

ANALYSIS OF PERSUASIVE LANGUAGE AND STRATEGIES USED IN *KYLIE COSMETIC VIDEO REVIEW ON YOUTUBE*

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ABSTRACT

This study analysis the persuasive language and strategies used in Kylie Cosmetic video review on YouTube. The qualitative data were analyzed based on the types of persuasive strategies found by Beebe & Beebe and persuasive language by Kannan & Tyagi. The result shows the Kylie cosmetic video review uses 23 persuasive strategies: (12) inductive reasoning, (8) deductive reasoning, and (3) causal reasoning; and 37 persuasive language data: (13) short sentences, (11) long noun phrases, (4) alliteration, (3) repetition, (2) avoid negative, (2) simple and colloquial language, and (1) imperative. The study provides persuasive strategies and language to improve video reviews.

Key words: *Persuasive strategies, Persuasive language, Persuasion, Video review*

INTRODUCTION

The internet and social media have become integral to everyday life, with mobile gadgets providing vast amounts of information. YouTube, a popular platform with over one billion users, has enabled the consumption of numerous hours of video content daily. As a people's platform, YouTube combines traditional broadcasting and internet-enabled narrowcasting, allowing users to create and share brand-related videos[1]. YouTube users have taken on the role of "prosumers." Actively engaging in the creation and dissemination of various brand-related videos, including but not limited to product review vlogs (commonly known as "unboxing" videos), home videos, personal diaries, parodies, memes, presentations, interviews, films, and music videos [2]. The cosmetics industry has grown significantly, with companies developing marketing strategies to reach the market. One approach is using endorsements from beauty vloggers, also known as beauty YouTubers or influencers.

Discourse analysis is a study of language, focusing on its organization and use in spoken or written texts. It plays a crucial role in human communication by examining how, who, what, and when language is employed [3]. Kinneavy identified four forms of conversation: expressive, referential, literary, and

persuasive. Persuasive discourse involves expressing facts or opinions to persuade potential consumers[4]. Persuasion is a symbolic process used in various aspects of life, aiming to change attitudes or behavior without coercion[5]. Persuasive strategies are an action intended to influence or encourage another's mind or opinion based on some reasonable arguments. However, understanding persuasive language extends beyond sophisticated social matters [6]. Beebe & Beebe outlined Aristotle's persuasion concept of ethos, pathos, and logos as three essential elements: credibility, logic & evidence, and emotion. This study is then explained in terms of the perception of persuasive strategies with focuses on reasoning in Logic and Evidence.

Persuasive language is a powerful tool used to influence attitudes, beliefs, and behaviors through carefully chosen words. It can be used in speeches, ads, and written discourse, appealing to emotions, reasoning, or trustworthiness[7]. Advertising often uses persuasive language to elicit a response from the audience, using narratives, proof, and visual elements. The power of language in persuasion is evident in both printed and visual media advertisements, with language playing a crucial role in recognizing and remembering products[8].

This study examines the persuasive language and strategies used in Kylie Cosmetics review videos,

focusing on the brand's lip products, eyeshadow, blush, and bronzer. The research aims to understand the connection between language and persuasion in beauty product reviews on social media. The study is limited to YouTube reviews by two beauty influencers, NikkieTutorials and Sophdoeslife. The study aims to fill a research gap in linguistics on persuasive strategies and language discourse in beauty product review videos.

METODOLOGY

This study uses qualitative research methodologies to analyze persuasive strategies and language used in YouTube reviews of Kylie Jenner Cosmetics. Data was collected from beauty vloggers NikkiTutorials and sophdoeslife, who provided detailed information about Kylie Cosmetics products. The data includes persuasive strategies and language used in the videos, which were carefully analyzed through repetitive analysis. The writer will analyze a YouTube video review of Kylie Cosmetics, capturing screenshots and converting them into text. The writer will then identify the video review and classify the persuasive strategies and language used. The writer will analyze each utterance, highlighting the persuasive approach and language. The data will be analyzed using the interactive analysis theory, which involves data collection, data reduction, data display, and conclusions. Data representation is used to present findings through paragraphs and bullet points in the narrative.

FINDINGS AND DISCUSSION

The researcher gathered sixty data points from two formats: one with 23 persuasive strategies and the other with 37 persuasive language data.

1. The Types of Persuasive Strategies

This study identified 23 types of reasoning of persuasive strategies, including twelve data of inductive reasoning, eight data of deductive reasoning, and three data of causal reasoning.

Data 1

“what I can tell you these pencils are too thick and too waxy to really draw individual thin hairs, Um I always feel like an eyebrow pen for that part we are off to such a great start I am I’m really impressed by this I would rate the Kybrow eyebrow pencils a seven and a

half out of then leaning towards an eight now”

The statement uses inductive reasoning to express her subjective viewpoint on the Kybrow eyebrow pencil. She found the pencils too thick and waxy for drawing individual thin hairs, despite the product's impressive features. Despite her positive experience, she still felt like an eyebrow pen for that part, highlighting the product's limitations.

Data 2

“it in the beginning of this video but i felt like most of kylie's products were like you were paying for the name and she had good products but definitely not like stellar and this is this is serving highlighters”

The statement using deductive reasoning states people buy the product not due to what it offers but because of its association with the name Kylie. She came to the conclusion that Kylie Cosmetics' highlighter is excellent, especially for those who are not concerned with the brand itself, and she advised people to base their decisions on the product's quality rather than its brand name.

Data 3

“The very first revamped Kylie cosmetics products is this right here this is the Kaibrow and this is their brand new brow pencil now the packaging is still a baby pink it’s got chrome silver lettering this is what the cardboard looks like that they come in it looks different it’s still looks different it’s still very cute”

This is causal reasoning cause-and-effect. When it started with "The very first revamped Kylie cosmetics products is this right here, this is the Kaibrow, and this is their brand new brow pencil," and the conclusion "it's still looks different, it's still very cute," This indicates that the revamp has changed the product; it is said in her review about the Kybrow.

2. The Types of Persuasive Language

The study identified 37 data of persuasive language, including 13 short sentences, 11 long noun phrases, 3 repetitions, 4 data of alliteration, 2 uses of colloquial language, 2 avoidance of negatives, and 1 use of imperatives.

Data 1

*“what I can tell you **these pencils are too thick and too waxy to really draw individual thin hairs**, Um I always feel like an eyebrow pen for that part we are off to such a great start I am **I’m really impressed** by this I would rate the Kybrow eyebrow pencils a seven and a half out of ten leaning towards an eight now”*

The inductive reasoning data uses alliteration and rhythmic effects to highlight the product description. The use of the letter T in phrases like "Too", "Too", and "To" creates a memorable and attractive statement. Nikkie aims to highlight the product's point, stating that it is too thick and waxy to draw individual thin hairs, providing insight into the product she has reviewed.

The statement uses persuasive language, specifically the short sentence "I'm really impressed" to describe the products the reviewer has tried. This powerful phrase attracts the audience's attention and creates a specific emotional reaction. The use of strong and trusting vocabulary adds a sense of strength to the statement. The reviewer's approval of the product serves as proof of its quality, encouraging the audience to try it. The thoughtful choice of words in the statement may have a significant impact on the audience.

Data 2

*“it in the beginning of this video but i felt like most of kylie's products were like you were paying for the name and she had good products but definitely not like stellar and **this is this is serving highlighters**”*

The data of deductive reasoning in this statement, the word "this is" in "this is this is serving highlighters" is repeated, which are Repetition is employed to repeat the brand or the catchphrase. The term "this is" is employed to point out the exceptional quality of the product it refers to. This is used to persuade the audience of the product's excellence through the impact it has on her.

Data 3

*“The very first revamped Kylie cosmetics products is this right here this is the Kaibrow and this is their brand new brow pencil now the packaging is still a baby pink **it’s got chrome silver lettering** this is what the cardboard looks like that they come in it looks different **it’s still looks different it’s still very cute**”*

The long noun phrase and alliteration were identified in the causal reasoning data as "it's got chrome silver lettering" and "it still looks different; it's still very cute". "Lettering" is a word that refers to the noun and adjective "chrome silver." The long noun phrases in this statement provide a detailed description of the product's looks, attracting prospective buyers' attention and highlighting the new features of the revamped product, making it more noticeable. She described the product's appearance in detail and expressed her thoughts using alliteration, stating, "It still looks different; it's still very cute" this phrase shows alliteration with the repeated consonant sound "i" at the beginning of both the words "it's". The statement has the capacity to have a powerful effect on the audience. The audience will gain insight into the product's characteristics from her statements.

CONCLUSIONS AND SUGGESTIONS

The study examines the persuasive language used in YouTube video reviews of Kylie Cosmetics. The research reveals that inductive reasoning dominates the data, with examples, facts, and opinions used to draw conclusions. Short sentences are the most persuasive language, as they grab the audience's attention. The study suggests that understanding how language can be used to convince others is essential, as it can influence opinions, beliefs, and behaviors. The researcher suggests that future studies may explore new possibilities for employing persuasive strategies in language, particularly in content review on platforms like TikTok, Reels, and Shorts. Specialization in the study will improve the quality of the research. This thesis can be used as a resource for analyzing persuasive strategies and language in various fields.

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