain analysis technique to examine the relationships between domains and how they relate to socio-culture as a whole (Suyitno, 2018, p. 123).

The data used in this study taken from the Instagram account owned by BLP, namely @BLP Beauty. The main data in this study includes textual data because it consists of words, sentences, clauses, and phrases that contain information about BLP beauty products. The data taken is a caption text that explains the BLP Beauty product. Then, supporting data in this study will be taken from comments on BLP Beauty's Instagram account posts and several sources such as news, BLP Beauty's official website at <https://blpbeauty.com/>, and other electronic sources.

FINDINGS AND DISCUSSION

The result of this study will be divided according to the three-dimensional framework proposed by Fairclough: textual analysis, discursive practice, and social practice.

Textual analysis

The researcher found that there are textual features such as overwording and rewording, metaphors, active sentences, positive sentences, negative sentences, declarative and imperative sentences, grammatical questions, simple sentences, compound and complex sentences, use of pronouns, and modality. Then, the analysis of text structure is related to how the text is sorted and arranged (Mustika & Mardikantoro, 2018, p. 183).

A. Overwording and Rewording

Several sentences in the caption of the BLP beauty Instagram account use overwording and rewording. There are example of sentences that use overwording and rewording found in the caption text BLP Beauty:

Bright eyes, bright heart, can't lose. (1.A.1)

Superpower happens when you do more than you know, it can be your power to multitask ... (1.A.2) *What's your superpower #BLPGirls? Everyone has one – you just have to look deeper*

In the sentences above there are words that are repeated in each post caption. Words like "Bright" and "Superpower" in the sentences above are used repeatedly in each post caption of the BLP beauty account. The repetition of words in each BLP beauty posting caption varies according to what the author wants to convey to the reader. For example, the word "bright" is written twice with a different noun following it, indicating that they have the same representation. The words "Superpower" and "power" in the sentences above (1.A.2) describe the power a person has when using products advertised by the blpbeauty Instagram account. In the sentence above (1.A.2) there is also the word "superpower" which has a high word level related to the power possessed by humans.

B. The Use Metaphor

Metaphors can represent any aspect of the experience including captions in blpbeauty account posts. There is an example of text that uses metaphor in the blpbeauty caption :

Still remember our first baby that brought us here #LipCoatBLP (1.B.1)

The caption writer blpbeauty uses a metaphor to represent her product. Like the word "first baby" in the sentence above which describes Lip Coat as the first lipstick product launched by blpbeauty. The phrase "still

remember our first baby” explains that Lip Coat is always remembered and loved by blpbeauty customers.

C. Active Sentence

The following sentences are active sentences contained in the blpbeauty caption:

They’ve loved these selected #OnTheLips, #Facelt, and #InYoursEyes – (2.A.1)
and we know that you will, too!
 ... **you should always wear your lippies that feels a lot like you, BLP** (2.A.2)
Girl.

The two sentences above have a sentence pattern in the form of an active sentence (SVO) and indicate an "action" process involving "participants". It is proven in the sentence with code (2.A.1) explaining that "they" as consumers who use products from blpbeauty and "loved" are actions taken by consumers to choose product objects. Then in the sentence with code (2.A.2), the subject "you" as an agent clarifies the action process "always wear your lippies that feels a lot like you" and highlights the participants (agent: you), and patient (BLP Girl). In the blpbeauty Instagram caption text, the active sentence describes a process of action that displays active agents such as "they", "you" and "BLP Girl" who act as active consumers of blpbeauty.

D. Positive Sentence

In the blpbeauty Instagram caption there is a positive sentence which is one aspect of grammar in experiential value. The following are positive sentences contained in the blpbeauty caption:

Superpower happens when you do more than you know,
it can be your power to multitask, to be in the moment, to rise up from failures... (2.B.1)
It’s the pretty colors of #FaceGlowBLP for us. (2.B.2)

The two sentences above are positive sentences used by blpbeauty to convey positive messages and describe their products. This is proven in the sentence with code (2.B.1). In that sentence, it is stated that "Superpower happens when you do more than you know" which means that everyone can become superpowers because everyone can actually do something they did not expect before. Everyone can definitely rise from failure and get through it to get to the desired point. In addition, sentences with code (2.B.2) prove that positive sentences in the caption Instagram blpbeauty also describe products. The sentence states "It's the pretty colors of #FaceGlowBLP". The word "Pretty colors" represents the colors in blpbeauty products. "Face Glow BLP" is the name for blpbeauty blush on products.

E. Negative Sentence

In the blpbeauty Instagram caption, there are also negative sentences that contain elements of "negation" and are marked with the word "not". The element of "negation" is an element of the sentence of denial contained in the pattern of negative sentences. The following is an example of a negative sentence in the blpbeauty Instagram caption:

Bright eyes, bright heart, can’t lose. *Let your eyes talk in 3* (2.C.1)
simple steps.
Tag us if you recreate this look, BLP Girls.
Don’t miss the special, limited #LipGelBLP deals (2.C.2)
available at:
blpbeauty.com

The two sentences above are forms of negative sentences proven by the words "Can't" (2.C.1) and "Don't" (2.C.2). Accordingly, the blpbeauty Instagram caption that uses a negative sentence pattern is actually used to convey a positive statement. As in the coded sentence (2.C.1) the word "can't lose" confirms that "Bright eyes and a bright heart" will always shine and will not disappear. Furthermore, sentences with code (2.C.2) indicate that the word "don't" is used to warn caption readers (consumers) so they don't miss the special offer given by blpbeauty.

F. Declarative Sentence

There are several forms of declarative sentences in the blpbeauty Instagram caption, namely as follows:

#CoverCushionBLP is available on blpbeauty.com and Beauty Space BLP.
Also available at Shopee, Tokopedia and Lazada.
 (2.D.1) **Refresh your eyes with these**
#InYourEyes lineup, perfect to pair with your
double-mask look! (2.D.2)

The declarative sentence contained in the blpbeauty Instagram caption is used to convey information about the advertised product through Instagram social media. This is evidenced by the sentence "#CoverCushionBLP is available on blpbeauty.com and Beauty Space BLP" which means to inform the caption readers (consumers) that the product is available in several online and offline stores owned by blpbeauty. In addition, the coded sentence (2.D.2) is an opinion conveyed by the author of the blpbeauty caption about the advertised product.

G. Imperative Sentence

The following are imperative sentences in the blpbeauty Instagram

caption: **Save this post for your reference and let us know your go-to (2.E.1) #Facelt, we wanna know! Grab your #FaceConcealerBLP now! (2.E.3)**

The author of Caption blpbeauty uses imperative sentences to ask the caption reader (consumer) to do something related to the command in the sentence. As in the sentence with code (2.E.1) it is stated that the author requests the readers to "comment below" which means to provide comments about what product shade they want in the post comment column. In addition, sentences with code (2.E.3) are used by blpbeauty to ask readers (consumers) to buy blpbeauty products.

H. Grammatical Question

The following sentence is a grammatical question contained in the blpbeauty Instagram caption:

Do you spot any of your faves? (2.F.1)
Still remember our first baby that brought us here #LipCoatBLP? (2.F.2)

The sentences above are grammatical questions used by the blpbeauty caption writer to ask the caption readers (consumers) about blpbeauty products. Asking questions will make the reader (information provider) feel involved in a closer relationship with the writer/speaker.

I. The use of Pronoun

The sixteen blpbeauty Instagram caption posts that became the data analysis in this study, all used personal pronouns and possessive pronouns. Like the following sentence:

"You do You #BLPGirls" Be your own, embrace who you are (2.G.1) and show that skin with #CoverCushionBLP!

Get **yours** and tag **us** to featured on blpbeauty.com!

It's the pretty colors of #FaceGlowBLP for **us**. ... tell **us** which one if **your** favorite! (2.G.2)

The two sentences above are examples of captions that use personal pronouns like "you" and possessive pronouns like "your", "yours", and "its". The word "you" in a sentence with code (2.G.1) is intended for everyone who reads the blpbeauty Instagram caption. Then, the word "yours" expresses ownership of what he owns, for example, blpbeauty products. In the coded sentence (2.G.2) there is a possessive pronoun "It's" which refers to one of the blpbeauty products being discussed in the Instagram post. In addition, there are still many personal pronouns and possessive pronouns used in blpbeauty Instagram captions such as "They", "We", "It", and "Our". The pronoun "you" in the blpbeauty Instagram caption is often used.

J. Modality

The following is the blpbeauty Instagram caption explaining this modality:

..., **it can** be your power to multitask, ... (2.H.1)

... **you should** always wear your lippies that feels a lot like you, BLP Girl (2.H.2)

According to Mustika & Mardikantoro (2018), modality is a sentence that states in the form of a statement regarding the speaker's attitude towards the thing being discussed such as actions, circumstances, events, or attitudes towards the other person (p. 180). As in the two sentences above, there are modal auxiliary verbs, namely "Can" and "Should". The word "can" as a relational modality is proven in a sentence with code (2.H.1) which shows blpbeauty's opinion of a person's ability to do something. While the word "Should" in the sentence (2.H.2) above indicates to participants to always use products according to their character.

K. The Use of Simple, Compound, and Complex Sentence

Other linguistic features found in blpbeauty Instagram captions are simple, compound, and complex sentences. Caption blpbeauty uses simple sentences that are short and clear. As an example of a simple sentence in the following blpbeauty caption:

Easy to remove (2.I.1)

The sentence above is one of the simple sentences used by blpbeauty to describe its products and to provide information to caption readers about products briefly and clearly. In addition, blpbeauty Instagram captions also use compound sentences and complex sentences to convey information in more detail. There are example of a compound and complex sentence in the blpbeauty caption:

*Please welcome, the shades for your days **if** you have dark skin tone (2.J.1)*

*Play with the finish and formula of #Facelt **and** win the complexion of your dream. (2.J.2)*

Sentences with code (2.J.1) are examples of compound sentences that are proven by the subordinating conjunction "if" to combine the two clauses. Therefore, the independent clause "You have a dark skin tone" describes "The shade" which is included in the main clause. Blpbeauty uses this sentence to convey information to consumers that blpbeauty has products with shades that are suitable for dark skin tones.

Then, the coded sentence (2.J.2) is a compound sentence marked by the word "and" which is included in

coordinating conjunction. Compound sentences themselves are formed with coordinating conjunctions ("for", "and", "not", "but", "or", "yet", "so") which can join two independent clauses. In the coded sentence (2.J.2) the word "and" is used to form a cumulative verb as additional supporting information about the use of blpbeauty products.

L. Text Structure

The caption is a description that tells an image in a post on social media. Here's an example of a caption on a blpbeauty Instagram post:



Figure 1. Textual Structure (3.A.1)

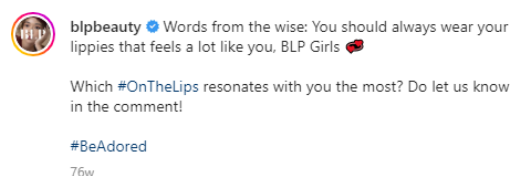


Figure 1.1. Textual Structure (3.A.2)

The two figures above are captions taken from the blpbeauty Instagram account and have a different text structure. In the first figure, the caption text begins with a statement to provide motivation for caption readers to remain themselves and appear confident using products from blpbeauty. Whereas in the second figure, the caption text begins with an imperative sentence where the author seems to ask the reader to take action according to what is written in the caption and related to the product owned by blpbeauty. In addition, the next paragraph in the first figure explains the advantages of the blpbeauty product in the post. While, in the second figure, the next paragraph contains interrogative sentences and imperative sentences addressed to the caption reader.

Based on the explanation above, it is difficult to judge whether blpbeauty's Instagram caption has a distinctive text pattern because each caption has a different pattern. However, in every caption for Instagram posts, blpbeauty always uses the hashtag (#) to mention consumers and the type of product posted. This is proven in the two figures above which contain hashtags such as "#CoverCushionBLP", "#OnTheLips", and "#BLPGirls". Therefore, the existence of hashtags in each sentence in the blpbeauty Instagram caption becomes a text structure that reflects the post caption of the blpbeauty Instagram account.

Discursive Practice (Interpretation)

This level will analyze how the discourse practices are used in the power relations between participants contained in the post caption of the blpbeauty Instagram account. Therefore, the discussion at this stage focuses on the situational context and the intertextual context.

1. Situational Context

This section will show how research arrives at Interpretation of situational context with four analytical questions:

a. What is going on the text?

In this study, many of the activities described in the blpbeauty Instagram caption are proven with the following figure:



Figure 2. Activity and Purpose (4.A.2)



Figure 2.1. Activity and Topic (4.A.3)

Figures 2 and 2.1 above are two different types of activities according to postal descriptions. Figure 2 explains blpbeauty's opinion about the superpowers that women have. This represents blpbeauty's activities in providing motivation to women who read blpbeauty's Instagram captions. Then in Figure 2.1, you can see a description of blpbeauty which explains the advantages of "Power Liner BLP" which is one of blpbeauty's products. This refers to blpbeauty's activities in providing product information to all readers of the blpbeauty Instagram post caption.

The next fragment in this discussion is the topic. In this discussion, the caption of the blpbeauty Instagram post contains a description of the blpbeauty product, such as the benefits of the product. In addition, topics can be mechanically predicted from the type of activity (Fairclough, 2001, p. 123). Therefore, in general, the post caption for the blpbeauty Instagram account contains topics about the product itself. This is proven with the presence of product hashtags in each post as shown in Figure 2.1.

The last fragment is the purpose of "what is going on the text". Based on the explanation above, the purpose of the blpbeauty caption is to provide information to all readers of the blpbeauty post caption about its product. In addition, several blpbeauty captions also aim to motivate women to appear confident. This is proven by the activities presented in Figure 2.

b. Who is involved of the text?

In this study, the author analyzes text that explains or briefly describes a photo or video uploaded on social media or often called a caption. In blpbeauty account posts, the posted images affect the text written in the caption. It is proven with the following figure:

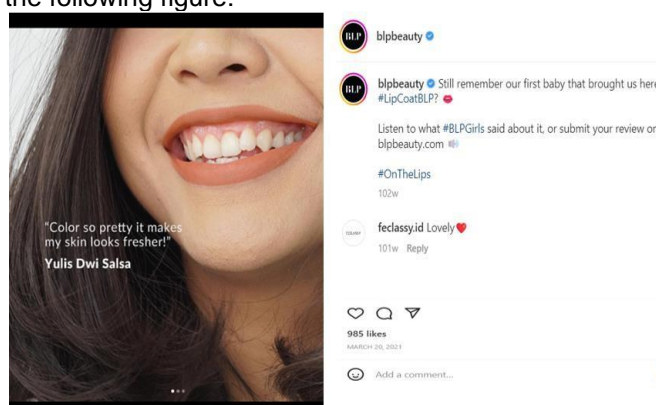


Figure 3. The Actor (4.B.1)

Based on the figure above, the words "Listen to what #BLPGirl said about it" are imperative sentences related to the picture. This sentence suggests the reader pay attention to what "BLP Girl" says in the text contained in the image uploaded by blpbeauty. This is in accordance with the meaning of the word "listen" in the Cambridge dictionary, namely paying attention to someone or something to listen to it. Therefore, the actors involved in blpbeauty Instagram captions are blpbeauty caption writers seen from the type of activity and some BLP Girls are influencers (selebgram) seen from the social identity given by the institution.

After that, the role of the recipient of the information in the blpbeauty Instagram caption was shown by those who commented on one of the blpbeauty posts. This is proven by the comment "Lovely" in Figure 3. In

addition, the recipients of the information also come from social media users, especially Instagram.

c. What are the relations of the people on the action?

In this section, the author discusses the relationship between the actors involved in posting the blpbeauty Instagram account. Based on blpbeauty's Instagram posts, the actors involved in the blpbeauty Instagram account are selebgram and influencer. According to Agung Jatmiko in his article, celebrities are those who have more than 20 thousand followers on Instagram and can promote a product or brand. Meanwhile, influencers are those who can influence someone in making decisions (Bown & Hayes, 2008, p. 52). Besides that, the relationship between selebgram and blpbeauty is as an endorser (collaboration to promote the product) and as a model.

d. What is the role of the language?

In this question, the role of language is used to obtain broader information, as well as determine the genre and channel of the text being analyzed. The discourse genre used as a source of information is Instagram captions and the channel is written language. In general, the use of language in this discourse is to attract the reader's attention to the product described through Instagram captions. Then in this discourse, the use of language is also intended to motivate women to be more confident in their strengths.

2. Intertextual Context

The intertextual context in this discussion is divided into three parts: production, distribution, and consumption.

a. Production

According to Fairclough (1989), intertextual interpretation will see texts from historical sequences as aspects of the interpretation of text production and determine the common ground that can be assumed (p.152). Therefore, the discussion at this stage will explain the history of the data analysis that has been used. Based on beauty journal.id (2020) and Female Daily (2018), By Lizzie Parra Beauty or often called BLP Beauty was founded by a beauty influencer who has been in the beauty industry since 2009 named Elizabeth Christina Parameswari or better known as Lizzie Parra. BLP Beauty was founded and launched for the first time in 2016. BLP Beauty chose a website to sell its products online and Instagram as its promotional media. Therefore, the captions in each of her Instagram posts are dominantly discussing blpbeauty products. Reporting to the official blpbeauty website, all products, campaigns, and decisions made by BLP Beauty are inspired by their users. This proves that making captions for each blpbeauty Instagram post is based on inspiration from every woman, especially users of blpbeauty products.

b. Distribution

In this study, the text is distributed as a caption from the blpbeauty Instagram account post. The caption text is distributed to young adults who care about their appearance. Captions are distributed through personal Instagram social media owned by blpbeauty company and uploaded by the Instagram admin who is one of the BLP Team. Blpbeauty captions are distributed according to the type of activity and routine. The text is distributed along with photos or videos that will be uploaded by the blpbeauty Instagram account admin.

c. Consumption

In this section, the author will explain how blpbeauty Instagram captions are consumed. The blpbeauty Instagram caption is consumed by all Instagram users who see and read the blpbeauty Instagram caption, especially blpbeauty followers. The existence of comments on blpbeauty posts is proof that the caption has been consumed by other Instagram users (consumers).

Social Practice (Explanation)

The explanation stage aims to describe the discourse as part of the social process and show how social practices are determined by the social structure and reproductive effects of what can be cumulative in structures that can maintain or change it (Fairclough, 1989, p. 163). In addition, Fairclough (1989) states that the explanation stage as a social practice operates at three levels of analysis: social determinants, ideology and effects (p.166).

1. Social Determinants

According to Fairclough (1989, p. 163), social determinants of discourse must be investigated at all three levels: situational, institutional, and societal.

a. Situational

At this situational stage, power relations are based on specific situations. Blpbeauty Instagram Captions are produced based on the type of activity and related to blpbeauty products. In blpbeauty's Instagram caption, the activity is related to the situation. Usually, when BLP Beauty is about to release a new product, most of the

Okthi Raihan Utami, Tri Rina Budiwati

Instagram posts are related to that product.

b. Institutional

In the institutional aspect, there are power relations between social groups (Fairclough, 1989, p. 34). The blpbeauty Instagram caption includes the hashtags "#BLP Girl" and "BLP Fam" to refer to a group of people associated with BLB Beauty. The hashtag "BLPGirl" is used to refer to a group of women who use BLP Beauty products. Then, the hashtag "BLPFam" is a designation for people who are members of the BLP Beauty community. In addition, in posts on the blpbeauty Instagram account, there are influencers who influence Instagram users. This shows that there is a power relationship between influencers and Instagram users as information providers and information recipients in advertising discourse.

c. Societal

At the societal level, class relations determine the nature of society and have a fundamental and far-reaching influence on all aspects of society. BLP beauty is a local Indonesian brand engaged in the beauty sector. Therefore, the caption contained in the blpbeauty Instagram post is related to women and beauty. The blpbeauty Instagram caption contains sentences or expressions that build women's confidence, thus making them (readers of the caption and especially BLP Girls) become confident women. In addition, in posts on the blpbeauty Instagram account, there are models who add representation to the caption and convince readers to be like what the blpbeauty admin writes.

2. Ideology

The ideological perspective on the structure of the text contained in the blpbeauty Instagram caption, there is an advertising discourse that is indirectly used in each blpbeauty Instagram post caption. According to Fairclough (2001), advertising is the most visible consumerist practice and discourse (p.166). Consumerism is an ideological focus that shifts from economic production to economic consumption which involves the characteristics of capitalism and grows based on a set of economic, technological, and cultural conditions (Fairclough, 2001, p.165). BLP Beauty uses Instagram as a promotional medium which is also one of the most widely used technologies and captions are part of the features on Instagram that are used to advertise products. Therefore, consumerism is embedded in blpbeauty Instagram captions.

a. Situational

At the situational level, the ideology lies in the structure that is the result of events and past conditions for the current event (Fairclough, 1995, p. 72). In BLP Beauty's Instagram statement, the text produced is based on the topic that will be delivered to readers related to women, beauty, and BLP Beauty products. The title produced by BLP Beauty is used to provide information to readers about BLP beauty products which then becomes a means of promotion to attract consumers' attention. In addition, there are several influencers who collaborate with BLP Beauty to influence Instagram users.

b. Institutional

In institutions, ideology is a means to build the image of a product. BLP Beauty built an image of a product through the information contained in Instagram account posts. Instagram caption blpbeauty which explains the benefits of a product are several ways so that the image of a product is formed. In addition, in the Instagram blpbeauty caption, there are activities that support to use of blpbeauty products which are also a way to build the image of a product. The post on the blpbeauty Instagram account also shows the role of influencers who work with BLP Beauty to help build product images by promoting them on their personal Instagram accounts.

c. Societal

According to Fairclough (1989) in advertising discourse, people act as legitimate and even desirable consumers (p.37). In the blpbeauty Instagram caption, there is a hashtag that is used to refer to them (consumers) blpbeauty. This is done to oblige people to occupy the consumer subject who is most likely to become a consumer (Fairclough, 2001, p. 171). In line with this, blpbeauty's Instagram caption uses a sentence structure that can attract customers' attention to interact with blpbeauty through Instagram account posts. This is proven by the comments on every post on the blpbeauty Instagram account. The influencer's role in the blpbeauty Instagram post is very influential. The existence of influencers will influence Instagram users to be interested in and buy BLP Beauty products.

3. Effect

The author discusses how the discourse contained in the blpbeauty Instagram caption is positioned in relation to social struggles at the level of situations, institutions, and society.

a. Situational

At this situational level, discourse is found in normative relationships between participants and MR (resource members) where the situation is not a problem for the participants. In previous analysis has proven that blpbeauty Instagram captions create social reactions and social discourse in public thinking. There are example of a social reaction image contained in a post comment on the blpbeauty Instagram account:



Figure 4. Effect Situational (6.C.1)

In the picture above there is a sentence "Lip coat + lip glaze! Soooo pretyyyyy" which is a comment from @yusriusi. This comment shows that Instagram user @yusriusi has used lipstick products from BLP Beauty and has provided feedback about the lipstick he has used in the comments column. In addition, there are two other comments that show the reactions of Instagram users to the caption text "Do let us know in the comment!" and there was an interaction between the BLP Team and Instagram users. Thus the discourse occurs in an open struggle.

b. Institutional

In social institutions, power relations and social struggles are intertwined (Fairclough, 1989, p.34). In the blpbeauty Instagram caption, the power relationship is shown when the author (caption maker) gives positive sentences aimed at the caption reader. This aims to influence the reader which then has a positive effect on the caption reader. In addition, the contents of the caption explaining the benefits of blpbeauty products also aim to influence them to buy and use blpbeauty products.

c. Societal

The blpbeauty Instagram caption has an effect on caption readers (people who use Instagram) based on the contents of the caption. For example, the contents of a caption that provides information about the advantages of a product and where the product is sold can influence the reader in the form of interest in trying and buying the product. This is also in accordance with the advertising discourse in the blpbeauty Instagram caption which aims to attract customer attention.

CONCLUSION AND RECOMMENDATION

Based on the finding and discussions above, it can be concluded that in textual feature analysis, there are three categories at the description level: vocabulary, grammar, and textual structure. At the analysis of discursive practices or interpretation, authors finds in the blpbeauty's instagram posts use influencers to help promote and provide information to all Instagram users about blpbeauty products. The author also found captions produced by the BLP team and distributed on Instagram posts by the blpbeauty Instagram admin who is also part of the BLP Team. The blpbeauty Instagram caption is produced for consumption by all Instagram users, especially blpbeauty Instagram followers, and aims to attract the attention of readers (customers). Then in (Explanation) social practice analysis, the author analyzes the data using social practices which are divided into three categories: social determinant, ideology, and effect. Then, author found that BLP Beauty uses Instagram social media to promote its products and captions as a means of providing information and attracting customer attention to Instagram posts. Therefore, there is an advertising discourse related to the ideology of consumerism in the blpbeauty Instagram caption.

This critical discourse analysis approach can be used to analyze other topics such as advertisements, speeches, or other texts contained in various social media platforms. This approach can also make researchers

Okthi Raihan Utami, Tri Rina Budiwati

think critically about social phenomena and increase their knowledge about discourse.

REFERENCES

- Akram, W., & Kumar, R. (2017). A Study on Positive and Negative Effects of Social Media on Society. *International Journal of Computer Sciences and Engineering*, 5(10), 351–354. <https://doi.org/10.26438/ijcse/v5i10.351354>
- Bown, D., & Hayes, N. (2008). Influencer Marketing. In *Journal of Organic Chemistry* (Vol. 50, Issue 25). <https://doi.org/10.1021/jo00225a074>
- Caliandro, A., & Graham, J. (2020). Studying Instagram Beyond Selfies. *Social Media and Society*, 6(2), 1–7. <https://doi.org/10.1177/2056305120924779>
- Fairclough, N. (1989). *Language and Power*. Longman.
- Fairclough, N. (1995). Critical Discourse Analysis: The Critical Analysis of Language. In *Language* (Vol. 73, Issue 1). Longman. <https://doi.org/10.2307/416612>
- Fairclough, N. (2001). *Langguage and Power* (Professor Christopher N Candlin (ed.); 2nd ed, Vol. 2, Issue 1). Routledge. <http://journal.um-surabaya.ac.id/index.php/JKM/article/view/2203>
- Fitria, T. N. (2021). Persuasive Strategies in Selected Brand Products' Advertisement on Instagram: Rationalization Aspect. *Journal of Pragmatics Research*, 3(2), 108–130. <https://doi.org/10.18326/jopr.v3i2.108-130>
- Kasinath, H. (2013). Understanding and Using Qualitative Methods in Performance Measurement. *MIER Journal of Educational Studies Trends & Practices*, 3(1).
- Kaur, K., Arumugam, N., & Yunus, N. M. (2013). Beauty product advertisements: A critical discourse analysis. *Asian Social Science*, 9(3), 61–71. <https://doi.org/10.5539/ass.v9n3p61>
- Mustika, P. M., & Mardikantoro, H. B. (2018). Textual Analysis of Corruption News Text on Trans TV and Global TV Media: Critical Discourse Analysis by Norman Fairclough. *Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, 7(2), 173–184.
- Rapp, A., Beitelspacher, L. S., Grewal, D., & Hughes, D. E. (2013). Understanding social media effects across seller, retailer, and consumer interactions. *Journal of the Academy of Marketing Science*, 41(5), 547–566. <https://doi.org/10.1007/s11747-013-0326-9>
- Rotzoll, K. B. (1985). Advertisements. In *Discourse and Communication : New Approaches to the Analysis of Mass Media Discourse and Communication* (pp. 94–105).
- Susanti, S. (2019). A Critical Discourse Analysis on Beauty Product Advertisements. *Journal of Language Learning and Research (JOLLAR)*, 3(1), 41–57.
- Suyitno. (2018). Metode Penelitian Kualitatif: Konsep, Prinsip, dan Operasionalnya. In A. Tanzeh (Ed.), *Akademia Pustaka (Pertama)*. Akademia Pustaka.