



## Attitudes on Halal Beauty Products: An Appraisal Analysis

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### ABSTRACTS

Advertorials as a writing genre composed in mass media persuade readers to use the products advertised. Stances as essential interpersonal aspects enact the writers' evaluation of the subjects in a discourse. This paradigmatic discourse analysis qualitative research focused on the text describing what attitudinal values were prevalent and how the writers manipulated them. An advertorial promoting beauty product was analyzed to depict the interpersonal meta functions employed. It was pinpointed that Affects, Judgments and Appreciation, sub-categories of Attitudes in Appraisal System, were completely present in which Judgment domains were overtly exploited. Subsequently, Capacity and Tenacity were preponderantly of prevalence in particular. Therefore, these were apt to the writer's evaluation of judgment values over the products towards prospective buyers, namely Indonesian female Muslims. It is imperative that addition and comparison of other forms of discourse to explore Attitudes in depth be in the need.

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## I. INTRODUCTION

Tight competition of persuading prospective buyers or consumers in beauty product business forces producers to hire advertorial writers to advertise their products in off and on-line mass media. A number of web sites publish advertorials – a kind of news article advertising products – reaching readers or potential buyers in a great far fashion. Advertorials of beauty products not only cover the visuals but also convey prudent product information, such product background, product efficiency, product feedback or testimony uttered by female celebrities or long-time users, their prices, etc. The ultimate goal, in brief, is to manipulate readers in a certain extent so that they believe in whatever the products advertised are true, including their halal aspects.

Therefore, it is argued that advertisement imparts information, persuades, reminds influences and possibly changes opinions, emotions, and attitudes of the readers (Cook, 2001). In other words, it not only sells various products but also change the society and encourage the people to purchase stuff that they do not actually need and want. Information and warning information is additionally catered. Thus, identity and behavioral constructions are purposefully promoted as one of verbal and non-verbal medium of communication. Partly, the use of particular symbols is deployed to symbolize the advertised products. In short, advertisement functions as information exchange in the text verbally or non-verbally as well as in symbols (O'Guinn et al., 2003).

Advertorials are feasibly mediated through printed media (newspapers, magazines, tabloids, etc.) and on-line ones. Text in advertorials portray and advertise the products in systemic semiotic symbols, namely written language. Linguistically, it exposes the functions of language, i.e. Meta functions: to experience world reality that is halal beauty products, logically (ideational), to enact the relation to the readers (interpersonal) and send relevant contextual exchanges (textual). As relating the reality of the world to the readers, interpersonal Meta function construes how the writers convince their views towards the readers as well as anticipate their possibly different views and how the writers state variety of scales in meanings towards forwarded reality.

There have been a number of research employing analytical framework of evaluation on the advertised products. The appraisal system together with it specific domains utilized to find out the available appraisal values particularly realized in the certain discourse: text and pinpoint their meanings, interest, stances, and images. It was found out that positive appreciation dominated in attitudinal values – one domain in appraisal system – of advertised commercial products such as cough syrup, family planning pills, detergent, cheese, eucalyptus oil, etc. in seventeen realized texts issued in an Indonesian tabloid (Nugraheni, 2013). In her qualitative descriptive study in the perspective of discourse analysis, the producers confirmed their positive attitudes the products and services advertises order that the readers/prospective costumers purchase them. Afterwards, in the perspective Critical Discourse Analysis, it was shown that advertisers of beauty products in

popular local magazines manipulated the readers in such a way that whatever they advertise is totally believed. In addition, the ideology of beauty was constructed and reconstructed by labelling how the beauty products lead a better tract of life. Indeed, it was argued that the advertising language controlled the readers' mind (Kaur *et al.*, 2013). In addition, focusing on one of the attitudinal devices, Judgment, the messages conveyed in beauty products were dominated by moral Judgment in a direct fashion, in either positive compliments or negative critics (Tiani, 2017).

In this research, an advertorial as discourse in the form of text advertising prominent halal beauty products in Indonesia was linguistically analyzed. Its targeted buyers are Indonesian female Muslims evaluated as appraisal resources. It aimed to find out what the prevalent attitudinal items, as one of domains in appraisal system, deployed and how the advertorial writer exploited them.

## 2. RELATED WORK

### **Systemic Functional Linguistics (SFL) and Interpersonal Meta function**

Systemic Functional Linguistics (SFL) is one of language function theories developed in the 20th century and has been developing in this century (Martin, 2011). It is profoundly influenced by a number of linguists such as Malinowski, Firth, Pike and Hymes particularly related to the context of situation and context of culture concepts (Halliday, 1976). Additionally, it is argued that SFL is descriptive and interpretative framework, which is beneficial to view language strategic meaning-making sources (Eggins, 2017). Furthermore, SFL is viewed as semantic functional

approach towards languages, exploring both how people use language in divergent contexts and how they are structured (Eggins, 2017). "How do people use the language?" is a functional question referring to the purpose of its use in their meaning-making social interaction stated as a semantic approach. Conversely, "How is language structured?" is relative to the linguistic system (Eggins, 2017).

Regarding with it, several fundamental concepts of learning language principally related to (1) Language as Texts and Systems, (2) Language as Phonology systems, (3) language as aspects of structure-configuration, and (4) language as a source of alternatives. Furthermore, five dimensions of language with its principles and orders are extracted (Halliday, 2004). The first dimension is structure (syntagmatic), an aspect of language composition called constituent in linguistic terminology. The second one is system (paradigmatic). The third one is stratification, causing language to be discussed in various topics. Essentially, the attitudes as appraisal items shall be positioned in the strata of discourse semantics. The fourth one is instantiation; an example of language product; a discourse (Text, Talks, Act and Artifact). Particularly, in this study the text, an advertorial, is a meaning-making resource. The last one is meta function (three functions of language) constructed in a clause expressing meanings: experiential and logical meta functions or ideational meta function, telling about world reality, interpersonal meta function, interacting with others, and textual meta function, organizing conveyed messages. More deeply, stances (writers' argument) functioning both to express attitudinal meanings and

confirm their positionality are the central to the interpersonal aspects of language (Martin et al., 2005). Subsequently, a clause functioned as a message, a textual meaning realized in Theme-Rheme System, as an exchange, an interpersonal meaning realized in Mood System, and as a representation, an ideational meaning, grammatically realized in Transitivity system. The three meta functions are operated simultaneously in every utterance contributing to the meanings of any discourse forms (Halliday, 1978).

Most system was, then, developed into Appraisal System: an analytical framework of metafunction, describing a language as a writer-reader and speaker-interlocutor relationship (Martin et al., 2005). It comprises three domains: Attitudes, Engagement, and Graduation, but in this, the first domain was the focus on this study, constituting three sub-categories: Affect (emotion), Judgement (ethics) and Appreciation (aesthetics). Affects are connected to the positive and negative feelings, realized in a series of grammatical structure whose forms are modification of participants, processes, affective and behavioral process and adjunct modality. There are four variables in affect typology: (1) disinclination/inclination (the feelings of intention (realis) and reaction (irrealis)), (2) unhappiness/happiness (mood of happiness and sadness), (3) in/security (the feelings of uneasiness and safety towards the immediate environment and people), and (4) dis/satisfaction, related to the feelings of achievement and frustration (Martin et al., 2005).

Broad categories of Judgement belong to social esteem (verbal cultures through gossips, talks, stories enhancing social binds) split into normality (how weird someone's behavior), capacity (how capable someone), and tenacity

(how reliable someone) and social sanction (writing codification in law, decree, regulation, legal rules) sub-categorized into veracity (how true someone) and propriety (how ethic someone) both in positive and negative evaluation. Moreover, Appreciation consists of three sub-categories: (1) reaction (do they please us; do they catch our attention?), (2) composition (balance and complexity), and (3) valuation (how innovative, authentic) (Martin et al., 2005).

### Discourse and Advertorial

Discourse ("d" in lowercase) is defined as the on-site-use of language having a role of activities, views or identities on linguistic basis, commonly the focus of linguists (Gee, 2005). Additionally, it is argued that discourse or text is viewed as (1) semantic units; (2) possible higher meaning level projections; (3) socio-semantic processes; (4) situation-determined factor of the text (Halliday, 1978). It is stated that discourse is defined as a linguistic unit larger than a sentence and a clause in a simultaneous language strand in a spoken or written form (Stubbs, 1983). It is also a complete, holistic, and the highest linguistic unit regardless of its length (Kridalaksana, 1984). Eventually, it is a language record of the whole communicative event (Bloor et al., 1995). Therefore, an advertorial, comprising its specific structure, is a discourse in the form of Text, a constructed reality in which the constructors or the advertorial writers, employ particular strategies, like linguistic choices ranging from lexis to paragraph ones (Hamad, 2004).

Subsequently, Advertisement is a form of impersonal communication dealing with an organization, a product, a service, an

idea financially supported by known sponsorship (Morrison, 2010). Even, a lot of advertisement advertises various beauty products, encouraging females to buy them to keep their good looks at full (Baudrillard, 2005). In addition, it has been distorting the reality and manipulating to purchase the products as a life style and a religious merit (Zuraidah et al., 2010). In the form of a medium, advertisement is divided into printed media (magazines, brochures, and newspaper) and electronic media (television and radio). However, on-line media have been developing in web-sites on telecommunication and multimedia basis, the third media generation. They possess such typical characteristics as rapid and renewable information, quick feedbacks, personalization and unlimited capacity (Kurniawan, 2005).

An advertorial, printed-media or on-line ones, is defined as a piece of long writing in magazines or newspapers corresponding article and advertisement writing styles with typical publication conventions (Cook, 2001). It caters more coverage of information and fundamental discussion than other advertisement forms; its essence deals with advertising text written in editorial styles (Cook, 2001). Illustrations and photos embedded are simply reader-attracting, atmosphere-creating and information-adding media to explain the ideas in the advertisement text (Sudiana, 2001). The discourse in the form of Text (advertorial) is evaluated in the appraisal system, particularly the discourse constructors' attitudes towards the subject: beauty products of "Wardah".

### 3. METHODOLOGY

A qualitative approach, a descriptive qualitative case study was employed in this research (Yin, 2020). It encompasses

number qualitative research characteristics such as natural setting, participants' meanings, interpretative inquiry, theoretical lens (Cresswell, 2007). The data were collected from natural setting, namely from the published advertorial in on-line media in which the researcher interpreted the participants' views, the reality constructor's, and the advertorial writer's views on halal beauty products employing the theory of Systemic Functional Linguistics with the development of Mood System: The Appraisal System - Attitudinal device in particular. The case here was halal beauty products in a document, an advertorial, whose sub-categories of Attitude (Affect, Judgement, and Appreciation) as stances were described and interpreted.

The paradigmatic discourse analysis method used social-semiotics (Halliday, 1993). Its paradigm was classic post positivism analysing the Text, advertorial, (one form of discourse) with the result of the research from the researcher's point of view (Hamad, 2007). The primary data was the advertorial whose genre belongs to analytical exposition [26] - "a point of view or argument is put forward" to "persuade that" halal beauty products of "Wardah" are worth buying by Indonesian female Muslims. Hence, such genre profoundly leads to the sources of stances. In other words, non-random criteria of purposive sampling or theoretically-based sampling was selected on the grounds that such sampling method suited the purpose of the study in that the boundary was determined the focus of the study as well as the pre-determined classification data were theoretically prevalent.

Data were collected through googling a number of advertorials, then purposively selected one in which halal

beauty products “Wardah” were persuasively advertised. Then, it was document-analysis in that the researcher analyzed and described the advertorial by utilizing the Appraisal System, Attitude domain in particular. Meanwhile, three essential aspects of how the data were analyzed and comprehended were employed as well (Martin et al., 2005). First, Compliant Reading Position was the focus of obediently selecting meanings in the discourse, as both the writer and the researcher are ideologically and culturally identical. Secondly, Bottom-up Analysis was practices as clauses were the sources of starting analysis, returning up to the mood of the discourse. Finally, it was possibly double-coded attitudinal appraised items. Furthermore, the primary data were an advertorial entitled “Menjadi Pribadi yang Menginspirasi pada Bulan Suci

”(http://adv.kompas.id/2018/05/19/menjadi-pribadi-yang-menginspirasi-pada-bulan-suci/). It was published on Kompas.com. Launched fourteen years ago, Kompas.com was the initiator of the on-line mass media with its reader coverage in the big four from six million readers in Indonesia. Additionally, “Wardah” is one of the mainstream beauty products labelled halal whose precisely main target of consumers is the Indonesian female muslims. It is produced by Paragon Technology and Innovation Inc., formerly Pustaka Tradisi Inc.. It was said that a number of students, santri of Hidayatullah Boarding School marched to the incorporation, pleading them to produce Islamic and syaria-based cosmetics, Indonesian Ulema Council (MUI)-certified Halal (Rahmawati, 2013). The next section of this paper, then, deals with the findings discussed.

#### 4. RESULTS AND DISCUSSION

The first findings were concerned about the classification of clauses. After being comprehended a couple of times, there were eighty clauses broadly divided into two categories: (1) non-attitudinal clauses or neutral ones (5 clauses) - the discourse constructor did not convey his stance towards the appraised object; (2) attitudinal clauses (65 clauses) - the discourse constructor stances the appraised object explicitly and implicitly -relative to the identical object appraised. The two kinds of clauses were scattered in the Text. In fact, the body of advertorial was the source of attitudinal clauses, but the introductory and conclusion ones were the opposite kind of clauses. Hence, the following table displayed the prevalent sub-categories of Attitudes: Affects, Judgement, and Appreciation encountered in the advertorial.

**Table 1. Prevalent Attitude Sub-Categories**

Attitudes	Sub-category	Token	Percentage
Affect	Happiness	2	3.08%
	Security	8	12.31%
	Satisfaction	9	13.85%
Judgement	Capacity	22	33.85%
	Tenacity	15	23.08%
	Normality	6	9.08%
Appreciation		3	4.61%

It was shown that three categories of Attitudes were prevalent in the advertorial text in which Judgment items were found the most preponderantly, 43 tokens (66.15%), then followed by Affect ones, 19 tokens (29.23%), and the least Appreciation ones were 3 tokens (04.61%). The most dominant sub-category of Affects was Satisfaction, 9 tokens (13.85%) slightly different with security, 8 tokens (12.31%) and the happiness was counted the least encountered tokens, simply 2 (03.08%). Afterwards, Appreciation reached 3

tokens, the least preponderant ones in categories of attitudinal items (4.61%). Regarding with Judgment, the most frequently appeared items was capacity, 22 tokens (33.85%). The second ones were tenacity, 15 tokens (23.08%) and the least ones were normality, 6 (9.08%). In particular, talking about affect, the main sub-category of feelings in Attitudes, surprisingly the number of gained tokens was less than that of Judgment, but more than that of Appreciation. It goes without saying that almost all tone of attitudes were positive one.

Furthermore, the following Table 2 and exhibited non-attitudinal or neutral clauses and attitudinal ones analytically encountered in the constructed discourse, a form of Text- advertorial advertising Halal beauty products, "Wardah".

**Table 2. Clause Typology**

Clause Typology	Clause
Non-Attitudinal or Neutral	...yang telah Wardah jalankan di bulan Ramadhan selama tiga tahun terakhir. Smile Movement adalah gerakan yang mengajak masyarakat untuk membagikan foto senyum kebaikan dengan mengunggah foto mereka saat tersenyum ...
Attitudinal	Dalam rangka <b>menginspirasi</b> lebih banyak orang untuk berbagi #SenyumKebaikan, Wardah membantu memberikan empat definisi senyuman... Melalui nuansa warna natural, Wardah berharap perempuan dapat menonjolkan kecantikan <b>alaminya</b> ,...

The other tables depicted the clauses containing Attitudes together with its three categories and sub-categories. Clearly, Attitudes in the clauses encountered and analyzed comprised three sub-categories, namely Judgements, Affect and Appreciation. In fact, clauses containing judgment items, tokens, achieved the most preponderantly. Table 3 below

exemplified each clause encountered the three categories of Attitudes.

**Table 3. Attitude Devices in Clauses**

Attitude Devices	Clause
Judgement	<i>tersenyum adalah cara paling mudah untuk menularkan kebahagiaan kepada orang di sekitar.</i> #SenyumKebaikan adalah sebuah gerakan yang <b>mengajak</b> banyak orang untuk <b>berbuat</b> kebaikan,...
Affect	"Senyum juga adalah ibadah yang <b>mudah</b> " senyum adalah ibadah yang <b>mudah</b> dan <b>murah</b> .
Appreciation	Wardah secara resmi menyambut bulan Ramadhan 2018 dengan memperkenalkan #SenyumKebaikan, sebuah tema <b>besar</b>

As mentioned beforehand, Judgment made up three typical categories, that is capacity, tenacity and normality. The first one in clauses was predominant over the other two. Table 3 showed respective sample clauses containing of Judgment Sub-categories.

**Table 4. Judgement Devices in Clauses**

Judgement Devices	Clause
Capacity	Beberapa studi, seperti yang dilakukan di Yale Scientific menyebutkan, tersenyum bisa <b>membantu</b> meredakan stres dan menyehatkan fisik seseorang. untuk <b>membantu</b> perempuan agar lebih percaya diri dalam menebarkan senyuman.
Tenacity	Smile of Serenity yang <b>menonjolkan</b> kedamaian perempuan melalui warna Lip Cream See You Latte
Normality	Melalui warna bibir pink yang meninggalkan kesan manis, look ini sangat <b>cocok</b> digunakan untuk perempuan yang ingin mendapatkan tampilan <b>fresh</b> , tetapi tetap <b>sederhana</b> .

The next sub-category was of Affects split into Happiness, security and Satisfaction, found in the advertorial - a form of discourse (Text). This was put forward in Table 5.

**Table 5. Affect Devices in Clauses**

Affect Devices	Clause
Happiness	<i>Senyum yang dialamatkan pada seseorang, meski orang asing sekalipun, akan dibalas dengan senyuman. "Senyum bisa membuat bahagia"</i>
Security	<i>Ini juga mudah effortless, dan bisa 'sampai' ke tujuan. Ini adalah sesuatu yang bermula dari diri sendiri dan bisa dilakukan," kata Dewi.</i>
Satisfaction	<i>. Mereka juga bersyukur bisa bergabung ke dalam brand yang selalu berbagi kebaikan</i>

The last table informed us the last category of Attitudes, namely Appreciation. It was the fact that such category appeared the least in comparison with the other two ones, Judgement and Affect. After being analyzed, double coding occurred in that one attitudinal item was coded twice.

**Table 6: Appreciation Devices in Clause**

Appreciation Devices	Clause
Appreciation	<i>Wardah secara resmi menyambut bulan Ramadhan 2018 dengan memperkenalkan #SenyumKebajikan, sebuah tema besar... Masing-masing definisi ini menginspirasi Wardah untuk menjadikan #SenyumKebajikan sebagai tema besar gaya make-up Ramadan 2018 Wardah "Meski berbeda, keempat gaya ini menghadirkan tema natural dan kesederhanaan"</i>

The second findings were relative to the advertorial stance towards halal beauty products. Stances are the writer's arguments manifested through his attitudes; they are one of manifold things relative to the words (Bois, 2013). Even in the form of discourse, Text of advertorial advertising halal beauty products "Wardah", the emotions of the writer as one function of stance shall influence the reader's emotions and reactions as well. It is argued, "When viewed across a text,

particular indices of stance, or the ways in which speakers or writers linguistically demonstrate their commitment or attitudes about a person or proposition" (Biber et al., 1999). Hence, stance is of centrality of interpersonal aspects in language.

The analysis of advertorial stance was relative to the writer's attitudes towards proposition of Wardah as halal beauty products with #geraksenyum, "#smilemovement" enacted his points of view such cosmetics linked to the prospective or potential buyers, females muslims in Indonesia, a country whose muslim population is the biggest in the world. Moreover, the proposition of halal cosmetics used by females representing the ideal figure of female muslims as a perfect religious ideology of Islam.

Referring to the dominance of Judgement, dealing with the assessment of humans/ behavior in cultural frames (Martin et al., 2005). It was pinpointed that the advertorial writer emphasized the association of the halal beauty products "Wardah" on how female muslims should behave (65.93%). Such findings were not in line with the Nugraheni's study in that the writers writing commercial advertisement appreciated the products advertised (56.52%) (Nugraheni, 2013). The divergence was possibly triggered by the different products evaluated: Halal beauty products versus medicines-particularly cough syrup, flu and eucalyptus oil) as well as the target consumers, that was kids-females in general versus female muslims in particular.

Besides, only one negative judgement device, Normality, found in the Text of advertorial, substantially different from Nurgraheni's research in



that negative attitudinal items were scattered as seven times as appeared, essentially in Affect and Appreciation [3]. The probability of such differences was due to the halal beauty product for females muslims almost deliberately depicted as perfectly behaved human beings. The opposite picturesque females based on the study of other beauty products such as Dior Lipsticks or Maybelline Mascara, the ones which were not specially targeted to female muslims. It was found out that “women are made to feel so concerned about their appearance so that they are made to feel having good appearance is essential”. Likewise, women are urged that having a good-look is truly essential and the opportunity for personal and business or professional life is wide opened if they are physically attractive ([Trampe et al., 2011](#)).

Judgment devices evaluated by the advertorial writer played a pivotal role so that such Attitude category emerged much more preponderantly than the others did. As an illustration Judgment appeared as four times much as Appreciation (see table 1). It probably implied that the writer portrayed Indonesian female Muslims well-behaved ones, the ones with good personalities more essential than simply physical appearance aspects. It was against with the views of [31] confirming, “Beauty product advertisements lower female consumers’ self-esteem, asserting that the advertising industry has the power to transform mundane objects into highly desire products”. Beauty products, similarly, made females so physically inferior that trivial things turned into much wanted.

Further detailed analysis, it was recognized that two Judgement devices

sub-categorized into capacity (33.85%) and tenacity (23.08%). Both were two outstanding in appearance frequency in that these attitudinal devices were employed more often than the others such Happiness, Satisfaction, Security, Normality, and even Appreciation. In fact, Capacity devices achieved eleven times more than Happiness devices, driving to possible emphasized values that Capability was highly desired values. In other words, Indonesian female muslims in general were still recognized as “incapable women”.

Afterwards, tenacity devices were of prevalence confirming “how much reliable something/someone is” or how much dependable halal beauty products “Wardah” if used is for the particular segment of prospective buyers. It was the fact that the employment of tenacity devices was eight times as much as appreciation ones. Seemingly, the emphasis impact of buying and using such products as viewed by the advertorial writer was geared to the dear-held values: reliability or dependability, more favorable merely highlighted physical aspects. Similarly, If purchased and used by females muslims in Indonesia, it boosted their capability and reliability. In fact, they turned out into more capable and dependable human beings in society. Much feasible that evaluated behaviors were manipulated in such a way that muslim consumers bought a life style - “Wardah” minded persons - and directly were keen on spending money ([Kaur et al., 2013](#)).

Regarding with the adjectives describing things, like halal beauty products “Wardah”, Affect devices were the source of such word class. Appraisal devices as Happiness, Satisfaction and Security position how often adjectives

emerged in the Text of advertorial, how the discourse constructor expressed his stances towards the subject. Adjectives are indeed essential in the advertisement world since they construe positive or negative affect meanings (Delin, 2000). All following adjectives were positively connoted, deliberately implanted to the advertised and evaluated halal beauty products so that they were ingrained in female muslims' mind in Indonesia. Infused ones product-characterized the desired quality (Cook, 2001). Additionally, it seemed that they were used to enable the advertorial writer to pin ideal figures of female muslims:

"Elated, big, natural easy, kind-hearted, deep, positive, enthusiastic, etc."

Two adjectives employed more than once, namely "Positive" and "Good", much possibly "kind" in context. It was possibly assumed that females muslims with positive thinking and good or kind behaviors were utmost expected or idealized characters. Subsequently, adjectives were not constructed only in a word, but also structured through action verbs plus nouns. For instance, a clause "The women show her cheer" is the same meaning as "The women were cheerful" or a clause "...with smile, we share kindness" had the same meaning as "with smile, we become kind-hearted." The discourse constructor apparently argued that females muslims making-up with "Wardah" were construed as perfect persons with simultaneous their behaviors and positive traits.

Therefore, prevailing findings and lengthy enough discussion on the realized reality of advertised beauty products certified by the council in charge, abiding the legacy of halal consumption disclosing the discourse constructor's views intending to convince

that "Wardah" was the precise choice for them on account of nurturing or even bosting reliable and capable Indonesian female muslims. In essence, positive characters with actual behaviors were apparently much more essential than just physical good-look and the success of material world, while they were generally regarded incapable and unreliable women.

## 5. CONCLUSION

Judgment as one of attitudinal devices is the most preponderantly outstanding in number, or tokens, reaching more 60%. It stands for the discourse constructor, the advertorial writer, corroborates the consumers' behaviors as evaluating the use of advertised halal beauty products segmented to female muslims in Indonesia. The stances employed belong to capacity (33.85%) and tenacity (23.08%) under the domain of Judgment in that the prospective buyers' capability and reliability are seemingly overlooked. Meanwhile, the ideal picturesque female muslims rest with their positive traits and non-material characteristics. The stance delivering affect devices, happiness reaching relatively small tokens, 3.07%. This is four times lower than satisfaction and security. It is implied that they are in generally happy with their lives, where the feelings of security, satisfaction and appreciation are not the primary focus addressed to the prospective female consumers. It is imperative that to gain whole, holistic stances in beauty products whose Islamic principles are on practice and certified by the religious council in charge, more meticulous appraisal analysis covering the two domains apart from Attitudes with deep layers be urgently conducted.

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