

## The Use of Sentence Types in Positive Beauty Campaign YouTube Advertisements

**Lutfi Efendi**

Email: [lutfiefendi@gmail.com](mailto:lutfiefendi@gmail.com)

Magister Linguistik, Fakultas Ilmu Budaya, Universitas Gadjah Mada

**Tofan Dwi Hardiyanto**

Email: [deha@ugm.ac.id](mailto:deha@ugm.ac.id)

Magister Linguistik, Fakultas Ilmu Budaya, Universitas Gadjah Mada

### ARTICLE INFO

### ABSTRACT

#### Article History

Received 5 June 2023

Revised 11 July 2023

Accepted 24 July 2023

#### Keywords

Positive Beauty Campaigns;

Sentence Types;

Social Media;

YouTube Advertisements

*Beauty products use social media to advertise their products to get people to know them. To attract the audience, the advertisers need to reflect the sentence types as well as the titles as the marketing approach. Understanding the sentence types essential for the company to reach the targeted market. This research studied the sentence types of positive beauty campaign YouTube advertisements. The data collecting technique is through document review by using converted spoken utterances from the positive beauty campaign YouTube advertisement videos. The encrypted videos are from Pantene Pro-V It's time we see grey hair differently #PowerOfGrey, NEW Rare Beauty by Selena Gomez, Unilever Positive Beauty, and Dove Beauty on your own term #MyBeautyMySay. The results showed that declarative sentences are the most widely used in advertisements. Through declarative sentences, the advertisers persuade the audience to have a look at the message of the positive beauty campaign. Also, the purpose of a positive beauty campaign is to spread and embrace a positive awareness of beauty, therefore the role of the sentence type is significant to support the message of the advertisement.*

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



### INFO ARTIKEL

### ABSTRAK

#### Riwayat Artikel

Masuk 5 Juni 2023

Direvisi 11 Juli 2023

Diterima 24 Juli 2023

#### Kata kunci

Iklan YouTube;

Jenis-jenis Kalimat;

Kampanye Kecantikan Positif;

Media Sosial

Produk-produk kecantikan menggunakan media sosial untuk mengiklankan dan membuat orang-orang mengetahui produk mereka. Untuk mendapatkan perhatian dari pemirsa, pengiklan perlu memperhatikan penggunaan kalimat dan judul yang digunakan sebagai salah satu pendekatan pemasarannya. Memahami tipe-tipe kalimat merupakan hal yang penting bagi perusahaan untuk memikat target pasarnya. Penelitian ini bertujuan untuk mengetahui jenis-jenis kalimat dari iklan YouTube mengenai kampanye kecantikan yang positif. Teknik pengumpulan data melalui telaah dokumen dengan menggunakan ucapan lisan yang dikonversi dari video iklan YouTube mengenai kampanye kecantikan positif. Video yang dikonversi berasal dari iklan Pantene Pro-V It's time we see grey hair differently #PowerOfGrey, NEW Rare Beauty by Selena Gomez, Unilever Positive Beauty, and Dove Beauty on your own term #MyBeautyMySay. Hasil penelitian menunjukkan bahwa kalimat deklaratif paling banyak digunakan dalam iklan yang ditemukan. Melalui kalimat deklaratif, pengiklan membujuk pemirsa untuk melihat pesan kampanye kecantikan yang positif tersebut. Selain itu, tujuan dari kampanye kecantikan yang positif adalah untuk menyebarkan dan merangkul kesadaran positif tentang kecantikan. Oleh karena itu, peran jenis kalimat sangat penting untuk mendukung pesan iklan tersebut.

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



## **INTRODUCTION**

Advertising plays a prominent role to promote beauty products. A great number of companies use social media to promote their products. Beauty products also use social media to advertise their products to get people to know them. YouTube is one of the social media platforms when it comes to advertising. When it was first released in December 2005, YouTube became incredibly popular. The site reached 3 million viewers in its first month, which is a great start for a new startup. In February 2006, the number of viewers rocketed rapidly three times, got tripled in July to 30 million visitors, and became 38 million visitors by the end of that year (Miller, 2011). Based on the explanation by comScore, “YouTube is the number-three site on all the Web, with more than 146 million visitors per month as of August 2010” (Miller, 2011). Therefore, businesses are undoubtedly using YouTube as a social network to advertise their products. YouTube is currently one of the largest Google platforms, so it has a huge audience.

YouTube is a video-based platform that provides video as its main feature. It also offers live streaming, live chat, comment, and video sharing. These features are useful for engaging the audience. Therefore, engagement on YouTube is potentially very high. Thus, it quickly increases the traffic of the advertised brand. To gain the audience’s engagement, the companies need to post the advertisement in the form of videos. The videos have to contain interesting and engaging content to attract the target audience and market. Besides having posted the videos, there are several approaches that the companies need to consider to attract the targeted market. To attract the audience, they need to reflect the sentence types as well as the titles as the marketing approach. Moreover, words are just as powerful as visuals, so the sentence should align with the business’s goal and products.

Beauty products have a specific purpose planned with their products. Even if they promote their products in the same way, the purposes may be different for some reasons. Several beauty products contain a positive message such as ‘Let’s Break Up’ rather than ‘Spotless Fairness’. As explained in a previous study by Sembiring et al. (2020), languages in beauty advertisements use several language purposes for example to persuade, and to inform. From the previous studies, there are several researches conducted formerly in the same field of study. To begin with, research conducted by Hidayah and Milal (2006) attempted to investigate how the advertiser builds up the ideal identity in the beauty product advertisement. The other related research was implanted by Kaur et al. (2013). They conducted research entitled beauty product advertisements in critical discourse analysis. It is found that the use of sentences influences the readers to purchase the products. The use of imperative sentences intends to persuade the readers to purchase the products. Whereas the interrogative sentence is meant to form personal touch to the readers by having an informal conversation to engage the information advertised. Therefore, understanding the sentence types of beauty product advertisements is essential for the company to reach the targeted market.

### **Advertising**

As explained by Zimmermann in Grimaldi et al. (2003), advertising allows you to communicate a salient message to a large group of consumers faster than any other form of

communication. Moreover, it lets the advertisers get connected to the consumer and provides a chance to develop the current relationship between the consumers and the brand. Advertising also gives the trigger for the consumer to instantly buy the products. In line with the statement that advertising allows the advertisers to communicate, Kelley et al. (2015: 30) propose the basic roles of communication associated with the brand: 1) communication can increase awareness of the brand since it informs the consumers about what the brand delivers, 2) communication can change the insight or the definition completely towards the brand since the brand persuades the consumers to gain about the brand, 3) communication supports to portray the brand with a particular branding. On the other hand, informing, persuading, and branding are the core functions of communication in advertising. Thus, it can be inferred that advertising plays a prominent role in communication to deliver information about the brand and to persuade consumers about the brand image.

### **YouTube Beauty Campaign**

YouTube is seen as a media platform for wide-spreading the beauty campaign. A campaign is seen as a form of marketing. Advertising has led to open-access marketing as the campaign (Chen & Dermawan, 2020). Moreover, YouTube is also used as a stage for make-up tutorials and beauty vlogging. The beauty campaigns on YouTube not only promote women as “conventional hetero-feminine”, but they also put women as “self-empowered” (Banet-Weiser, 2017). On the other hand, when it comes to positive beauty campaigns, it does not mainly talk about beauty as a standard, but beauty as being inclusive, embracing beauty positively. Therefore, this campaign has its purpose not only to promote their products but also to send the message of the campaign.

### **Social Media**

The role of social media in advertising is significant. Media strongly connects the brand or product to the consumers (Kelley et al., 2015:1). To gain influence from the audience, the advertisers apply media that gain followers. The media has a prominent role to encourage the followers to have a look and turn to the passage of the advertisements (Kelley et al., 2015:114). Thus, it can be concluded that the role of media holds an important role to influence and persuade people to have a look at advertisements. Moreover, Berger (2012:113) explains that social media is increasingly important in marketing and advertising. Also, cultural norms in society supported by social media can change consumer attitudes (Berger, 2012:114). Hence, social media can influence and change the perception of the brand.

Quesenberry (2019:8) states that social media is generating and delivering information and ideas. Through social media, the aims of the brand are to give information about the brand itself, whether selling the products or changing consumer attitudes about the brand. There are types of social media, such as social networks like Facebook, LinkedIn, blogs and forum like Blogger and Tumblr, also media sharing like YouTube and Twitter. YouTube is a video-sharing based platform allowing users to upload, view and share videos to other users. Considering the users, YouTube is the top video-sharing website, with over one billion users or one-third of all people on the internet globally as elaborated more by Quesenberry

(2019:145). Therefore, that makes YouTube become a platform to share information world widely. Through its the popularity, the advertisers use YouTube to connects widely to the audience and persuade them to get to know them.

### **Sentence Types**

Sentences types can be categorized based on the syntactic properties. They are declarative, interrogative, imperative, and exclamative sentences (Aarts, 2001:58).

#### **1. Declarative Sentence**

A declarative sentence can be defined as the sentence consisting a subject and be followed by predicate then followed by a direct object or indirect object. This also can be stated as a sentence delivering statement but it is not always meant to make a statement. It is supported by Huddleston (1984:358) stating that declarative will be used to make statement. In contrast, a non-declarative sentence shows marked configuration. There are some words that indicate declarative sentences such as *promise, request, order, advice, thank, apologise* and they are used performatively (Huddleston, 1984:358).

#### **2. Interrogative Sentence**

The use of interrogative sentence means to ask question. The interrogative can be classified into *yes/no interrogatives* and *open interrogatives* or *Wh-interrogatives*. A *yes/no question* has the answer “yes” or “no”. The questions are such as *Can you see this? Do you agree? Will you dance with me?*. The *Wh-interrogative* sentence starts with the wh-words such as *Why did you leave? What did you eat?*. The answers of an open interrogative sentence can be varied. The questions can be implemented not always only to ask questions but they can also be used as rhetorical questions as shown in *Can you be quiet?*. Interrogative sentences start with the wh-words such as *who, whom, which, whose, where, why* and the non-wh interrogatives (Huddleston, 1984:366).

#### **3. Imperative Sentence**

The implementation of imperative sentence intends to tell somebody to not or do something such as in *go home, mind your business*. Syntactically the characteristics of imperative sentence consist of no subject and the verb is implemented as the base form. Huddleston (1984:359) also explains that imperative sentences differ from others in two points. The first point is that imperative sentence uses the first verb as the base form, and it has no subject. Imperative sentence is used to issue directiveness as well (Aarts, 2001:62).

#### **4. Exclamative Sentence**

This type of sentences also uses wh-word as presented in *What a load of nonsense he talks!* and *How absolutely disgraceful he look!*. The wh-words used in exclamative sentences are placed as the Noun Phrase (NP). It is recognized with the elements of *what* or *how* and then followed by *a* or *an*. This sentence refers to utter exclamations (Aarts, 2001:62). This sentence starts with one of the wh-words *how* and *what*. *What* in exclamative sentence has the function as a determinative (Huddleston, 1984:373). *How* is used as the head of an adverb phrase.

Based on the structures, the sentences can be categorized as simple and complex sentence (Radford, 2009:1). Joshi (2014) explains that the structures of sentences are divided into three structures. They are simple, complex and compound sentences. As supported by

Hiddleston (1984:378), a simple sentence has only a clause, that is a main clause, a compound sentence implements two or more clauses, and the complex has two or more clauses and the one is subordinate. In addition, a compound word consists of two stems, when a complex word has a stem and an affix.

#### 1) Simple Sentence

According to syntax, a simple sentence consists of two constituents, a subject and verb. The position of verb is usually entitled as predicate (Radford, 2009:2). As stated by Joshi (2014), at least a simple sentence also contains a subject and predicate as in the example *students protested* and *we attended the class*.

#### 2) Complex Sentence

A complex sentence has more than a clause (Radford, 2009:8). For instance, the sentence *Mary knows John smokes*. There are two clauses, *Mary knows* and *John smokes*. The word *knows* covers the subject *Mary* and the predicate *knows* has the complement *John smokes*. As defined by Joshi (2014), the definition of a complex sentence consists of an independent clause followed by one or more dependent or subordinate clauses. It uses subordinating conjunctions for instance *as, because, considering that, in order (that), since, so (that), that, why*. This type of sentence also applies *although, as, as though, whereas, while, until, unless, whether, though, where, how, if, in case (that), except*.

#### 3) Compound Sentence

The explanation of compound sentence can be defined as two or more independent clauses followed by coordinating conjunctions, correlative conjunctions or transitional expressions (Joshi, 2014). There are seven coordinating conjunctions such as *and, but, for, nor, yet, so, or*. Also, this kind of sentence implements correlative conjunctions like *although...yet, not only...but also, either...or, neither...nor*. Then, the examples of transitional expressions are mentioned as *besides, further, furthermore, moreover, accordingly, consequently, therefore, thus, however, likewise, nevertheless, hence, finally, afterwards, meanwhile, in other words*.

## METHODS

This study used a qualitative research method as proposed by Moleong (2010). This method is chosen to explain and understand the phenomena in the object of beauty advertisement in the forms of sentences used by them. The data collecting technique is through document review by using converted spoken utterances from the positive beauty campaign YouTube advertisement videos. The data gathered are in the form of transcripts from the advertisements. There were four positive beauty advertisements collected in this research. The encrypted videos are from *Pantene Pro-V It's time we see grey hair differently #PowerOfGrey*, *NEW Rare Beauty by Selena Gomez*, *Unilever Positive Beauty*, and *Dove Beauty on your own term #MyBeautyMySay*. The selected videos were chosen because they promote positive beauty campaigns in the advertisements on YouTube. Moreover, not many beauty advertisements embrace positive beauty in their brands. The data analyzing method implements three stages. They are data reduction, data display, dan conclusion drawing/verification (Alasuutari, 1995). After the data is encrypted, they are being reduced by using the categories of the sentence types. And then the data are displayed and concluded.

## RESULT AND DISCUSSION

In this section, the results are categorized consequently. The first part discusses the frequency of sentence types appearing in the beauty campaign YouTube advertisements. The second part is the types of sentences collected, and the last part elaborates on the use of declarative sentences in the beauty campaign YouTube advertisements. The tables below present the data.

Table 1. The Calculation of Percentage of Sentence Types

$$\% \text{ Sentence Type} = \frac{\Sigma \text{ Type of Sentence X } 100\%}{\Sigma \text{ Sentences}}$$

The first part to be calculated is the sentence types of the advertisements. Every positive beauty campaign advertisement on YouTube being used in this study is converted from video to text and categorized by each sentence type.

Table 2. Frequency of Sentence Types

Positive Beauty Campaign YouTube Advertisements	Frequency			
	Declarative	Interrogative	Imperative	Exclamative
<i>Pantene Pro-V It's time we see grey hair differently #PowerOfGrey</i>	17	0	1	0
<i>NEW Rare Beauty by Selena Gomez</i>	15	0	1	0
<i>Unilever Positive Beauty</i>	13	1	5	0
<i>Dove Beauty on your own term #MyBeautyMySay</i>	29	1	2	0
<b>Total</b>	<b>74</b>	<b>2</b>	<b>9</b>	<b>0</b>
<b>%</b>	<b>87</b>	<b>3</b>	<b>10</b>	<b>0</b>

The next part of the results is the table of frequency that appeared in the sentence types. They are *simple*, *complex* and *compound*.

Table 3. Frequency of Structure in Sentence Types

Positive Beauty Campaign YouTube Advertisements	Frequency		
	Simple	Complex	Compound
<i>Pantene Pro-V It's time we see grey hair differently #PowerOfGrey</i>	13	5	0
<i>NEW Rare Beauty by Selena Gomez</i>	8	8	0
<i>Unilever Positive Beauty</i>	16	3	0
<i>Dove beauty on your own term #MyBeautyMySay</i>	26	5	1
<b>Total</b>	<b>63</b>	<b>21</b>	<b>1</b>
<b>%</b>	<b>74</b>	<b>25</b>	<b>1</b>

Table 2 shows the results of the frequency of sentence type. It shows that the most frequent sentence type that appeared in the positive beauty campaign YouTube advertisements is a declarative sentence with the biggest percentage of 87% with 74 declarative sentences. The positive beauty campaign that uses the declarative sentence the most comes from *Dove Beauty on your own term #MyBeautyMySay* with 29 declarative sentences. The number of imperative sentences is nine sentences with 10% of the total percentage. The imperative sentence found in the advertisements is mostly used by *Unilever Positive Beauty* with five sentences. The frequency of interrogative sentences is 3% with two sentences only implemented by each *Unilever Positive Beauty* and also *Dove Beauty on your own term #MyBeautyMySay*. None of the positive beauty campaign advertisements uses exclamative sentences.

Based on the structure of the sentences, the data in Table 3 displays the three structures of the sentences. Those three structures are simple, complex and compound sentences. The most frequently used sentence discovered in the advertisements is a simple sentence with 74% or 63 sentences. The use of complex sentences is 25% with a total of twenty-one sentences. The only advertisement using compound sentences is *Dove Beauty on your own term #MyBeautyMySay* with 1% of the entire percentage. The advertisement that uses simple sentences the most is *Dove Beauty on your own term #MyBeautyMySay* with 26 simple sentences. The positive beauty campaign advertisement of *NEW Rare Beauty by Selena Gomez* uses eight complex sentences.

## Sentence Types in Positive Beauty Campaign YouTube Advertisements

### Declarative Sentence

Declarative sentences are intended to make a statement (Aarts, 2001). This type of sentence is easily recognized as the most straightforward sentence. The sentence consists of the subject and is followed by Predicate. The examples of the declarative sentences discovered in the positive beauty campaign YouTube advertisements are shown below.

- (1) There's so much pressure everywhere to be a certain way. [Rare Beauty]
- (2) It's okay not to look like everyone else. [Rare Beauty]

- (3) I started noticing my gray hair when I was maybe four or five years old. [Pantene #PowerOfGrey]
- (4) You're going to mess up that beautiful face. [Dove #MyBeautyMySay]
- (5) It's normal to be told what beautiful looks like. [Unilever Positive Beauty]

Sentence (3) uses the subject 'I' and the predicate consisting of a verb 'start noticing' and then followed by the object *my hair*. Sentence (3) uses the declarative sentence to make a statement declaring that the speaker notices the gray hair. While in sentences (1), (2), and (5), they use linking verbs as the predicate after the subjects. Sentence (2) delivers a statement that it is alright not to look like everybody else. Sentence (4) is made by a subject 'you' and the predicate 'are going to mess up' then followed by an adverb phrase. Based on the sentences above, it can be concluded that declarative sentences implement subjects at the beginning of the sentences and then followed by the predicate and it has the function to make a statement (Huddleston, 1984).

### **Interrogative Sentences**

This type of sentence is intended to ask questions. It can be identified into *yes/no interrogatives* and *open interrogatives* or *wh-interrogatives*. The two interrogative sentences found in the positive beauty campaign of YouTube advertisements are presented as follows.

- (6) How can she be a lawyer? [Dove #MyBeautyMySay]
- (7) But is it normal? [Unilever Positive Beauty]

There are only two interrogative sentences found in the positive beauty campaign YouTube advertisements. Sentence (6) is a WH-interrogative by having 'how' so start the sentence. and sentence (7) is in the form of a yes/no interrogative. In sentence (7), the advertiser intends to highlight the purpose of a positive beauty campaign by giving a question. On the other hand, sentence (6) also questions how a woman can be a lawyer. A lawyer is not an occupation mainly associated to woman. Through that question, it is hoped to break the stigma faced by women in the workplace. Therefore, sentence (6) and (7) are intended to ask questions (Aarts, 2001).

### **Imperative Sentences**

The use of imperative sentences is to tell somebody to not do or do something (Aarts, 2001). Here are examples of imperative sentences.

- (8) Build body confidence. [Unilever Positive Beauty]
- (9) Look sophisticated. [Dove #MyBeautyMySay]
- (10) Do not dye your hair. [Pantene #PowerOfGrey]
- (11) Fight for racial and gender equality. [Unilever Positive Beauty]
- (12) Say no to normal. [Unilever Positive Beauty]

According to the data above, imperative sentence consists of no subject and the verb form is the base verb Huddleston (1984). The imperative sentences intentionally use the verbs to express the message of the advertisements without any subject preceding. Those verbs are meant to make the readers do what the advertisers ask them to do. Sentence (8) tells the reader



to be confident. Sentence (9) also asks to do something. On the other hand, the advertiser tells not to do something by implementing negations 'not' and 'no' in sentence (10) and (12). Then, sentence (11) strongly tells a message to stop racial and gender equality. Thus, it is concluded that imperative sentence is implemented to tell somebody not do or do something, regarding to the purpose of the advertisement. In the positive beauty campaign, it is further used to promote and tell women to be confident, and be beautiful the way they naturally look.

## Structure of Sentence Types in Positive Beauty Campaign YouTube Advertisements

### Simple Sentence

This type of sentence consists of two constituents, a subject and a verb (Aarts, 2001). Examples of simple sentences are shown below.

- (13) We say no. [Unilever Positive Beauty]
- (14) We won't just do less harm. [Unilever Positive Beauty]
- (15) It's okay not to look like everyone else. [Rare Beauty]
- (16) It is cool to accept yourself. [Rare Beauty]
- (17) Gray hair will make you old. [Pantene #PowerOfGrey]
- (18) It looks good. [Pantene #PowerOfGrey]
- (19) Only skinny girls can dress well. [Dove #MyBeautyMySay]
- (20) They would holler from across the street. [Dove #MyBeautyMySay]

In sentences (13) and (18), they consist of the subject and verb, followed by an object. While in (15) and (16), the sentences use linking verbs followed by the objects. Sentences (17) and (19) use modal verbs *will* and *can*, also sentence (14) uses modal verbs in the negative form *won't*. The use of simple sentences such as (13) and (18) shows that the advertisers aim to simply deliver directly the key point of the advertisements. Moreover, sentences (15) and (16) imply the arguments that the advertiser intends to bring the message by showing the positivity of the advertisements about positive beauty.

### Complex Sentences

Complex sentences have more than a clause consisting of an independent clause followed by one or more dependent or subordinate clauses (Radford, 2009). The examples of complex sentences are discussed below.

- (21) We won't accept a world where any of this is normal. [Unilever Positive Beauty]
- (22) I'm known as the Silver Fox that'll knock you out of your socks. [Pantene #PowerOfGrey]
- (23) We absorb those thoughts from culture what we're told. [Pantene #PowerOfGrey]
- (24) They said that I was too fat. [Dove #MyBeautyMySay]
- (25) It's just a safe place where people can feel comfortable. [Rare Beauty]

The advertisers have the purpose to explain two sentences in a shorter way by using the complex sentence. Sentences (21), (23) and (25) implement subordinating conjunctions *where* and *what* to connect between two clauses. For instance, in sentences (21) and (25), the

advertisers aim to elaborate more on the first clause by using the second clause. To shorten the explanation, they apply the use of complex sentences. Sentences (22) and (24) implement the subordinating conjunction *that* to link both clauses. All of the examples in the complex sentences above show the connection between the first clause and the second clause. The advertisements implement the use of complex sentences functioning to carry meaning from two sentences into a single sentence only.

### **Compound Sentences**

This kind of sentence is characterized by two or more independent clauses followed by coordinating conjunctions, correlative conjunctions, or transitional expressions (Joshi, 2014). There is only compound sentence found in this research.

(26) I'm ranked No. 1 in the country and No. 2 in the world. [Dove #MyBeautyMySay]

A compound sentence aims to link two independent clauses to gather two pieces of information into a single sentence. Sentence (26) uses coordinating conjunction *and* to connect two independent clauses into a single one.

### **The Use of Declarative Sentences Found in Positive Beauty Campaign YouTube Advertisements**

Declarative sentences are the most widely used in the positive beauty campaign used in the YouTube advertisements found in this research. As stated by Linghong (2006:76), the use of declarative sentences is aimed to convey information. The advertisers mean to deliver the message about positive beauty through declarative sentences. Also, a declarative sentence can be defined as a sentence delivering a statement (Aarts, 2001:58). It is also supported by Huddleston (1984:358) that a declarative sentence is used to make statement. As the nature of a campaign, therefore, the advertisers persuade the audience by giving statements about their mission on spreading positive beauty campaign through YouTube advertisements (Chen & Dermawan, 2020). Thus, it can be concluded that declarative sentences in the positive beauty campaign YouTube advertisements are used to convey information and to state the highlights of the positive beauty campaign.

### **CONCLUSION**

In this research, declarative sentences are the most widely used in advertisements with 87% of the total number. The second most used type of sentence is imperative sentences with 10% of the total percentage. After that, the interrogative sentence has 3% of the entire percentage only with two sentences found. While there is no exclamative sentence discovered in the advertisements. On the other hand, the most widely used sentence structure is simple sentences with 74% or 63 sentences. The use of complex sentences is 25% with 21 sentences. The only compound sentence used in the advertisement is 1% of the entire percentage. In fact, the implementation of declarative sentences shares 74 sentences. The aim of declarative sentences is to convey meaning. Through declarative sentences, the advertisers persuade the audience to have a look at the message of the positive beauty campaign. On the other hand,

imperative sentence tells the readers to do or not do something. The interrogative sentence is used to ask questions and rhetorical questions. Correspondingly, the purpose of a positive beauty campaign is to spread and embrace an awareness of beauty. Therefore, the role of the sentence type is significant to support the message of the campaign in the advertisement.

## REFERENCES

- Aarts, B. (2001). *English Syntax and Argumentation: Second Edition*. London: Palgrave.
- Alasuutari, P. (1995). *Researching culture: Qualitative method and cultural studies*. London: Publication Ltd.
- Banet-Weiser, S. (2017). 'I'm Beautiful the Way I Am': Empowerment, Beauty, and Aesthetic Labour. In A. S. Elias, R. Gill, & C. Scharff (Eds.), *Aesthetic Labour* (pp. 265–282). Palgrave Macmillan UK. [https://doi.org/10.1057/978-1-137-47765-1\\_15](https://doi.org/10.1057/978-1-137-47765-1_15)
- Berger, A.A. (2012). *Media, Myth, and Society*. New York: Palgrave Macmillan.
- Chen, J.-L., & Dermawan, A. (2020). The Influence of YouTube Beauty Vloggers on Indonesian Consumers' Purchase Intention of Local Cosmetic Products. *International Journal of Business and Management*, 15(5), 100. <https://doi.org/10.5539/ijbm.v15n5p100>
- Kaur, et al. (2013). Beauty Product Advertisement: A Critical Discourse. *Asian Social Discourse*. <http://dx.doi.org/10.5539/ass.v9n3p61>.
- Grimaldi, et al. (2003). *Inside the minds: The art of advertising: CEOs from BBDO, Mullin advertising & more on generating creative campaigns & building successful brands*. Aspatore Books.
- Hidayah, R. & Milal, A.D. (2006). Ideal Identity Construction in Beauty Product Advertisement of Garnier. *Journal of Literature and Language Teaching*. <https://doi.org/10.15642/NOBEL.2016.7.2.120-136>.
- Huddleston, R. (1984). *Introduction to the Grammar of English*. New York: Cambridge University Press.
- Joshi, M. (2014). *Simple, Compound, Complex, and Compound-Complex Sentences: English Sentence Forms*. South Carolina: Createspace Independent Publishing Platform.
- Kelley, L.D. et al. (2015). *Advertising Media Planning: A Brand Management Approach*. New York: Routledge.
- Linghong, Z. (2006). The linguistic features of English advertising. *Ce lea Journal*, 29(1), 71-78.
- Miller, M. (2011). *YouTube for business online video marketing for any business*. Indiana: Que Publishing.
- Moleong, L.J. (2010). *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosda Karya.
- Radford, A. (2009). *Analysing English Sentences: A Minimal Approach*. New York: Cambridge University Press.
- Sembiring, et al. (2020). Language Characteristics of Beauty Product Advertisements. *Linguistik Terapan*. <https://doi.org/10.24114/lt.v17i1.19769>.
- Quesenberry, K.A. (2019). *Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution*. London: Rowman & Littlefield.