

Power and Ideology in the Advertisement Texts of Anti-Aging Products in Indonesian Magazines

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Abstract

The research is conducted based on the explanations of critical discourse analysis (Fowler, 1996; 1996; 1985; and Fowler et al, 1976) and systemic functional linguistics (Halliday, 2004). The research aims to analyse how the ad writers exercise linguistic features to build their power in the written advertisement texts of anti-aging products in Indonesian magazines, and what ideology is implied by the use of the linguistic features. The data is six advertisement texts of anti-aging products which are most published in the magazines. The research is performed on two analysing level. On the contextual level, the writer explains the whole contextual information of the texts. On the textual level, the thesis writer describes and analyses linguistic features of the texts, and suggest the interrelation between the textual features and the context. The writer describes and analyses the power practice in the ad texts, which eventually implies an ideology. The writer concludes the scientific image of the product and the classification of aging skin as a bad value are constructed to support business importance of those who is behind the ads. The nature of science offers an absolute and powerful basis in the development of the readers' trust, and the good value of youth imposes an understanding about how good to be young. If more women believe it, more products are sold. However, it is detrimental to women because they are forced to stay young to stay "good", at the same time; there is no solution to make women completely stay young.