

Discursive and Social Practices in Instagram Captions: Evidence from Indonesia

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ABSTRACT

This study describes discursive and social practices in Instagram captions used by celebrity endorsers in promoting cosmetic products. This study employed a qualitative descriptive design in order to describe a critical discourse analysis. As the participants in this study, three celebrity endorsers are randomly selected based on their verified Instagram account, and they used Instagram actively for business and product promotion purposes. The data were obtained from Instagram captions of three celebrity endorsers. Additionally, this study's analysis technique is a descriptive-analytic method through the process of collecting and compiling data analysis. The data is then analyzed using a critical discourse analysis method based on Norman Fairclough's, such as discursive practice analysis and social practice analysis. The results reveal that discursive practices applied by celebrity endorsers are utilized to motivate consumers to buy and use the products. The strategies used by celebrity endorsers are real testimonials, clinical evidence, and inspiring words. Besides, the social practice of products promoted by celebrity endorsers can have the power over society because the language used in promoting cosmetic products can trigger people's desire to become consumers of those products. Therefore, the existence of celebrity endorsers who are healthy, beautiful, attractive, and charming can feel an emotion in the ability to control people in the beauty perspective among them.

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INTRODUCTION

Instagram is an impressive social media platform because it has various features that its users can use and utilize. Instagram, as one of the most popular social media among millennials today (Grau et al., 2019). Instagram was first released in Indonesia in 2010, exactly nine years ago, and began to have 45 million users in July 2017 (Ratnasari et al., 2019; Yunita & Sunarya, 2019). Related to this statement, Instagram has become the most used social media application to date because it is easy to use, more comfortable to communicate with others, simple, fast, and flexible access. It can be interpreted that Instagram is a social network that is very important to communicate with other people without face to face directly. The credibility of the Instagram app does not doubt since Instagram celebrities have used Instagram as their business platform.

Instagram celebrity or known as *selebgram* is someone who engages in social media not only using Instagram as a means of communication with people but also as a place to obtain income (Suciati, 2018). Someone can be said as an Instagram celebrity if

she or he has many followers, known by everyone or at least people who often surf on Instagram, are active on Instagram, and have their own business account. The most important thing is that the Instagram account has been verified (blue check) from the Instagram app. Besides, not all celebrities on Instagram are celebrities in general who appear on television or known as artists/actors. However, they are just ordinary people who become celebrities or public figures on Instagram and already have many followers, known by many people in cyberspace. Most of them started careers as Instagram celebrities.

What is more, celebrity endorser is a job where someone works to promote products from local and international brands to persuade the consumers. By promoting products, celebrity endorsers must be paid by the promoted brand (Karouw et al., 2019). The more viewers and likers, both photos and videos uploaded by the celebrity endorsers, the more they reap benefits of their income. Instagram provides business features for its users, especially celebrity endorsers, who utilize the Instagram application well (Joe & Anto, 2018). Also, the collaboration between celebrity endorsers and endorse brand products can influence followers on Instagram when uploading photos or videos of their products to maintain consumer loyalty (Handika et al., 2018). In Indonesia, many cosmetic promotion products have been carried out by celebrity endorsers. Indeed, it is related to consumers who are interested in having cosmetic products. Cosmetic products, exactly, have their benefits for treating facial skin, mouth, and body for better care.

In promoting cosmetic products, the celebrity endorsers must have appropriate language that can trigger the society. Besides, how celebrity endorser promotes a cosmetic product is an essential point in product sales. Therefore, this research focuses on critical discourse analysis regarding discursive and social practices used by celebrity endorsers in promoting cosmetic products. This research is vital because there is still limited research on social media advertising, especially about discursive and social practices on cosmetic product promotion by celebrity endorsers in Instagram captions. Related to the analysis of critical discourse, some experts discuss CDA with various discussions. Therefore, the researcher uses the theory of critical discourse analysis based on Norman Fairclough.

According to Fairclough (2003), critical discourse analysis is an approach used to analyze a text in a socio-cultural context. In Santoso (2018), the term of CDA seems to indicate used by Fairclough for the first time in which to construct the theory related to the presumption that analysis of social must contain a language focus. Fairclough tried to construct the concept and connections on an introduction critically to an analysis of discourse because it was practiced in various disciplines differences, through the study of language, the study of language and society to the study of social life, social change, and the study of culture. Then, he points out his interest in discourse analysis can be mixed with another approach, systematically and productively, by a concern in broader issues of the analysis of social and the changes of social (Sari et al., 2018).

In line with Sari et al. (2018), Fairclough (2012) suggested three-dimensional models of social practice in the discourse. Firstly, practice in society is to think about the process of social structure to find out "how the text was designed, why was it designed this way, and how else could it be designed?" Secondly, personality paradigms between various classes in society involve the consumption, production, distribution of texts by the authors' way to produce texts, and understanding of the readers. The level of analysis involved studying the production and consumption of texts. Hence, the analysis of the strategy used in Instagram captions is related to how the text is produced, how it is consumed, and how the power relationship is enforced.

Thirdly, social practice involves the background of knowledge about a language, such as identity and relational functions. It relates to socio-historical terms that determine productive and interpretive processes (Bardici, 2012; Zhang & McGhee, 2018). In other words, it describes the connection between discursive and social practice. Besides, the

spoken text analysis is a study relating to the relationship between language and social ideology. This level of analysis explains the impact of advertising on society. It relates to intertextual understanding, which is used to attract and appeal to consumers to buy or use a product. In short, the social practice means how the discourse impacts interactions in society.

Furthermore, some researchers have conducted research related to celebrity endorsement, yet it is still limited to the focus of critical discourse analysis. Hidayat et al. (2020) and Susanti (2019) researched the language used in beauty advertisements. The research found that the language of beauty ads is attracted the consumers because it has several ways to gain the consumers' appeal to get the products. Besides, Hamid and Shahdan (2018) analyzed the language characteristics of whitening product ads in Malaysia. The research results reveal that people who advertise used different linguistics and strategies of discourse in trading the whitening products. Also, Radzi et al. (2018) studied the textual analysis used in endorsing products by celebrities. The study found that the dimension of text analysis is influenced by an ad related to the word choice, lexical, and cohesion.

Therefore, the current study's distinction from the previous study is the researcher tries to conduct a research-based on discursive and social practices applied by celebrity endorsers in Instagram captions of promoting cosmetic products, especially *lipstick*, *mouthwash*, and *sheet mask*. However, this study still uses the same research design as the previous qualitative descriptive research. Also, this study employed a theory of critical discourse analysis proposed by Norman Fairclough. The critical discourse analysis consists of three-dimensional models such as text, discursive, and social practice. Nevertheless, the current study will focus on celebrity endorsers' discursive and social practices on their Instagram captions.

THEORY AND METHODS

This study used a qualitative descriptive design to describe the discursive and social practices applied by celebrity endorsers in Instagram captions. As the participants in this study, the three celebrity endorsers were randomly selected based on their verified Instagram account and actively used Instagram for business and product promotion purposes. In measuring data, the researchers used three celebrity endorsers' captions to represent the written form data. Furthermore, this study's analysis technique is a descriptive-analytic method through the process of collecting and compiling data analysis (Balnaves & Caputi, 2001). It means that the researchers took data in the form of 'caption' written by three celebrity endorsers in their Instagram account. In this sense, the researcher carried out conscientious analysis through the three captions written by three celebrity endorsers. They had the same purpose of promoting the products on Instagram. The researchers then classified those three captions into different terms, such as discursive practice and social practice. Additionally, those captions were the original captions that have written by the three celebrity endorsers. In this study, the data analysis process used is a critical discourse analysis based on Fairclough's three-dimensional model, which includes text analysis, discursive practice, and social practice. Nevertheless, this study only focuses on discursive and social practices. Thus, this study seeks to address the following questions: 1) What are the discursive practice applied by celebrity endorsers in Instagram captions? 3) How are social practices used by celebrity endorsers in Instagram captions?

RESULT AND DISCUSSION

The purpose of this study seeks to investigate the discursive and social practices applied by celebrity endorsers in Instagram captions. The following findings are described in terms of discursive practice and social practice.

1. *Discursive Practice Applied by Celebrity Endorsers in Instagram Captions*

The discursive practice applied in promoting cosmetic products by celebrity endorsers in Instagram captions focuses on how the text was produced, how it was consumed, and how the power relations were enforced.

Table 1. Discursive Practice

No.	The Ways Product Promotion	Example in the Caption
1.	Real testimony	<p>- My favorite color is the shade 06 Best Babe that I use in this photo. can instantly cover my lips, especially the dark color and, most importantly, the finish because it doesn't dry out on the lips. (@hamidahrachmayanti, Lipstick)</p> <p>-</p> <p>ow I want to share my routine when using Listerine Cool Mint Usually I use routine every morning after brushing my teeth, my booster is also to appear more confident ... (@megaiskanti, Mouthwash)</p> <p>-</p> <p>ere and there I go everywhere really hectic and sometimes I tend to forget about my skincare routine because there is no time My skin feels moist and my face also feels smooth. (@shireenz, Sheet mask)</p>
2.	Clinical evidence	<p>- .. suitable for our skin Indonesian girls. (@hamidahrachmayanti, Lipstick)</p> <p>- .. Listerine Cool Mint which can reduce 99.9% of germs that cause bad breath. (@megaiskanti, Mouthwash)</p> <p>- .. contains 100x serum which can make your face feel supple and soft. (@shireenz, Sheet mask)</p>
3.	Impressive words	<p>- .. and the price is 65 thousand! The color is also very beautiful, pigmented, The texture of this Maybelline matte lip is creamy (@hamidahrachmayanti, Lipstick)</p> <p>- .. Breath feels more refreshing, you know! more confident, especially when talking with other people. (@megaiskanti, Mouthwash)</p> <p>- .. Not complicated at all & the price is also very affordable. My skin feels moist, and my face also feels smooth. (@shireenz, Sheet mask)</p>

Based on Table 1, it can be found that celebrity endorsers used various strategies in promoting cosmetic products on Instagram captions. These strategies are real testimonials, clinical evidence, and impressive words. Overall, three celebrity endorsers applied the three strategies to promote cosmetic products.

Based on the findings above, celebrity endorsers utilize discourse practice variants in promoting cosmetic products on Instagram, including real testimony, clinical evidence, and impressive words. Firstly, in declaring the cosmetic products, celebrity endorsers tend to use real testimonial strategies to give consumers confidence that the use of cosmetic products is real and avoid manipulation. As stated by Vidyanata et al. (2018) that by providing facts, consumers will have their own perceptions that if they buy the cosmetic products, they will become beautiful, more charming, more confident, healthy, etc. following what celebrity endorsers review of the results of the use of cosmetic products in Instagram. In this sense, the customers who want to buy the product promoted by the three celebrity endorsers will know about the product to believe that the product affected the customers.

Moreover, celebrity endorsers used clinical evidence strategy in promoting products. It is very effective in attracting consumers' attention to use products because the ingredients used in the products have been clinically tested. Additionally, the cosmetic product will be trusted by society provides many benefits because it has been clinically proven (Puhakka et al., 2019). Besides, the cosmetic product shows a good quality professional and has its own perspective on the promoted cosmetic product in which the product has been scientifically tested. The three celebrity endorsers are willing to promote the products that will be useful and needed by the consumers. That is to say, and the promoted products should be contained well-ingredients because customers will apply the products on their skin, in which Indonesian skin is mostly sensitive. In this sense, the products did not contain harmful ingredients to be safe for use by people.

Furthermore, the effective strategy that can trigger people is using words emotively. Celebrity endorsers never forget to use impressive words, so consumers are more interested and have a high desire to buy cosmetics products promoted on Instagram. It is done in order to make the results persuade consumers of the use of cosmetic products later. Therefore, celebrity endorsers use the words emotively, whose purpose is to attract consumers' attention (Ferguson & Mohan, 2019; Tehseem & Hameed, 2015). Through emotive words, it gives consumers strength or control delusively about cosmetic products that can make them beautiful and healthy. Besides, in applying emotive words when someone was promoting products, consumers will be confident to buy and have the product. It is because the word has an essential part of taking the consumer's attention in order to shop the product. However, the product should be balanced with the words written in the Instagram captions. Accordingly, the buyers will not be disappointed with the product that has been promoted by the celebrity endorsers.

Hence, it can be said that the language use in the discourse practice utilized by celebrity endorsers gives a positive impact on cosmetics products that are promoted through their captions in Instagram accounts to the society so that they are triggered to buy and use the products. It also depends on who is promoting, how the language he or she uses when promoting the product, and how to choose the proper vocabulary in terms of attracting buyers' attention to notice and immediately buy the product quickly. In addition, buyers' ability to choose products that are promoted where the use of an appropriate vocabulary will be in accordance with those products. In short, that is how celebrity endorsers use some of the product marketing strategies to strengthen connection and improve their products, consume, and distribute to the broader society.

2. Social Practice Used by Celebrity Endorsers in Instagram Captions

Social practice used in Instagram captions explains the impact of celebrity endorsers' language in promoting cosmetic products to the broader community. The impact can attract the attention of the broader community as consumers to buy cosmetics products that are promoted. For instance, "beautiful, pigmented, and suitable for our skin Indonesian girls" (@hamidahrachmayanti, Lipstick), "Breath feels more refreshing."

(@megaiskanti, Mouthwash), and “glowing instead became nervous, feels moist and smooth.” (@shireenz, Sheet mask).

The second finding is about social practice in Instagram captions. Through the captions of celebrity endorsers on Instagram, the words used can stimulate society to become consumers of the promoted cosmetic products. For instance, “beautiful, pigmented, and suitable for our skin Indonesian girls” (@hamidahrachmayanti, Lipstick). It makes the product has an essential impact on society. Also, cosmetic products promoted by celebrity endorsers are products that are popular among people at this time. It is due to people nowadays tend to have white skin, bright skin, and glowing skin, especially in Indonesia. Therefore, Chan and Zhang (2019) mentioned that celebrity endorsers use words to attract people’s attention in Instagram captions. In addition, the choice of vocabulary that involves promotion of the product should have a good impact on the buyer so that they can trust a product even though they do not know very well the brand of the product. In consequence, choosing the right vocabulary will indicate the quality of the product being promoted.

Additionally, most celebrity endorsers have healthy skin, white skin, and glowing skin as people desire today, so that they are chosen to promote cosmetic products. In this case, people will have their perceptions about cosmetic products they want to buy that the product can help them have healthy, white, bright, and glowing skin. People will also believe that the term “beauty and health” is represented in Instagram captions, where the caption and celebrity endorsers match the product being promoted. Consequently, through the existence of celebrity endorsers who are healthy, beautiful, attractive, and charming, they can feel an emotion in the ability to control people in the beauty perspective. Therefore, cosmetic products promoted by celebrity endorsers on Instagram can have power over society because the language used in promoting these products can trigger people’s desire to become consumers of those products (Hashim & Musa, 2014; Schouten et al., 2019; Vanessa et al., 2011).

Further, it can be said that the product being promoted can display the beauty that can later be felt by consumers. It is because the product has a relation to people who promote the product. For example, when a consumer wants to buy a mouthwash product, he or she will read reviews first from people who have used the product and see reviews from celebrity endorsers. It is crucial for consumers because they want to have a breath that is fragrant and does not have bad breath as he or she felt before using the mouthwash product. That is to say, consumers who want to buy products promoted through social media, should be careful in choosing products, reading reviews, and understanding the ingredients used in the product. So that what is expected in buying the product, consumers already know what the effect is like.

CONCLUSION

To sum up, this research uses Critical Discourse Analysis based on Fairclough’s theory, in which the analysis is divided into two parts, namely discursive and social practices. Based on the topic studied, various discursive practices used by celebrity endorsers are real testimonials, clinical evidence, and impressive words. All discursive practices are applied in order to motivate consumers to buy and use those products. Besides, celebrity endorsers’ social practice can have power over society because the language used in promoting the products can trigger people’s desire to become consumers of those products. In light of the conclusion of the study, some suggestions are mentioned as follows. The research should have a bigger size in terms of the more cosmetic products promoted and the use of various language features to obtain the data in depth. Further research should also include the characteristics of captions written by celebrity endorsers in promoting cosmetic products on Instagram, especially in Indonesia.

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