

**KOREANESS IN CONSTRUCTING BEAUTY IMAGES IN INDONESIAN
BEAUTY PRODUCT ADVERTISEMENTS AFTER KOREAN WAVE'S
INFLUENCES**

(A CRITICAL DISCOURSE ANALYSIS)

A RESEARCH PAPER

Submitted to Fulfill One of Requirements to Get Sarjana Degree (S1)

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APPROVAL SHEET

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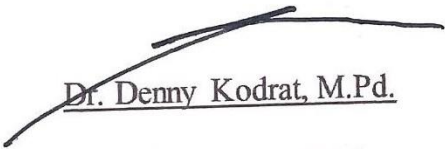


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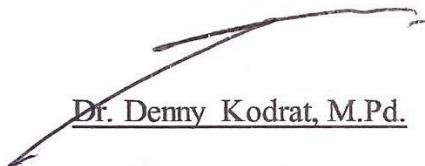
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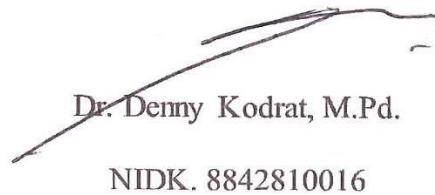


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ABSTRACT

As a result of globalization and colonialism in the past, Indonesia easily accepts foreign cultures, including the Korean Wave. The spread of the Korean Wave into Indonesia has influenced many people's perspectives and ideologies, including the perspective of the Indonesian people through beauty images. The beauty industries exploited this phenomenon to reap more profits while at the same time spreading the ideologies and beauty image they create to the Indonesian people through the most powerful element of socialization, namely advertising. This study aims to analyze the beauty images formed by advertisers, manipulation techniques in advertisements, and the ideologies underlying K Natural White, Citra, and Scarlett Whitening advertisements. Fairclough's three-dimensional analysis of several beauty products video advertisements examines the characteristics of constructed beauty images, the techniques employed in beauty product advertisements to manipulate the consumers to buy the product, and the underlying ideologies in depicting these advertisements. The data for this research are verbal languages contained in the ten video advertisements from these three beauty brands. This analysis also shows that the constructed beauty image that advertisers are trying to form is that beauty must be white and glowing like Korean women; women will more easily achieve their goals if they are beautiful, like the representation of Korean ideal beauty. There are many techniques to manipulate consumers to buy these products with unrealistic representations using the metaphors shown by advertisers to create an unrealistic beauty myth. Therefore, from how advertisers create beauty images and manipulate consumers to buy their products, it can be concluded that advertisers have several ideologies including Koreaness. This research only uses CDA approach with Fairclough's three-dimensional models, so further researchers may also pursue semiotic and stylistic research.

Keywords: *Critical Discourse Analysis, Beauty Image, Manipulation Technique, Ideology, Fairclough, Koreaness*

CHAPTER I

INTRODUCTION

A. Background of the Research

Globalization and also the development of the era have made all aspects of life change, including in culture. Today, foreign cultures easily enter a country through globalization, including Korean Wave. According to Je Seong, Jeon and Yuwanto (2014), the Korean Wave or *Hallyu* can be interpreted as the spread of modern popular culture from South Korean entertainment to the world in the form of popular music (K-Pop), drama series (K-Drama), films, animation, games, culinary (K-Food), and beauty. The Korean Wave developed in East Asia in the 1990s and then spread worldwide until now (Yuliawan & Subakti, 2022).

The development of the Korean Wave in Indonesia began when Indosiar aired the drama *Endless Love* in the 2000s. Then it was re-aired on RCTI, which incidentally has many loyal viewers (Nugroho, S.A., 2014). In Indonesia, *Endless Love* obtained such tremendous success and gained many viewers, especially women loved it. According to the survey from AC Nielsen Indonesia, *Endless love's* rating was 10, meaning that 2.8 million viewers watched it in five major cities in Indonesia (Nugroho, S.A., 2014). Television and the internet are the main media for spreading the Korean Wave, bearing in mind that television has now become the main form of entertainment for the people, and technological developments have made it easier for people to access the internet, such as

Youtube, Instagram, Tiktok, Facebook, and Twitter. Therefore, it makes the Korean Wave very easily recognized by the people. Several types of Korean Waves that spread so fast and are very much loved by teenagers in Indonesia occur through TV dramas (K-Drama) and music (K-Pop) (Yuliawan & Subakti, 2022). Therefore, this makes Indonesia listed as the country with the most K-Pop lovers on Twitter in 2021 (CNN, 2022).

At the time of colonialism, Indonesia had acculturated a lot with foreign cultures; Therefore not only globalization but also the impact of ancient colonialism could make foreign cultures easily accepted by Indonesian people to this day (Irmania, Trisiana & Salsabila, 2021). The phenomenon of obsession with having white skin has existed in society, because there has been a history that white skin is preferred (Oktaviani, 2022). It can be seen from phenomenon of postcolonialism, because the arrival of colonialists in the past confirmed white people or Caucasian race were superior. Therefore, culture from South Korea is easily accepted in Indonesia. The entry of the Korean Wave, which began with a drama, cannot be denied influencing people's tastes in terms of fashion, music, food and even beauty preference. The Korean Wave has influenced people's interests so that this culture can change people's beliefs on certain things, ideologies, and lifestyles (Pramusita, 2021). One of them is the beauty image of Indonesian women, which will be discussed in this study.

South Korea has successfully demonstrated that beauty can help women to get better marriages, find good jobs and achieve their life goals. It is proven by the

success of K-Pop idols and K-Drama actresses, one of the factors is beauty privilege that reflects their beauty standards. For Korean beauty standards, a woman can be considered beautiful if she has pale white skin, a sharp nose, full lips, a slim body, round eyes, and straight and thick hair (Ludwiczak, 2021).

The Asian ideal beauty image has adopted some Western beauty standards such as pale skin, high noses, round eyes, and narrow faces (Besman, Septina & Rahman, 2018). In history, it is said that South Korea was under the control of the United States after World War II. Therefore, South Koreans may have beauty standards quite different from their original stature, including elements of pale white skin, because East Asians have creamy yellow skin (Kim, 2020). While Eurocentrism and the influence of the United States could have influenced Korean beauty standards, it cannot be assumed that Eurocentrism was the main influence on beauty ideals. China is one of the longest-continuous civilizations in the world, and therefore, some beauty standards existed way before the Age of Exploration. Chinese people think people with dark skin are associated with being lower class, as peasants were tanners from working in the fields (Chen, Lian, Lorenzana, Shahzad & Wong). Apart from the role of the United States, beauty standards in Korea began with beauty standards in China which then influenced among East Asia countries.

The Indonesian people have adopted this beauty standard, especially those who idolize South Korean idols. The fact that Korean beauty images are rapidly entering Indonesia is reinforced by the results of the Zap Beauty Index survey in

2018 that 17,889 Indonesian women liked Korean skincare products the most, followed by Indonesian products (34%) and Japanese products (21%). Indonesia has a variety of ethnic groups with different facial features, so the Indonesian beauty standard cannot be generalized and biased towards one group. If Indonesian beauty standard and beauty image are equated with other nations, this could cause more serious problems, such as increased colorism, discrimination and apartheid in people's lives.

Unfortunately, this is exploited by capitalists to make a beauty product that is easily loved by the public. It can be seen with many local brands flocking to use brand ambassadors from Korean celebrities and advertising their products with a Korean identity. The beauty industry is aggressively promoting its products in advertisements. Advertising itself was chosen as the media because it is believed to be the most effective element of socialization in today's society (Jhally, 2014). The advertisement's use of persuasive language and appealing visuals attempts to manipulate consumers (Marthanty, 2020).

Furthermore, beauty product advertising demonstrates the beauty myth in society. Advertising represents how strong power relation between the advertisers that interested in Korean Wave phenomenon and the viewers. Power relation shows how the oppressors (advertiser) direct oppressed (viewers) beliefs and make them buy these beauty products. The beauty industry analyzes the characteristics of K-Pop or K-Drama fans who are identical to being royal and tend to like to

follow and buy products their idols used, believing that their innovations will be successful.

According to this phenomenon, this study analyzes Indonesian skincare advertisements that contain elements of Korean identity and use Korean celebrity brand ambassadors after the Korean Wave swept Indonesia. This study aims to analyze the extent to which advertisers for Indonesian women form beauty images, what strategies they use to manipulate the audience to buy these products, and also what ideology underlies them to shape the advertising discourse. According to Pramusita (cited in Ting, 2005), ideology refers to a person's beliefs, personality, and expression of feelings that affect how they see things. For intertextuality, this study uses three different brand products and one Korean beauty brand with 12 objects of advertising discourse.

This study explains the messages in advertisements in beauty products Citra, K Natural White, Scarlett Whitening and Korean brand, Innisfree, as the subjects of research that use Korean actresses as brand ambassadors and Korean identity by examining textual, discursive, and socio-cultural analysis. First, Citra is a product made by PT Unilever Indonesia Tbk. Citra is a special local brand from Unilever and has the vision to be a complete skincare brand that delivers natural beauty-interest. Citra uses beauty secrets from Korea in Citra Pearly White UV, Citra Nourish Radiance UV with Royal Jelly Korea, and Citra Korean Pink Orchid UV Facial Moisturizer to make Indonesian women more confident. Second, K Natural White Brightening Body Wash is a local product made by

Wings Group Indonesia. The object is an advertisement in K Natural White Brightening Body Wash Cotton Flower, K Natural White Brightening Body Soap, and K Natural Jeju Lemon which uses Agatha Chelsea, a singer, as the brand ambassador. This object is quite interesting because Agatha Chelsea is of Chinese, Sundanese and Dutch descent, which makes her facial features look like Korean beauty standards (Ifada, Wati & Afifi, 2022). The next interesting thing is that there are many mentions of the word Kwang Skin as a representation of beautiful skin like Korean women (Ifada et al., 2022).

The last Indonesian beauty brand is Scarlett Whitening which uses TWICE, Song Joong-Ki, and EXO, celebrities from South Korea, as brand ambassadors in their advertisements. Scarlett Whitening can lead sales of the beauty product market on several online sales platforms, such as Shopee and Tokopedia, especially in the period 1-15 August 2021. It caused Scarlett to become Indonesia's most superior local beauty product, successfully winning a market share of 18.9% (Joan, 2022). In addition, for best-selling Korean skincare brand in Indonesia was won by Innisfree with sales reaching 8.1K products at the official Tokopedia store in August 2022 (Kompas.co.id, 2022). Innisfree is a naturalism-oriented Korean beauty brand that was launched in 2000.

Many researchers discuss the use of language in beauty products using the Critical Discourse Analysis approach, such as Sri Susanti (2019), who used Pantene and Garnier advertisements as the object of her study. The second is from Cintania Dharma Brilianta and Ni Luh Putu Setiarini (2022); they used

advertisements of Wardah Renew You Series advertisements. The next one is Huimin Xu and Yunying Tan (2020), with the advertisements of SK-II as the object of her study. The last is Khan, S. I. (2022), who used the advertisements of Fair & Lovely, Nivea, L'OREAL, and POND'S. Some of these studies discuss the use of language in beauty products, textual features, discursive practices, and socio-cultural practices using Fairclough's three-dimensional analysis models. Among these researchers, Systemic Functional Linguistic was only used by Huimin Xu and Yunying Tan (2020) in their text analysis; Therefore this is an update for this study which seeks to analyze the beauty image contained in advertisements for Indonesian beauty products after the influence of the Korean Wave.

From the previous research above, advertising is an interesting topic. This research uses CDA, which will discuss the analysis of the words, clauses, phrases, and sentences in Indonesian beauty product advertisements that use Korean identity after Korean Wave Influences. The title is "**Koreaness in Constructing Beauty Images in Indonesian Beauty Product Advertisements After Korean Wave's Influences**".

B. Research Questions

There are three research questions that were discussed in this research based on the background of the study as follows:

1. What are the characteristics of constructed beauty image in these advertisements?
2. What are the techniques employed in beauty product advertisements to manipulate the consumers to buy the product?
3. What is the underlying ideology in depicting these advertisements?

C. Scope of the Research

According to the background, this research uses the Critical Discourse Analysis (CDA) theory and Fairclough's three-dimensional models' framework. The reason is that this study mainly focuses on investigating the micro, meso, and macro analysis to explain the characteristics of constructed beauty image, find out the techniques employed in beauty product advertisements to manipulate the consumers to buy the product, and to find out the underlying ideology in depicting K Natural, Citra, and Scarlett advertisements.

The product-selling advertising of K Natural, Citra, and Scarlett was chosen to evaluate and explain the underlying philosophies depicted in these advertisements and how Koreaness constructing the beauty images in these advertisements after Korean Wave influences wave influences. As a result, this study focuses on three advertisements of K Natural White, four advertisements of Citra hand and body lotion, three advertisements of Scarlett Whitening, and also two advertisements of Innisfree. The selections of the Indonesian beauty product advertisements are based on the presentation of sales numbers after they used

Koreaness in their advertisements and were influenced by the Korean wave. In addition, for the Korean beauty product is by its highest product-selling in Indonesia. Then, the advertisement figure is only selected from Youtube of K Natural, Citra, Scarlett Whitening, and Innisfree Indonesia.

D. Aims of the Research

Based on the research questions, this research has several purposes below:

1. To find out the characteristics of constructed beauty image in these advertisements.
2. To find out the techniques employed in beauty product advertisements to manipulate the consumers to buy the product.
3. To find out the underlying ideology in depicting these advertisements.

E. Significances of the Research

This research is expected to bring some benefits to the following:

1. Theoretical

The results of this study are expected to provide additional knowledge about Critical Discourse Analysis, especially an understanding of the Korean wave phenomenon in Indonesia, which influences several local beauty products in their advertising marketing strategy and constructing beauty image. This study examines the multimodal text found in advertisements for local beauty products.

2. Practical

The results of this study are expected to be useful for the reader in analyzing the text by using Critical Discourse Analysis (CDA). It also expected to make a positive contribution to further to be used as a reference for similar research.



CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the method for conducting the research. It consists of research design, research object, data collection technique, data analysis, and data validity technique. Each of them is elaborated in the following sections.

A. Research Design

The current study examines the Koreaness in the construction of beauty images in Indonesian beauty product commercials. The descriptive qualitative research design is used in this study to obtain a detailed grasp of and analyze any information linked to the discourse of the selected beauty product advertising. In general, qualitative research can be used to investigate people's lives, history, behavior, concepts or phenomena, social problems, and so on (Creswell, 2013). Data from qualitative research is ideographic and takes the shape of words, sentences, pictures, slides, photos, symbols, documents, daily notes, memoranda, and so on (Rahardjo, 2020).

As a result, this research falls under qualitative research since the goal of this study is to provide deeper meaning and analyze the phenomena that exist in beauty product video advertising using data in the form of verbal language. Descriptive qualitative analysis and description are used to solve problems by

objectively recognizing, categorizing, analyzing, and describing specific events. This study is classified as descriptive because it identifies the characteristics of beauty image in beauty product video advertisements, categorizes the techniques used in beauty product advertisements to manipulate consumers into purchasing the product, and describes the underlying ideology in depicting these advertisements. Furthermore, a Critical Discourse Analysis approach is used in this work to investigate the discourse of the linguistic phenomena contained in beauty product commercials. Fairclough's three-dimensional models were utilized to analyze the Critical Discourse Analysis (CDA) data in this study. Fairclough (1995) classified discourse analysis into three categories: text, discourse practice, and sociocultural practice. In terms of data gathering, the authors took numerous procedures, including discovering an advertising on YouTube.

B. Research Objects

This research will discuss advertisements for Indonesian beauty products containing Korean identity elements. These products are K Natural White, Citra, Scarlett, and do not forget Innisfree, a product from Korea that will later be analyzed to see intertextuality. First of all, the object of this research is the K Natural White Body Wash Cotton Flower advertisement which was uploaded both on television and on K Natural White's Youtube on March 4, 2021. The K Natural White advertisement on its Youtube channel has been watched 3.4 million times.

Furthermore, still with the same brand, the second object is the advertisement for K Natural White Body Soap which was broadcast on Youtube K Natural White on September 11, 2022, and was watched 1.5 million times. The last object in the K Natural White advertisement is K Natural White Jeju Lemon which aired on television and K Natural's Youtube on July 19, 2023. This advertisement has been watched 326 thousand times on the K Natural Youtube channel.

The next Indonesian beauty brand is Citra. This study took the Citra Pearly White UV Korean Pearl and Mulberry advertisement aired on television and a re-uploader's Youtube channel. On the IKLAN TVCoMM INFO – Iklan TV Indonesia Youtube channel, this advertisement aired on August 23, 2019, and has been watched 22 thousand times. The second object of the Citra beauty brand is the Citra Pearly White UV advertisement that airs on television and the Cantik Citra YouTube channel. On the Cantik Citra YouTube channel, this advertisement aired on October 21, 2016, and was watched 524 thousand times. The next advertising object for the Citra brand is the Citra Nourished Radiance UV Royal Jelly Korea & Yogurt Hand & Body Lotion advertisement on television and a re-uploader's Youtube channel. It has been watched on the TVUMKM Youtube channel, which aired on March 5, 2013, 20 thousand times. The last object for this brand is Citra Korean Pink Orchid UV Facial Moisturizer which aired on television, and the Cantik Citra Youtube channel on July 14, 2014, which has been watched 13 thousand times.

The third Indonesian beauty brand, namely Scarlett Whitening, uses a brand ambassador from South Korea. The first object for this brand is the Scarlett Whitening Bodycare advertisement starring Song Joong Ki on the Scarlett Official Youtube on September 27, 2021, and has been watched 15 million times. The next object was the Scarlett Whitening Skincare advertisement by TWICE on Scarlett's Official Youtube on October 29, 2021, and it has been watched 14 million times. The last one is the Scarlett Whitening Fragrance Brightening Body Lotion New Tube Packaging advertisement with EXO which aired on Scarlett's Official Youtube on June 26, 2023 and has been watched 8.4 million times.

The object of an advertisement for a South Korean product is also called Innisfree to bring out more intertextuality in this study. Innisfree is a South Korean beauty brand oriented towards naturalism and was launched in 2000. This brand entered Indonesia in 2017 and launched at Central Park Jakarta. Even though it entered officially in 2017, this brand was well-known long before that in Indonesia. The first object of the ad is the Innisfree Cherry Blossom Tone-up Cream ad starring Jang Wonyoung on Innisfree Indonesia's YouTube, which has been watched 56 thousand times. The final object is the Innisfree Vitamin C Green Tea Enzyme Brightening Serum advertisement which aired on Innisfree Indonesia's YouTube on July 5, 2023 and was watched by 353 thousand viewers.

Table 3. 1 Research Objects

No.	Title of Ads	Products	Dates	Name of Youtube Channel	Link of Ads
1	Baru! K-Natural White Brightening Body Wash	K Natural White Body Wash Cotton Flower	March 4, 2021	K Natural White	https://www.youtube.com/watch?v=bjSkCKA3IWU
2	K Natural White Brightening Body Soap, Sabun Mandi Inspirasi Kecantikan Kulit dari Korea	K Natural White Body Soap	September 11, 2022	K Natural White	https://www.youtube.com/watch?v=Nj0RgHI18TA
3	NEW! K Natural White Jeju	K Natural White Jeju Lemon	July 19, 2023	K Natural White	https://www.youtube.com/watch?v=

No.	Title of Ads	Products	Dates	Name of Youtube Channel	Link of Ads
	Lemon. Time to Say #BacneO bso!				9CKE9fcDS Fc&t=6s
4	Citra Body Lotion dengan Royal Jelly Korea (iklan komersial)	UV Royal Jelly Korea & Yogurt Hand & Body Lotion	March 5, 2013	TVUMKM	https://www .youtube.co m/watch?v= VfO0u- dpeVM
5	TVC Citra Korean Pink Orchid - Mountainside 15s	Citra Korean Pink Orchid UV Facial Moisturizer	July 14, 2014	Cantik Citra	https://www .youtube.co m/watch?v= mT4pWq6j MoA
6	Rahasia Kulit Indah	Citra Pearly White UV	October 21, 2016	Cantik Citra	https://www .youtube.co

No.	Title of Ads	Products	Dates	Name of Youtube Channel	Link of Ads
	Berkilau Citra				m/watch?v=ciLvIpzIPx8
7	Iklan Citra Pearl White UV Hand & Body Lotion - ft. Febby Rastanti 30sec (2019)	Citra Pearly White UV Korean Pearl and Mulberry	August 23, 2019	IKLAN TVCoMM INFO – Iklan TV Indonesia	https://www .youtube.co m/watch?v= KvEyngYrx EA
8	Get Ready to Meet Song Joong Ki's New Love	Scarlett Whitening Bodycare	September 27, 2021	Scarlett Official	https://www .youtube.co m/watch?v= jEbuA6LLz qw
9	Reveal Your Beauty With Twice And Scarlett!	Scarlett Whitening Skincare	October 29, 2021	Scarlett Official	https://www .youtube.co m/watch?v=

No.	Title of Ads	Products	Dates	Name of Youtube Channel	Link of Ads
					YbMzeQ8n PSE&t=1s
10	Let's See Scarlett Body Lotion New Tube Packaging With EXO Our Glow Ambassador	Scarlett Whitening Fragrance Brightening Body Lotion New Tube Packaging	June 26, 2023	Scarlett Official	https://www.youtube.com/watch?v=nKqoIo2tJ3s
11	Wonyoung's Secret for Glowing Skin!	Innisfree Cherry Blossom Tone-up Cream	September 2, 2021	Innisfree Indonesia	https://www.youtube.com/shorts/ol5wQliscjY
12	Vitamin C Green Tea Enzyme	Innisfree Vitamin C Green Tea	July 5, 2023	Innisfree Indonesia	https://www.youtube.com/watch?v=

No.	Title of Ads	Products	Dates	Name of Youtube Channel	Link of Ads
	Brightening Serum!	Enzyme Brightening Serum			taZXDNA2 GJY

B. Data Collection Techniques

1. *Simak dan catat*

This research used the *simak dan catat* (listening, reading, and note-taking) technique to collect the data. It is a technique for providing data by careful listening and reading, and then it is continued by note-taking. This technique of collecting data is non-interactive since it does not involve interacting with the subjects being studied (Sudaryanto in Muhammad, 2011: 207-211). The stages of this data collection will be illustrated as follows:

- a. Watch Indonesian language advertisements such as K Natural White and Citra carefully and then record all the phrases and clauses in the advertisements to sort them again.
- b. After that, the data is sorted, so only relevant data will be analyzed later.
- c. The clauses obtained are then analyzed using the transitivity system and mood types.

- d. Vocabulary is also classified between words that contain negative or positive meanings.

2. Documentation

This study also uses documentation techniques in data collection. In document research, issues involve searching for material, often at remote sites or non-participant data (Creswell, 2013). Some advertisements do not use Indonesian, such as Scarlett Whitening and Innisfree. Therefore, reading the official translation of the advertisements is the way to collect data from these two beauty brands. The stages of the documentation technique will be presented as follows:

- a. Classifying the advertisements that did not use the Indonesian language among the K Natural White, Citra, Scarlett Whitening, and Innisfree. After being classified, we finally got two beauty brands, Scarlett Whitening, and Innisfree, ads that use foreign languages.
- b. Screen captures the moment when the Indonesian or English translation text appears.
- c. The clauses obtained are then analyzed using the transitivity system and mood types.

3. Library research

This research used library research for answer the first, second, and third research questions. Books, papers, and previous research were required when the paper was organized. Secondary source was used in this research. The material of Critical Discourse Analysis including transitivity that had a correlation with text particularly with news was read.

C. Data Analysis Technique

This study uses Critical Discourse Analysis based on Norman Fairclough's theory (1992). The process of this research analysis is described in the following:

1. The results of the transcripts from the note-taking technique and analysis references from the research library are used in the data analysis technique to answer research questions.
2. In this analysis, Norman Fairclough's theory analyzes video text of Indonesian beauty products with Korean identity. This research focuses on three-dimensional models by Fairclough, including textual analysis (spoken), discursive practice (text production, text consumption, and intertextuality), as well as sociocultural practice (situational, institutional, and social) to analyze the data on the video text advertisements. Text analysis is the first stage, where the text is analyzed linguistically by looking at vocabulary and grammar. The grammar stage will be analyzed using the transitivity system and mood type.

Table 3. 2 Stages of Analysis Are Used

Level	Method
Text (vocabulary, and grammar)	Analyze the words, phrases, and clauses in Citra and Scarlett Whitening that include Korean identity. To analyze the clause using Systemic Functional Linguistics. After that, identify the words and phrases which relevant to the constructed beauty image.
Discourse practice (text production, text consumption, and intertextuality)	<p>a. Production of the text analyzes the strategies they used in the advertisements : unrealistic self-representation, scientific evidence or clinical test proof, emotive words, positive self-representation, negative self-representation, and celebrities' endorsements.</p> <p>b. Consumption of the text is by looking at how the audience reflects on the results of their viewing of the beauty product advertisement. It can be seen whether the product is purchased or not.</p> <p>c. Intertextuality, looking at the relationship between the text of these advertisements of Indonesian beauty products that use Korean identities, compared with the advertisements for beauty products from South Korea (Innisfree).</p>

Level	Method
Sociocultural practice (situational, institutional, and social)	<p>a. The situational stage will analyze interesting phenomena in the formation of the ads text.</p> <p>b. At the institutional stage, namely analyzing the influence of these institutions on the making of this Indonesian beauty advertisement texts.</p> <p>c. At the social stage, namely analyzing the culture that exists in society.</p>

3. The analysis results will be interpreted and narrated to answer research questions.
4. After interpreting the data, conclusions will be written to describe the contents of this research in the last chapter.

D. Data Validity Techniques

In qualitative research there are many ways to check the validity of the data.

In this research, member checking and triangulation methods were used to verify the results.

1. Member checking

In qualitative research, member checking is an important aspect of establishing trustworthiness (Creswell & Miller, 2000; Lincoln & Guba, 1986;

Stake, 1995). The researcher enquired about the trustworthiness of the findings and interpretations during member checking. Lincoln and Guba (1985) judged this strategy to be "the most critical technique for building credibility" (p. 314). This study asked participants, specifically the two supervisors, to provide an assessment of the accuracy of the data obtained, evaluated, and interpreted for this validation technique.

2. Triangulation

Researchers use different sources, methodologies, researchers, and theories to give reinforcement evidence in triangulation (Creswell et al., 2013). Triangulation can also be defined as the process of verifying data from several sources and in multiple ways. To ensure the accuracy of the data, this study consults a variety of sources, including books, e-books, the internet, and past research. Furthermore, the researcher watched the advertisement several times and re-analyzed the results of the analysis.



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CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter elaborates the conclusions and recommendations of the research. The following section will explain the conclusion and recommendation for this research. This chapter also holds the recommended case for future researchers.

A. Conclusion

Based on textual analysis, discursive analysis, and sociocultural analysis as well as the methods used, namely Fairclough's three-dimensional analysis in the Indonesian beauty products advertisements influenced by the Korean waves, such as K Natural White, Citra and Scarlett Whitening, the conclusion can be drawn:

1. According to the textual analysis, the beauty image constructed after the Korean wave's influences contains seven main characteristics (a) beauty can be achieved if women have white complexion, (b) having skin that is not white is a disgrace, (c) having white skin can be the center of attention, (d) keeping white skin is a must for Indonesian women, (e) Korean women are the perfect role of beauty, (f) women have to be beautiful and white to be powerful, and (g) women should pay more attention to their individual needs.
2. There are several ways that companies try to manipulate and persuade their prospective customers to buy the products by using discursive features such as (1) unrealistic self-representation, (2) scientific evidence or clinical test proof,

(3) emotive words, (4) positive self-representation, (5) negative self-representation, and (6) celebrities' endorsements. The purpose of creating this beauty image is to increase sales of their products and spread a particular ideology. If the viewers flock to buy the product, the advertiser has already successfully created a beauty image.

3. After combining all the dimensions in the Fairclough analysis model, it can be concluded that the underlying ideology in K Natural, Citra, and Scarlett Whitening advertisements is based on the ideology of Koreaness after the emergence of the Korean wave in Indonesia.

B. Recommendation

1. For the Faculty of Humanities, this research can be used as an alternative to developing learning programs. In this case, it is suggested to continue to deepen the material of Critical Discourse Analysis (CDA) with several varieties of text and also develop other theories. The CDA learning model can stimulate students to solve problems, increasing their intellectual intelligence and developing their critical thinking skills.
2. For further researchers, research with Critical Discourse Analysis (CDA) model that employs advertisements as an object like this can be created by employing other units, such as semiotic units, e.g. color, lines, and shapes. It can also analyze other ideology such as capitalism that constructed beauty image in advertisement or using feminism stylistic. In addition, this study's limitation

only discusses texts analyzed using the CDA approach. As a result, given the gaps in this study, further researchers may pursue semiotic and stylistic research. The last is that further researchers can also use a different theory from this study to find novelty.



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