

# **CHAPTER I**

## **Introduction**

This chapter discusses the main research background of this study, problem limitations, research question, research objectives, and research significance, which form the core of this “Analysis of Diction Represents Men in the Mykonos Perfume Advertisement on Instagram.”

### **1.1 Research Background**

In the perfume industry, a major attraction lies not only in the quality of the scent, but another attraction in how the product is promoted to potential consumers. Perfume as a product is abstract and cannot be felt directly if you only see the product on digital media, and perfume brands rely heavily on language and visuals in conveying and promoting emotional messages and characteristics of the perfume aroma. In the context of marketing, the choice of language has a significant role in building characteristics. Therefore, perfume advertisements in this digital age often use creative strategies, including the choice of diction, which aims to describe the scent, Characteristics, atmosphere, and experience that the perfume brand wants to convey.

In this digital era, Instagram becomes one of the platforms of Social media that can reach consumers to have their favorite perfume brands. Instagram provides space for perfume brands to promote their perfumes by providing linguistic elements in creating alluring advertising messages. In perfume advertising, dramatic diction is often used to describe the fragrance as something that can be “felt” and can describe who the perfume is for, is it for men or women. The words in the ad not only describe the product, but can also be useful in building creative imagination and adding value to the perfume product. Diction like *"Bold, Strong and Masculine"* are examples of how diction choices are used to

represent men's perfume ads 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. Therefore, this research is conducted in addition to finding the meaning, language style, and word choice in Mykonos perfume advertisements, researcher can also explain the persuasive techniques carried out in perfume advertisements. This research is also relevant to English Literature majors because it focuses on analyzing meaning, diction and language style will also be the main focus in the study of English Literature this research. In terms of journalism, this research is related to communication strategies in digital media, especially in terms of advertising and copywriting in a persuasive way or using interesting language

This research is crucial in understanding how appropriate diction choices can be used to represent gender in the context of digital advertising. By analyzing the advertisements Mykonos perfume brands, this research aims to identify the diction choices used to represent men's, decipher the meaning behind the diction used, and explain the dominant differences in categorized in perfume brands.

Mykonos is a local perfume brand that has been on the rise lately, showing how language choice can be a communication tool to build imaginative and emotional appeal. Mykonos tends to use diction that describes luxury and imagination that exceeds reality. The difference in diction to approach gender is interesting to analyze, because it shows the strategy in conveying the perfume brand's message in playing with the imagination and emotions of potential consumers through the choice of diction.

Mykonos brands usually release their perfume variants that are "Unisex" or can be worn by both women and men. Therefore, the focus of this research is to find out more clearly which perfume variants are specifically for men based on the choice of diction used, even though the variant is Unisex but it does not rule out the possibility that the perfume can be used by men, or is more intended for.

Linguistic approaches, especially semantic theory, provide a solid foundation for analyzing the diction choices of perfume advertisements in Mykonos Perfume brands. Semantic theory helps uncover the literal and connotative meanings of the diction used, it allows for an in-depth meaning analysis of how language can be used to create impressions, imaginatively describing men.

Based on this background, this study will focus on analyzing the diction used in Mykonos perfume advertisements on Instagram to understand how language contributes to building an image of masculinity. Thus, the results of this study are expected to provide insights into language-based marketing strategies in the men's perfume industry as well as provide a linguistic perspective in digital advertising in Indonesia.

## **1.2 Limitation of the Problem**

The researcher focuses on analyzing the advertisement text on Instagram: Advertisement text of the perfume variants released by Mykonos from November 2023 to March 2025 on Instagram. Perfume variant contained key that represent men, contains Connotative, Denotative, and Persuasive language, and the dominant diction categories used in Mykonos men's perfume advertisement.

## **1.3 Research Questions**

In order to make this research to be more focused, the researcher formulates into research questions:

1. Why does the choice of diction in Mykonos perfume advertisements Represent Men?
2. What are the diction choices that contain Connotative, Denotative and Persuasive meaning and attract men in Instagram advertisements?
3. What are the dominant diction categories used in Mykonos men's perfume advertisements?

## **1.4 Research Objectives**

This research is expected to provide the following benefits:

1. To analyze how the choice of diction in Mykonos perfume advertisements creates a masculine image.
2. To interpret the meanings of the diction used and how it reflects masculinity in men's perfume marketing strategies.
3. To identify the most frequently used diction categories in Mykonos men's perfume advertisements

## **1.5 Significance of the Study**

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. By focusing on the local perfume brand Mykonos, this research is expected to expand linguistic (Semantic) studies and provide insight into the selection of diction used to present a gender and as a communication tool when advertising .