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### Language Metafunction in Cosmetic Advertisement

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#### ABSTRACT

This research deals with the meaning of beauty through language metafunctions in cosmetic advertisements. The theory used in this research was the theory of language metafunction by Halliday dan Matthiessen (2004) in their book entitled *An Introduction to Functional Grammar*. The method applied in this research was a descriptive qualitative method. The data collection methods and techniques used are the listen and note method. First, the researcher listened repeatedly to the utterances conveyed by the advertisement figures and advertisement voice actors. The utterances that have been listened to are then recorded in the data collection sheet on the laptop. The data that has been collected is then presented in the table provided. The table contains data and types of language metafunctions contained in cosmetic advertisements. The data is presented in a table and then analyzed using the theoretical basis of language metafunction by Halliday and Matthiessen (2004). Based on analysis, it was found that the meanings of beauty conveyed through language metafunctions in cosmetic advertisements include smooth and soft skin, thick and beautiful hair, very thick and long hair.

#### I. INTRODUCTION

Language meta function emphasizes that language cannot stand alone in determining meaning, but meaning will be formed from the use of language that is framed by social context (Suardana, 2021). All aspects of language and social aspects collaborate to form system simultaneously and determine the meaning of a text (Eggins, 2004).

Language meta function is a language device that appears and used to describe and explain meaning when language (text) is interpreted (Saragih, 2006). Language meta function emphasizes three main functions of language, because language is built for three main purposes, namely; 1) talk about what is, will, and has happened; 2) to interact or communicate ideas; 3) To produce the above two functions in a complete coherence.

The meta function of language comes by stating the importance of seeing language with its use and variations in the community of speakers

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(Sinar, 2010).

According to (Halliday, M. A. & Matthiessen, 2004), language meta functions include ideational, interpersonal, and textual meanings. The ideational meaning refers to the experiential meaning and the logical meaning. Experiential meaning is a meaning that refers to the function of language as the reflection of experience and knowledge, while logical meaning focuses on how one meaning is related to another or how these meanings are interrelated and emphasizes semantic logic. Interpersonal meaning is the meaning created as the result of the realization of the lexicogrammatical elements that make language an action or a means of acting. Interpersonal meaning as action-interaction between discourse participants which is also interpreted as a function of language to build social relationships.

Meanwhile, textual meaning is a meaning as a result of the realization of lexicogrammatical

elements which are themedia for the realization of a text that is suitable for certain situations when the language is used. There are several previous studies that discuss the meta function of language. (Radzi, 2016) stated that there are two types of themes and three categories of themes in the meta function of language in essay writing. Two types of themes include marked themes and unmarked themes, while the three categories of themes in language meta functions consist of ideational themes, interpersonal themes, and textual themes. The study of themes and meta functions of language in essay writing can help determine the idea of writing an essay systematically. (Sudartomo, 2019) revealed that poetry builds meaning by utilizing the entire potential of language systemically. In relation to language meta functions, poetry is objectively more focused on textual meta functions which are divided into four language systems, namely phonology, morphology, syntax, and discourse. (Krisanjaya, 2017) explain that the transitivity contained in the humorous communication anecdote text refers to the material process followed by the participant actor, goal, range, recipient, client. Then, the location circumstantial which states place or time is the most widely used complement to complete the clause in the anecdote text.

Based on the description above, it can be seen that previous research focused on analyzing one type of language meta function and the data sources used were limited to written texts. Therefore, this research is conducted to explore more diverse and comprehensive study of language meta functions, namely through the analysis of language meta functions in cosmetic advertisements on YouTube digital media. Cosmetic advertisement is not just a medium for promoting beauty products to the public, but also as the form of language complexity that is interesting to study in terms of systemic or overall meaning by using a relevant language approach, that is language metafunctions.

## II. METHODS

This research used qualitative data, namely data presented in the form of utterance and writing contained in cosmetic advertisements. Utterances are words, phrases, and sentences that expressed directly by actresses in the advertisement. Writing refers to words, phrases, and sentences that are conveyed in writing in advertisements. Determination of this type of data is carried out by taking into account the focus of the research, namely knowing the various meanings of beauty through language meta function analysis in cosmetic advertisements.

There are three cosmetic advertisements that are used as the data source in this research, namely viva mangir beauty lotion (1993) viva hand & body lotion (2018), and sunsilk telur & madu (1998) advertisements. The research instrument refers to the main instrument and the companion instrument. The main instrument is the researcher herself. Researcher as human instruments to determine the focus of research, collect data, analyze data, interpret data, and make conclusions on their findings. Companion instruments are also used in research data collection techniques. Companion instruments include instruments on listening and note-taking techniques. The research instrument for collecting data on the listening technique was earphone. The research instrument for collecting data on the note-taking technique was a laptop. In this research, the methods and techniques of data collection used were listening and note-taking. First, the researcher listened repeatedly to the utterances conveyed by the advertisement actresses. The utterances that have been listened to were then recorded in the data collection sheet on the laptop. The data that has been collected were then presented in the table. The table contains data and types of language meta functions contained in the cosmetic advertisements. The data were presented in the table and then analyzed using the theoretical basis of language meta function by (Halliday, M. A, & Matthiessen, 2004). The analysis of the meaning of beauty in cosmetic advertisements were conducted by paying attention to the language meta functions in the advertisements. The meaning of beauty represents systemic meaning in terms of ideational, interpersonal, and textual. The various meanings of beauty found in this cosmetic advertisement are described through the use of sentences.

## III. RESULT AND DISCUSSION

Cosmetic advertisements are formed from verbal, visual, gestural, and audio elements. These various elements create meta functional meaning of beauty.

### Meaning of Beauty in Viva Mangir Beauty Lotion Ads (1993)

The ideational meaning of beauty in the advertisement of viva mangir beauty lotion can be seen from the material process and the relational process. According to (Halliday, M. A, & Matthiessen, 2004), material processes are related to physical actions. In the viva mangir beauty lotion advertisement, the material process is found

through the utterance in the advertisement in the form of a declarative clause, *'dari tradisi kecantikan tempo dulu, viva meramunya kembali untuk Anda'*. The material process in this speech involves the circumstantial time, actors, and benefits. The circumstantial time is an adverb of the time a process takes place which in this case is indicated by prepositional phrase *'dari tradisi kecantikan tempo dulu'*. The circumstantial at that time emphasized that since ancient times, traditions related to beauty care had grown and developed from generation to generation. The noun *'viva'* called actor. *'Viva'* representing viva cosmetics who carry out physical activities or activities. The activity meaning of beauty refers to the meanings of beauty which are simultaneously built from three language functions, namely ideational, interpersonal, and textual functions.

The verb *'meramunya'* categorized as material process that describes an activity carried out by collecting natural materials and then

blending them with traditional tools and methods. Adjective *'kembali'* in the phrase *'meramunya kembali'* acts as a circumstantial way. Meanwhile, the prepositional phrase *'untuk Anda'* namely as benefit because the act of mixing beauty with natural ingredients through the presence of the Viva Mangir Beauty Lotion product made by Viva is intended for women. Material process on declarative clause *'dari tradisi kecantikan tempo dulu, viva meramunya kembali untuk Anda'* implies that the beauty care routines of ancient women tended to use natural ingredients that were rich in benefits and were formulated by themselves using traditional methods and equipment. In other words, ancient women believed their beauty in natural ingredients. Nowadays, beauty treatments with natural ingredients can be obtained practically through the presence of viva mangir beauty lotion products containing mangir extract which can make women's skin smoother, softer, and radiant.

**Table 1. Material Process in Viva Mangir Beauty Lotion Advertisement (1993)**

<b>"Dari tradisi kecantikan tempo dulu, viva meramunya kembali untuk Anda"</b>			
Dari tradisi kecantikan tempo dulu	viva	meramunya kembali	untuk Anda
Sirkumstan waktu	Aktor	Proses material	Benefit

In addition, there is also a relational process in the advertisement of viva mangir beauty lotion. The relational process is a process that connects one entity to another by assigning attributes (Halliday and Matthiessen, 2004). This process is indicated by the utterance in the advertisement in the form of a declarative clause, *'viva mangir beauty lotion dengan ekstrak temu giring untuk kehalusan kulit yang Anda dambakan'*. Noun phrase *'viva mangir beauty lotion'* as carrier which is then followed by a relational process in the form of prepositional phrases *'dengan ekstrak temu giring'*. The relational process is interpreted as

the definition of viva mangir beauty lotion which is expressed through the prepositional phrase *'dengan ekstrak temu giring'*. Meanwhile, the prepositional phrase *'untuk kehalusan kulit yang anda dambakan'* acts as an attribute to support the definition or explanation of the viva mangir beauty lotion. Thus, the relational process in the declarative clause *'dengan ekstrak temu giring'* means that viva mangir beauty lotion is a lotion type beauty product that contains natural ingredients in the form of temu giring extract which is able to make skin smoother as desired by women.

**Table 2. Relational Process in Viva Mangir Beauty Lotion Advertisement (1993)**

<b>"Viva mangir beauty lotion dengan ekstrak temu giring untuk kehalusan kulit yang Anda dambakan"</b>		
Viva mangir beauty lotion	dengan ekstrak temu giring	untuk kehalusan kulit yang Anda dambakan
Carrier	Proses relasional	Atribut

The interpersonal meaning of beauty in viva mangir beauty lotion advertisements is indicated by a declarative clause with a proposal modality category. Declarative clauses are used to convey statements related to information (Halliday and Matthiessen, 2004). There are two declarative clauses in advertisements, namely *'dari tradisi kecantikan tempo dulu, viva meramunya kembali untuk Anda'* and *'viva mangir beauty lotion dengan ekstrak temu giring untuk kehalusan kulit yang Anda dambakan'*. The two declarative clauses function to state information that contains factual elements relating to natural beauty as an ancient female beauty trend. In addition, this declarative clause also states that women should take care of beauty through the use of viva mangir beauty lotion because it contains temu giring extract and other natural ingredients which are very beneficial in smoothing the skin. In terms of modality, declarative clause *'dari tradisi kecantikan tempo dulu, viva meramunya kembali untuk Anda'* and *'viva mangir beauty lotion dengan ekstrak temu giring untuk kehalusan kulit yang Anda dambakan'* included in the category of proposals. According to Halliday and Matthiessen (2004), a proposal is a form of modality related to bidding. These two clauses state an offer in the form of a willingness to provide the best service for customers through the production of viva mangir beauty lotion with the content of temu giring as a product that

supports natural beauty trends as well as providing opportunities for speech partners/customers to re-experience the ancient beauty care tradition.

The textual meaning of beauty in the advertisement of viva mangir beauty lotion can be seen through the construction of marked and unmarked topical themes and rhymes. Marked topical themes are found in declarative clauses *'dari tradisi kecantikan tempo dulu, viva meramunya kembali untuk Anda'*, while the unmarked topical theme appears in the declarative clause *'viva mangir beauty lotion dengan ekstrak temu giring untuk kehalusan kulit yang Anda dambakan'*. The first clause is in the form of a prepositional phrase which is classified as a marked topical theme which expresses past beauty care habits. This clause emphasizes that the beauty tradition in the past was considered very important because of the use of natural ingredients that not only made the skin condition beautiful but also healthy. Meanwhile, the second utterance with the type of topical theme is not marked because it functions as a subject and is filled with noun phrases. This clause confirms that viva mangir beauty lotion is very safe and appropriate to use for natural beauty because it contains temu giring and other natural ingredients that can smooth and nourish the skin.

**Tabel 3. Marked Topical Theme in Viva Mangir Beauty Lotion Ads (1993)**

<b>Tema topikal bermarkah</b>	<b>Rema</b>
Dari tradisi kecantikan tempo dulu	viva meramunya kembali

**Tabel 4. Unmarked Topical Theme in Viva Mangir Beauty Lotion Ad (1993)**

<b>Tema topikal tidak bermarkah</b>	<b>Rema</b>
Viva mangir beauty lotion	dengan ekstrak temu giring untuk kehalusan kulit yang Anda dambakan

Based on the material process, relational process, declarative clauses in the category of modality propositions, marked and unmarked topical themes and rhymes, it can be concluded that the meaning of beauty in the advertisement of Viva Mangir Beauty Lotion (1993) is that the physical beauty of women comes from the use of natural ingredients. These natural ingredients are harmless, will not damage the skin, and of course are very safe for long-term use. Only with simple and natural ingredients, women look

**Meaning of Beauty in Viva Hand & Body Lotion Ads (2018)**

The ideational meaning of beauty in the viva hand & body lotion advertisement is shown through the existence of mental processes and the process of being. (Halliday, M. A, & Matthiessen, 2004) state that mental processes are processes that are realized by non-physical actions. In the viva hand & body lotion advertisement, mental processes appear in

declarative clauses, *'lembut dan halus'*. *Ku temukan seribu alasan untuk membelainya'*. This mental process involves phenomena, senses, and purposeful circumstantial. Adjective phrases *'lembut dan halus'* functions as a phenomenon because it reflects an entity that is perceived by the participants. Participants are known as tasters which in this case are indicated through pronouns *'ku'*. Pronoun *'ku'* representing women who always use viva hand & body lotion products so that their skin condition becomes softer and smoother. The smoothness and softness of the skin is realized and felt by the feeler which is realized in mental processes through verbs *'temukan'*. The condition of the

soft and smooth skin becomes a strong basis for continuing to carry out skin beauty treatments. This is realized in the form of a noun phrase *'seribu alasan'* which functions as phenomena and prepositional phrases *'untuk membelainya'* as a destination circumstantial. Mental processes in declarative clauses *'lembut dan halus. Ku temukan seribu alasan untuk membelainya'* confirms the fact that the skin condition is smooth and soft during the use of viva hand & body lotion products as well as the participants' desire to touch their skin repeatedly along with the condition of their skin being really soft and smooth.

**Table 5. Mental Process in Viva Hand & Body Lotion Advertisement (2018)**

"Lembut dan halus. Ku temukan seribu alasan untuk membelainya."				
Lembut dan halus	Ku	temukan	seribu alasan	untuk membelainya
Fenomena	Perasa	Proses Mental	Fenomena	Sirkumstan tujuan

Meanwhile, the process of being in the viva hand & body lotion advertisement is contained in a declarative clause, *'viva hand & body lotion, selalu ada alasan untuk menyentuh kulit lembutmu.'* This existential process consists of a provider, an entity, and a destination circumstantial. noun phrase *'viva hand & body lotion'* serves as a provider or source of the

entity's existence *'alasan'*. The viva hand & body lotion product contains natural ingredients that are able to soften the skin, encouraging the desire to touch the skin at any time. Entity *'alasan'* to always touch the skin really exists because of skin care actions using viva hand & body lotion.

**Table 6. Existential Process in Viva Hand & Body Lotion Advertisement (2018)**

"Viva hand & body lotion, selalu ada alasan untuk menyentuh kulit lembutmu"			
Viva hand & body lotion	selalu ada	alasan	untuk menyentuh kulit lembutmu
Penyedia	Proses wujud	Entitas	Sirkumstan tujuan

The interpersonal meaning of beauty in viva hand & body lotion advertisements is indicated by a declarative clause with a proposal modality category. There are two declarative clauses, namely *'lembut dan halus. Ku temukan seribu alasan untuk membelainya'* and *'viva hand & body lotion, selalu ada alasan untuk menyentuh kulit lembutmu.'* These two declarative clauses reveal information regarding the causes and effects of using viva hand & body lotion products on the skin. Viva hand & body lotion is used because this product contains natural ingredients in the form of bengkoang fruit extract which makes the skin condition softer, so there is a strong motive to always touch and caress the soft skin. Meanwhile, in terms of modality, the two declarative clauses are categorized as proposals because they offer skin beauty treatments from natural ingredients

through viva hand & body lotion products. The textual meaning of beauty in the viva hand & body lotion advertisement is shown through themes and rhymes with unmarked topical types contained in the clause *'lembut dan halus. Ku temukan seribu alasan untuk membelainya'* and *'viva hand & body lotion selalu ada alasan untuk menyentuh kulit lembutmu'*. The first clause with a topical theme is not marked because it is filled by the subject in the form of an adjective phrase. This clause emphasizes the condition of skin that looks beautiful and healthy, well-maintained along with the use of viva hand & body lotion products. Meanwhile, the second clause with a topical theme is not marked because it is filled by the subject in the form of a noun phrase. This clause states that viva hand &

body lotion is a product that is able to soften the skin so that it makes women feel comfortable

and confident with the softness and beauty of their skin.

**Table 7. Unmarked Topical Theme in Viva Hand & Body Lotion Advertisement (2018)**

Tema topikal tidak bermarkah	Rema
Lembut dan halus	Ku temukan seribu alasan untuk membelainya
Viva hand & body lotion	selalu ada alasan untuk menyentuh kulit lembutmu

The existence of mental processes, form processes, declarative clauses with proposal categories, as well as unmarked topical themes reveal that the meaning of beauty contained in the Viva Hand & Body Lotion advertisement (2018) is self-confidence and comfort with the radiance of beauty from soft and supple skin. healthy nature.

*mengagumkan penghasil madu yang kaya akan gizi*. Noun *'lebah'* act as an identified thing or entity. The identification is conveyed through the clause *'makhluk mengagumkan'* which explains that bees are living creatures with extraordinary abilities that have the ability to produce honey which is very useful in terms of hair beauty. This is realized by the noun *'penghasil'* which functions as a relational process and a noun phrase *'madu yang kaya akan gizi'* be the value or entity it contains. The relational process in the clause *'bees are amazing creatures that produce honey that is rich in nutrients'* shows the meaning that bees have honey that contains a lot of nutrients and the honey is then used as a natural hair beauty treatment ingredient.

**Meaning of Beauty in Sunsilk Telur & Madu Ads (1998)**

The ideational meaning of beauty in the sunsilk egg and honey advertisement can be seen from the relational process and the process of being. The relational process is the process of marking something. Participants in the relational process include entities and values. Relational processes have declarative clauses *'lebah makhluk*

**Table 8. Relational Process in Sunsilk Telur dan Madu Advertisement (1998)**

"Lebah makhluk mengagumkan penghasil madu yang kaya akan gizi"		
Lebah makhluk mengagumkan	Penghasil	madu yang kaya akan gizi
Entitas	Proses relasional	Entitas yang dikandung

In addition, there is also a relational process. This process is found in the declarative clause. *'Sedangkan telur yang kaya akan protein membuat rambut menjadi subur dan indah'*. This material process consists of circumstantial, entity, and value. Conjunction *'sedangkan'* serves as a circumstantial that confirms the comparison between the entity of the bee and the egg. noun phrase *'telur yang kaya akan protein'* is an egg entity accompanied by an explanation

as identification information. This entity is then followed by the verb *'membuat rambut'* and adverb *'menjadi subur dan indah'* which are further categorized as relational and value processes. Relational process in clause *'sedangkan telur yang kaya akan protein membuat rambut menjadi subur dan indah'* means the benefits of eggs in caring for hair beauty so that it is thicker, beautiful, healthy and naturally maintained.

**Tabel 9. Proses Relasional dalam Iklan Sunsilk Telur dan Madu (1998)**

"Sedangkan telur yang kaya akan protein yang membuat rambut menjadi subur dan indah"			
Sedangkan	telur yang kaya akan protein	membuat rambut	menjadi subur dan indah
Sirkumstan	Entitas	Proses relasional	Nilai

Relational processes also appear in declarative clauses *'sejak dulu, sari madu digunakan untuk keramas karena gizinya sangat baik untuk membuat rambut jadi sehat'*. This relational process consists of circumstantial,

carrier, attribute, and support. Prepositional phrases *'sejak dulu'* acts as a time circumstantial that explains something that has existed for a long time. noun phrase *'sari madu'* as carrier. This phrase represents something that has

existed since ancient times until now and has a function or use. The function is realized in the relational process through the verb *'digunakan'* and clarified by the presence of attributes in the form of prepositional phrases *'untuk keramas'*, while adverb *'karena gizinya sangat baik untuk membuat rambut jadi sehat'* serves as a support that strengthens the definition or understanding

of the carrier *'sari madu'*. Relational process in clause *'sejak dulu, sari madu digunakan untuk keramas karena gizinya sangat baik untuk membuat rambut jadi sehat'* shows the meaning that honey essence as a natural ingredient that is very efficacious in hair care to make it cleaner, healthier, and naturally beautiful.

**Table 10. Relational Process in Sunsilk Telur dan Madu Advertisement (1998)**

"Sejak dulu, sari madu digunakan untuk keramas karena gizinya sangat baik untuk membuat rambut jadi sehat"				
Sejak dulu	sari madu	digunakan	untuk keramas	karena gizinya sangat baik untuk membuat rambut jadi sehat
Sirkumstan	Carrier	Proses relasional	Atribut	Pendukung

According to Halliday and Matthiessen (2004), the process of being is a process that emphasizes the existence of a thing. The existential process involves a provider and an entity. noun phrase *'kekayaan bahan-bahan alami itu'* acts as a provider of the entity *'sampo sunsilk'*. The existence of this entity is expressed

in the process of being through the verb *'tersedia'*. In other words, these natural ingredients are indeed contained in sunsilk shampoo products. The number of natural ingredients can make hair look cleaner, beautiful, and healthy.

**Table 11. Existential Process in Sunsilk Telur dan Madu Advertisement (1998)**

"Kekayaan bahan-bahan alami itu tersedia hanya dalam sampo sunsilk"		
Kekayaan bahan-bahan alami itu	tersedia	hanya dalam sampo sunsilk
Penyedia	Proses wujud	Entitas

The interpersonal meaning of beauty in the sunsilk egg and honey advertisement is shown by a declarative clause and a modality with a proposal category. The declarative clauses include *'lebahmahluk mengagumkan penghasil madu yang kaya akan gizi'*, *'sedangkan telur yang kaya akan protein yang membuat rambut menjadi subur dan indah'*, *'sejak dulu, sari madu digunakan untuk keramas karena gizinya untuk membuat rambut jadi sehat'*. The three declarative clauses convey facts about the efficacy of bees and eggs in helping hair beauty care. Bees with the resulting honey extract can fertilize hair and eggs that can make hair healthier, stronger, and beautiful. These three declarative clauses are also categorized as proposal modalities because they offer the best natural products to treat thicker, healthier, and beautifully shiny hair. The textual meaning of beauty in the egg and honey sunsilk advertisement is shown through the construction of marked, unmarked, and structural topical themes. Marked topical themes are indicated by declarative clauses *'lebah mahluk mengagumkan penghasil madu yang kaya akan gizi'* and *'kekayaan bahan-bahan alami itu tersedia hanya dalam sampo sunsilk'*. These two

clauses are classified as topical themes and rhemes which are not marked because they are filled with nouns. The topical theme unmarked in the two clauses expresses the interrelated relationship between bees and sunsilk shampoo. Bees with their ability to produce honey extract are then processed with other ingredients to become hair cleaning products (shampoo) that can help natural beauty and hair health care.

**Tabel 12. Tema Topikal Tidak Bermarkah dalam Iklan Sunsilk Telur dan Madu (1998)**

Tema topikal tidak bermarkah	Rema
Lebah	mahluk mengagumkan penghasil madu yang kaya akan gizi
Kekayaan	bahan-bahan alami itu tersedia hanya dalam sampo sunsilk

Then, the marked topical theme along with its rhyme appears in the declarative clause '*sejak dulu, sari madu digunakan untuk keramas karena gizinya untuk membuat rambut jadi sehat.*' This clause is classified as a marked topical theme because it is filled with

prepositional phrases '*sejak dulu*' which shows that the benefits of honey extract have been known and known since ancient times until now as a natural ingredient for hair beauty treatments so that it looks healthier and more beautiful.

**Tabel 13. Tema Topikal Bermarkah dalam Iklan Sunsilk Telur dan Madu (1998)**

Tema topikal bermarkah	Rema
Sejak dulu	sari madu digunakan untuk keramas karena gizinya sangat baik untuk membuat rambut jadi sehat

Meanwhile, the structural theme can be seen in the declarative clause '*sedangkan telur yang kaya akan protein yang membuat rambut menjadi subur dan indah*'. The configuration of

the structural theme and the theme in this clause states that not only honey is efficacious for hair care, but there are also eggs with protein in them which can make hair thicker and more beautiful.

**Tabel 14. Structural Theme in Sunsilk Telur & Madu Ads (1998)**

Tema struktural	Rema
Sedangkan	telur yang kaya akan protein yang membuat rambut menjadi subur dan indah

Based on the relational process, the process of being, the declarative clause with the modality of the proposition category, the unmarked topical theme, the marked topical theme, as well as the structural and rhema themes reveal that

the meaning of beauty in the sunsilk egg and honey advertisement (1998) is the appearance of beautiful, fertile, and healthy hair. well taken care of.

#### IV. CONCLUSION

Based on the results of the analysis, it can be concluded that there are various meanings of beauty conveyed through language meta functions in advertisements for viva mangir beauty lotion (1993), advertisements for viva hand & body lotion (2018), advertisements for sunsilk eggs and honey (1998). The meaning of beauty includes the meaning of beauty in terms of skin and hair appearance, which includes smooth and soft skin texture, beautiful and fertile hair, and very long and thick hair. This beauty comes from the use of natural ingredients which further adds to the comfort and confidence of women in carrying out their daily activities.

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