

Using Persuasive Words in Influencer Tasya Farasya's Instagram Content to Attract Consumer Interest in Skincare Cosmetic Products

Mauritsa Fitriyah Qolbi ^{1✉}, Nadiyah Iklimah, Cucu Gina Cahyani, Hindun Hindun

Syarif Hidayatullah State Islamic University Jakarta, Indonesia

Article Info

History Articles

Received:

22 Juny 2024

Accepted:

25 July 2024

Published:

30 August 2024

Keywords:

Persuasive Words,
Instagram Content,
and Influencers

Abstract

This study aims to describe and find out persuasive sentences contained in content on Instagram social media. This research was conducted using qualitative descriptive methods. The data used in this study are all aspects related to persuasive sentences in the video endorse of Tasya Farasya's Instagram account. The source of this research data is sentences on Tasya Farasya's Instagram account in the form of primary data from books and journal articles, while secondary data from Tasya Farasya's Instagram content collected by listening to record techniques. The results showed that there were 63 persuasive sentences and researchers classified the persuasive sentences obtained into 4 categories.

✉ Correspondence address:

Jl. Ir. H. Djuanda No. 95 Ciputat, Kota Tangerang Selatan 15412

E-mail: chachamauritsa@gmail.com

INTRODUCTION

As social beings, humans need to communicate with each other to convey ideas and meet their needs. Of course, there is a connection in the interactive process, namely language and all its aspects. Because humans need language to communicate with each other in order to achieve the desired goals in society (Fitria & Yuniseffendri, 2021). Both oral and written communication contain the elements needed to support the communication process. The elements of communication are the media, communication and the message to be conveyed (Hamidah & Sulistyowati, 2021). The current communication process is not only carried out face-to-face, but the process is carried out with the help of technology. Smartphone communication is not only done through short message services and telephones, but also using the internet. This is possible with the abundance of applications available over the Internet. One of them is the Instagram social network account. As a communication and advertising tool, Instagram often uses language style to complement potential customers.

One style of language that is often used in advertising on Instagram is rhetorical language style. Rhetoric is used not only to create aesthetic effects, but also to create stories. If audio is used in an ad, that style is used to create audio in the text that accompanies the image. Therefore, rhetorical style is relatively important in advertising, including beauty product ads on social media (Aisyah Oktavia Nur, 2021). Rhetoric often used in marketing a product is persuasive rhetoric designed to influence people without paying special attention or ignoring moral truths. This kind of rhetoric is all around us (Savitri Vira Eka, 2022). A number of people who make social media as a place to build a name into someone who is known and has an influence on society. Someone who already has a name and influence in the decision making of consumers is commonly referred to as an influencer (Purnamas Vievian Sri Ayu dan Ahmad Junaidi, 2022).

Social media – an online space that allows communication aimed at sharing and exchanging information through computers has created a new persuasive arena, but the unique cultural and communication possibilities require different marketing rhetoric. Attractive presentation and choice of different languages on social networks can convince consumers and ultimately create customer satisfaction. Instagram is a social media platform used to post interesting pictures and captions. Social media like Instagram has evolved into a platform where business organizations use it as a place to advertise and market their products. The reason is, photos and videos provide more interesting content than verbal content to attract the attention of the audience. Instagram followers follow accounts based on the useful and creative content they post on the social media platform. Globally, data collected by the Digital 2021 Report shows that up to 1,22 billion people are reachable by advertising on Instagram. Meanwhile, Indonesia is ranked fourth in the world for Instagram users (Rimadias Santi, 2022).

In this era of modern technology, influencers are needed in influencing society because they are able to communicate and attract the attention of their followers, thus making many companies from well-known brands and producers of goods and services prefer to use influencers. This is because influencers are considered to have credibility and the level of trust from the audience (Hertantingsih Tiffany, 2022). Because of the importance of relationship management between customers in social media, it is not uncommon for many products to use influencer marketing as an advertising medium, so it can be said, that choosing influencers who are in accordance with good credibility can have a good impact on a product. Influencers will create and share content related to a particular field or expertise on their social media channels, such as Instagram. Consumers who are interested in a particular field can follow as well as interact with those influencers to know the latest news or trends. Although influencers and celebrities both have influence in

mass media in driving consumer opinion, they are still different. Influencers build their image and fame online by creating content on sites social media, while celebrities build their fame through traditional channels, such as television, magazines, and newspapers (Kusumoningratri Pramesti, 2021). Using influencers to endorse is believed to influence consumer buying interest and increase product sales. An endorser is an advertising supporter who endorses a product, while an influencer is a figure known for his achievements in fields other than the product he supports. One of the influencers engaged in beauty is Tasya Farasya (Syafika & Hairunnisa, 2023).

Tasya Farasya was born on May 25, 1992 with the full name Lulu Farassiya. She is the twin sister of Youtuber, Tasyi Atthasiya. Tasya is an Indonesian beauty influencer of Arab descent. He has 6.7 million followers on his Instagram account @tasyafarasya. Tasya Farasya has won many beauty awards and often collaborates with famous brands in Indonesia. Before becoming a beauty influencer, she studied at Trisakti University, faculty of Dentistry in 2013 (Trisakti Alumni Universitas, 2023). In 2018, she married Ahmad Assegaf and has 2 daughters. She is currently the owner of the beauty brands Mother of Pearl Beauty and Golden Black Coffee. As a famous beauty influencer, Tasya Farasya has great potential in influencing society. His straightforward and informative speaking style earned him a lot of support by his followers. This is in line with the main goal of a beauty influencer, which is to educate and promote beauty makeup products. Tasya Farasya is a new beauty influencer who has a beautiful face. She has been interested in makeup since she was in college. At that time he was not known to many people. However, because she has a beautiful face, she is often used as a makeup model. Not only that, but she is also able to put on other people's makeup, so her services are widely used by artists. She uploads many videos on her Instagram account, such as makeup tutorial content, product reviews, and difficulties in using makeup. Although he has become a brand

ambassador for expensive products, he still uses local products at affordable prices. This is what causes many people to believe and believe in him, that beautiful does not need big capital. In fact, Tasya Farasya's YouTube content has been recognized by idntimes.com as the number one beauty influencer in Indonesia out of seven other influencers. This shows that Tasya is a person who is very good at beauty. So that the content he uploads can persuade the audience through his Instagram account (Muhaini & Deni, 2023).

The language of persuasion is one of the important elements in an advertisement. The purpose of using persuasion language is to influence or persuade consumers to be interested in something advertised. The word persuasion comes from English, namely persuade which means to convince or persuade (Lupitasari & et al, 2024). Persuasion is a technique used in communication activities in which a communicator influences, persuades, and changes. The mindset and behavior of others so that communication goals can be achieved. The element of persuasion is very strong in mass media, so almost all communication activities in mass media use persuasion as the main weapon in influencing society (Nabilla & et al, 2023). Finoza said that persuasive sentences are sentences that aim to make others convinced, believe, and persuaded about what they want to convey. This can be the opinion or fact of the communicator. Persuasive sentences contain the meaning of commands, but are conveyed implicitly and not forcefully. This is the difference between persuasive sentences and imperative sentences (Anwar & et al, 2021).

Persuasive sentences are a powerful communication tool used in marketing to influence consumer behavior (Petty, Richard E., & et al, 1986). The impact of persuasive sentences on consumer behavior is that they can change the way consumers view a product, for example a product that is considered ordinary can be seen as more luxurious after being labeled "premium" or "best in class" (Kahneman, Daniel, 2011). Second, persuasive sentences can increase consumers'

desire to buy a product quickly, for example: "Buy now before it runs out!". Third, having persuasive sentences can increase loyalty to a product, for example: "Buy our product and help save the planet" (Cialdini, Robert B, 2006). Fourth, well-crafted persuasive sentences can influence purchasing decisions, especially when consumers feel emotionally connected to the message conveyed (Kotler, Philip & et.al, 2012).

The use of persuasive words in Instagram Influencer content is very influential in terms of attracting consumers' interest in buying a product, one of which is skincare cosmetic products. The large number of uses of persuasive words to market a product makes the writer interested in researching persuasive words used in Instagram content to market skincare cosmetic products. Several studies related to rhetoric, especially on the aspect of persuasion language have been carried out by several parties, namely first by Eka Putri Paramita, et al examining persuasive sentence analysis in online sales communication strategies on Instagram (IG) social media (Paramita & et al, 2022). The second by Cinthya Tania and Vina Benita Laksono examines the strategy of persuasive messages on Instagram social media @somethincofficia (Tania & Laksono, 2022). Third by Johana Widya Lestari and Mimas Ardianti studied persuasive techniques in skin care ads on Instagram social media (Lestari & et al, 2018).

Based on several previous studies, the novelty taken by the author in this research is by using an influencer who is currently trending and trusted by the audience in the skincare sector at the moment, namely Tasya Farasya, who has never been studied by other researchers. This research was also carried out to find the uniqueness of endorsements carried out by Tasya Farasya in the field of skincare marketing so that it can attract audience interest quickly. The problem formulation in this research is how persuasive words do influencer Tasya Farasyah use in Instagram content to attract audience interest? How can these words be classified into persuasive

sentences so that they can attract the audience's interest? From the problem formulation, several objectives of this research were determined, namely to describe the use and categories (types) of persuasive words in influencer Tasya Farasyah's Instagram content to attract audience interest from a rhetorical aspect.

METHODOLOGY

The method used in this study is the descriptive method. The approach used in this study is a qualitative approach. According to Moleong the qualitative approach is something whose purpose is to understand the phenomenon of what is experienced by research subjects holistically, and by means of description in the form of words and language, in a special context that is natural and by utilizing various scientific methods (Moeloeng, 2007). Data collection techniques in this study used documentation techniques. In this study, several stages were carried out, including the stage of data collection, data processing, data analysis, and the stage of presenting data analysis. In the first stage, what is done is that data collection is carried out by collecting as much information as possible according to the title of the study. The data used in this study were all aspects related to persuasive sentences in Tasya Farasya's Instagram account video. The source of this research data is sentences on Tasya Farasya's Instagram account which were collected by taking notes. The second stage is data processing and data analysis. Data collected then it is classified and analyzed descriptively. The data analyzed is in the form of persuasive sentences contained in Tasya Farasya's account. In analyzing the data, the researcher performs the following steps: (a) The researcher describes the data that has been recorded in writing (b) The researcher classifies the data that has been recorded in accordance with the purpose of the study; (c) Researchers look for persuasive sentences to achieve research objectives. The third stage, namely the presentation of the results of data

analysis (Anwar & et al, 2021). The instrument in this study is focus group discussion, which is a discussion activity carried out online or face-to-face between a group of people with the aim of sharing views, ideas, experiences, or information related to certain topics (Wijaya & Perdana, 2023).

RESULTS AND DISCUSSION

In this section, the author examines persuasive sentences contained in Instagram content on the Tasya Farasya @tasyafarasya influencer account uploaded between January and March 2024. Here are the results of the research.

No.	Endorsed Skincare Brands	Content Upload Date	Persuasive Sentences
1.	Sunscreen Carasun	March 8, 2024	<ol style="list-style-type: none"> 1. “<i>Launching sunscreen</i> bikin orang puyeng pala nya. Aku udah punya cara sendiri, caraku adalah kembali ke <i>sunscreen</i> yang emang udah jelas-jelas aja, yaitu Carasun salah satu nya.” 2. “Teksturnya sih menurut aku belum ada yang bisa nyamain persis tekstur seperti awan kayak gini baru Carasun juaranya.” 3. “Lihat berapa detik? Berapa detik saya meratakan <i>sunscreen</i> ini? Secepat itu dan gak ada rasanya sama sekali <i>non peeling</i>, gak ngerusak <i>makeup</i>, gak ngerusak hari-hari Anda, gak perih di mata, <i>perfect</i> banget menurut aku.” 4. “Sebenarnya walaupun banyak banget <i>sunscreen</i> di dunia ini, yang aku <i>review</i> tuh yang itu-itu aja. Jadi, kalian bisa yakin lah ya? Kalau aku udahnge-<i>review</i>, udah gak diragukan lagi kualitasnya.

2.	Y.O.U (serum,sunscreen, skint tint)	March 12, 2024	<ol style="list-style-type: none"> 1. “Y.O.U. itu kan brandnya yang memiliki SKU banyak banget nih ya.” 2. “Aku akan kasih tau ke kalian mana 3 produk Y.O.U. yang Tasya Farasya approved.” 3. “Pertama disini tuh ada sakura extract yang ternyata benar-benar bagus untuk merawat pori-pori, membersihkan pori-pori.” 4. “Selain itu, di sini juga ada 3 kali vitamin c untuk 7 kali mengurangi kekusaman, ini hasil uji klinis ya, bukan gue yang ngomong.” 5. “Teksturnya ringan banget, ga peeling, ga ganggu makeup, gampang penyerapannya, no white cast white cast club, sat-set sat-set, udah penyerapannya selesai.” 6. “Terakhir, ini yang paling gong dari Y.O.U yaitu You cloud touch blurring skint tint dan dia bener-bener ga oksidasinya sama sekali, ini bagus banget.” 7. “Aku pake ini buat tenis, dia ga luntur sama sekali jadi keawetannya juga tidak diragukan lagi!” 8. “Cocok banget ini buat quick makeup sehari-hari.”
3.	Lip tint OMG	March 13, 2024	<ol style="list-style-type: none"> 1. “Kalau makeup aku sudah setipis kesabarannya Ayang berarti kalian udah tau kan tandanya aku ngereview lip tint” 2. “Pertama kalau OMG itu yang bikinkita kayak OMG itu adalah harganya, harganya itu 20 ribu-an”

			<ol style="list-style-type: none">3. “Nah ini <i>claim</i> teksturnya <i>plumpy</i> dan jujur aku juga udah cobain dia itu emang <i>glossy finish</i>.”4. “Aku pernah cobain ini pas aku lagi sakit, di bibir orang sakit itu biasanya tuh nggak bakal bagus, tapi kalau ini aman gitu di bibir aku nggak terlalu jelek gitu biar aku sakit apalagi kalau bibir aku sudah sehat sekarang ya.”5. “Kalau menurut aku pribadi, dia tuh teksturnya lebih kaya pakai <i>lip balm</i> yang <i>glossy</i> gitu loh, jadi kayak ada <i>plumpy effect</i>.”6. “Nah buat yang <i>wondering shade</i> favorit aku adalah <i>shade 01</i> di <i>ombre</i> sama <i>shade 04</i> jadinya gini cantik banget <i>super plumpy</i>, warnanya <i>my lips but better</i> gitu karena ada <i>ombre-an</i> jadi lebih <i>vibrant</i>.”
--	--	--	--

4.	Powder Npure	March 30, 2024	<ol style="list-style-type: none"> 1. “Jadi tetep ya, walaupun udah masuk ke dalam dunia kosmetik ada <i>centella asiatica</i>-nya. Dia ada 5 <i>shade</i> yang aku pake itu adalah <i>shade apricot</i>.” 2. “Teksturnya <i>powdery</i> dan ini pigmentasinya lebih ke <i>high pigment</i> gitu, karena dia kayaknya ini <i>powder foundation</i>.” 3. “Tapi yang aku suka itu adalah <i>finish</i>-nya masih ada <i>shine</i>-nya, walaupun ditumpuk banyak, kulitnya masih ada cahayanya gitu loh.” 4. “<i>Oh my god</i>, setelah dimatiin lampunya aku makin jatuh cinta sama <i>powder</i> ini karena ternyata <i>under flash</i> itu lebih <i>flawless</i> lagi, lebih kayak keliatan <i>healthy shiny glow</i>, tapi coveragenya juga bener-bener ada banget ketutupnya.” 5. “Jadi pas banget sesuai sama klaim- klaim yang ada disini ya: <i>acne cover, soft blurring, pore minimizing, all day makeup protection</i>, dan dia 100% <i>organic</i> ya.” 6. “Wow Npure! ini <i>your first makeup product</i> ternyata <i>exceeds my expectation</i> banget! udah kece banget loh, dan ini super duper yes TasyaFarasya <i>approved!</i>.”
----	--------------	----------------	---

5.	Suede Lip Matte Instaperfect	March 14, 2024	<ol style="list-style-type: none"> 1. “Aku mau bagi-bagi hadiah nih. Karena Instaperfect baru aja keluarin produk baru! Suede Lip Matte.” 2. “Warna-warnanya cantik-cantik banget. <i>Claimnya</i> itu adalah <i>MLBB Nude for Every Skintone Inspired by Real Lip Colors.</i>” 3. “Pertama, ini yang aku pake. <i>Shade</i> yang Ochre 05. <i>Finish</i>-nya tuh kayak agak <i>suede, velvet</i>. Tapi kalo misalnya udah lama, dia <i>transferproof</i> juga.” 4. “<i>Next color</i>, aku akan <i>swatch</i> yang warna Rosewood 03. <i>Yes</i>, ini <i>exactly</i> warna bibir aku. Ini warnanya cantik banget dan ini salah satu warna <i>favorite</i> aku. <i>Looking so fresh</i> gitu ya.” 5. “Nah, terakhir aku mau <i>swatch</i> warna <i>ter-nude</i>-nya, yaitu <i>shade</i> 07 Fawn. Kayaknya ini pucat banget dan kayaknya ini cocok untuk jadi <i>base ombre</i>. Kita <i>ombre</i> sama yang <i>shade Rosewood</i> yang tadi. <i>Gorgeous!</i> Setelah di <i>ombre</i>.” 6. “<i>Final thoughts</i> aku adalah dia teksturnya itu emang lumayan kayak <i>heavy mousse</i> gitu. Cuman pada saat dia udah ngeset, dia memang <i>transferproof</i>. Rasa beratnya itu jugahilang gitu.”
----	---------------------------------	----------------	---

6.	Betadine hydra gel	March 30, 2024	<ol style="list-style-type: none"> 1. “Pokoknya aku paling suka kalau nge-<i>review</i> produk yang hasilnya tuh resultnya lama banget kayak Betadine hydra gel ini.” 2. “Karena ini untuk menghilangkan bekas luka, bekas jerawat dan bekas luka bakar dan kawan-kawannya tapi bukan buat jerawat aktif.” 3. “<i>Shockingly resultnya</i> itu sangat amazing! kalian harus lihat ini <i>before and after</i>-nya bukan kayak betadine yang hitam yang seperti kalian tau biasanya, teksturnya tuh <i>gel</i> ringan gitu dan kalian tinggal aplikasikan di area-area yang ada bekas jerawatnya.” 4. “<i>Ingredients</i>-nya ada <i>dexpanthenol</i>, <i>allantoin</i>, <i>glycerin</i>, dan <i>glyceryl glucoside</i>, rangkaian yang bagus untuk memperbaiki skin barrier! Makanya bisa memperbaiki lagi tekstur kulit dan meratakan warna kulit.” 5. “Betadine hydra gel ini <i>worth it</i> buat kalian yang banyak bekas jerawat. Kekurangannya adalah emm... gak ada.” 6. “Semoga <i>review</i>-nya memuaskan dan hasil <i>result</i> ini bisa membantu kalian untuk lebih yakin membeli produk ini selamat mencoba.”
----	--------------------	----------------	---

7.	Viva Cosmetics	March 21, 2024	<ol style="list-style-type: none"> 1. "Tapi kali ini berbeda karena rangkaian yang aku pakai ini Rp.150.000 langsung dapet 3 rangkaian." 2. "Pertama ini ada serumnya, <i>this is my favorite product</i> dari 3 rangkaian ini." 3. "Aku pakai di pagi dan malam hari. <i>So far</i> aman, tidak merusak <i>makeup</i> dan tidak berat gitu loh ya." 4. "Nah tapi efek ngelembapin di pagi harinya setelah kalian bangun tuh akan tetap kalian dapatkan." 5. "Ini aku beneran pakai satu bulan dan kulit aku kondisinya kayak gini, sama kayak waktu aku pakai Chanel, beneran"
8.	Wardah Beauty	January 16, 2024	<ol style="list-style-type: none"> 1. "Udah gitu banyak yang warnanya tuh lebih ke arah kayak <i>nudish</i>, jadi membuat kita tuh kayak hasrat ingin belinya tuh meningkat, karena warna-warnanya tuh warna-warna aman yang kepa ke setiap hari." 2. "Tapi aku tuh merhatiin ada satu warna yang kayaknya tuh bakal bagus banget buat di <i>ombre</i> sama 01, yaitu 06. Cantik banget 01 di <i>ombre</i> sama 06 Wow bagus banget, bagus banget." 3. "Wuh <i>super cute</i> Warnanya aku juga suka banget lagi yang 02." 4. "Warnanya tuh sengaja bikin kita pengen beli semua." 5. "Apakah ini Tasha Parasha <i>approved?</i> <i>Yes of course</i> ini Tasha Farasha <i>approved.</i> Kalian harus coba banget sih menurut aku."

9.	Skintific(Cleansing, protecting,andmoisturizing)	February 21, 2024	<ol style="list-style-type: none"> 1. “Tapi aku akan kurasi menjadi 3 aja yang Tasha Farasha <i>approved</i> step awal ya. <i>Cleansing</i> dulu, baru <i>protecting</i>, baru <i>moisturizing</i>.” 2. “Ini juga <i>sunscreen</i> yang udah sering banget aku bahas, karena ini aman untuk kulit sensitif, dan dia nggak bikin <i>breakout</i>. Teksturnya itu tuh pas aja gitu.” 3. “... dan ini emang masih salah satu pelopor <i>ceramide</i> sebagai memperbaiki <i>skin barrier</i>. Itu bener-bener <i>worth it</i> banget.” 4. “Ini kulit aku tuh baru bangun tidur kenceng banget. Langsung kayak, aduh enak.” 5. “<i>Sunscreen</i>nya juga tipe yang teksturnya itu <i>easy to blend</i>. Nggak terlalu <i>heavy</i> di muka. Bagus juga untuk dipake <i>under makeup</i>.” 6. “<i>No peeling at all</i>. Aku udah pernah <i>torture test</i> gila-gilaan ya <i>sunscreen</i> ini. Ini masih menjadi salah satu <i>sunscreen</i> yang sering banget aku pake.” 7. “Kalau kalian mau <i>basic skincare</i> ini udah cukup banget menurut aku. Hasilnya pun akan terlihat dengan jelas ya.” 8. “<i>And here are the final glow</i> yang kalian akan dapatkan apabila kalian menggunakan rangkaian-rangkaian Skintific yang aku rekomendasiin tadi.” 9. “Tasha Farasha <i>approved</i>.”
----	--	-------------------	--

10.	Quick Glame Beauty	24 Januari 2024	<ol style="list-style-type: none"> 1. "... dan aku suka banget sama Tinted Moisturizer ini, karena dia lebih <i>seamless</i> di kulit dan tidak ada oksidasinya, minim banget oksidasi, bukan oksidasi lebih kayak kepengeringan gitu." 2. "Pertama kita pake <i>Tinted Moisturizer</i>-nya dulu aku suka banget, ini <i>so far</i> kayaknya salah satu <i>Tinted Moisturizer</i> yang paling aku suka." 3. "Gila! ini <i>flawless</i> banget gila! ini bagus banget, tau gak sih? Sat-set, sat-set gak perlu di-<i>sponcen</i> lagi, udah langsung rata semua <i>gorgeous, flawless</i>, flek hitam aku udah nyaris gak kelihatan, tapi bener-bener <i>lightweight</i> banget di kulit." 4. "Oke, ini tuh yang paletnya namanya <i>warm tone</i> kita isi <i>not bad for eyebrow powder</i> warnanya nyatu banget langsung sama alis aku." 5. "Selesai berapa menit aku dandan? Uuuuh... 10 menit!! Tadaaa 10 <i>minute makeup challenge</i> pake Quick Glam dan hasilnya emang bener-bener <i>quick</i> dan bisa dibilang <i>glam</i> juga sih menurut aku". 6. "Nah seperti yang kalian bisa liat perubahan warnanya tuh hampir-hampir ga ada. Ini udah dari 15 menitan yang lalu." 7. "...dan seperti yang kalian bisa liat tadi itu di <i>blend</i>-nya gampang banget terus kayak <i>coveragenya</i> tuh juga udah kayak medium aja." 8. "Kalo menurut aku, ini Tasya Farasya <i>approve!</i>"
-----	--------------------	-----------------	--

Based on the results above, we can see that persuasive sentences are very often used by influencers on endorse content on their Instagram accounts in promoting a product. The use of persuasive sentences aims to influence followers or consumers to buy the products they advertise. In the results above, there are 4 types of persuasive sentences (invitations) used by influencers, namely:

1. Persuasive sentences that use English

The persuasive sentences used by Tasya Farasyah in the endorse content above use a lot of English, such as Quick Glame Beauty product endorsement content there are the words *seamless, flawless, lightweight, quick, glam, and coverage*. In the content, Tasya shows that tinted moisturizer on Quick Glame products has results that can cover dark spots on the face and will look perfect. In the content, Tasya shows that the

serum in Viva Cosmetics products is one of the products she likes because the results will not damage makeup and do not feel heavy on the face, and will give a moist effect when waking up. Then, in the OMG Lip Tint product endorsement content, there are words plumpy effect, glossy finish, wondering shade, high pigment, flawless, and healthy shiny glow. In the content, Tasya shows that OMG Lip Tint gives the effect of thick, shiny, and healthy lips, and the colors in the lip tint will look real even if only one stroke.

2. Kalimat persuasif yang menunjukkan ingredients produk

The persuasive sentence used by Tasya Farasya in showing the ingredients of the product she reviewed. For example, in YOU sunscreen products, serums, and skin tints, namely in sentences “Pertama disini tuh ada sakura extract yang ternyata benar-benar bagus untuk merawat pori-pori, membersihkan pori-pori”. In that sentence, Tasya Farasya explained one of the ingredients that is dominant and most in demand by consumers, so consumers are interested in buying the product. Furthermore, in the Powder Npure product with persuasive sentences used, namely in sentences “Jadi tetep ya, walaupun udah masuk ke dalam dunia kosmetik ada centella asiatica-nya.” In that sentence, Tasya mentioned one main ingredient that is rarely found in makeup products and usually only exists in skincare products, thus making this product has its own charm with the presence of good ingredients in caring for the skin. Next on the product Betadine hydra gel, namely in the sentence “Ingredients-nya ada dexpanthenol, allantoin, glycerin, dan glyceryl glucoside, rangkaian yang bagus untuk memperbaiki skin barrier! Makanya bisa memperbaiki lagi tekstur kulit dan meratakan warna kulit”. In that sentence, Tasya explained several product ingredients that are the main target of consumers in choosing skincare products, so that the audience is interested in buying these products. Finally, the Skintific cleansing, protecting, and moisturizing products, namely in the sentence “... dan ini emang masih salah satu pelopor ceramide sebagai memperbaiki skin barrier. Itu

bener-bener worth it banget”. In that sentence, Tasya mentioned that Skintific products are very suitable to be used to improve the skin layer, so it makes the audience curious to buy and try the product.

3. Persuasive sentences that aim to make consumers curious

A persuasive sentence that aims to foster curiosity to the audience deeply about an endorsed content product by Tasya Farasya. This sentence is deliberately affixed so that the audience becomes curious and finds out more about the details of the goods endorsed by Tasya Farasya. For example, in product endorsement content Y.O.U has a sentence “Aku akan kasih tau ke kalian mana 3 produk Y.O.U. yang Tasya Farasya approved”. Then in the content of Lip Matte Instaperfect product endorsement, there is a sentence “Aku mau bagi-bagi hadiah nih. Karena Instaperfect baru aja keluarin produk baru!”. Finally, in the content of Wardah Beauty product endorsements, there is a sentence “Apakah ini Tasya Farasya approved?”.

4. Persuasive sentences that show texture on the product

The persuasive sentences used by Tasya Farasyah in the endorse content above show a lot of texture on the product, such as Y.O.U product endorsement content, namely in the sentence “Teksturnya ringan banget, ga peeling, ga ganggu makeup, gampang penyerapannya, no white cast white cast club, sat-set sat-set, udah penyerapannya selesai”. In that sentence, Tasya mentioned the texture that is very popular with some consumers, so it makes consumers want to buy the product. Furthermore, the content of OMG Lip Tint product endorsement, which is in the sentence “Kalau menurut aku pribadi, dia tuh teksturnya lebih kaya pakai lip balm yang glossy gitu loh, jadi kayak ada plumpy effect”. In that sentence, Tasya mentioned the texture of lip balm that is quite popular with consumers, especially among teenagers, namely lip tint which will give glossy results. Finally, the content of the Npure Powder product endorsement, which is in the sentence “Teksturnya powdery dan ini

pigmentasinya lebih ke high pigment gitu, karena dia kayaknya ini powder foundation". In that sentence, Tasya explained the texture of Powder Npure, which is high pigment, thus making consumers curious about Powder Npure products with high pigment textures such as powder foundation.

CONCLUSION

Based on the discussion above, it can be concluded that of the ten Instagram influencer Tasya Farasya content that the author examined, there are 63 persuasive sentences, including the Carasun Sunscreen product there are 4 persuasive sentences, the YOU product has 8 persuasive sentences, the OMG Lip tint product has 6 persuasive sentences, the Powder Npure product has 6 persuasive sentences, the Suede Lip Matte Instaperfect product has 6 persuasive sentences, Betadine hydra gel products have 6 persuasive sentences, Viva Cosmetics products have 5 persuasive sentences, Wardah Beauty products have 5 persuasive sentences, Skintific products have 9 persuasive sentences, and Quick Glam Beauty products have 8 persuasive sentences.

Researchers classify persuasive sentences obtained into 4 categories, namely sentences that use English, persuasive sentences that show product ingredients, persuasive sentences that aim to make consumers curious, and persuasive sentences that show texture on products. In all the endorsed content above, influencer Tasya Farasya uses a lot of persuasive sentences in English.

REFERENCES

- Aisyah Oktavia Nur. (2021). Gaya Bahasa Retorika Iklan Makanan Pada Media Sosial Instagram. 346.
- Anwar, S., & et al. (2021). Kalimat Persuasif Dalam Akun Instagram Disporaparkabtegal dan Implikasinya. Potensi Budaya, Bahasa, Sastra, Dan Pembelajarannya Untuk Pengembangan Pariwisata Dan Industri Kreatif, 261.
- Cialdini, Robert B. Influence: The Psychology of Persuasion. (2006) New York: Harper Business.
- Fitria, G. D. A., & Yuniseffendri. (2021). Retorika Persuasif dalam Caption Postingan Akun Instagram Resmi Presiden Joko Widodo. Jurnal Bapala, 8(5), 175.
- Hamidah, F., & Sulistyowati, H. (2021). Prinsip Retorika Lundquist dalam Iklan Kaos Produk Lokal di Instagram pada Era Digital. 1062.
- Hertantingsih Tifanny. (2022). Analisis Strategi Komunikasi Pemasaran Dalam Video Endorsement Influencer Arief Muhammad Dan Tasya Farasya Di Instagram Feeds. Jurnal Common, 6(1), 60.
- Kahneman, Daniel. Thinking, Fast, & Slow. (2011) New York: Farrar, Straus, and Giroux.
- Kotler, Philip, & Kevin Lane Keller. (2012) Marketing Management (14th Edition). Upper Saddle River: Pearson Education.
- Kusumoningratri Pramesti. (2021). Pengaruh Advertising Disclosure dan Sumber Kredibilitas Influencer Tasya Farasya Di Instagram Terhadap Niat Beli Konsumen. Yogyakarta: Universitas Islam Indonesia.
- Lestari, J. W., & et al. (2018). Mengkaji Tentang Teknik Persuasif pada Iklan Skin Care di Media Sosial Instagram. Jurnal Ilmiah Buana Bastra, 5(2), 37-46.
- Lupitasari, E., & et al. (2024). Strategi Toko Online Pada Platform Shopee Dalam Menarik Minat Konsumen Melalui Penggunaan Kalimat Persuasif. Jurnal Bahasa Daerah Indonesia, 1(2), 2.
- Moeloeng, L. J. (2007). Metodologi Penelitian Kualitatif. Remaja Rosdakrya.
- Muhaini, & Deni, I. F. (2023). Studi Korelasi Pesan Tayangan Video Blog Youtube Tasya Farasya Terhadap Minat Penggunaan Make-Up pada Remaja Perempuan. IJM: Indonesian Journal of Multidisciplinary, 1(3), 872.
- Nabilla, N., & et al. (2023). Bahasa Persuasif pada Iklan Lowongan Pekerjaan Langsa

- di Media Sosial Instagram. *Jurnal Samudra Bahasa*, 10(10), 29.
- Paramita, E. P., & et al. (2022). Analisis Kalimat Persuasif dalam Strategi Komunikasi Penjualan Online pada Media Sosial Instagram (IG). *Jurnal Ilmiah Telaah*, 7(1).
- Petty, Richard E., & John T Cacioppo. (1986) *Communication and Persuasion: Central and Peripheral Routes to Attitude Change*. New York: Springer-Verlag.
- Purnamas Vievian Sri Ayu dan Ahmad Junaidi. (2022). Pengaruh Komunikasi Persuasif dari Influencer Mikro TikTok terhadap Pengambilan Keputusan Konsumen Beauty. *Jurnal Kiwari*, 1(4), 629.
- Rimadias Santi. (2022). Social Media Marketing On Instagram: Peran Beauty Influencer dalam Pemasaran Scarlett Whitening di Media Sosial Instagram. *Jurnal Mebis: Manajemen Bisnis*, 7(1), 88–89.
- Savitri Vira Eka. (2022). Retorika Dakwah Ustaz Hanan Attaki di Channel YouTube Shift Media. Universitas Islam Negeri Syarif Hidayatullah Jakarta.
- Syafika, A. D., & Hairunnisa. (2023). Pengaruh Akun Instagram Tasya Farasya Terhadap Impulsive Buying Konsumen Kota Bontang. *Jurnal Professional*, 10(2), 518.
- Tania, C., & Laksono, V. B. (2022). Strategi Pesan Persuasif di Media Sosial Instagram @somethincofficia. *Avant Garde: Jurnal Komunikasi*, 10(1).
- Trisakti Alumni Universitas. (2023). Tasya Farasya. Universitas Trisakti. <https://trisakti.ac.id/alumni/tasya-farasya/>.
- Wijaya, M. A., & Perdana, C. (2023). Perancangan Focus Group Discussion Sebagai Ruang Partisipasi Masyarakat Dalam Membangun Desa Berbasis Website. *Jurnal Sistem Informasi Galuh*, 1(2), 61.