

## Critical Discourse Analysis: Expose Femininity through Lux Body Wash Advertisement

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**Abstract:** This research aims to determine the discourse used by LUX Body Wash in advertising their products. The discourse used in the LUX Body Wash advertisement will be analyzed using Critical Discourse Analysis. This research will focus on the use of language, as well as the strategies used by LUX Body Wash in advertising its products. Advertising is a medium used to introduce a person or a product to everyone. Critical Discourse Analysis (CDA) places more emphasis on exploring various social theories that analyze the relationship between language, power and ideology in texts. This research is based on Fairclough's three-dimensional discourse analysis model which focuses on the representation of the beauty and health of women's skin through advertisements in both print and mass media. Based on the research that has been conducted, it was found that there are differences in approaches, lifestyles, texts used by advertisers to manipulate and exploit the beauty and health of women's skin, women's ideology by emphasizing the view that products provide lasting beauty and health. This research also exploits how social factors use certain structures and situations in constructing reality and controlling thoughts and maintaining power and influence over the audience.

**Keywords:** Advertisement, Discourse Analysis, Lux Body Wash, Women.

### INTRODUCTION

Advertising is no longer something new, but it has been widely used. This can be seen from the many advertisements around us. Advertising is a medium that is used by everyone as a form of promotion to introduce a product. Lukitaningsih, (2013) argues that advertising is a form of non-personal communication that sells persuasive messages from a clear sponsor to influence people to buy products by paying a fee for the media used (Barus, 2021). Meanwhile, Durianto dkk, (2003) defines advertising as a communication process whose purpose is to persuade or lead people to take actions that are favorable to the advertiser (Kriyantono, 2008). In conclusion, advertising is an action carried out by advertisers deliberately to invite or influence someone to use a product or take actions according to what the advertisers want. Advertising is widely used not only to promote a product but is also used as a topic in research. Advertising is so important and influential to the marketing, sales and success of a product, that there are experts who conduct research on this advertising (Herman, *et al.*, 2022; Niswa, *et al.*, 2023). Advertising research can be extremely beneficial for companies and organizations of all sizes. There are many advertisements in women's magazines that advertise beauty products influencing women and beauty has become an absolute religious imperative for women, thus persuading them to do their to hold their beauty (Baudrillard, 2005). By

conducting advertising research, businesses can gain a deeper understanding of their target consumers, what motivates them, and the most effective ways to reach them. Additionally, advertising research can help businesses track the effectiveness of their advertising campaigns and make necessary adjustments in real-time. The advertising research that researchers focus on in this study is about analyzing the meaning of the advertising carried out and to analyze the linguistic elements used when advertising.

The method used in this research is critical discourse analysis. Critical Discourse Analysis (CDA) be a media to helps and understand language by its use. Language became important for not only a means of communication, but also as an instrument to do something or a means of implementing power strategies. CDA is a type of discourse analysis research that primarily studies the way social power abuse, dominance and inequality are enacted, reproduced and resisted by text and talk in social and political context (Van Dijk, 2001; Herman, *et al.*, 2024). Through language, people produce meaning in social life, hence the need for critical analysis of language use (Purba, *et al.*, 2023). This is because critical discourse analysis has an interest in communication patterns, discourse, speeches, etc. Critical discourse analysis discusses the discourse that exists in a text, as well as what strengths are in the text and the influence it will have. The

discourse of advertising has an influence in influencing someone to buy the advertised product using the linguistic power used.

LUX is a product that sells beauty soap products, shampoo brands, shower gel and conditioner. LUX is also managed by PT. Unilever Indonesia. LUX was introduced in 1899 as Sunlight Flakes. LUX targets consumers in various countries, such as South Africa, Saudi Arabia, Thailand, Brazil, India, and Indonesia. According to Unilever's website, LUX is claimed to offer a line of beauty products with a wide selection of luxurious fragrances from exotic flowers around the world. LUX now comes in the form of bar soap, liquid soap, hand sanitizers, hand wash, and also body mist to provide a luxurious fragrance throughout the day. LUX does a lot of advertising both on social media and TV. LUX's advertisements made researchers interested in analyzing the discourse and linguistic elements used by LUX.

## METHOD

### Research Design

Researchers used a descriptive-qualitative method in this research because the research data used was oral text. Descriptive qualitative method is also efficient for those who use them as the only require analysis from diverse sources of information that exist on the Internet (Bowen, 2009). Critical Discourse Analysis (CDA) framework is the theoretical framework applied in this research (Fairclough, 1995; Chandra, *et al.*, 2023). According to Fairclough's critical discourse analysis framework which includes three dimensions : first dimension is text analysis consisting of the form and meaning of the text, this dimension shows a vert complex process where the text is analyzed based on understanding, grammar and cohesion as well as the structure of the text; second dimension is discursive practices, this dimension conveys the meaning contained in the text; third dimension is social practice, this dimension states is related to discourse analysis from a socio-cultural perspective which raises relationship between language, power and ideology (Nainggolan, *et al.*, 2024).

### Data Source

LUX Body Wash advertisement was selected as the sources in this research. This advertisement is a video downloaded from YouTube account of LUX South Africa that transcribed to facilitate the analysis process with critical discourse analysis. The video of LUX Body Wash advertisement used as data in this research was uploaded to YouTube

on September 15th, 2022. The advertisement runs for 20 seconds long.

### Instrument

The instrument used by researchers to collect the data in this research is electronic tools, namely smartphones. Researchers use smartphones to collect and download LUX Body Wash advertisement video from YouTube and use them to capture every scene in the Advertisement.

### Data Collection Method

The data collection method of this research used document analysis. Document analysis is a data collection method that analyzes the content of written or spoken documents to draw specific conclusions based on research parameters. According to Sutrisno, *et al* (2023), document analysis as a systematic procedure for reviewing or evaluating documents, both print and electronic sources. The data of LUX Body Wash advertisement is collected and downloaded from YouTube account of LUX South Afric

### Data Analysis Method

Researchers transcribed the LUX Body Wash advertisement and then analyzed the data based on three levels of critical discourse analysis, namely: textual features, discursive features, and social features. Data is the words, phrases, clauses, and sentences that appear in advertisements. In this study, the researchers presented the data through interpretation and description. The researchers also used some quoted words instead of numbers as data. The data analyzed in this research comes from the verbal and visual texts of advertisement

## FINDINGS

The analysis of this research is presented according to Fairclough's CDA perspective that calls the approach as "discourse analysis of media" which divided into three constituents. First, a textual analysis in a broad sense; second, discourse practices which implies the texts are produced and received by readers/audiences; third, sociocultural practices that constitute the context of discourse practices.

### 1. Textual Features found in the product "LUX Body Wash"

The aims of this research is as a medium for analyze and investigate the representation of feminity that conveyed through the advertisement of LUX Body Wash. This research use the Fairclough three dimensional model that distinguish such as: textual, discursive and social

features that can be analytically one by one (Fairclough, 1995). In this section of analysis, the

researchers will analyze the linguistic features such as: vocabulary, grammar, speech act, etc.

**Table 1:** Textual Features

| Textual Analysis               | Advertisement Text  |
|--------------------------------|---|
| The use of pronoun             | Want extra from <i>your</i> soap?   |
| The use of imperative          | <i>Switch</i> select body ...<br><i>Switch</i> to Lux Body Wash                   |
| The use of specific vocabulary | Extra <i>bone</i><br>Extra <i>softness</i><br>Extra <i>long lasting fragrance</i> |
| The use of question sentence   | <i>Want</i> extra from your soap?   |



**Picture 1:** LUX Body Wash Product

2. Discursive Features found in the product “LUX Body Wash”

Based on the Fairclough model of analysis, the discourse divided into 3 components, namely:

1. Production

Text of the advertisement was made by the Lux Body Wash product which developed by Unilever or British multinational fast – moving consumer goods. Lux was introduced to America in 1925 by the Lever Brothers that was also advertised for all viewers. The team might think that showing or writing an advertisement that uses mostly for women in casting and having good looking

appearances might boost the sales and society engagement toward the product.

2. Distribution

In this components, Unilever giving many allowances in advertising one of its products that was announced through television channels, company social media, other media or sites that have to be paid by the company.

3. Consumption

After doing the distribution, the advertisements are deemed to be seen by all the women that want to dominate their surroundings by have a good skin, long lasting fragrance and soft skin.

**Table 2:** Discursive Features

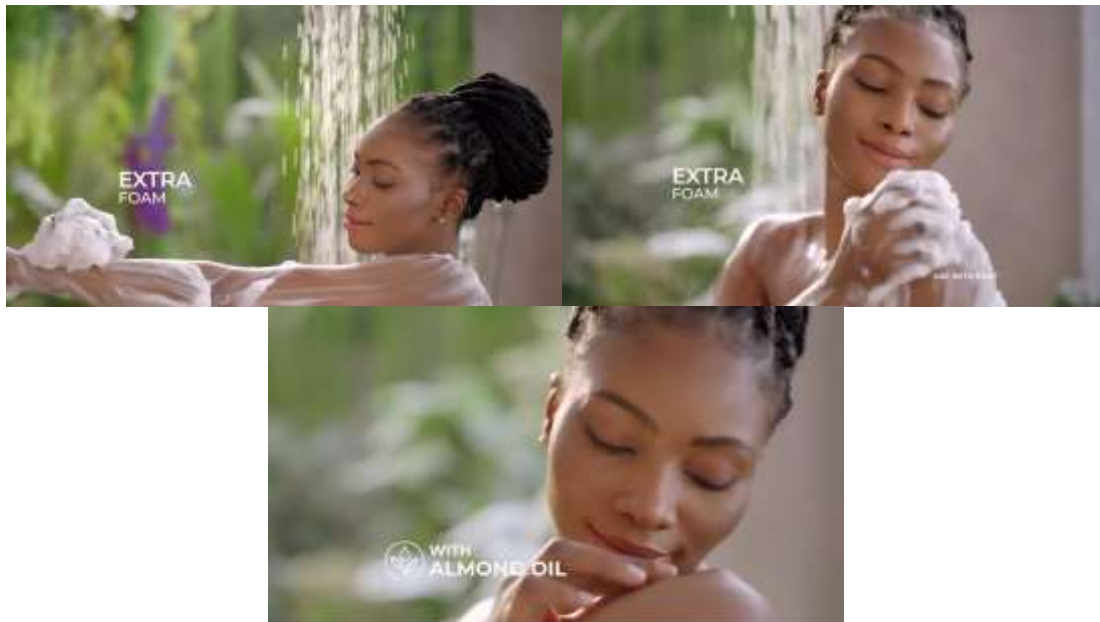
| Strategies Used in Advertisement | Advertisement Text  |
|----------------------------------|---|
| 1. Celebrity Endorsement         | By using a celebrity endorser like Nhlanhla Nciza who is a member of the popular South African musical group who says “Switch to Lux Body Wash to have extra bone, extra softness and extra long lasting fragrance” |
| 2. Emotive Words                 | Extra Bone<br>Extra Softness<br>Extra Lon   |

The main audiences of the product are women so that the company used the discourse strategies of introducing famous celebrities, models, and singer used emotive words to make sure the audiences.

As shown in the table, it can be presented that how the company establish the power relationship from the actresses that seems like the beauty skin of the actresses is just because using this brand product. The company also use emotive words in the

advertisements to interpretate the audiences are establish the place in society and promote the brand product using such devices brands logos.

This is the way how the company use various strategies to establish power relationship and increases the production, consumption and distribution in the society and exploit the feminity of women by presenting all these various strategies.



**Picture 2:** LUX Body Wash Product

**3. Social and Historical Features**

Based on Fairclough’s model, this features deals with ideological that explains the current situations, trends and background information. This advertisement has been lurkin not only in Indonesia but also all the world for years. It means that this advertisements does not have contradictions toward the norms in all the country because it adapted to each norms. Based on it, this advertisement is safe to assume that the words or representation in the advertisement is not risky and there is no discrimination or form of toxic feminity or culture.

The other proven for the ideological is by using a famous singer Nhlanhla Nciza that shown as endorser in Lux Body Wash commercial in South Africa. Images of attractive models makes women excited and try to use the product. The way company present all these factors about the tone intonation and stress patens present the social phenomena and the society.

**DISCUSSION**

After analyzing the data of LUX Body Wash; a beauty product advertisement, the researchers observed that there are three features found in the product. The features that found in the product are : textual features, discursive features and social &



historical background. In textual features, the researchers was analyzing the linguistic features and found 4 linguistic features, such as : pronoun (your); imperative sentences (switch); specific vocabulary (lasting); and question sentence (want?). In discursive features, the researchers found 3 components as the strategies used in the advertisement, while in social & historical background, the researchers found that there is no contradictions with the norms and this advertisements is safe.

The researchers also investigated the representation of gender and the result showed that the representation of Nhlanhla Nciza can present all the factors about tone intonation and stress patterns present the social phenomena and the society.

## CONCLUSION

Advertisement is a medium that is used by everyone as a form of promotion to introduce a product. Advertising is so important to the marketing so that there are experts that conducted research on advertisements especially in analyzing the linguistic elements and one of the method is called Critical Discourse Analysis (CDA). This analysis is presented based on Fairclough's CDA Framework that calls the approach as "discourse analysis of media" which divided into three constituents. First, a textual analysis in a broad sense; This research is designed to investigate the representation of feminity which is conveyed through the advertisement of Lux Body Wash. Second, discourse practices which implies the texts are produced and received by readers/audiences; Text of the advertisement was made by the Lux Body Wash product which developed by Unilever, Unilever giving many allowances in advertising one of its products that was announced through television channels, company social media, other media or sites that have to be paid by the company, the advertisements are deemed to be seen by all the women that want to dominate their surroundings by have a good skin, long lasting fragrance and soft skin. Third, sociocultural practices that constitute the context of discourse practices; this advertisement does not have contradictions toward the norms in all the country because it adapted to each norms.

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