

## Emotive Function Used In *L'oreal Paris* Advertisements

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**Abstract**— This study aimed at analyzing the occurrence of emotive function used in transcript of ten L'Oreal Paris advertisements videos. In addition, it also intended to analyze the elements of the sentence used to present emotive function in L'Oreal Paris advertisements. There were two theories applied in this study. The theory proposed by (Jakobson, 1980) applied to analyze the emotive function. Meanwhile, the theory proposed by (Quirk & Greenbaum, 1973) applied to analyze the elements of the sentence used to present emotive function in L'Oreal Paris advertisements. Observation method was applied in collecting the data of this study which was done by watching and note taking technique. In analyzing the data, descriptive qualitative and quantitative methods were applied. Formal and informal methods were also applied for presenting the findings. Based on the theories applied, there were 35 data of emotive function found in transcript of ten L'Oreal Paris advertisements videos which were presented with various combination of sentence elements.

**Keywords**— Emotive Function; L'Oreal Paris; Advertisements.

### 1. Introduction

Human beings are social creatures that need to communicate with each other in order to obtain their purposes. In doing communication, human beings require a device called language. According to (Hiebert, 1982), language is used to deliver something that people feel, think, even their ideas and information. It is very essential to use in transferring messages. Messages are not only transferred through direct communication, however, it also could be transferred through a media, like advertisement. (Gilson & Berkman, 1980) stated that advertisement is a media which is used to make a reality of the purposes of the addressers, either marketing or non-marketing purposes. Communication through advertisement with marketing purposes stated as marketing communication. The functions of marketing communication are to give information, persuade and admonish the addressees about the products being advertised (Kotler and Keller, 2009). Advertisement appears on public, therefore, the language used in advertisement should be taken into account. The advertisers have to pick suitable and interesting words or language with compatible function in order to catch people's attention.

There are some functions of language proposed by (Jakobson, 1980). They were referential function, emotive function, conative function, phatic function, metalingual function, and poetic function. Those functions have different characteristics and play various interesting words to achieve their function. The interesting words used are formed a sentence or sentences. The sentence absolutely built with several elements of sentence. According to (Quirk & Greenbaum, 1973), there are five elements of sentence, they are Subject (S), Verb (V), Complement (C), Object (O), and Adverbial (A). They are commonly shortened to be SVCOA. Wherefore language has various functions and the sentence built by various combination of sentence elements, hence, this study aimed at analyzing the occurrence of one of interesting functions of language in L'Oreal Paris advertisements which is usually used either in daily life communication, or in a media. That function is emotive function. Besides analyzing the emotive function, this study also aimed at analyzing the elements of the sentence which built the emotive function.

Regarding to the explanation above, the problems of this study were formulated as follows: (1) How many emotive functions are found in L'Oreal Paris advertisements? and (2) What elements of sentence are used to present emotive function in L'Oreal Paris advertisements?. These topics chosen since there are still many cases of misuse and misunderstanding of language take place. Therefore, these topics chosen in order

to show the appropriate language used to present emotive function and to improve the readers knowledge regarding emotive function. So that, the misuse and misunderstanding of language especially in applying emotive function could be reduced.

## 2. Literature Review

There were five studies related with this study. The first study was an article written by (Ananda & Hamzah, 2019) entitled "An Analysis of Language Function in The Discourse Produced by Traditional Medicine Sellers". They analyzed all types of language function. As the result, they found informative function which used to give opinion, advise, make announcement, and admonish, directive function which used to command and request, and phatic function.

The second study was the thesis written by (Lestari, 2018) entitled "An Analysis of Language Function in Maybelline Advertisements Recent". Her study analyzed all types of language function and the contexts of those functions. She found 5 functions of language, they were referential, emotive, conative, phatic, and poetic. The contexts were referential to give information, emotive to express emotions, conative to persuade addressee, phatic to get the attention, and poetic to beautify the message.

The third study was the article written by (Putri, Safnil, & Kasmairi, 2018) entitled "Language Function Used in "Now You See Me 2 Movie": Purpose Analysis of Literary Word". They analyzed all types of language functions and the distribution of language function frequency in "Now You See Me 2 Movie". As the result, there were 5 language functions found, they were referential function (35.2%), phatic function (25.5%), emotive function (21.0%), conative function (15.8%), and metalingual function (2.5%). The distribution was due to the genre of the movie.

The fourth study was written by (Febridonata, 2017) which entitled "Language Functions Found in The Conversational Fragment of "Miracle Worker Movie"". Her study analyzed types of language function, how the function formally realized, and the frequency of each function. The types of language function found were 34% directive function and 27% expressive function which presented by declarative, imperative, and interrogative sentences, 14% referential which presented by interrogative sentences, 14% poetic which presented by declarative sentences, 7% phatic which presented by declarative and imperative sentences, 5% metalinguistic which formally realized by declarative and interrogative sentences.

The last study was an article written by (Bahar & Asnur, 2014), entitled "The Analysis of Emotive Function in Kelley Armstrong's "The Rockening"". They analyzed emotive function in the data source. They found 7 kinds of emotive function, such as pleasure, displeasure, like, dislike, worry, desire, and gratitude. The dominant kind found was worry.

## 3. Methods

The data of this study were taken from transcript of ten L'Oréal Paris advertisements videos. L'Oréal Paris chosen as the data source of this study since it is one of well-known brands which is widespread in many countries and it carries a lot of utterance containing emotive function. Hence, it was worthy to be the data source of this study.

Observation method was applied in collecting the data of this study which was done by watching and note taking technique. In analyzing the data, descriptive qualitative and quantitative methods were applied. The theory proposed by (Jakobson, 1980) was applied in analyzing the emotive function. Meanwhile, the sentence elements were analyzed by the theory proposed by (Quirk & Greenbaum, 1973). Formal and informal methods were also applied for presenting the findings.

## 4. Result and Discussion

This part was presented the result and the analysis of this study. The occurrence of emotive function was presented using table and the sentence elements was explained descriptively.

**A. The Results of Emotive Function and Its Elements**

TABLE 1  
 OCCURRENCE OF EMOTIVE FUNCTION

No	Advertisements	Occurrence of Emotive Function	Percentage of Occurrence
1	Total Repair 5	4	11%
2	Revitalift Micro Essence	1	3%
3	Casting Crème Gloss	8	23%
4	Lash Paradise Mascara	2	6%
5	Infallible	3	9%
6	Serie Expert	6	17%
7	White Perfect	1	3%
8	Extraordinary Oil Serum	1	3%
9	L'Oreal Paris Skin Perfection	4	11%
10	True Match	5	14%
Total		35	100%

Based on the table above, there were 35 data of emotive function found in L'Oreal Paris advertisements which were analyzed using the theory proposed by (Jakobson, 1980). The percentages were 11% found in Total Repair 5, 3% in L'Oreal Paris Revitalift Micro Essence, 23% in Casting Crème Gloss, 6% in Lash Paradise Mascara, 9% in Infallible, 17% in Serie Expert, 3% in White Perfect, 3% in Extraordinary Oil Serum, 11% in L'Oreal Paris Skin Perfection, and 14% in True Match.

Those emotive functions were presented with varied sentence elements. Based on the theory proposed by (Quirk & Greenbaum, 1973), the elements of the sentences used to present emotive function were SVOA, ASVO, ASVC, CVOC, ASVCA, SVCA, SVAA, ASVOAA, SVC, SVA, CSVCA, SVOAA, SVCAA, SVCC, AASVAC, VSCA, VO, SVO, CSVO, CAVAO, SAVOC, SVAC, VCAA, and SVOVA.

**B. The Analysis of Emotive Function and Its Elements**



Figure. 1. Total Repair 5

Data 1

**With L'Oreal Total Repair 5, my hair feels strong, healthy!**

According to (Jakobson, 1980), emotive function is language function used to deliver the speakers' feelings or thoughts. The data above delivered the feelings of the speaker after using the product, Total Repair 5. The speaker felt that her hair was strong and healthy due to the capability of the product. In uttering her feelings, there were some elements applied to establish the sentence being uttered. The elements based on the theory proposed by (Quirk & Greenbaum, 1973) were *With L'Oreal Total Repair 5* (Adverbial), *my hair* (Subject), *feels* (Verb), *strong healthy* (Complement).



Figure. 2. Revitalift Crystal Micro Essence

Data 2

**Day after day, my skin looks brighter and clear, like crystal!**

As (Jakobson, 1980) stated that emotive function used to express speakers' feelings or thoughts, therefore the data above was categorized as emotive function since it said that the speaker felt her skin looked brighter and very clear as crystal after using Revitalift Crystal Micro Essence. There were some elements used to build the sentence that the speaker uttered. According to (Quirk & Greenbaum, 1973), the elements were *Day after day* (Adverbial), *my skin* (Subject), *looks* (Verb), *brighter and clear* (Complement), *like crystal* (Adverbial).



Figure. 3. Casting Crème Gloss

Data 3

**I can be whatever I want to be!**

The data above used to convey the speaker feeling that she felt capable of being whatever she wanted to be with casting crème gloss since it resulted nice color to the hair and it had various colors. As it used to deliver speaker's feeling, therefore it was categorized as emotive function (Jakobson, 1980). The data above had some elements in the sentence. According to (Quirk & Greenbaum, 1973), the elements were *I* (Subject), *can be* (Verb), *whatever I want to be* (Complement).

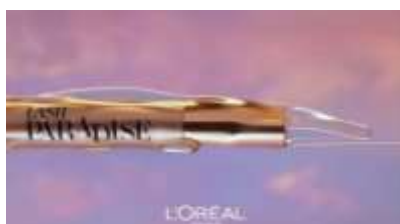


Figure. 4. Lash Paradise Mascara

Data 4

**I found a mascara that's so gentle on my lashes for the same intense volume!**

The data above conveyed the speaker feeling regarding a mascara, Lash Paradise Mascara, which she felt so gentle and capable of making the same intense volume when it applied on speaker's lashes. As it used to deliver speaker's feeling, therefore it was categorized as emotive function (Jakobson, 1980). The feeling of the speaker conveyed with a sentence which built by several elements. The elements were *I* (Subject), *found*

(Verb), *a mascara* (Object), *that's so gentle on my lashes* (Adverbial), *for the same intense volume* (Adverbial) (Quirk & Greenbaum, 1973).



Figure 5. Extraordinary Oil Serum

Data 5

**I've got what it takes to shine!**

Based on (Jakobson, 1980) about emotive function, the data above was categorized as emotive function since it used to deliver speaker's thought that was the speaker thought that she got the thing, especially skin care which she needed to make her skin glowing. In delivering her thought, she used a sentence which built by several elements. They were *I* (Subject), *'ve got* (Verb), *what it takes* (Object), *to shine* (Adverbial). The elements of that sentence were analyzed using the theory proposed by (Quirk & Greenbaum, 1973).



Figure 6. Serie Expert

Data 6

**Before the fame, before I made my name, I was just another girl.**

Through the data above, the speaker delivered her feeling about her past where she felt as another girl with less confidence before she was famous and before using Serie Expert, different with her current self after using this product. As it used to tell about speaker's feeling, therefore it was categorized as emotive function (Jakobson, 1980). The data above built by several elements, they were *Before the fame* (Adverbial), *before I made my name* (Adverbial), *I* (Subject), *was* (Verb), *just* (Adverbial), *another girl* (Complement) (Quirk & Greenbaum, 1973).



Figure 7. White Perfect

Data 7

**My skin looks radiant, perfect!**

Through the data above, the speaker delivered her feeling about her skin which she felt look radiant and it was perfect for her due to using White Perfect. She felt that White Perfect was really perfect for her since she got the flawless look due to the capability of the product. Therefore, the data above was categorized as emotive function (Jakobson, 1980). The data above was built by several elements. According to (Quirk & Greenbaum, 1973), the elements were *My skin* (Subject), *looks* (Verb), *radiant perfect* (Complement).



Figure. 8. Infallible

Data 8

**So I can do this and this without doing this, day time, night time, all the time!**

The data above was categorized as emotive function since it used to deliver speaker's feeling regarding using Infallible, where the speaker felt that she could do anything without worrying her lips any time when she applied Infallible on her lips (Jakobson, 1980). In conveying her feeling, there was a sentence used, and it built by several elements. The elements were *So* (Adverbial), *I* (Subject), *can do* (Verb), *this and this* (Object), *without doing this* (Adverbial), *day time night time all the time* (Adverbial) (Quirk & Greenbaum, 1973).



Figure. 9. L'Oreal Paris Skin Perfection

Data 9

**Pores look virtually undetectable.**

The data above conveyed speaker's feeling after using L'Oréal Paris Skin Perfection. The speaker felt that her pores became unseen due to the capability of the product in perfecting the skin. Therefore, the data above was categorized as emotive function since it delivered speaker's feeling (Jakobson, 1980). There were some elements in establishing the sentence used by the speaker above, they were *Pores* (Subject), *look* (Verb), *virtually* (Adverbial), *undetectable* (Complement) (Quirk & Greenbaum, 1973).



Figure. 10. True Match

Data 10

### **I love True Match!**

Through the data above, the speaker conveyed her feeling that she fell in love with True Match. As it used to deliver speaker's feeling, therefore the data above was categorized as emotive function (Jakobson, 1980). The data above also built by several elements. According to (Quirk & Greenbaum, 1973), the elements were *I* (Subject), *love* (Verb), *True Match* (Object).

### **5. Conclusion**

From the results and analysis above, it could be concluded that there were 35 data of emotive function found in transcript of 10 L'Oreal Paris advertisements videos which analyzed by the theory proposed by (Jakobson, 1980). The data were found 11% in Total Repair 5, 3% in L'Oreal Paris Revitalift Micro Essence, 23% in Casting Crème Gloss, 6% in Lash Paradise Mascara, 9% in Infallible, 17% in Serie Expert, 3% in White Perfect, 3% in Extraordinary Oil Serum, 11% in L'Oreal Paris Skin Perfection, and 14% in True Match. Those emotive functions were presented with varied elements of sentence. Based on the theory proposed by (Quirk & Greenbaum, 1973), the elements of the sentences used to present emotive function were SVOA, ASVO, ASVC, CVOC, ASVCA, SVCA, SVAA, ASVOAA, SVC, SVA, CSVCA, SVOAA, SVCAA, SVCC, AASVAC, VSCA, VO, SVO, CSVO, CAVAO, SAVOC, SVAC, VCAA, and SVOVA. Variation of sentence elements used to build the utterance in L'Oreal Paris advertisements especially for applying emotive function showed that there were various interesting words could be used to convey feelings or thoughts, including feelings which had purpose to pursue others implicitly.

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