

# **Analysis of Diction Represents Men in the Mykonos Perfume Advertisement on Instagram**

**A Research Paper**

Submitted to the English Department of Pasundan University as a Partial  
Fulfillment of the Requirements for Taking the *Sarjana* Degree (S-1)



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**2025**

## **Declaration of Originality**

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I confirm that the paper entitled “Analysis of Diction Represents Men in the Mykonos Perfume Advertisement on Instagram” is my own original work. I have incorporated ideas and statements from various sources and have appropriately credited them in my paper. I have adhered to the principles of academic integrity by avoiding any form of plagiarism or improper citation. Should there be any concerns regarding the ethical standards of this paper or claims questioning its originality, I am ready to take full responsibility.

Bandung, June 2025

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# Approval Page

A Research Paper

Analysis of Diction Represents Men in the Mykonos Perfume Advertisement on Instagram

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## **Preface**

*Allhamdulillah*, all praise to Allah S.W.T, the almighty and Most Merciful. By the grace of god, the researcher has successfully completed the research entitled “Analysis of Diction Represents Men in the Mykonos Perfume Advertisement on Instagram”. This research is important to provide insight into how diction selection is used to build masculinity characteristics, and what are the meanings of diction used in advertising in the digital era.

As an English Department student, the researcher found that analyzing diction that represents men’s and the meanings to be highly intriguing. The researcher chooses to use the theory of semantics to analyze the meaning of diction that represents men’s perfume advertising. Furthermore, the theory of Language function was employed to categorize the dominant diction usually used in men’s perfumes.

The researcher acknowledged that this paper is far from perfect and openly welcomes feedback, recommendations, and constructive criticism from readers. The aim of this research is to assist readers in understanding the choice of diction that represents men’s and the meanings embedded within them. Additionally, the writer hopes that this study will inspire future research in a similar area.

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## **Approval of Publicity**

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Permit the Pasundan University English Department to publish the researcher paper titled “Analysis of Diction Represents Men in the Mykonos Perfume Advertisement on Instagram” on the Pasundan University e-repository

Bandung, June 2025

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## Abstract

This research entitled “*Analysis of Diction Represents Men in the Mykonos Perfume Advertisement on Instagram*” explores how diction is used to represent men in Mykonos perfume advertisements on Instagram. This research was chosen because it is interesting to study and can add to the understanding of the selection of diction in showing a gender in advertising techniques in the perfume world. This research seeks to answer questions such as why the diction used to represent men, analyzing another meaning, and finding out the dominant diction often used in Mykonos men’s perfume. The researcher used Leech’s Semantic as grand Theory, focusing on Denotative, Connotative, and Persuasive meanings. Also used Jakobson’s Language Function, focusing on Emotive, Conative, and Referential Function. Chapter I outlines the background research, research problem, explaining the importance of analyzing men representation through diction in advertisements. Chapter II presents previous studies and discusses the core theories used, highlighting the role of semantics and language function. Chapter III explains this research employed a qualitative descriptive method with Qualitative approach with a case study design. Chapter IV primary data analyzes 14 perfume variants posted between November 2023 until March 2025. Chapter V shows the analysis identifies 20 recurring diction such as *Bold*, *gentleman*, *Mysterious*, and *Fresh*. The findings show that every diction contains all three semantic layers and serves one or more language functions. The dominant diction found is three categories: Emotive, Conative, and Referential Function. Supporting data from the questionnaire (76 respondents) and the Interview (10 respondents) to strengthen the validation of the analysis of the dominant diction that Mykonos used in their men’s Perfume.

**Keywords:** Advertisement, Caption, Diction, Men, Perfume.



## TABLE OF CONTENTS

<b>Declaration of Originality</b> .....	<b>ii</b>
<b>Approval Page</b> .....	<b>iii</b>
<b>Preface</b> .....	<b>iv</b>
<b>Acknowledgement</b> .....	<b>v</b>
<b>Approval of Publicity</b> .....	<b>vi</b>
<b>Abstract</b> .....	<b>vii</b>
<b>Table of Contents</b> .....	<b>viii</b>
 <b>Chapter I Introduction</b> .....	 <b>1</b>
1.1 Background.....	1
1.2 Problem Limitation .....	3
1.3 Research Questions .....	3
1.4 Research Objective .....	4
1.5 Significance of Research .....	4
 <b>Chapter II Literature Review</b> .....	 <b>5</b>
2.1 Perfume Advertising Concept .....	5
2.2 What is Advertisement .....	6
2.2.1 Advertising Characteristics .....	7
2.3 Instagram Media.....	8
2.3.1 Caption.....	9
2.4 Diction .....	9
2.5 Language Function and Diction Category in Perfume Advertisements.....	9
2.5.1 Perfume Advertising in Digital Media .....	11
2.6 Types of Writing.....	10
2.6.1 Descriptive .....	11
2.6.2 Persuasive.....	11
2.6.3 Expository .....	12
2.6.4 Argumentation.....	12
2.6.5 Narrative.....	12
2.7 Persuasive text.....	13
2.8 Semantic Theory .....	15
2.9 Previous Study.....	19

<b>Chapter III Research Methodology .....</b>	<b>22</b>
3.1 Research Design .....	22
3.2 Data Source.....	23
3.3 Data Collecting Method.....	23
3.4 Techniques of Data Analysis.....	24
3.5 Research Instrument .....	25
 <b>Chapter IV Data Analysis and Findings .....</b>	 <b>30</b>
4.1 Analysis of Diction in Mykonos Perfume Caption. ....	30
4.1.1 Analysis of Diction That Represents Men Using Semantic in Mykonos Perfume Advertisement.....	31
4.1.2 Dominant Diction Categories .....	59
4.1.2.1 Data Recap From Questionnaire and Interview .....	63
4.1.2.2 Analysis Dominant Diction Categorization Using Roman Jakobson's Theory.....	63
4.2 Findings ad Discussions .....	65
4.2.1 How Does The Choice of Diction Represent Men and Contain Connotative, Denotative, and Persuasive Meaning.....	66
4.2.2 What Are the Dominant Diction Categories Used in Mykonos Perfume Advertisement.....	67
 <b>Chapter V Conclusion &amp; Suggestions .....</b>	 <b>69</b>
5.1 Conclusion.....	69
5.2 Suggestion .....	70
 <b>Bibliography .....</b>	 <b>72</b>
<b>Curriculum Vitae .....</b>	<b>76</b>
<b>Appendices .....</b>	<b>77</b>