CHAPTER II
Literature Review

This chapter discusses several things about the theoretical that will be used to support the research. The theoretical that will be discussed is the concept of perfume advertising, The social media as a key to see the advertisements, Strategies of diction choices, types of writing, persuasive text, Semantic Theory, and studies related to the title of this research (Sadewa et al., 2023).

2.1 Perfume Advertising Concept

Advertising is one of the communication tools created to attract the attention of consumers and encourage them to buy or use the products being sold. Advertising is a type of marketing communication that refers to all forms of techniques in communication from marketers to reach their consumers (Moriarty, Mitchell, & Wells in Limbong, 2021). In the context of perfume, advertising has its own challenges due to the abstract nature of perfume, where the scent cannot be perceived through social media or text. Therefore, perfume advertising focuses heavily on utilizing text, visuals and diction in order to create an impression that can be felt. This encourages perfume brands to create advertisements using a more creative approach, especially through the selection of diction, attractive images, and narratives to create appeal (Efendioğlu & Durmaz, 2022).

Perfume is a highly personalized product, and consumers are very likely to choose perfumes based on personal preferences whether it is influenced by emotions, experiences, or each individual's personality. Because of this, perfume advertisements not only sell a physical product, but also offer a certain experience or lifestyle. For example, perfume advertisements often portray their perfume variants according to the theme or characteristics of the scent, for example as a symbol of luxury, freedom, manly, feminine and many more. This can be

illustrated or "felt" through the diction chosen, where the scent of the perfume is able to bring the user into a certain atmosphere (Putri Isnaini et al., 2023).

In this case, the choice of diction becomes an important element to convey a message in product advertisements. Narratives in perfume advertisements are often made in a more dramatic, emotional and imaginative style. The choice of diction such as "Heavenly Wonder" or "Pure Elegance" is not only to describe the product, but aims to provoke consumer emotions and creativity. In other words, the diction that is often used certainly creates connotative meanings that go beyond the function of perfume products as fragrance products (Rahayuningrat et al., 2024).

According to the researcher, the concept of Perfume advertising is one of the important aspects in communication so that consumers are interested in the perfume product. Because in this digital era, perfume is a product that has its own challenges because it is abstract when advertising through social media. So it is very important to focus on the choice of diction and attractive and striking visuals.

2.2 What is Advertisement?

According to KBBI, advertising is a message or news that aims to encourage, persuade the public to be interested in the goods/services offered. While advertising in English uses the word "Advertising" which comes from the Latin "ad-vere" which means sending a thought and idea to the other party. Unlike the French where this is called "reclamare" which means shouting something repeatedly. Another with the Dutch who call it "advertentie".

The definition of advertising itself is various. The number of definitions also results in definitions that have different directions. There are those who interpret it as a communication point of view or in a purely advertising perspective.

In the Communication point of view, people tend to emphasize advertising as a process of delivering messages through the media from communicators to communicants, where the installation of these messages is done by paying.

According Kotler in (Riangga, Nurlloh, Wibaselpa, 2023:135) advertisements is a form of promoting ideas, products, or services used by an individual or group to influence or direct thoughts for a specific purpose. According to Swastha in (Putra Richadinata & Astitiani, 2021:195), Advertising is a form of communication often used by some entrepreneurs or brands to direct persuasive communication to people. From a curious point of view, advertising is defined as a tool to sell a product or service.

The Researcher also believes that advertising is a communication tool that has several objectives to provide information, convince, invite people to be interested in the product or service being advertised. In addition, advertising is also growing along with technological developments, advertisements appear on many platforms, many variations of advertisements are increasingly creative and interesting.

2.2.1 Advertising Characteristics

The following are some explanations of the characteristics of advertisements that must be considered According to *Brain Academy by Ruangguru*:

1. Information or messages are conveyed
2. Advertising uses persuasive words to make it more attractive to others
3. Using diction or language that precise, logical, polite and easily understood by the public or target market.
4. Explain about the product

Advertising also has certain requirements:

1. Advertising must be objective, proportional, and honest.
   Advertising is a means of introducing goods or services to the public. Therefore, advertisements must be objective in explaining the item in accordance with its original state, the opinions given in the advertisement must also be proportional and honest about the product being advertised.
2. Ads must contain information that is clear and easy to understand.
   Advertising requires information that can be received in a short time, the clearer and easier to understand the advertising information, the

information is also easier to reach many people.

3. Ads must be made to attract attention and interest.

   Because no one is interested in ads that are not interesting, how to make ads interesting can be done with word play, good visuals.

4. Advertising is prohibited from offending, hurting or demeaning other products.

   Advertising that aims to put down other products is strictly prohibited.

2.3 Instagram Media

Instagram comes from the word "Instant" or "Insta" like a polaroid camera, therefore Instagram can display photos instantly in its display. While the word "Gram" comes from the word "Telegram" where the way telegrams work is to send information to other people quickly. Therefore, Instagram can be interpreted as a platform that can upload PHOTOS using the internet network, so that the information conveyed can be received instantly.

According to De Vries, Moller, Wieringa, Eigenraam and Hamelik in (Anisah, Sartika, Kurniawan, 2021: 97), this platform is very different from other social media platforms, especially Facebook, because the "Centrality of Images" on Instagram is more dominant than other text-based social media platfrom. This social network was inaugurated on October 6, 2010 by Kevin Systrom and Mike Krieger who were able to attract 25 thousand users on the first day. The name Instagram is short for "Insta-Telegram" while according to the official Instagram website, Instagram is a fun and unique way to share your life with friends through a series of images.

According to Jefferly Helianthusonfri in (Nugraha, Safira, Radita, 2022: 224) Instagram is one of the most popular and beloved soial media platform in Indonesia, as evidenced by a survey conducted by *"We are Social"* Instagram is the fourth most frequently used media social platform in Indonesia.

The researcher agrees that Instagram is a platform that spreads photos and information instantly. This can be seen in the past few years, where most people have used Instagram to find trending information, and also many product.

2.3.1 Caption

Caption, also referred to as a "takarir" in Indonesian, serves as a crucial element in social media post. Beyond complementing visual content, captions play a significant role in delivering persuasive message that can influence reader's decision when choosing a product. The use of diction in each caption contributes meaningfully to influencing both perception and purchasing decisions especially in Perfume Advertisement. Advertising through Instagram captions not only helps construct a positive brand image but also support increased sales and reader engagement according to Widyatama in (Wicaksono & Saksono, 2025:67). The researcher focused on the choice of diction in the captions of posts on Mykonos offcial account.

2.4 Diction

Diction is the choice of words in writing that are often used to describe a meaning that corresponds to what is being written. According to Keraf in "Analysis On Diction And Types Of Sentences Used On Drug Brochures" (Putu Rusanti, I Gusti Agung Galuh Wismadewi, 2022:170), explain that Diction is one of the important elements because it will affect how the readers interpret the sentences they read. Because of that, the right choice of words can help to understand the meaning of the sentences in the text.

According to KBBI (Kamus Besar Bahasa Indonesia), the definition of diction is the appropriate and suitable choice of words to express an idea or concept. The activity of choosing words is carried out in order to express the meaning and purpose of an idea. According to Keraf (Putu Rusanti, I Gusti Agung Galuh Wismadewi, 2022:168), explaining diction is one of the important elements because it will affect how the readers interpret the sentences they read.

2.5 Language Function and Diction Category in Perfume Advertisements

Diction in perfume advertisements generally serves to create emotional, creative sensations, describe lifestyles, and build characteristics on certain

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perfume brand variants. According to Johnson & Ensslin, Goddard (JA Nwankwegu & GC Nwode, 2023:3), the strategy advertising language characterized is to use simple, memorable, and enhance persuasiveness.   To support the classification of dciton category in this study, the Researcher refers to the Theory according to **Roman Jakobson Language function** in (Fauzi Usrya Kanaza, 54-73:2020), He identified six functions of language: Emotive, Conative, Referential, Poetic, Phatic, and Metalingual. Among these, three are particularly relevant for advertising discourse; these are referred to as diction categories include:

1. Emotive Diction

    Diction that can express emotions, moods, or personal feelings. In advertisements, it appears through diction that evoke mood or atmosphere like "Warm", "Magical", "Wonderful".

2. Conative Diction

    Conative function is directed toward influencing, motivating, or guiding the reader's behaviour or perception. For example, in perfume advertising is "unforgettable", "Memorable", "Unstoppable".

3. Referential Diction

    Referential is concerned with describing or referring to an object, concept, qualities, social roles, or identities characteristic of the product or user perfume. Example: "Royal", "Rich", "Luxurious".

The researcher will use the Language function to categories dominant diction choices use by Mykonos advertisements, using the main focus is Theory by Jakobson. But the author also includes diction choices that are often used in perfume advertisements that present men, such as dramatic diction and lifestyle diction to be used in this study.

In Conclusion, by applying Roman Jakobson's theory of language functions, with the focus in the Emotive, Conative, and Referential function categories. In the context of Mykonos perfume advertisements, these categories are useful to analyze how diction choices create men's characteristic identity.

2.5.1 Perfume Advertising in Digital Media

In the digital era, social media platforms such as Instagram have become the main platform for perfume products to advertise their products. Instagram, is more focused on visuals and short texts that are more creative. In this context, diction becomes very important because it must be able to attract attention in a short time. For example, the Mykonos brand uses phrases like "A whiff of heavenly wonder awaits you, one spray away" which describes a luxurious experience with a heavenly scent. This sentence not only invites imagination but also creates curiosity for consumers (Ramdani & Belgiawan, 2023).

2.6 Types of writing

The diction an be grouped into several types based on the language used to create an emotional impact while being able to convey a meaning that can describe the perfume product. According to Lisa M.Given in (Mega Tri Junita, 2021: 20), text or diction which is a sense is anything in written form, it means that a text or diction is an anything that conveys a set of meanings to the person examines. Here are some types of diction that are relevant in this context:

2.6.1 Descriptive

Type of writing that helps to describe an object, place or event in detail so that readers can imagine or feel it. According to Urunami et al (2017:4), descriptive text consists of information about a particular thing, such as a description of an object through writing. For example, in perfume advertisement *"Enjoy a fresh scent that awakens your adventure spirits, each spray presents a combination of warm ginger and fresh citrus."*

2.6.2 Persuasive

According to Mehmet Kurudayioglu & Eren Yilmaz in their Journal *"How Are We Persuaded? Persuasive Text and Structure"* (2015:76) Persuasive is a type of text that aims to influence, persuade or convince readers to accept an idea, opinion, or certain action. Persuasive text in advertising works through creating needs, strengthening identity, and psychological games that build a desire to own

a product. This text often use emotional words, hyperbole, or even repetition word to create impression in the minds of readers. In perfume advertising, persuasive is used to arouse the appeal of product and encourage potential customers.

2.6.3   Expository

Expository is a type of writing that aims to explain information, concepts, ideas based on facts. According to Hiebert & Mesmer in (N Pyle & Vasquez, 2018: 471), expository text typically present essential information. expository is communication to provide in depth understanding to the audience by organizing information logically and detail. In advertising, is often used to provide scientific or technical information about the advantages of product, so consumers can make more rational decision.

2.6.4   Argumentation

Argumentation text is a piece of writing that aims to propose an opinion, idea, or claim by logical reasons and evidence in order to convince the reader. According to Keraf in (Fadhila Kusumaningrum, 2018:365), explains that argumentation text must have a structure consisting of claims, data, and logical warrant to build a strong argument. In advertising, argumentation text is often used to compare products, show competitive advantages, or answer consumer doubts using scientific data or customer testimonials. For example, the argument that sweet perfume is not suitable for use in the afternoon during hot weather, and it is true because sweet perfumes when we are hot and sweaty will cause a combination of unpleasant perfume and sweat odors. Therefore, usually perfumes that are suitable for daytime are fresh perfumes.

2.6.5   Narrative

Narrative text is a type of writing that conveys a story or series of events in chronological order either based on real or imaged things. According to Cristopher Tribble, *Language teaching Writing* in (Mega Tri Junita, 2021:22), narrative is a piece of text which tells a story to create entertain, amuse or inform the reader or listener.. In advertising, narrative is used to create a deeper

emotional experience for the audience by describing how a product can effect the lives of its users. Strytelling techniques in advertising are often used to build an emotional connection between the consumer and the brand, thus creating a stronger attachment to the advertised product.

2.7 Persuasive text

According to Mehmet Kurudayioglu & Eren Yilmaz in their Journal *"How Are We Persuaded? Persuasive Text and Structure"* (2015:76) Persuasive is a type of text that aims to influence, persuade or convince readers to accept an idea, opinion, or certain action. To achieve this goal, Persuasive must create suitability and trust in something that is targeted. In advertising, consumer or reader trust is obtained through the ability to convey a message, then change the attitude, belief or action of the reader to achieve a goal. Meanwhile, persuasiveness is not only changing or convincing readers, but also moving attitudes to support or not support so that it affects decision making. Therefore, persuasiveness becomes one of the languages used in the field of trade, one of the advertisements.

The characteristics of persuasive sentences can be seen from various simple things, such as the presence of **Imperative or commanding words**, **words that are invitations and are able to convince readers and usually use short, repetitive, interesting and simple sentences.** In the context of advertising, persuasive text has the main purpose of persuading or inviting consumers to buy products or use the services advertised. The following is the purpose of persuasive text in parfume advertisements:

- **Influence consumer behavior and create an emotional connection**.
  Able to move consumers to take an action, such as buying or trying Mykonos parfume products. In this context, the main goal is to make consumers or readers feel that this perfume will add value to themselves either in an interesting or informative narrative.

- **Building Product Characteristics**
  Usually one of the things that makes consumers buy the perfume, because the perfume has its own characteristics. With persuasive text, these characteristics can be developed further, the characteristics can be

mysterious, luxurious, elegant and so on.

Examples of Persuasive Text used in Parfume advertisements can be seen from the local parfume brand **HMNS** on their official Instagram, with the variant "The Scent of Gods" they use Persuasive text like this"

"Have you ever smelled a fragrance that immediately makes you think of Bali? A place where everything feels different, the people are super friendly, the air is warm, and the atmosphere is very calm. We want to tell you, there is a beautiful philosophy there, called Tri Hita, because of the harmony between humans, nature, and God. That is the inspiration for HMNS The Scent Of Gods perfume variant, a perfume that is not only Balinese, but can also make you feel the beauty. I'm sure you'll love it."

This sentence contains Persuasive text, because it has the following characteristics:

- **"We want to tell you" (Imperative)**
  This sentence seems to give a subtle and friendly command, which directs the reader to accept important or interesting information.
- **"Have you ever smelled a fragrance that immediately makes you think of Bali?" (Persuasive)**
  This question sentence is an invitation to the reader to build a personalized imagination between the product and the consumer.
- **"I'm sure you'll love it." (Convincing Sentences)**
  A concluding sentence that gives a direct suggestion of belief to the reader or consumer
- **"a perfume that is not only Balinese, but can also make you feel the beauty." (Repetition and affirmation)**
  A necessary affirmation that this perfume is not just a fragrance but also has a deep meaning..

Diction that represents men along with persuasive meaning:

- **"Different"**

    Suggest a man who is unique, stands out and doesn't follow the crowd. Appeals to men who wants to be perceived as distinctive and bold through their scent.

- **"Warm"**

    Describes a man with emotional depth and maturity. Encourages men to embody comfort and emotional warmth.

- **"Philosophy"**

    Highlights a man who is thoughtful, reflective, and values deeper. This meaning also suggest that wearing this perfume reflects a man wisdom and inner principles.

2.8 Semantics Theory

Semantics is a branch of linguistics that studies meaning in language. In the context of communication, semantics serves to help explain how the meaning of words, phrases or sentences can be understood. Semantics is one of the branches of linguistics. Semantics in English is called semantics. The word semantics comes from the Greek word sema (noun) which means 'sign; semelon (verb) means 'to mark'. The term semantic dates back to the 17th century. For example, in the word group semantics philosophy. According to **Geoffrey Leech, *"Re-Visits the Grand Theory of Geoffrey Leech: Seven Types of Meaning"*** In (Yunira, Pradina, Sumbayak, Putri, Derin, 2019:106), Semantics is the study of meaning in Language, he realize that language serves to convey meaning that is understood by other. However, that meaning exist in our minds, and we can express what we think through various forms of communication both verbal and written. Semantic theory also aims to investigate a person's level of understanding in order to understand the meaning in the text and can conclude the real meaning in the text, either in the form of diction choices or long sentences.

According to Geoffrey Leech, *"English in Advertising: A Linguistic Study of Advertising in Great Britain"* in (JA Nwankwegu & GC Nwode, 2023:5), Leech

identifies that effective advertisements use short sentences, repetitive structure to ensure the message is easily understood and remembered by the reader. This integrated approach enhances. understanding of how Semantics elements work to create effective and persuasive advertisements are structured with various functions. There are several functions of advertising, namely marketing functions, communication functions, educational and social functions. Therefore, advertisements that are prepared must be in accordance with their functions, and the language used in the advertisement must be clear and understandable to the audience. Semantics in the language of the advertisement must be clear in its direction and target, so as not to confuse the reader.

If we choose this definition of semantics, we have to study various types of meanings that exist on this earth. that is, semantics not only studies the meaning of language units, such as words, phrases, clauses, sentences, or discourse, but also studies the meaning of signs and expressions. Meaning in semantics is divided into two main categories, namely:

1. **Denotative Meaning**

    Denotative meaning has a direct nature that is often called a description of the existence of a sign. Denotative meaning, which is based on a very clear relationship between language units and external forms of language, is a meaning that is always present in every lexeme or word and is appropriately applied according to the context of speech (Muzaiyanah, 2015). Similarly, according to Chaer in (Muzaiyanah, 2015), denotative meaning is the only original meaning possible for a lexeme forming a word. The true meaning of a word or sentence is also included in this denotation meaning.

    In perfume advertising, Denotative meaning is often used to describe the scent character of a perfume. For example, "floral Bouquet" describes the scent of flowers, or "Citrus Burst" describes the fresh scent of citrus fruits. Denotative meaning helps in providing a direct description that is easy to understand (Lingga et al., 2021).

2. Connotative Meaning

The meaning of words that usually appears behind the cognitive meaning, which is usually inferred from existing utterances or speech, is called connotative meaning. According to Mansoer in (Muzaiyanah, 2015) the connotative meaning results from the association of language users to a number of spoken utterances that are commonly heard or read. Connotative meaning can be changed depending on whether a meaning value appears in a term, but not all words have connotative meaning. If a term has a meaning value, then it has connotative meaning. Words can have one of two meaning values, usually positive or negative. Words with a positive value usually contain pleasant content, while words with a negative value usually contain unpleasant content. If a term does not have such a meaning value, then its meaning can be said to be neutral or have no connotation at all.

Additional meanings that involve emotions in the choice of diction. Perfume advertisements almost always use diction choices that carry connotative meanings. For example "a touch of elegance" the meaning of this sentence not only describes the scent, but also has a deeper emotional meaning such as connecting perfume with a luxurious and classy lifestyle (Panca Wibowo, 2024).

In advertising, the use of diction is not only to convey information, but also to evoke emotions, trigger imagination and build a relationship between the product and the individual. According to (Nur Ardi Widayanto, 2021) an advertisement, in certain cases, is also concerned with the element of beauty, using indirectness to convey messages and manifest non-intellectual emotions (Mustikasari et al., 2022). Here are some reasons why Semantics is very important in perfume advertising:

1. Turning Scent into a Perceptible Verbal Message

Semantics allows perfume ads to use words that can "Turn on" or "Feel" the potential consumers reading their ads. Words like "citrus,

woody or floral" have a specific denotative meaning that describes the k0ikcharacter of the scent, while their connotative meaning serves to evoke emotion, imagination and deep characteristics.

2. **Creating Fantasy and Emotion**

In perfume advertisements, the use of diction in Semantic theory aims to build a certain fantasy or emotion. For example, the phrase "A whiff of Heavenly Wonder Awaits you" where this sentence explains how the perfume variant can create a pleasant and unforgettable emotional experience, which is not only aesthetically appealing but also creates attraction.

3. **Building Brand Characteristics**

Semantics help perfume brands in creating characteristics in the choice of diction used in advertising. For example, for perfume variants whose characteristics are described as premium, they will generally use words such as "Luxury" or "Elegant". Unlike the case with variants characterized as refreshing, usually using the words "Fresh" or "Aquatic".

In addition, the choice of diction in Semantic theory is usually used as one of the main strategies in perfume advertisements on social media, the strategies used include:

1. **Utilize unique diction choices**

   Unique word choice is one of the important aspects of perfume advertising. For example, the words "Whiff," "Spritz" are often used to describe the scent of a perfume in an interesting way.

2. **Use of Metaphors and Personification**

   Metaphors are often used to compare a perfume to something more familiar. Examples include "a bottle of sunshine" to describe a citrus scent, or "a midnight mystery" to describe a more mysterious scent. While personification is also used to give character to a scent, examples such as "a scent that whispers elegance"

3. **Use of atmosphere in language**

   In perfume advertising, the depiction of atmosphere in the choice of

diction is very important. For example, "a summer breeze" describes a fresh scent in summer, or "an enchanted evening" describes a more intense and romantic perfume.

In this study, Semantic theory can be used to analyze texts in Mykonos perfume advertisements. With the Semantic approach, this research aims to explore the meaning behind the diction used in perfume advertisements that represent male gender, both connotatively and denotatively. This research will also compare the characteristics of the two perfume brands, such as Mykonos which tends to use dramatic diction that has an emotional character (Sadewa et al., 2023).

2.9 Previous Study

Previous study by Ida Cahyani (2023) entitled "Stylistic Analysis of Perfume Advertising Language: Representation of Gender Issues" how linguistic features in perfume advertisement reflect gender stereotypes. Using Sara Mills feminist stylistics frameworks, the study analyzed the product names, taglines, and descriptions in Oriflame perfume advertisements. The findings revealed a clear gender dichotomy in the choice of diction mens perfumes used strong and assertive words such as Power, Legend, voyager, while woman's perfumes favored words like sensual, innocent, and blossom, highlighting streotypical traits. Additionally, the use of rhetorical devices such as Hyperbole, metaphore and personification enhanced the persuasive and emotional appeal of the advertisements. This research contributes to the understanding of how advertising language functions not only to attract consumers but also to reinforce gender roles. Th study is relevant to the present research masculine identity in perfume advertising, particularly within a stylistic and semantic framework.

Previous research conducted by Indirawati Zahid (2020) with the title of her research is *"Semantic Domain, Verbs and Collocations in Women's Beauty Product Ads"* This research uses a linguistic analysis approach in semantic domain studies. The methods used include literature review, online advertising,

text analysis and the theory used is Leech's Framework with the results of the research showing that verbs in beauty product advertisements have two properties, namely specific ones that refer to the promised product benefits such as "brighten" or "moisturize", while general properties are used more flexibly in various contexts such as "help" or "care".

Previous research was conducted by Dewa Ayu Kadek Claria (2018), and the title of her research was *"Perfume Commercial Ad Text for Men."* The research aims to identify advertising texts on men's perfumes because men's perfumes have their own characteristics and often use varied words. The method used in this research is Interpretative Qualitative, the main theory used is Halliday's Functional Systematic Linguistics (LSF). The results of this study show that commercial advertisements of perfume for men contain four types of processes in transience, namely material, mental, verbal and relational processes. Overall, this research confirms that the language in men's perfume advertisements is strategically designed to build a masculine, elegant and classy image according to the target market.

Previous research conducted by Atika Lisamawati (2020) with her research title *"Denotative and Connotative Meanings in Internet Kouta Advertising Discourse: A Semantic Study".* This research focuses on how denotative and connotative meanings in internet kouta advertisements as a linguistic study with Semantic theory. The meaning contained in internet quota advertisements such as XL, IM3, AXIS, TELKOMSEL there are different denotative and connotative meanings.

Previous research conducted by Akhmad Padila (2013) with the research title *"Representation of Female Sensuality in Advertisements (Roland Barthes Semiotics Analysis of Axe Perfume Ads Heaven O Earth Version on Telivisi)"* this research uses semiotic analysis, this approach focuses on the analysis of signs and meanings such as Denotative and Connotative.

The results of this study show that the Axe Heaven On Earth advertisement displays female sensuality in various ways, such as the use of sexy clothes, seductive facial expressions, and narratives that place women as objects of attraction for men.