AN ANALYSIS OF PERSUASIVE LANGUAGE FOUND IN SKINCARE INSTAGRAM CAPTIONS

Anisa Nasywa Wahyuni[*1], Semi Sukarni[*2], Abdul Ngafif[*3]
anisanasywawahyuni@gmail.com[*1], semisukarni@umpwr.ac.id[*2],
abdulngafif@gmail.com[*3]
Teacher Training and Education Faculty[*1,2,3]
Purworejo Muhammadiyah University[*1,2,3]

ABSTRACT

This paper presents the results of a study analyzing the persuasive language found in Instagram captions of four skincare advertisements: Pond's (@pondsindonesia), Skintific (@skintificid), Somethinc (@somethincofficial), and The Originote (@theoriginote). The types of persuasive language were identified based on Lamb's theory (2014). Using a descriptive qualitative method, the researcher collected forty data samples from the four skincare brands, with each brand contributing ten Instagram posts. From the forty captions analyzed, the distribution of persuasive language features was as follows: alliteration (1 caption), allusion (4 captions), analogy (2 captions), appeals (3 captions), cliché (1 caption), colloquial language (1 caption), connotation (1 caption), emotive language (3 captions) , evidence (4 captions), hyperbole (2 captions), imagery (1 caption), inclusive language (3 captions), jargon (2 captions), metaphor (3 captions), pun (3 captions), and rhetorical question (6 captions). Among all the persuasive language features identified, rhetorical questions were the most frequently used in skincare advertisements. This highlights the strategic role of rhetorical questions in engaging consumers through Instagram captions. Building on these findings, future research could expand the dataset, compare platforms or product categories, and examine audience responses to evaluate the effectiveness of such strategies.

INTRODUCTION

Language serves as a fundamental tool for communication and interaction among individuals and groups (Fakhruddin, 2019; Komerendo et al., 2025). According to Gunawan et al. (2022), language plays a crucial role in facilitating the exchange of ideas, opinions, and knowledge. In the field of marketing, this role becomes even more prominent, as language is used to deliver messages effectively to the target audience (Purba & Herman, 2020). Advertising, as a common form of business communication, functions to convey information about products, services, or ideas to a broad range of consumers. Jaya et al. (2023) categorize language into various forms—narrative, expository, argumentative, descriptive, and persuasive. Among these, persuasive language stands out in the

advertising context due to its objective of influencing the audience. Fitri et al. (2024) explain that persuasive language is employed to affect and convince others. Supporting this view, Nggara et al. (2021) define persuasion as a form of discourse that aims to influence the feelings of the reader so they believe in the content and act according to the author's intent. Similarly, Saputra et al. (2024) assert that persuasive language allows individuals to shape the beliefs and expectations of others. Most persuasive communication leaves the persuade with the freedom to make decisions, while the persuader uses written or spoken language to instill confidence in a particular idea or product. Kubro & Suyitno (2019) further argue that persuasion is a means of fostering logical decision-making in society. Its effectiveness in influencing human behavior makes it an ideal tool in advertising, where the ultimate goal is to achieve consumer engagement and, consequently, business profit. Therefore, persuasive language plays a vital role in attracting consumer interest and promoting products effectively. It acts as a bridge between a brand and its audience, allowing marketers to build trust, emphasize value, and create an emotional connection. As competition in the marketplace grows, the ability to use language strategically becomes a key differentiator. Understanding the functions and techniques of persuasive language is not only essential for advertisers but also for researchers and educators interested in communication studies. Moreover, the study of persuasive language opens up discussions on ethical considerations, such as manipulation and misinformation, which are increasingly important in an age of media saturation and digital influence.

The rapid development of information and communication technology, especially through the internet, has transformed how people access information and engage with media. Social media has emerged as not only a source of entertainment but also a powerful channel for business (Maulyda, 2021) Moreover, social media has also become a dominant platform for advertising (Sanny et al., 2020). As digital environments continue to evolve, advertising is shifting away from traditional print and electronic formats toward digital platforms, particularly social media. This shift is driven by the ability of social media to target diverse market segments more accurately (Dwiyanti, 2024). Among these platforms, Instagram has become a central player in digital marketing (Aldyza & Saleh, 2021; Faizal et al., 2022). A report by "We Are Social", Faizal et al. (2022) shows that, as of January 2022, Instagram accounted for 84.8% of Indonesia's 191 million active social media users. Initially developed as a platform for sharing photos and videos, , Instagram has evolved into a visual-driven promotional space for brands (Rahmadanti et al., 2021; I. Saputra, 2024). Its strength lies in its visual-centric interface, enabling businesses to display attractive product content and connect with a broad audience (Setiawan, 2023). In addition, Instagram's algorithm rewards posts that receive more interaction, making engagement a key factor for visibility. This encourages marketers to combine strong visuals with equally compelling language. While eye-catching images may grab attention, persuasive language enhances emotional and cognitive engagement, turning passive viewers into active consumers. On a fast-paced feed, where users scroll through content quickly, the right combination

of image and text can have a significant impact. Moreover, Instagram's mobile-first design highlights the importance of concise, engaging captions that support visual storytelling. In this context, persuasive language becomes crucial in shaping users' perceptions and influencing decision-making. As a result, effective Instagram marketing depends not only on visual appeal but also on linguistic strategies that attract, inform, and persuade.

Among the many products promoted on Instagram, skincare stands out as a dominant category. Sujith.C (2024) defines skincare products as cosmetic items designed to maintain and improve the health and appearance of the skin. Similarly, Fitrianah & Wangsa (2022) emphasizes that skincare is the most mainstream cosmetic category, intended to preserve skin integrity, appearance, and condition. These products are widely sought after by diverse demographics—including both men and women, across various age groups—depending on their specific needs. The growing demand for skincare has made it one of the most profitable sectors in the beauty industry, with much of its recent growth driven by online sales and digital marketing. Instagram, with its visual appeal, is particularly well-suited to skincare promotions—featuring product shots, tutorials, before-and-after comparisons, and influencer endorsements. Influencers play a critical role in building trust and credibility, as followers often rely on their testimonials. However, to effectively persuade consumers, companies must pair these visual strategies with carefully crafted persuasive captions. These captions not only describe the product but also appeal to consumers' aspirations for health, beauty, and self-confidence. Persuasive language can emphasize benefits, create urgency, or evoke emotional responses that encourage users to take action—such as clicking a link or making a purchase. In many cases, consumers may not rely on formal product reviews or technical information, but instead on the emotional resonance and clarity of the message embedded in a post. Consequently, Instagram skincare advertisements offer a compelling case for analyzing how persuasive language functions in a digital marketing environment.

Several previous studies have explored the use of persuasive language in advertising, providing valuable insights into the linguistic strategies employed across different media. Yuliah et al. (2021), in their study "The Persuasive Language Used in Advertisements in Magazine," identified ten types of persuasive language found in Forbes magazine advertisements. These included long noun phrases, short sentences, avoidance of negatives, use of imperatives, weasel words, repetition, hyperbole, simple and colloquial language, alliteration, and syntactic parallelism. Among these, long noun phrases were the most frequently used. Another study by Losi & Rosida (2022), titled "Persuasive Language Used on Advertisements of Instagram Posts," examined 70 samples of Starbucks ads on Instagram and found 60 instances of persuasive language. The most prominent types included inclusive language (8 data), connotation (7), pun (7), colloquial language (6), hyperbole (6), evidence (6), simile (6), alliteration (5), imagery (5), and repetition (4). Notably, inclusive language using pronouns such as "we" or "our" was the most dominant, as Starbucks sought to create a sense of community and shared values with its customers. A third study by Ardiantari et al. (2024), titled "Analyzing Persuasive Language in Le Minerale

3

Advertisement: Focus on Health and Family," highlighted how persuasive language was used to underscore health benefits and family values. Strategies included emotionally charged words, positive connotations, personal language, and rhetorical devices such as repetition and enumeration. The study also noted appeals to authority, detailed information, and emphasis on product benefits as key persuasive tools.

While these studies contribute significantly to understanding persuasive language in advertising, they predominantly focus on magazines, beverages, or general Instagram content. Few studies have focused specifically on beauty or skincare advertising. As a result, a comprehensive analysis of persuasive strategies tailored to skincare consumers—especially within the context of social media—is still limited. This gap highlights the need for targeted research in this area. Analyzing persuasive language in skincare advertisements also helps uncover the interplay between brand identity, consumer psychology, and digital literacy in shaping consumer perceptions. Despite the growing body of research on persuasive language in advertising, limited scholarly attention has been given to its use in skincare promotions on Instagram. As a visual and textual platform, Instagram offers a unique blend of multimodal communication that warrants deeper linguistic analysis—particularly in industries like skincare, where both aesthetics and trust play crucial roles in consumer decision-making. Previous studies have laid the groundwork by categorizing types of persuasive language and highlighting their effectiveness across contexts. However, they do not sufficiently address how these strategies are tailored to appeal to skincare consumers on social media. Furthermore, many existing studies analyze general advertising language without considering brand-specific communication styles or consumer demographics. This study aims to fill that gap by focusing specifically on persuasive language used in Instagram skincare captions. It also contributes novelty by analyzing a diverse range of skincare brands targeting different segments of the Indonesian market, thereby offering a more comprehensive view of how persuasive strategies are adapted across brands and audiences. In addition, this study explores not only the types of persuasive language used but also their frequency, function, and effectiveness in capturing consumer attention. By identifying patterns in language use, the study can inform future marketing practices and contribute to the development of more impactful promotional content. The combination of linguistic analysis with branding and marketing perspectives adds an interdisciplinary dimension to the research, enhancing its relevance for both academia and industry. This novel approach aligns with the increasing demand for content-based marketing strategies that integrate consumer insights, cultural trends, and platform-specific dynamics to create meaningful brand-consumer interactions.

Based on the background and identified research gap, this study aims to investigate the types of persuasive language used in Instagram captions by four prominent skincare brands: Ponds Indonesia, Skintific, Somethinc, and The Originote. A total of 40 advertisement captions will be analyzed to identify recurring linguistic strategies and to examine how each brand constructs its persuasive language. This study is guided by two main research questions. First, it

seeks to identify the types of persuasive language employed in Instagram captions of skincare advertisements from the selected brands. Second, it aims to determine which types of persuasive language appear most frequently across the sampled advertisement posts.

RESEARCH METHOD

This study employs a qualitative research design, selected for its suitability in analyzing data inductively without manipulation. According to Creswell (2018), qualitative research is a method aimed at exploring and understanding how individuals or groups interpret a social or human issue. Instead of testing hypotheses, the study explores the data to uncover specific patterns and meanings embedded within the text. The primary data source consists of secondary data in the form of skincare advertisement captions posted on Instagram. These captions serve as rich textual materials that showcase various forms of persuasive language commonly used in skincare product promotions. Therefore, the main objective of this research is to analyze the types of persuasive language found within these Instagram captions.

Participants

The participants in this study are not human subjects but rather selected brand entities whose Instagram content forms the basis of analysis. Specifically, the researcher selected four well-known skincare brands in Indonesia—Pond's (@pondsindonesia), Skintific (@skintificid), Somethinc (@somethincofficial), and The Originote (@theoriginote). These brands were chosen due to their active presence on Instagram, large follower base, and frequent promotional activity, making them relevant subjects for studying persuasive language in a digital marketing setting.

Data Collection

The data in this study were obtained using the documentation method, specifically by collecting advertisement content from the Instagram platform. The researcher selected four popular skincare brands in Indonesia—Pond's (@pondsindonesia), Skintific (@skintificid), Somethinc (@somethincofficial), and The Originote (@theoriginote)—all of which have a large follower base and maintain consistent promotional activities. From each brand, the researcher collected the ten most recent posts from February 15 to March 16, 2025, resulting in a total of 40 advertisement posts for analysis. The selection of Instagram skincare advertisements posted from March 16, 2025, to each brand's ten latest entries was guided by the aim of obtaining a relevant and up-to-date dataset that reflects current marketing strategies and linguistic patterns. The range period was was chosen as the starting point due to its proximity to the seasonal transition period—from the rainy to the dry season in many regions—when skincare brands often launch or promote targeted products. Furthermore, selecting the ten most recent posts from each brand ensures a balanced and comparable dataset while also capturing each brand's latest marketing tone, trend alignment, and content strategy. From each account, ten screenshots of advertisement posts along with their captions were gathered. These captions were then closely examined to

understand their content and context, with a focus on identifying persuasive elements such as specific phrases, clauses, or sentences for further analysis.

Data Analysis

The data analysis process followed four key steps. First, the researcher identifies segments within the captions that contain persuasive language. Second, each identified instance is categorized based on the types of persuasive language, following the framework developed by Lamb (2014). Third, the researcher provides an explanation for why each excerpt fits within a particular category of persuasive language. Lastly, the occurrences of each type of persuasive language are quantified and presented in terms of total count, offering a clearer depiction of the patterns and frequency of persuasive strategies used in skincare advertisement captions on Instagram.

Unit of Analysis

The unit of analysis in this study is each individual skincare advertisement caption posted on Instagram. These captions are examined as standalone textual units containing persuasive language features. Each caption is analyzed in terms of phrases, clauses, or full sentences that demonstrate specific persuasive strategies, allowing for a detailed and contextual interpretation of language use in the realm of digital skincare advertising.

FINDING AND DISCUSSION

Finding

The data in this study were analyzed using Lamb's (2014) theory of persuasive language, which identifies 21 distinct categories of persuasive techniques. The researcher collected a total of 40 Instagram advertisements from four popular skincare brands: Pond's, Somethinc, Skintific, and The Originote. Each brand contributed 10 posts, making the data balanced across all four sources. The advertisements were collected starting from March 16 and were selected to represent recent promotional efforts by each brand. These Instagram posts were then examined in detail to identify the presence of persuasive language features as outlined by Lamb's framework.

Table 1. The Data of The Research

No.	Types of Persuasive Language by Lamb's Theory	Brand Name				Total
		Ponds	Skintific	Somethinc	The Originote	
1.	Alliteration	-	-	1	-	1
2.	Allusion	1	-	3	-	4
3.	Analogy	-	-	-	2	2
4.	Appeals	-	2	-	1	3
5.	Anecdotes	-	-	-	-	-
6.	Cliches	-	1	-	-	1
7.	Colloquial Language	1	-	-	-	1
8.	Connotation	-	-	-	1	1
9.	Emotive Language	2	1	-	-	3
10.	Evidence	3	1	-	-	4
11.	Expert Opinion	-	-	-	-	-

No.	Types of Persuasive Language by Lamb's Theory	Brand Name				Total
		Ponds	Skintific	Somethinc	The Originote	
12.	Hyperbole	1	1	-	-	2
13.	Imagery	-	-	1	-	1
14.	Inclusive Language	1	-	1	1	3
15.	Jargon	-	1	1	-	2
16.	Metaphor	1	1	-	1	3
17.	Pun	-	-	3	-	3
18.	Repetition	-	-	-	-	-
19.	Rhetorical Question	-	2	-	4	6
20.	Sarcasm	-	-	-	-	-
21.	Simile	-	-	-	-	-
	Total Findings					40

Table 1 presents the analysis results of the 40 Instagram advertisements from the selected skincare brands. These ads were analysed to identify persuasive language features based on Lamb's 21-category typology. The results reveal that 16 types of persuasive language were used across the collected advertisements, while 5 categories were not found in any of the samples. These 16 categories include alliteration, allusion, analogy, appeals, colloquial language, clichés, connotation, emotive language, evidence, hyperbole, imagery, inclusive language, jargon, metaphor, pun, and rhetorical questions.

Among these, rhetorical questions were the most frequently used persuasive strategy, appearing in a total of six instances. This category was especially favoured by The Originote, which used it four times, while Skintific employed it twice. The frequent use of rhetorical questions suggests that brands aim to engage viewers by encouraging reflection and stimulating thought without requiring a literal response. This strategy helps to involve the audience on a more personal level, making the ads feel interactive and emotionally compelling.

Next, allusion and evidence each appeared four times, making them the second most used strategies. Allusion was more commonly used by Somethinc, which employed it three times, and Pond's, which used it once. This strategy likely serves to evoke familiar cultural, literary, or social references to establish a shared understanding with the target audience. Meanwhile, evidence—used mainly by Pond's (3 instances) and Skintific (1 instance)—plays a crucial role in building credibility by presenting factual claims or data to support the product's benefits. This reflects a marketing tactic rooted in rational appeal, where the aim is to convince the audience through logic and proof.

Other moderately used strategies include appeals and inclusive language, each occurring three times. Appeals were found in Skintific (2) and The Originote (1). These emotional appeals typically focus on self-confidence, beauty standards, or fear of skin problems, all of which tap into common consumer anxieties or aspirations. On the other hand, inclusive language was employed by three different brands: Pond's, Somethinc, and The Originote, with one instance each. The presence of inclusive language shows an attempt to create a sense of unity between the brand and its consumers. Words like "we" or "our skin" are meant to

foster a shared experience and encourage loyalty by suggesting that the brand understands and stands with its audience.

Some strategies appeared in fewer instances but are still significant. Emotive language, which appeared three times—twice in Pond's and once in Skintific—is designed to trigger emotional responses, such as excitement, happiness, or relief. Similarly, the use of pun, which appeared three times exclusively in Somethinc's ads, adds humor and creativity to promotional content. Metaphor, used once each by Pond's, Skintific, and The Originote (totaling three times), contributes to making abstract product benefits more relatable and vivid.

Analogy, though used only twice and solely by The Originote, can help consumers understand product functions by comparing them to familiar concepts. This may enhance comprehension, especially when describing complex skincare science. Hyperbole, or exaggerated claims, was used once each by Pond's and Skintific. This technique may be employed to create a dramatic impression or highlight the product's uniqueness, although it must be used carefully to maintain credibility.

Jargon was used once by both Skintific and Somethinc, indicating a slight inclination to include specialized terms. While jargon can make a brand sound knowledgeable, it also risks alienating consumers who are unfamiliar with such terminology. In contrast, colloquial language was only found once, used by Pond's, likely to appear more casual and relatable. Similarly, clichés, imagery, connotation, and alliteration appeared only once each across the dataset, suggesting that these techniques are selectively applied depending on the message, tone, and creative direction of each ad.

Interestingly, five persuasive strategies—anecdotes, expert opinion, repetition, sarcasm, and simile—were completely absent in all 40 advertisements. The absence of anecdotes and expert opinion may indicate a preference for concise messaging rather than storytelling or relying on authority figures. Additionally, repetition, often used to reinforce key points, was not utilized, possibly because Instagram's visual format allows important phrases or product names to stand out without verbal repetition. The lack of sarcasm and simile also suggests that these brands prefer straightforward and sincere messaging over ironic or overly literary approaches.

Overall, the findings illustrate a tendency among skincare brands to prioritize persuasive techniques that appeal to both emotion and logic. Emotional strategies such as rhetorical questions, appeals, emotive language, and inclusive language aim to connect with consumers on a personal and psychological level. Simultaneously, logical appeals such as evidence, analogy, and even some use of jargon reflect an effort to provide clarity, trustworthiness, and credibility.

These results also highlight the distinct stylistic preferences of each brand. For instance, Somethinc appears more creative and expressive, using allusion and pun more frequently. In contrast, Pond's leans towards credibility-focused strategies, with its preference for evidence and emotive language. Skintific combines emotional and logical approaches, while The Originote stands out for its frequent use of rhetorical questions, likely aiming to establish a thoughtful connection with the audience.

The data confirm that persuasive language plays a vital role in skincare advertising on Instagram. The most frequently used techniques—rhetorical questions, evidence, and allusion—are effective in engaging the audience, building trust, and creating relatability. The selective use or absence of other strategies reflects deliberate choices based on brand identity, audience preferences, and the constraints of the Instagram platform. These findings fully address Research Question 1, identifying the types of persuasive language used, and Research Question 2, highlighting the most commonly used techniques across the sampled skincare advertisements.

Discussion

The findings of this study reveal the strategic deployment of 16 types of persuasive language in Instagram skincare advertisements. These findings strongly align with existing theoretical frameworks on persuasive language, particularly Lamb's (2014) classification of persuasive strategies. Furthermore, they resonate with previous empirical studies that have examined advertising discourse across various platforms. Each category identified in the dataset will now be discussed in relation to both theoretical perspectives and prior research.

To begin with, rhetorical questions, identified in six ads, exemplify how brands stimulate curiosity and engage audiences emotionally. A notable instance is in entry No. 11: *"Dry lips during fasting? Here's how you can keep them hydrated all day long."* This strategy reflects Lamb's notion of rhetorical questions as a tool to provoke thought rather than elicit direct answers. Similarly, Novionita et al. (2021) observed the frequent use of rhetorical questions in newspaper advertisements, reinforcing their role in prompting reader reflection and emotional involvement. However, while their study emphasized challenging beliefs, this research finds that rhetorical questions on Instagram are more often used to introduce product solutions, tailored to the platform's concise format and lifestyle appeal. In terms of evidence, four ads employed factual claims to boost credibility. For example, entry No. 16 states: *"Another award to be added to the collection, Best Anti-Aging Face Serum Award for POND'S Age Miracle Night Serum!"* This aligns with the theoretical emphasis on logos, or logical appeal, as well as Hardi & Hasan (2024) findings, where evidence and detailed information enhanced trustworthiness in cosmetic video reviews. The difference lies in delivery—where videos can explain benefits in depth, Instagram ads rely on concise, high-impact statements due to space constraints.

Regarding allusion, found in four entries, the reference to culturally significant events—such as Valentine's Day in entry No. 3 *"Celebrating Valentine's Day in POND'S Skin Institute's ways to your skin."* demonstrates how brands create thematic resonance. The use of allusion supports Lamb's framework by strengthening associations and emotional connections. This practice also echoes the observations of Ardiantari et al. (2024), who emphasized the use of culturally relevant cues to evoke familial and emotional values. However, this study observes a stronger tendency toward global events or commercial holidays, possibly due to the international orientation of Instagram marketing.

Appeals, particularly to emotion and practicality, were present in three ads. Entry No. 12 combines both: *"Treat your sensitive skin right with these simple yet effective skincare steps!"* This technique illustrates the dual appeal strategy discussed in persuasive language theory, which aligns with Dwiyanti (2024) study that found pathos as the dominant persuasive technique in skincare advertisements. However, compared to Dwiyanti's focus on storytelling in video ads, Instagram captions rely more on brief, empathetic sentences, revealing a platform-specific adaptation.

The use of emotive language also emerged in three cases. Entry No. 1 *"Ramadan is the perfect time for self-reflection—and self-care. It's time for Unlocking the Miracles Within You!"*, with phrases like *"self-reflection," "self-care,"* and *"Unlocking the Miracles Within You,"* exemplifies how emotionally charged words elevate audience engagement. This finding corresponds with the emotional appeals outlined by Lamb (2014) and supported by Ardiantari et al. (2024), who noted the importance of emotionally driven messaging in health-related ads. The emphasis on religious or cultural moments, like Ramadan, highlights a more targeted emotional strategy, reflecting contextual relevance not commonly emphasized in earlier studies.

Inclusive language, evident in three entries, promotes a sense of belonging. Entry No. 4 *"Every skin type deserves the right moisturizer, and POND'S got your back!"* it mirrors Starbucks' approach as identified Losi and Rosida (2022), where inclusive pronouns foster community and shared identity. This also affirms Lamb's view that inclusive language enhances relatability and audience identification. Yet, while Starbucks used this to build brand community, skincare brands tend to use inclusivity to emphasize product universality—suggesting a more functional than social application.

The presence of metaphor in three ads, as in entry No. 2 *"Your skin has an invisible shield"* Terms like *"invisible shield"* create a vivid mental image and emphasize the protective qualities of the product through symbolic language where metaphor is a tool to transform abstract concepts into relatable experiences. Unlike previous studies that highlighted natural imagery, this research shows a focus on protection and scientific metaphors, reflecting current trends where skincare branding intersects with clinical language.

Pun, used in three entries, such as *"2025 SKINVESTMENT,"* provides humor and cleverness while reinforcing the product's value. Puns are considered part of linguistic creativity in persuasion, as also documented by Losi & Rosida, (2022), who found seven uses of pun in Starbucks Instagram ads. However, fewer instances in skincare ads suggest that while brands appreciate cleverness, they balance it with maintaining credibility—particularly when promoting scientific or luxury products.

Analogy appeared in two ads, including entry No. 32: *"Fasting may be tough, but skincare doesn't have to be."* This contrasts the challenge of fasting with the ease of skincare, presenting the routine as a comforting and manageable part of daily life. This aligns with Beebe & Beebe's classification of persuasive reasoning, especially inductive comparisons, as noted in Hardi & Hasan (2024) analysis of Kylie Cosmetics video reviews. While video reviews elaborate

analogies in-depth, Instagram captions deliver quick comparisons—highlighting the platform's demand for brevity.

The use of hyperbole is also evident in two examples. Entry No. 9 claims: *"Experience Ultimate Youthful Skin Overnight!"* an exaggeration that heightens product appeal. Lamb (2014) identifies hyperbole as a powerful technique to stir excitement, a view supported by its observed usage in skincare advertising (Losi & Rosida, 2022; Yuliah et al., 2021). However, compared to traditional ads that sometimes project unattainable ideals, the Instagram examples appear aspirational and motivational, suggesting a slight shift in tone.

Jargon, such as *"Bifida Ferment in the NEW Radiance Booster Serum Spray helps your skin healthy and hydrated!"* in entry No. 16, appeared in two ads. This technical language, while potentially exclusionary, appeals to niche audiences familiar with dermatological terms. Similar usage has been noted in skincare advertising (Dwiyanti, 2024) and also in multimodal analysis of the Ertiga car advertisement (Purba & Herman, 2020). However, the captions here combine jargon with benefit-focused phrasing, making technical elements more digestible to a general audience—unlike in long-form formats where explanations are more detailed.

Alliteration, though only present in one advertisement in entry No. 21 *"Sensitive skin get ready & unready routine"*, adds rhythm and memorability. This supports Lamb's notion of stylistic devices enhancing recall, and is also found in Losi & Rosida (2022) identification of alliteration in five Instagram ads. It suggesting that playful style may be more suited to food and beverage brands than to skincare, where tone often leans formal.

The use of cliché, seen in entry No. 20 *"Love is in the air!"*, represents a traditional yet effective strategy. Despite being overused, clichés remain potent tools due to their immediate recognizability and emotional resonance. This is consistent with findings by Novionita et al. (2021) who observed the persuasive power of familiar phrases. Yet, Instagram captions seem to use such expressions sparingly—possibly to avoid seeming unoriginal while still leveraging their emotional shorthand.

Colloquial language was used once in entry No. 10: *"Girl Math Micellar Water Edition!"*, showing how brands adapt to trending phrases and informal tones to connect with younger audiences. This strategy aligns with both Lamb's classification and Hardi & Hasan (2024) observation that simple and conversational language enhances relatability in video reviews. However, its limited use suggests brands may be cautious not to overuse trends that could quickly become outdated.

Connotation, as in entry No. 35 is *"Hot people wear SPF on their lips"*, subtly implies desirability and trendiness. This supports the idea that word choice influences perception and identity formation, consistent with the findings of (Losi & Rosida, 2022; Novionita et al., 2021). Here, the persuasive power lies in implication rather than direct claims, allowing consumers to draw their own associations—a technique particularly effective in lifestyle branding.

Lastly, one advertisement utilizes vivid imagery, as found in data entry No. 24: *"You've got mail—sealed with love!"* This caption evokes a visual scene of

receiving a heartfelt letter, which adds emotional depth to the message. The metaphorical use of *"sealed with love"* suggests that the product is delivered with care and affection, enhancing the emotional engagement between the brand and its audience. While visual imagery is often emphasized in past studies, this finding underlines the power of verbal imagery in building brand narrative, even within short captions.

CONCLUSION AND SUGGESTION

This study examined the use of persuasive language in Instagram captions of skincare advertisements from four selected brands: Ponds Indonesia, Somethinc, Skintific, and The Originote. Utilizing Lamb's (2014) framework of 21 persuasive language categories, the analysis identified 16 types present across 40 advertisement samples. In addressing the first research question, the findings demonstrate that a wide range of persuasive language types is employed in the sampled advertisements. Among persuasive language categories found in the study, rhetorical questions emerged as the most frequently used feature. This study shows that Instagram skincare ads frequently use persuasive language—especially rhetorical questions—to effectively engage audiences, offering useful insights for marketing strategies. However, its scope is limited to 40 captions from four brands within one month, which may not reflect broader industry trends. Future research could expand the dataset, explore other platforms or product types, and assess audience responses to deepen understanding of persuasive impact.

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