A Communication Strategy for Promoting Halal Beauty Products: An Analysis of Syntactic Features

[1]Rizky Vita Losi, [2]Sisi Rosida, [3]Muhammad Muslim Nasution, [4]Yoni Rahayu

[1,2]University of Pembangunan Panca Budi, North Sumatra, Indonesia,
[3,4]University of Medan Area, North Sumatra, Indonesia[3,4]
[1]rizkyvitalosi@dosen.pancabudi.ac.id, [2]sisi@dosen.pancabudi.ac.id,
[3]muhammadmuslimnasution@staff.uma.ac.id, [4]yonirahayu15@gmail.com

Abstract: Language is the most important component for a successful advertising products. This study aimed to analyze the language used of slogans in online advertisement which taken from halal beauty products based on the syntactic features. This study used descriptive qualitative as the research design and textual analysis was used to analyze the data. There were 61 data which were taken from the slogans of Wardah product advertisement. Based on the data analysis, it was found that there were short sentence (1 data), long-noun phrase (19 data), ambiguity (3 data), use of imperative (25 data), simple and colloquial language (1 data), use of present tense (1 data), syntactic parallelism (3 data), association (4 data), ellipsis (2 data), and incomplete sentence (2 data). The findings on the use of imperative became the most used feature in the slogans. The advertisement used imperative to persuade the consumers directly to follow the directions or instructions made in Wardah slogans.

Keywords: Syntactic features; slogans; halal beauty product

Abstrak: Bahasa merupakan komponen yang paling penting untuk suksesnya periklanan produk. Penelitian ini bertujuan untuk menganalisis penggunaan bahasa slogan dalam iklan online yang diambil dari produk kecantikan halal berdasarkan fitur sintaksisnya. Penelitian ini menggunakan desain penelitian deskriptif kualitatif dan analisis tekstual digunakan untuk menganalisis data. Data yang diambil dari slogan iklan produk Wardah berjumlah 61 data. Berdasarkan analisis data, ditemukan adanya kalimat pendek (1 data), *long-noun phrase* (19 data), ambiguitas (3 data), penggunaan imperatif (25 data), bahasa sederhana dan sehari-hari (1 data), penggunaan *present tense* (1 data), paralelisme sintaksis (3 data), asosiasi (4 data), elipsis (2 data), dan kalimat tidak lengkap (2 data). Temuan penggunaan imperatif menjadi fitur yang paling banyak digunakan dalam slogan-slogan tersebut. Iklan tersebut menggunakan kalimat imperatif untuk membujuk konsumen secara langsung agar mengikuti arahan atau instruksi yang dibuat dalam slogan Wardah tersebut.

Kata Kunci: Fitur sintaksis; slogan; produk kecantikan halal

A. Introduction

Language is one important thing in human relations. Humans are social creatures who cannot live alone and always have to interact with other people. They use language in everyday life to communicate with other people. People usually use language to persuade others to share their feelings or opinions on a subject. People also use language to promote something they like or make. This language can be found in magazines, political campaigns, public speeches, products, and even advertisements. It is fascinating when people are drawn in by language presented in

advertisements or elsewhere through advertisements, language can influence what people think or feel, influencing their decision to buy something.[1]

Language is adaptable because it enables people to collaborate and communicate by expressing their ideas in accordance with their goals. Language and media are widely used today, and linguistics' components are still inextricably linked to both. It's because a language is present there. The written language used in advertisements, books, magazines, and newspapers has several distinctive qualities that set it apart from other forms of written language.[2]

The language is the most important need for a successful advertising campaign. To market the product, the use of language should sincerely be understood with the aid of the opp`onents because through language the intent in the mind can be channeled properly and the opponent can easily accept its meaning. Advertising uses social imagery and appeals to people's psychological and physical needs.[3]

For instance, there are advertisements which promote their products through slogans. The slogan in product A is written in a different way than the slogan in product B. Perhaps it is due to the theme, the ingredients, the function or even the different consumer of the products. A subfield of linguistics deals with the style of something being written or uttered. It is actually termed stylistics and frequently has more to do with literature. According to Fomukong and Agwa, stylistics is the study of language that focuses on a language's style.[4] A critical methodology, stylistics is not just for the study of literature. Non-literary works were used in this investigation as outcomes. The strategy and the caption are related since each organization uses a different writing style and the caption is various. To do this, a stylistic approach is required in order to identify the caption's style and source of inspiration.

Advertisement is primarily about amplifying the brand image of customers, discovering new customers and positively impacting clients' attitude. Advertising aims to attract customers' attention, make and persuade consumers to buy the product. In another words, advertising is a way to get consumers interested in the form of writing, images, sounds and is intended to persuade consumers. In making advertisements, advertisers want techniques to influence and persuade consumers.

The use of slogans in advertisements has increased so considerably that is a very large proportion of today's advertising and in advertising slogans. Advertising slogans are considered as an attractive means which offer novelty for a product. Short, simple and lack of complex grammatical structure are the characteristics of appropriate slogans used via institutions, so that they are well understood with the aid of readers. In different words, the slogans have to contain a language pattern consisting of easy-to-remember words to bring the message so that it is effortlessly remembered by means of customers. The thinking in the slogan is a device that helps clients to identify the brand. The producers can create an interesting word in order to get many customers.[5]

Slogans are a group of intriguing, memorable, or visually appealing words that are used to tell a story or convey information. Understanding the slogan is a means of presenting information or announcements and slogans are usually written in short lines that are intriguing, brief, easy to

---

[1] Losi, Rizky Vita, and Sisi Rosida. 2022. "PERSUASIVE LANGUAGE USED ON ADVERTISEMENTS OF INSTAGRAM POSTS." *Titian: Jurnal Ilmu Humaniora* 06, no. 1: 54–64. https://online-journal.unja.ac.id/index.php/titian.

[2] Losi, Rizky Vita, Takkas Josua Bernardo, Todo F. B. Sibuea, and Rizki Ananda. 2022. "THE PERSUASIVE TECHNIQUES OF STARBUCKS AND BURGER KING ADVERTISEMENTS ON INSTAGRAM POSTS." *International Journal of English and Applied Linguistics* 2, no. 2: 313–24.

[3] Atmaja, Karta. 2022. "Internet Analysis of Figurative Language in Automotive Advertisement Slogans". *Journal of Pragmatics Research* 4, no. 1: 18–28. https://doi.org/10.18326/jopr.v4i1. 18-28.

[4] Fomukong, Seino & Agwa Evangeline. 2016. "Stylistics Analysis in Advertising Discourse: A Case of Dangote Cement Advertisement in Bamenda-Cameroon". *Advances in Language andLiterary Studies, 07.* 105-112.

[5] Luo, Hanyang, Sijia Cheng, Wanhua Zhou, Sumin Yu, and Xudong Lin. 2021. "A Study on the Impact of Linguistic Persuasive Styles on the Sales Volume of Live Streaming Products in Social E-Commerce Environment." *Mathematics* 9, no. 13. https://doi.org/10.3390/math9131576.

remember, and persuasive, with the objective of highlighting a notion or value. Slogans are also catchy, memorable, and fascinating short words or sentences that convey an ideology's, organization's, or political party's goals. Media usage today cannot be separated from advertising, especially slogans. Slogans are used as informational medium by a variety of businesses and organizations to advertise or promote a good or service[6].

When promoting products, the beauty products advertisement makes various sorts of slogans to promote the products. "Feel the beauty" and "Beauty moves you" are the examples of Wardah's slogans. These slogans are popular among teenagers because Wardah products are well-known as the best products which are consumed by many women since teenagers and adults. The slogan is also made by using strategies to make consumers interested with their product, so that the consumers want to buy their products. Wardah also becomes popular since they have declared their products as halal category so that Moslem teenagers feel no worry to wear their products.

Nowadays, investigations of syntactic features on education, literary works, magazines, and news have all been done.[7][8][9][10] In fact, a research about syntactic features in advertisement slogans particularly in halal beauty products is still limited. Based on the reason, the researchers were interested to conduct an analysis of syntactic features on slogans of Wardah advertisements in terms of a creative media to promote halal beauty products.

B. Theoretical Review

1. Communication Strategy

The communication model of Lasswell is considered by communication experts as one of the earliest theories of communication in the development of communication theory. Lasswell stated that the best way to explain the communication process is to answer question: Who, Says What, In Which Channel, To Whom, With What Effect (who says, what through, what channel, to whom, with what effect).

The answer to Lasswell's paradigmatic question is the following elements of the communication process, namely Communicator, Message, Media, Receiver, and Effect. Lasswell's classic communication model shows that the sender of the message (communicator) must have a desire to influence the receiver (communication), and therefore communication must be seen as an effort of persuasion.

a) The who in Laswell's model of communication refers to the person or entity sending the message. Researchers can study this question using control analysis, which considers who controls the message being sent, including companies, TV channels, and newspapers, and their ideologies. By answering the "who" question, people can consider biases or political allegiances behind media messaging.

b) The question of said what refers to the content of the message. By using content analysis to answer this question, researchers can study the representations and situations portrayed in the media.

---

[6] Simatupang, Ervina, and Aulia Gita Adzani. 2019. "Syntactic and Semantic Analysis on Slogans of Aviation Companies in Asean Countries." *English Journal Literacy UTama* 3, no. 2.

[7] Yang, Yinfei, and Ani Nenkova. 2017. "Combining Lexical and Syntactic Features for Detecting Content-Dense Texts in News." *Journal of Artificial Intelligence Research*. Vol. 60.

[8] Zhang, Chao, and Shumin Kang. 2022. "A Comparative Study on Lexical and Syntactic Features of ESL versus EFL Learners' Writing." *Frontiers in Psychology* 13, no. November (November). https://doi.org/10.3389/fpsyg.2022.1002090.

[9] Saputra, Johanes Rhana, and Fithriyah Inda Nur Abida. 2021. "Stylistics Analysis of The Poem 'An Old Man's Winter Night' by Robert Frost." *ELS Journal on Interdisciplinary Studies in Humanities* 4, no. 4 (December): 501–9. https://doi.org/10.34050/elsjish.v4i4.19152.

[10] Udeze, Nneoma, Chinenye Udeze, and Dereck-M.A. Orji. 2018. "A Linguistic Stylistic Study of Wole Soyinka's Night and Death in the Dawn." *UJAH: Unizik Journal of Arts and Humanities* 18, no. 3 (February): 112–31. https://doi.org/10.4314/ujah.v18i3.6.

c) In which channel draws attention to using media analysis to study the choice of medium for a specific message among all media possibilities and considers why that channel or medium was chosen. Media can include pictures, television, newspaper, social media, and more. This can also include different media channels (for example, sending a message on Fox News versus CNN).

d) The question to whom refers to the message's intended audience. Audience analysis helps researchers determine the message's intended target, including gender, age, social status, education status, race, etc.

e) The final question that Lasswell's model asks is with what effect, which uses effect analysis to consider the impact the message has on its audience. This question is critical to Lasswell's Model of Communication because it examines the consequences of media propaganda and assists researchers in making informed predictions[11].

2. Syntactic Features

The term "linguistic features" is rather broad. A sociolect, ethnolect, dialect, slang, or idiomatic phrase is a variant of a language used for a specific purpose or in a certain context of society when translating. A feature in linguistics is any characteristic that is utilized to categorize a phoneme or word. These are frequently unary or binary requirements that serve as limitations in various language analysis models. Because the language is so basic, the syntactic features of the advertisement, according to Permatasari and Made[12], serve to quickly draw readers' attention. Because the features relate to how words and phrases are arranged, syntactic features on advertisements also deal with grammatical aspects of a language. Wales (2014) categorized syntactic features into some categories below.

Table 1 Syntactic Featrures Based on Wales' Theory (2014)

No.	Syntactic Features	Description	Example
1	Short Sentence	Subject + Predicate	Nothing compares to a Magnum
2.	Long-Noun Phrase	Consists more than one noun	Parking meters credit card
3.	Ambiguity	The meaning has more than one interpretation	I need new **glasses**
4.	Use of Imperative	Begins with verb	**Go** Away! **Do** it yourself.
5.	Simple and Colloquial Language	Informal language used by people in daily speech	Bentley (it's not a name of a place. It's a name of car brand)
6.	Use of Present Tense	Subject + V1(s/es) + Object or complement	The plane leaves for St. Lucia tomorrow.
7.	Syntactic Parallelism	It's a repetition of the same structural pattern	**Out of** sight, **out of** mind.
8.	Association	Showing positive side of the product and relates it to something that is not relevant (can	**All gold** chocolate.

---

[11] Lasswell, Harold Dwight, Lerner, Daniel, & Speier, Hans. (1979). Introduction. In H. D. Lasswell, D. Lerner, & H. Speier (Eds.), Propaganda and communication in world history: The symbolic instrument in early times (pp. 1–20). Honolulu: The University Press of Hawaii.

[12] Permatasari, Sonia Niken & Made Frida Yulia. 2016. "An Analysis on Language Style of the Utterances in Magnum Advertisements". *LLTJournal* 16, no. 1: 31-40.

No.	Syntactic Features	Description	Example
		be a picture)	
9.	Ellipsis	Subject, verb or object is omitted because the hearer or reader will still understand the meaning.	Jack fell down and **(he)** broke his homecoming crown
10.	Incomplete Sentence	Subject or verb is missing to emphasize the point. They aren't grammatically full sentence.	L'Oreal. Because you are worth it!

3. Slogan in Advertisement

Slogan is necessary to emphasize the expression the business enterprise wants remembered by consumers. Moreover, slogans frequently have a kind of language pattern to bring the message of a product. Advertisers can not remove the significance of sentence shape for a slogan because barring a accurate sentence structure, the reader will not be capable to understand the message of a advertisement. Slogans are made to appeal to the interest of consumers. Slogan created as fascinating as viable so that human beings are fascinated in analyzing it and experience called to elevate out the thrust of the slogan. Slogans seem to be more attractive when the usage of language styles that healthy what you choose to categorical ideas. Slogans are used in enterprise and commerce. This is usually to convey a message.[13]

Slogan in an advertisement provides a guarantee of quality and reliability of the product or service. The slogan repeats the brand name. The slogan is short, simple, clear, attractive and colorful words, which are used to attract and hold customer attention. Slogan is writing that is used to convey the intent or idea conveyed by the slogan maker. Slogans are usually in the form of short and simple sentences containing appeals, warnings and invitations made intentionally by the agency that contain intent and purpose so the target is easy to remember.

For instance, persuasive strategies are included in advertising language. A kind of persuasion is commercial advertising. Currently, one way to introduce the goods or services that companies provide is by way of advertisement. Ads are made to grab consumers' attention and increase sales. Because both commercials and persuasive strategies strive to influence and persuade the audience extensively compared.

The language and words used in advertising products and services inspire or stimulate a person's interest in using a product. Since advertising seeks to persuade, persuade, and captivate consumers, is typically associated with persuasion. Persuasive communication aims to change someone's actions, attitudes, or way of thinking[14][15].

In addition to informing customers about the product's superiority, persuasive communication techniques used in advertising include appealing imagery, precise phrasing or words, tempting offers, and choosing the appropriate media or venue for the commercials. Product bonuses and discounts are also frequently used as part of promotions[16].

---

[13] Aruan, Lilis Srirejeki, Corry Yohana, and Muhammad Yusuf. 2021. "Peran Merek Dalam Bahasa Asing Dan Citra Merek Terhadap Keputusan Pembelian." *Riskesdas* 3, no. 2: 103–11.

[14] Macarro, Antonia Sánchez & Peñuelas, Ana Belén Cabrejas. 2014. New Insights into Gendered Discursive Practices: Language, Gender and Identity Construction. Universitat de València.

[15] Zhang, Grace & Parvaresh, Vahid. 2019. Elastic Language in Persuasion and Comforting: A Cross-Cultural Perspective. Springer Nature.

[16] Fitria, Tira Nur. 2021. "Persuasive Strategies in Selected Brand Products' Advertisement on Instagram: Rationalization Aspect". *Journal of Pragmatics Research* 3, no. 2: 108–130. https://doi.org/10.18326/jopr.v3i2.108-130

Source: Instagram
Figure 1 Wardah Products Slogan

C. Methods

This research used a qualitative method. The qualitative research is described as the investigation of phenomena, often in-depth and holistically, employing a flexible study methodology and collecting rich narrative materials.[17] In contrast to quantitative research, qualitative research strives to provide in-depth insights and understanding of real-world problems. It does not introduce treatments, modify, or quantify specified factors. The researchers employed this method because this research used text as data and included several processes in data analysis. The data in this research were slogans in Wardah cosmetic product slogans. The data were obtained from the photo posts which were taken from the official Instagram account of Wardah (@wardahbeauty). There were 61 photo posts as the data. The researchers employed the slogans of photo posts, which were statements and phrases, to assess the data for this research. To collect the data, the researchers read the photo posts in order to grasp the content of the posts, then categorized the photo posts in line with advertisements/promoting lines, and listed the data that have been selected. Then, to analyze the data, the researchers classified them according to Lasswell's communication strategy and Wale's syntactic features theory[18], interpreted the classified information and finally, drew a conclusion to the investigation.

D. Results and Discussion

1. The Analysis of Communication Strategy

Based on Laswell's model of communication, it was found from the photo posts which were taken from the official Instagram account of Wardah (@wardahbeauty), as follow:
a) The communicator (who): Wardah beauty products.
b) Message (says what): product slogans.
c) Media (in which channel): on Instagram.
d) Receiver (to whom): to women consumers.
e) Effect (with what): promoting beauty products to attract consumers purchase intention.

The five components of Laswell's model of communication were started with communicator. The communicator who sent the message from the data was PT. Paragon

---

[17] Moser, Albine, & Irene Korstjens. (2017). "Series : Practical guidance to qualitative research (2nd ed). Part 1 : Introduction". *European Journal of General Practice* 23, no. 1: 271–273. https://doi.org/10.1080/13814788.2017.1375093

[18] Wales, Katie. 2014. *A Dictionary of Stylistics: Third Edition*. New York: Routledge.

Technology and Innovation through Wardah beauty products. Secondly was message. The message was said from the data was slogans from every product of Wardah. Thirdly was media. The media which the message was transmitted from the data was Instagram. Fourthly was receiver. The receiver of the message was women consumers. Lastly was effect. The effect was promoting beauty products to attract consumers to buy the beauty products.

2. The Analysis of Syntactic Features

The data were collected and selected randomly from Wardah official account on Instagram through this website https://www.instagram.com/wardahbeauty/. There were 61 posts which consisted product pictures and slogans. Those slogans were analyzed by using Wales' theory for the syntactic features. The data about syntactic features were listed in the table 2.

Table 2 The Findings of Syntactic Features on Wardah Slogans

No.	Syntactic Features	Wardah Slogans	Findings
1	Short Sentence	Wardah renew you.	1
2	Long-Noun Phrase	Our hero! Glow finish without feeling oily; Your ultimate companion for a blissful Hajj; New face of umrah & Hajj package; Ultimate glowing skin for Ied Fitr; Best ombre lips; Your skin barrier repair routine; Glow finish for campus look; Your daily hero for every skin concern; All skin type night routines; Perfect smooth, comfort matte; Finest scent in every drop; The color experts; Advanced glowing skin; No drama dry lips; Your every night treatment; Intense crack free; Makeup with skincare benefit; The powerful drop of youthfulness; Wardah UV shield real protection.	19
3	Ambiguity	Halal-Green Beauty; Beauty moves you; Wardah crystal secret.	3
4	Use of Imperative	Join hijabers approved challenge!; Meet the real hijab expert; Get Ramadan special gift; Stay hydrated and glowing during Ramadan; Prepare your beauty kit for Ramadan; Find the truth of hijab hair; Break the hijab habit; Stay glowing in Ramadan; Get your Ramadan longlasting look; Find your personalized shades lip cream; Meet our main character: Perfect smooth Matte; Reminder: Don't forget to wear SPF today; Glowing and fabulous: Take your makeup game to the next level; Keep your makeup fresh all day long; Relax your skin and get real protection; Beauties, don't skip your night routines; Find the best eyebrow color for you; Open a new flawless look; Say hello to our new packaging; Start your day with us!; Entrust your skincare to the experts; Protect and calming from sunburn and UV light; Elevate your makeup with perfect skin preparation; Freshen up your day!; Start your day with glowing and fresh look!.	25
5	Simple and Colloquial Language	Your on-the-go makeup look.	1
6	Use of Present	Beauty moves global halal lifestyle.	1

No.	Syntactic Features	Wardah Slogans	Findings
	Tense		
7	Syntactic Parallelism	New color, new formula; Mousse on, worries gone; Look bold, look sharp, look alive.	3
8	Association	Treat your scentsation well; Berry bright ready to glow!; Lips up your day; Paint it like the sky.	4
9	Ellipsis	Beauty isn't created, but (it was) discovered; Intense color, (it's) easy to blend.	2
10	Incomplete Sentence	Hijabers Approved; Always ready.	2
	Total		**61**

After categorizing and listing the data, the data were interpreted by using Wales' theory. There were ten categories of syntactic features, they were short sentence, long-noun phrase, ambiguity, use of imperative, simple and colloquial language, use present tense, syntactic parallelism, association, ellipsis, and incomplete sentence.

a) Short Sentence

Since advertising typically don't stay for a long time, the language used in them should leave readers with a lasting impression. In magazines, consumers typically just give advertisements a short glance, so you need an easily understood line to grab their attention. The brief sentence's purpose in this context is to grab the readers' attention.[19]

From Table 2, the data "Wardah renew you" was found as a short sentence. The short sentence consisted of subject and predicate. The subject in the slogan was *Wardah*, the predicate was *renew*.

b) Long-Noun Phrase

The word "noun phrase" is used in grammar to describe a structure having a head made up of a noun or pronoun, with or without a modifier. In addition, there exist noun phrases that contain more than one noun rather than an adjective; these are referred to as heavy nominal groups or simply long-noun phrases. This large nominal group is frequently encountered in media headlines. According to study, the syntactical element that appears most frequently in advertising is the long-noun phrase. A noun may occasionally be followed by another noun or by more than one noun in addition to an adjective. They refer to it as a long-noun phrase.

From Table 2, the data "Finest scent in every drop" was found as a long-noun phrase. The slogan consisted of *finest* as adjective, *scent* as noun, *in* as preposition, *every* as adjective, and *drop* as noun.

c) Ambiguity

Ambiguity is typically characterized as having multiple meanings. When a sentence or utterance is ambiguous, it usually means that there are several possible interpretations that the reader or listener can make. Ambiguity differs according to its principal. In linguistics, ambiguity can take the form of lexical ambiguity (in words) or grammatical ambiguity (in phrases or sentences). However, ambiguity can also refer to funny items like jokes, puzzles, and riddles in some registers.

From Table 2, the data "Beauty moves you" was found as an ambiguity. The word *move* in the slogan means *to go or pass to another place or in a certain direction with a continuous motion, to proceed toward a certain state or condition, etc*. In the slogan, the word *move* is not in line with

---

[19] Purba, Titin Ardilla. 2013. "Stylistic Analysis on Magazine Advertisement''. Universitas Islam Riau.

those meanings, Wardah used the word *move* to invite the consumers to take action by using Wardah products to feel the beauty and benefit of the products.

d)   Use of Imperative

According to Wales, an imperative sentence is one that contains commands and directives with broader scopes, such as demands (for example, "Stop!"), requests (for example, "Kindly refrain from smoking," and directions (for example, "Check that the wiring is correct"). Like, "Go away!" this kind of statement typically starts with a verb. This sentence's subject, you, is assumed to be in the second person. The urgent style is employed in the magazine's advertising to persuade readers to purchase the promoted goods. An imperative sentence is one that gives instructions or commands.

From Table 2, the data "Get your Ramadan longlasting look" was found as the use of imperative. The slogan was started by the verb which was *get*. The use of the verb in the first sentence indicated that the sentence is an imperative one.

e)   Simple and Colloquial Language

In everyday conversation, people use colloquial language, which is typically used in informal contexts. Because colloquial language is typically not for a particular group, the vocabulary used by the speakers may last longer than vocabulary in slang. Because it is simple easy to grasp, colloquial language is also used in commercials. A simple style might also draw readers in quickly.

From Table 2, the data "Your on-the-go makeup look" was found as colloquial language. The word *on-the-go* is an idiom that has a meaning as active or busy. The slogan used the word *on-the-go* to target teenagers who knows about the idiom as the way to promote the products to be bought by the teenagers.

f)   Use of Present Tense

As was previously said, the present tense is one that is frequently used. The use of the present tense in advertisements has a positive effect since it provides readers and customers a sense of reality. The products and information that are being advertised might provide the impression that the advertisement is factual and attract readers to buy the product or use the service by employing the present tense.

From Table 2, the data "Beauty moves global halal lifestyle" was found as the use of present tense. The subject of the sentence was *beauty*, the use of verb 1 as the characteristic of present tense could be found in *moves,* and the object of the sentence was *global halal lifestyle.*

g)   Syntactic Parallelism

In clauses or phrases, parallelism is commonplace. The same structural pattern is repeated, and there is a relationship between the units' meanings. According to (Wales, 2014), parallelism is made more obvious by alliteration and the pattern of sounds, such as the pattern of sounds in a poem, among other things. Additionally, parallelism can catch readers' attention and is used in some advertisements. Syntactic parallelism is when a sentence or phrase repeatedly uses the same structural pattern. It was found in this data "Look bold, look sharp, look alive". There was a repetition of the word *look* for three times in the slogan.

h)   Association

Association means that sometimes advertisement uses the positive side of the product that is being advertised with something else that somehow is not related to.
In other circumstances, association can also occur when the advertiser links a product's description or a sentence to an image of it. The goal is to grab the readers' interest. Advertising can also use association by connecting a product or service to a particular image or cultural value.

From Table 2, the data "Berry bright ready to glow!" was found as the association. The slogan showed the picture of berry because the product used it as the ingredients. The slogan also

showed sparkling effect on the picture to attract the consumers' attention that berry ingredient can treat the consumers' skin to be glow and bright.

Source : https://www.instagram.com/wardahbeauty/

i)   Ellipsis

Ellipsis is a grammatical term that refers to the removal of part of a sentence such that the listener or reader will still understand the meaning of the sentence even though some elements have been omitted. Ellipsis typically highlights crucial information, so even when some components—most notably words—are omitted, the sentences' meanings remain unchanged and are still clear. Ellipsis is frequently used, particularly in speech, however it should be avoided if the meaning becomes ambiguous.

From Table 2, the data "Beauty isn't created, but (it was) discovered" was found as the ellipsis. The word *it was* in the bracket was omitted because the sentence did not repeat the same subject. It was made because the consumers knew that the slogan referred to the same word which was *beauty.*

j)   Incomplete Sentence

Many commercials frequently contain incomplete sentences as well. The components of a simple full sentence are a subject and a verb. To highlight the argument and economize space, a subject (a noun) or a verb may occasionally be omitted in advertising.

From Table 2, the data "Hijabers Approved" was found as the incomplete sentence. The slogan wanted to prove that the shampoo product was really good for hijabers, then the phare choice was *hijabers approved*. Based the grammatical form, the phrase was not complete yet. It should be *hijabers approved it (the product)*, so the pattern would be complete as consisted of subject, verb and object.

E. Conclusion

The research findings have shown the analysis of syntactic features on slogans in halal beauty product advertisement. From 61 slogans which were taken from https://www.instagram.com/wardahbeauty/, they were categorized as short sentence (1 data), long-noun phrase (19 data), ambiguity (3 data), use of imperative (25 data), simple and colloquial

language (1 data), use of present tense (1 data), syntactic parallelism (3 data), association (4 data), ellipsis (2 data), and incomplete sentence (2 data).

Syntactic features were employed in the slogans to emphasize the coherence of the research' structural and pragmatic scope. Thus, the relationships between distinct language levels and the ability of analysis to make messages, meanings, and authorial implications clear.

Additionally, syntactic features make the slogans more creative and understandable for target consumers, which turns into the main objective of advertisements for products that serve as the role of advertising. As a result, the slogans used in advertisements will succeed in influencing and promoting consumers to the highest quality products.

References

Aruan, Lilis Srirejeki, Corry Yohana, and Muhammad Yusuf. 2021. "Peran Merek Dalam Bahasa Asing Dan Citra Merek Terhadap Keputusan Pembelian." Riskesdas 2018 3, no. 2: 103–11.

Atmaja, Karta. 2022. "Internet Analysis of Figurative Language in Automotive Advertisement Slogans". *Journal of Pragmatics Research* 4, no. 1: 18–28. https://doi.org/10.18326/jopr.v4i1.1828

Fitria, Tira Nur. 2021. "Persuasive Strategies in Selected Brand Products' Advertisement on Instagram: Rationalization Aspect". *Journal of Pragmatics Research* 3, no. 2: 108–130. https://doi.org/10.18326/jopr.v3i2.108-130

Fomukong, Seino & Agwa Evangeline. 2016. " Stylistics Analysis in Advertising Discourse: A Case of Dangote Cement Advertisement in Bamenda-Cameroon". *Advances in Language and Literary Studies, 07.* 105-112.

Lasswell, Harold Dwight, Lerner, Daniel, & Speier, Hans. (1979). Introduction. In H. D. Lasswell, D. Lerner, & H. Speier (Eds.), Propaganda and communication in world history: The symbolic instrument in early times (pp. 1–20). Honolulu: The University Press of Hawaii.

Losi, Rizky Vita, and Sisi Rosida. 2022. "PERSUASIVE LANGUAGE USED ON ADVERTISEMENTS OF INSTAGRAM POSTS." *Titian: Jurnal Ilmu Humaniora* 06, no. 1: 54–64. https://online-journal.unja.ac.id/index.php/titian.

Losi, Rizky Vita, Takkas Josua Bernardo, Todo F. B. Sibuea, and Rizki Ananda. 2022. "THE PERSUASIVE TECHNIQUES OF STARBUCKS AND BURGER KING ADVERTISEMENTS ON INSTAGRAM POSTS." *International Journal of English and Applied Linguistics* 2, no. 2: 313–24.

Luo, Hanyang, Sijia Cheng, Wanhua Zhou, Sumin Yu, and Xudong Lin. 2021. "A Study on the Impact of Linguistic Persuasive Styles on the Sales Volume of Live Streaming Products in Social E-Commerce Environment." *Mathematics* 9, no. 13. https://doi.org/10.3390/math9131576.

Macarro, Antonia Sánchez & Peñuelas, Ana Belén Cabrejas. 2014. New Insights into Gendered Discursive Practices: Language, Gender and Identity Construction. Universitat de València.

Moser, Albine, & Irene Korstjens. (2017). "Series : Practical guidance to qualitative research (2nd ed). Part 1 : Introduction". *European Journal of General Practice* 23, no. 1: 271–273. https://doi.org/10.1080/13814788.2 017.1375093

Permatasari, Sonia Niken & Made Frida Yulia. 2016. "An Analysis on Language Style of the Utterances in Magnum Advertisements". *LLT Journal* 16, no. 1: 31-40.

Putri, Natassa, and Rugaiyah Rugaiyah. 2021. "Exploring Trends in Teaching Stylistic Analysis: Syntactical Features in Selected British Fashion Magazine 'Harper's Bazaar' ARTICLE HISTORY" 3, no. 1: 40–47. https://doi.org/10.31849/utamax.vxxx.

Saputra, Johanes Rhana, and Fithriyah Inda Nur Abida. 2021. "Stylistics Analysis of The

Poem 'An Old Man's Winter Night' by Robert Frost." *ELS Journal on Interdisciplinary Studies in Humanities* 4, no. 4 (December): 501–9. https://doi.org/10.34050/elsjish.v4i4.19152.

Simatupang, Ervina, and Aulia Gita Adzani. 2019. "Syntactic and Semantic Analysis on Slogans of Aviation Companies in Asean Countries." *English Journal Literacy UTama* 3, no. 2.

Purba, Titin Ardilla. 2013. "Stylistic Analysis on Magazine Advertisement". Universitas Islam Riau.

Udeze, Nneoma, Chinenye Udeze, and Dereck-M.A. Orji. 2018. "A Linguistic Stylistic Study of Wole Soyinka's Night and Death in the Dawn." *UJAH: Unizik Journal of Arts and Humanities* 18, no. 3 (February): 112–31. https://doi.org/10.4314/ujah.v18i3.6.

Wales, Katie. 2014. *A Dictionary of Stylistics: Third Edition*. New York: Routledge.

Yang, Yinfei, and Ani Nenkova. 2017. "Combining Lexical and Syntactic Features for Detecting Content-Dense Texts in News." *Journal of Artificial Intelligence Research*. Vol. 60.

Zhang, Chao, and Shumin Kang. 2022. "A Comparative Study on Lexical and Syntactic Features of ESL versus EFL Learners' Writing." *Frontiers in Psychology* 13, no. November (November). https://doi.org/10.3389/fpsyg.2022.1002090.

Zhang, Grace & Parvaresh, Vahid. 2019. Elastic Language in Persuasion and Comforting: A Cross-Cultural Perspective. Springer Nature.