

Rhetorical Strategies in Digital Beauty Marketing Maybelline: A Stylistic Analysis

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ABSTRACT

In the vibrant realm of digital beauty marketing, YouTube advertisements reign supreme. This study explores the rhetorical strategies used in Maybelline's YouTube ads to entice viewers and influence their purchasing decisions. Through a stylistic approach, it analyses five carefully selected advertisements from Maybelline lip-series products starring actress model Gigi Hadid that focus on grammatical and semantics levels of stylistics. The results of this study show that the use of hyperbole, visual imagery, kinesthetic imagery, and repetition are elements that are often used in Maybelline lip-series product advertising. The findings reveal a sophisticated use of language to persuade consumers to purchase Maybelline products. The findings underline the sophisticated use of language in digital beauty marketing employed by Maybelline to capture audience attention and promote their products. This shows that language style is important in the marketing industry in shaping consumer behavior in the field of beauty advertising.

Keywords: beauty products, Maybelline, stylistics

INTRODUCTION

Advertising is a form of communication that aims to persuade the public to be interested in using a product or service (Rohach & Rohach, 2021). To achieve this goal, advertisements must be interesting and able to arouse the attention of the audience. One way to make an advertisement interesting is by using language style. Language style is a way of using language that is distinctive or special. According to Rohach and Rohach (2021), the use of language style in advertising can provide various benefits, including, attracting the audience's attention, creating a positive image of the product, and encouraging the audience to act.

Research in advertising has shown that language style plays a significant role in capturing the audience's attention and generating interest in the advertisement. Language style in advertising

influences the overall effectiveness and impact of the message being conveyed. Research has shown that language style in advertising plays a vital role in capturing the audience's attention and generating interest in the advertisement. Research has also shown that language functions in advertising serve multiple purposes, including informing, persuading, and creating emotional connections with the audience.

An interesting language style can make an advertisement stand out and be easily remembered by the audience. For example, an advert that uses metaphor, simile, or personification will attract more attention than an advert that uses ordinary language (Mirabela & Ariana, 2010). The right language style can help create a positive image of the offered product. For example, an advert that uses hyperbole will make the product look superior and attractive. A persuasive language style can encourage the audience to act according to the advertiser's wants (Firdous et al., 2023). For example, adverts that use an invitation language style will more effectively encourage audiences to buy the products offered.

Beauty advertisements are one of the most common types of advertisements. These ads aim to promote beauty products, such as soap, shampoo, cosmetics, and others. To achieve this goal, beauty advertisements must be attractive and able to arouse the attention of the audience. One way to make beauty adverts interesting is by using language styles. Mendrofa (2020) said that the language used in advertisements for cosmetic products can attract consumers and change their perspective on beauty standards, potentially affecting their self-acceptance. In line with that, González et al. (2021) rich contextual product displays enhance women's perception of emotional value, leading to higher purchase intentions compared to plain white backgrounds. The using of visual rhetorical figures in advertising, such as rhyme, antithesis, metaphor, and pun, can enhance ad effectiveness without being difficult to comprehend, but their effects diminish or disappear with limited cultural competency (McQuarrie & Mick, 1999).

One of them is the advertisement of Maybelline beauty products where the advertising product has been circulating almost all over the world. With products that arguably have high brand value to use and the promotion of famous advertising models, Maybelline products are known more among women in the world. The depiction of advertisements also contains a language arrangement that can invite the interest of the audience. As in the five ads for Maybelline lip series products starring actress model Gigi Hadid. The existence of language style elements and imagery in each product advertisement can certainly make the audience interested in buying it.

There have been many studies that discuss the function and role of language styles in advertising, especially beauty adverts. Some previous studies explain that each platform uses a different language style. In social media, beauty advertisements mostly use language styles to give a strong impression and provide an overview of product functions through alliteration, assonance, hyperbole, personification, synecdoche, simile, and metonymy as the results of research from Salim & Purwaningtyas (2023) and Hesti et.al (2022). Meanwhile, beauty product advertisements on YouTube use language styles such as climax, hyperbole, metaphorical, imagery, repetition, rhetoric, personification, simile, synecdoche, metonymy, paradox, alliteration, and parallelism. The use of this language style is to give the effect of exaggerating the results of the product and bringing the audience's imagination as if there is real evidence of beauty that can be seen by the sense of sight (Halim & Halim, 2023; Pramesti & Prawoto, 2020).

Moreover, the aim of this research is to uncover the profound impact of language strategies on consumer behavior and the broader landscape of the beauty industry. To conduct a thorough analysis of Maybelline's rhetorical strategies in its digital beauty marketing. The purpose of this study is to identify the language structure, figurative language, and imagery found in 5 Maybelline

lip series advertisements starring model Gigi Hadid. First, identifying the stylistic elements in the ads, the aim is to recognize and record the stylistic elements found in Maybelline ads, such as persuasive language, visual style, and the use of celebrities as attraction factors. Next, analyzing the influence of word choice and language style, focus on analyzing the ad text to understand how word choice and language style contribute to message formation, clarity, and appeal to the audience.

LITERATURE REVIEW STYLISTICS

Stylistics is a branch of linguistics that focuses on analyzing the choices made by speakers and writers in language use (Lugea & Walker, 2023). It encompasses examining various linguistic features such as vocabulary, syntax, and phonology to understand how these choices contribute to the meaning and impact of a text. The stylistic analysis allows for a deeper exploration of how language is employed for specific communicative purposes, allowing the rhetorical and expressive dimensions of language use (Nurhadi & Marsih, 2022).

In the context of advertising and marketing, stylistic analysis plays a pivotal role in uncovering the strategic use of language to evoke specific emotions, convey brand messages, and shape consumer perceptions (Tanto, 2019). By examining the linguistic choices, rhetorical devices, and narrative techniques employed in advertising campaigns, stylistics provides valuable insights into how language influences consumer behaviour and the reception of marketing messages.

Furthermore, stylistic analysis in advertising involves examining the impact of linguistic choices, rhetorical devices, and narrative techniques on consumer behavior and perceptions of beauty products. The strategic use of language and visuals in Maybelline's campaign cultivates a sense of aspiration and desire, positioning lipstick as a means of self-expression and empowerment. The campaign's narrative, underpinned by linguistic and visual elements, shapes consumers' perceptions of beauty products, associating lipstick with confidence, individuality, and beauty enhancement, thus influencing consumer behavior and fostering a deeper emotional connection with the product (Aprinica, 2021).

In summary, stylistic analysis provides a comprehensive framework for understanding the strategic use of language in advertising, encompassing linguistic choices, rhetorical devices, narrative techniques, and their impact on consumer behavior and perceptions. The analysis of Maybelline's "Super Stay Matte Ink Lipstick Birthday Edition" campaign exemplifies the efficacy of stylistic analysis in uncovering the intricate interplay of language and visuals in shaping consumer responses to marketing messages and the portrayal of beauty products. This literature review underscores the relevance of stylistics in illuminating the persuasive and emotive dimensions of advertising language, highlighting its significance for both academic inquiry and practical applications in the marketing domain.

METHOD

This research method uses qualitative methods. The data in this study are in the form of speech sentences containing stylistic, structural, and imagery language in 5 advertisements for Maybelline lip-series products starring actress model Gigi Hadid. The data source in this research is Maybelline beauty product advertisements on YouTube. In this data source, the selected variants are as shown in Table 1.

TABLE 1 title and duration of Maybelline lip-series products starring actress model Gigi Hadid

Title	Duration
Super Stay Matte Ink Lipstick Birthday Edition – Maybelline (2022)	0:15.
LIFTER GLOSS – Maybelline (2022)	0:15
Super Stay Matte & Vinyl Ink – Maybelline (2022)	0:39
Vivid Matte Lip Color – Maybelline (2017)	0:30
Gigi Hadid (Super Stay Matte Ink) – Maybelline (2019)	0:15

The data that is analyzed are 5 ads, 5 products with different variants of each ad and published in 2017 - 2022 with a total duration of 54 seconds - 1 minute. This research is conducted using stylistics analysis, focus on figurative language, imagery, and rhetorical strategies. In the figurative discussion, the focus of the discussion is hyperbole taken in the sentences and phrases in the 5 ads. While imagery, examine the visual elements in the advertisements, such as the use of colors, graphological, sentences, and phrases. The last is the rhetorical structure that analyzes the structure of the advertisements, including the use of repetition, parallelism, contrast and others. Finally, draw conclusions from the results of the research that has been done about what strategies are used by Maybelline lip-series products to attract the attention of readers or buyers.

FINDINGS & DISCUSSION

Research results and discussion of research findings Stylistics in beauty product advertisements on YouTube focuses on analyzing the data of speech sentences in 5 advertisements for Maybelline Lip products with 5 kinds of lip products that have been transcribed in the data. This section is a presentation and analysis of data related to stylistic forms of figurative language (hyperbole), imagery (sight and touch), and structure. The data results are as follows:

FIGURATIVE LANGUAGE IN MAYBELLINE LIP PRODUCTS

In the data, researchers find hyperbole in the analysis of product advertisements. In the first ad, Super Stay Matte Ink Lipstick Birthday Edition - Maybelline (2022), the phrase

- 1) "Saturated Matte Color": This phrase exaggerates the intensity of the color, suggesting that the colors are extremely rich and vivid.
- 2) "Made to Keep the Party Going": This expression exaggerates the product's suitability for extended wear during festive events. While it may indeed have long-lasting properties, describing it as being "made to keep the party going" is a playful exaggeration.
- 3) "Up to 16-Hours Wear": While the claim of 16-hour wear is impressive, it's also a common hyperbolic marketing technique to highlight the product's durability and longevity.
- 4) "No Transfer": This statement exaggerates the product's resistance to transferring onto other surfaces. While it may have reduced transfer compared to other products, claiming "no transfer" is likely hyperbolic.

5) "Try the New Super Stay Matte Ink and Ink Crayon Birthday Edition": The addition of "Birthday Edition" suggests a special and exclusive version of the product, potentially creating a sense of urgency or uniqueness.

These hyperbolic elements are commonly used in advertising to capture attention, create excitement, and highlight the product's exceptional features, even if the language might be somewhat exaggerated for effect.

The second ads that has been analyzed is LIFTER GLOSS - Maybelline (2022),

1. "Lasting Hydration": While it suggests that the hydration provided by the gloss is long-lasting, this might be an exaggerated claim as the actual duration of hydration can vary among individuals based on factors like skin type and environmental conditions.
2. "Fuller Looking": The phrase "fuller looking" implies that the gloss can significantly enhance the appearance of lip fullness. This is likely an exaggeration, as the effect may vary and is subjective to individual experiences.
3. "Glossy Lips": The term "glossy lips" is a straightforward description, but the emphasis on achieving a glossy finish might be presented in a slightly exaggerated manner to highlight the product's visual impact.
4. "Hydrating Formula with Hyaluronic Acid": While hyaluronic acid is known for its hydrating properties, describing it as a "hydrating formula" might be a bit hyperbolic, as the overall effectiveness depends on the concentration of hyaluronic acid and other ingredients in the formula.
5. "Now in 20 Shades": While offering a variety of 20 shades is a commendable range, the use of "now" may imply a sense of novelty or urgency, adding a subtle element of exaggeration to the statement.
6. "Only from Maybelline New York": This phrase suggests exclusivity and uniqueness, emphasizing that the Lifter Gloss is available exclusively from Maybelline New York. While this is a marketing tactic, the exclusivity might be hyperbolized to strengthen brand loyalty.

The third ad is Super Stay Matte & Vinyl Ink - Maybelline (2022),

1. "Oh no thank you": This could be hyperbolic, suggesting a strong aversion or disinterest.
2. "As if gigi you can't touch this plum": The use of "as if" and "you can't touch this plum" could be exaggerating the exclusivity or desirability of the plum color, implying it's beyond reach.
3. "Go nude or don't go": This statement is a play on the common phrase "Go big or go home," exaggerating the importance of choosing a nude color.
4. "I'm sticking with the plum club": Describing it as a "club" adds a touch of hyperbole, turning a simple color choice into a more significant commitment.
5. "I threw away the wrong one": This could be a hyperbolic expression of regret, suggesting that the discarded item was far more valuable or essential than it actually was.

The fourth ad is Vivid Matte Lip Color - Maybelline (2017),

1. "Max come alive with more vivid color": The use of "come alive" suggests a dramatic transformation, implying that the product significantly enhances the appearance of the lips with an explosion of vivid colors.
2. "Bold saturated pigments": Describing the pigments as "bold" and "saturated" exaggerates their intensity, emphasizing the product's rich and vibrant color payoff.
3. "Creamier your feel": This phrase uses hyperbole to emphasize the smooth and luxurious feel of the product, suggesting an exceptionally creamy texture that goes beyond the ordinary.

4. "Vividly sensational color": The combination of "vividly" and "sensational" amplifies the impact of the color, portraying it as exceptionally striking and attention-grabbing.
5. "I get a rush from color": This statement is likely a personal exaggeration, emphasizing the intense excitement or satisfaction the speaker experiences when using the product.

The fifth ad is Gigi Hadid (Super Stay Matte Ink) - Maybelline (2019),

1. "Bold color": The use of "bold color" suggests that the product offers highly intense and vivid shades, emphasizing the vibrancy and impact of the colors.
2. "Urban edge": Describing the product as having an "urban edge" suggests a modern, edgy, or trendy quality, which may be an exaggerated way of conveying a fashionable or cosmopolitan feel.
3. "Liquid matte formula": The term "liquid matte" implies a smooth, sleek, and non-shiny finish, emphasizing the contrast between the liquid texture and the matte result.
4. "Up to 16-hour wear": Claiming "up to 16-hour wear" is a common hyperbolic statement in the beauty industry. While the product may indeed have long-lasting properties, the exact duration can vary depending on individual factors like skin type, activities, and application.
5. "Superstay Matte Ink": The product name itself contains elements of hyperbole. "Superstay" suggests an extraordinary level of durability and longevity, while "Matte Ink" implies a highly pigmented, long-lasting finish akin to ink.

Those are the results of the data from the analysis of hyperbole in five Maybelline ads feat. Gigi Hadid. Here are the data results from the Imagery analysis, among others:

IMAGERY IN MAYBELLINE LIP PRODUCTS

In the first ad, Super Stay Matte Ink Lipstick Birthday Edition - Maybelline (2022),

1. Saturated Matte Color: Intensely bold and vivid shades for a striking look.
2. Made to Keep the Party Going: Resilient and perfect for lively events, ensuring a lasting and confident appearance.
3. Up to 16-Hours Wear: Long-lasting endurance for vibrant elegance throughout the day or night.
4. No Transfer: Clean and convenient, with a promise of no smudges or marks on clothes.
5. Super Stay Matte Ink and Ink Crayon Birthday Edition: Exclusive products designed for birthdays, adding a touch of celebration and uniqueness to the collection.

In the second ads, LIFTER GLOSS - Maybelline (2022),

1. Long-lasting Hydration: Implying sustained moisture for the lips.
2. Fuller Looking Lips: Suggesting the product enhances the appearance of lip fullness.
3. Glossy Lips: Indicating a shiny and luscious finish.
4. Hyaluronic Acid Formula: Highlighting a hydrating formula enriched with hyaluronic acid.
5. Variety of Shades: Offering a diverse range with 20 different colors.
6. Exclusive to Maybelline New York: Emphasizing the product's exclusivity to the brand.

In the third ads, Super Stay Matte & Vinyl Ink - Maybelline (2022),

1. "Go nude all day": This conjures an image of using nude or neutral colors in makeup throughout the day, possibly suggesting simplicity, elegance, or a natural look.
2. "Everyone stays pretty and pink": This creates an image of a group of people maintaining a visually pleasing and rosy appearance, emphasizing the idea of beauty associated with the color pink.

3. "You can't touch this plum": This line uses tactile language to create an image of exclusivity around the plum color, suggesting it's something special and untouchable.
4. "Red spire": This term introduces a specific shade of red, and the word "spire" could evoke an image of something tall and pointed, adding a visual element to the description.
5. "Sticking with the plum club": The idea of a "plum club" creates an image of a group or community united by a shared preference for the plum color, fostering a sense of belonging.
6. "Threw away the wrong one": This phrase generates an image of discarding something with a sense of regret or mistake, potentially indicating that the color or item discarded was valuable.

The fourth ad, *Vivid Matte Lip Color* - Maybelline (2017),

1. "Vivid matters to me": This phrase creates a mental image of intense and lively colors. It suggests that the speaker has a strong preference for bold and vibrant shades, setting the tone for the overall description.
2. "Max come alive with more vivid color": The imagery here suggests a transformation or awakening, where the lips (referred to as "Max") become more vibrant and lively as a result of using the vivid matte lip color. This paints a picture of a dynamic and vivid appearance.
3. "Bold saturated pigments": The use of "bold" and "saturated" conjures imagery of deeply rich and concentrated colors. Readers can visualize the intensity of the pigments in the lip color, reinforcing the product's vibrant nature.
4. "Creamier your feel": This phrase evokes a tactile sensation, creating an image of smoothness and creaminess. It invites the reader to imagine the texture of the lip color, emphasizing a luxurious and comfortable feel on the lips.
5. "Vividly sensational color": The combination of "vividly" and "sensational" creates a powerful visual and emotional image. Readers can imagine colors that not only stand out but also evoke a strong and positive reaction.
6. "I get a rush from color": This statement adds a personal touch and emotional imagery. It suggests a heightened emotional experience, as if the speaker feels an exhilarating and energetic rush when experiencing the vibrant colors of the product.

The fifth ad is *Gigi Hadid (Super Stay Matte Ink)* - Maybelline (2019),

1. Bold color: The term "bold color" conjures images of vibrant, intense hues that immediately capture attention. This descriptor suggests that the product provides a visually striking and impactful color palette.
2. Urban edge: Describing the product as having an "urban edge" creates a mental image of a modern, cosmopolitan atmosphere. This could imply a sense of trendiness, sophistication, or a connection to the contemporary urban lifestyle.
3. Liquid matte formula: The phrase "liquid matte" paints a picture of a smooth and flowing texture that transforms into a non-reflective, matte finish upon application. This imagery contrasts the fluidity of the liquid with the final matte result.
4. Up to 16-hour wear: The claim of "up to 16-hour wear" suggests long-lasting endurance. The imagery here might include a day-to-night scenario, emphasizing that the product can withstand various activities over an extended period.
5. Superstay Matte Ink: The product name itself creates imagery of a highly pigmented, long-lasting substance similar to ink. This metaphorical use of "ink" suggests a deep and rich color payoff that leaves a lasting impression, much like writing with ink on paper.

RHETORICAL STRUCTURE IN MAYBELLINE LIP PRODUCTS

The results of the last research, the data analyzed was on the positioning of language structures, another name is rhetorical means. Rhetorical means are a collection of language styles that evoke poetic tension in a literary work because the reader must contemplate the meaning or effect of what the creator of the literary work intended.

In the structure of the language style contained in the first advertisement, Super Stay Matte Ink Lipstick Birthday Edition - Maybelline (2022),

- a) Repetition: The use of "Super Stay Matte Ink" is repeated throughout the text. This repetition serves to reinforce the product name and create brand recognition.
- b) Alliteration: The phrase "Made to keep the party going" uses alliteration with the repeated "p" sound. Alliteration can add a rhythmic and memorable quality to the text.
- c) Descriptive Language: Phrases like "Saturated matte color" and "Up to 16-hours wear" utilize descriptive language to paint a vivid picture of the product's features. This helps in creating a strong and positive impression in the reader's mind.
- d) Call to Action: The text ends with a call to action, encouraging readers to try the new Super Stay Matte Ink and Ink Crayon Birthday Edition. This is a common technique to prompt potential customers to take immediate action.
- e) Superlative Language: The use of terms like "Super Stay," "Matte," and "No transfer" employs superlative language, emphasizing the exceptional qualities of the product. Superlatives can create a sense of superiority and exclusivity.
- f) Temporal Element: The mention of "16-hours wear" implies durability and long-lasting performance, contributing to the appeal of the product.
- g) Brand Association: The repeated reference to "Maybelline New York" establishes brand association and credibility. It suggests that the product is part of a well-known and reputable cosmetics brand.

The rhetorical structure is designed to captivate the audience by using persuasive language, creating a positive image of the product, and encouraging immediate action through a call to try the new birthday edition.

Rhetorical structure in the second ads, LIFTER GLOSS - Maybelline (2022),

- a) Repetition: The brand name, "Maybelline New York," is repeated, reinforcing brand recognition and association with quality beauty products.
- b) Parallelism: The use of parallel structure in phrases like "Lasting Hydration," "Fuller Looking," and "Glossy Lips" creates a rhythmic and balanced effect, making the product features easy to understand and remember.
- c) Emphasis: Words like "exclusive," "now," and "only" are strategically used to emphasize the uniqueness of the product, creating a sense of urgency and exclusivity that can appeal to consumers seeking the latest or distinctive beauty items.

- d) **Appeal to Authority:** The mention of hyaluronic acid, known for its hydrating properties, serves as an appeal to authority. It suggests that the product contains ingredients associated with skincare benefits, adding credibility to its claims.
- e) **Enumeratio (Listing):** The enumeration of key features such as "Lasting Hydration," "Fuller Looking," and "Glossy Lips" provides a clear breakdown of what the product offers, making it easier for the audience to absorb the information.
- f) **Hyperbole:** Exaggerated language, such as "Lasting Hydration" and "Fuller Looking," is used to create a strong, positive impression of the product's effectiveness, heightening its appeal.
- g) **Colorful Language:** Descriptive words like "vibrant," "luscious," and "20 shades" contribute to creating a vivid and appealing image of the product, enhancing its attractiveness.
- h) **Brand Loyalty:** The text reinforces brand loyalty by stating that the Lifter Gloss is "Only from Maybelline New York," implying a sense of trust and reliability associated with the brand.

Rhetorical structure in the third ads, Super Stay Matte & Vinyl Ink - Maybelline (2022),

- a) **Repetition:** There is repetition of certain phrases like "Go nude," "No no," and "Pretty and pink." This repetition can emphasize certain preferences or ideas, adding a rhythmic quality to the text.
- b) **Contrast:** The text contains contrasts between different colors and preferences, like "Go nude or don't go" versus "staying with the plum club." This creates a sense of tension or opposition, contributing to the overall dynamic of the conversation.
- c) **Hyperbole:** As mentioned earlier, there's the use of hyperbolic statements to exaggerate certain points, adding a layer of playfulness and emphasis to the discourse.
- d) **Imperatives:** Phrases like "Go nude," "Stay pretty and pink," and "Go nude or don't go" contain imperatives, suggesting a directive tone or an attempt to influence the listener's choices.
- e) **Personal Pronouns and Direct Address:** The use of personal pronouns like "I" and "you," along with direct address ("Oh no thank you," "As if gigi," "I say go nude"), creates a conversational and engaging tone, making the text feel more immediate and personal.
- f) **Anecdotal Elements:** The reference to throwing away the wrong item adds an anecdotal element, possibly conveying a personal experience or decision within the context of the conversation.

Rhetorical structure in the fourth ads, Vivid Matte Lip Color - Maybelline (2017),

- a) **Repetition:** The repetition of phrases such as "vivid matters to me" and "New vivid matte lip color" serves to reinforce key selling points. Repetition helps make these points memorable and emphasizes the importance of vividness in the product.
- b) **Hyperbole:** Exaggeration is a prevalent rhetorical device in the text. Phrases like "Max come alive with more vivid color" and "vividly sensational color" use hyperbole to emphasize the intensity and impact of the lip color. This is a common strategy in advertising to make the product appear more enticing and desirable.
- c) **Sensory Language:** The text employs sensory language to create a vivid and tangible experience for the reader. Words like "creamier," "rush from color," and "bold saturated

pigments" appeal to the senses of touch and sight, making the product more relatable and enticing.

- d) Personal Pronouns and Direct Address: The use of "I" and "me" in phrases like "Vivid matters to me" and "I get a rush from color" creates a personal connection with the audience. This direct address helps in making the message more relatable and engaging.
- e) Call to Action: The phrases "Make it baby" and "Make it happen" serve as a call to action, urging the reader to take a specific step. In this case, it encourages them to embrace the vivid color and make it a part of their beauty routine.
- f) Positive Tone: The overall tone of the text is positive and enthusiastic. It aims to generate excitement and convey a sense of joy or satisfaction that comes with using the product. This positive tone is designed to create a favorable impression and association with the brand.
- g) Brand Mention: The text consistently includes the brand name, "Maybelline New York," reinforcing brand recognition and association with the described product.

The last rhetorical structure analysis in the fifth ad, Gigi Hadid (Super Stay Matte Ink) - Maybelline (2019),

- a) Attention-Grabbing Opener: The description begins with a brief and attention-grabbing introduction, highlighting the key features of the product. In this case, it starts by mentioning "New York-inspired shades" to evoke a sense of urban and cosmopolitan appeal.
- b) List of Features: The subsequent part of the description presents a list of features, each highlighted with descriptive language. These features include "bold color," "urban edge," "liquid matte formula," and "up to 16-hour wear." Each feature is presented as a distinct selling point to emphasize the uniqueness and desirability of the product.
- c) Brand Emphasis: The mention of "only from Maybelline New York" serves as a branding emphasis, reinforcing the exclusivity and quality associated with the Maybelline brand.
- d) Repetition for Emphasis: The use of repetition, particularly with the phrase "Superstay Matte Ink," serves to reinforce the key selling points. Repetition is a rhetorical device often employed in advertising to enhance memorability and drive the message home.
- e) Call to Action: While not explicitly stated in the provided text, typical advertising structures often include a call to action, encouraging the reader or listener to try the product or find more information.

From the results obtained, it can be seen that there are quite a lot, with the use of advertisements and well-known models, Maybelline products can be said to attract the attention of the audience to buy their products.

THE FUNCTION AND ROLE LANGUAGE STYLE IN MAYBELLINE LIP PRODUCTS

The research findings above illustrate the prevalent use of hyperbole, visual imagery, kinesthetic imagery, and repetition in Maybelline lip-series product advertising. These elements have been strategically incorporated to create impactful and emotionally resonant advertisements that influence consumer behavior and perceptions.

One significant finding from the stylistic analysis of Maybelline's advertising is the intentional use of hyperbole to exaggerate the benefits of their lip-series products. By employing

exaggerated statements and claims, Maybelline effectively captures the attention and interest of consumers, portraying their products as transformative and exceptional. The exaggerated language enhances the allure of the lipsticks, enticing consumers with bold and larger-than-life promises, thus shaping their perceptions of the products.

The utilization of visual imagery in Maybelline's advertising campaigns is a noteworthy discovery. The strategic incorporation of vivid and evocative visuals serves to create a sensory impact on the audience, immersing them in the transformative power of lip-series products. Through visually compelling representations of the lipsticks, Maybelline effectively engages consumers' imagination and emotions, fostering a deeper connection with the products and their aspirational qualities.

Another key element identified in the stylistic analysis is the strategic use of repetition in Maybelline's advertising. The deliberate repetition of key phrases and brand messaging serves to reinforce the narrative and brand identity, imprinting the desired associations in consumers' minds. The repeated use of empowering language and brand slogans strengthens the connection between the products and the brand's values, resonating with consumers and shaping their perceptions of the Maybelline lip-series as symbols of confidence and self-expression.

These findings underscore the strategic deployment of hyperbole, visual imagery, and repetition in Maybelline's advertising, highlighting their role in shaping consumer responses and perceptions of lip-series products. The deliberate integration of these stylistic elements exemplifies Maybelline's commitment to creating compelling and impactful advertising that resonates with consumers on a profound level.

CONCLUSION

In conclusion, analysis of Maybelline advertisements featuring Gigi Hadid demonstrates the strategic use of rhetorical devices such as hyperbole, sensory language, and repetition to create a compelling and engaging message that emphasizes the exceptional qualities of the products. These stylistic elements aim to captivate the audience, establish brand credibility, and encourage immediate action from consumers. The study provides valuable insights for researchers, advertisers, and the general public, highlighting the effectiveness of these rhetorical techniques in creating a positive image of the products and attracting consumers. Additionally, the use of hyperbolic language and vivid imagery in the ads serves to create excitement and enhance the visual impact of the products, ultimately contributing to the overall success of the advertising campaign. This analysis underscores the importance of language style and imagery in creating persuasive and impactful advertisements, offering valuable lessons for marketers and advertisers seeking to engage and influence their target audience.

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