

# CRITICAL DISCOURSE ANALYSIS OF CONCEPT IN TOOTHPASTE ADVERTISEMENT

Fira Isnia<sup>1</sup>  
Dion Tira Erlangga<sup>2</sup>  
English Education

[firaisnia98@gmail.com](mailto:firaisnia98@gmail.com)

## Abstract

Beauty product is the product that help woman to looks beauty in front of the other people. This study is the research of the beauty product there are toothpaste. The aim of this study was to explore the ideology, visuals, and spesific linguistic features behind the particular image. Thi study used qualitative method and to colect the data this study used toothpaste advertisement as the data analysis. Based on this analysis the result of this study was explanation about the beuaty concept. This study can be follow to support the other research conduct their research..

**Key words:** Advertisement, analysis, critical discourse, concept, toothpaste

---

## INTRODUCTION

In nowadays reality, people might have different standart on woman beauty [1], [2]. People may agree an idea that saxy body is a criterion for beauty in woman [3], [4]. People may consider that white skin colors in an beautiful woman [5], [6]. In the other hand, everyone may consider that wearing veil is a standard for woman beauty [7], [8]. Everyone would weather agree or not if being pregnant makes woman beautiful [9]. Everyone might believe if big body is an add value on woman beauty [10], [11]. Until today, media is still believed to bring impect on how people see the world [12], [13]. Using media, people have the ability to withness any important events on the world [14]. This media power raises the problem about media ability in deciding which one is important and which one is not [15], [16], [17]. This kind of practice inevitably will influence which fact the media choose to deliver to their audience.

Nowdays, advertisement communicate a message through language and signs [18], [19]. Besides, words that are used in advertisement text reflect product language, meaning on audiences and social system [20], [21], [22]. Advertisements within its transmtion of meaning and message and its social significance have led people to consider it as discourse type [23], [24]. [25] believe, as a different type of action, discourse repressent point of view of people to the world and each other. Accordingly, advertisemnt can be considered as a kind of discourse that in its center power [26], [27] and indeology interect each other and it can be used to express and impose one's ideology [28], [29]. It deals with value,

ideology, attitudes, and ideas shaping culture [30], which provides a restricted view of the world. Since every person has their own concept, in other word, every person is affected by her/his own concept as well as a concept of the dominant power relations on society [31], [32], [33].

In today's phenomenon, the dominant power also came from the toothpaste advertisements which can impose certain concept on other people [34], [35]. Toothpaste advertisement are now massively becoming more dynamic and persuasive in constructing a certain concept [36], [37], [38]. In this case, this research will look deeply into the language employed in the discourse of advertising regarding the way of what and how a certain concept carried in toothpaste advertisements [39], [40], [41]. It is necessary to note that toothpaste advertisement language are different from other advertisements [42], [43]. They have their own favourite linguistic expressions with their target audience [44]. Along with development of consumerism in modern societies, including developing ones, toothpaste advertisement are much multicolored in producing advertisement [45], [46], [47]. To express information, toothpaste advertisement temp to use simple, direct, or implicit language with slogan, tagline, symbol, color which are becoming important technical aspect for an advertisement [48], [49], [50] and that is what linguistically attracted to analyze most in this study.

Henceforth, this study would used analytical paradigm of CDA discribed by Fairclough (1995) covering the there dimensional model which later on will investigate text, discourse practice, and soacial culture and in order to analyze beauty concept constucted in toothpaste advertisemnt. Advertiments has been a subject for many studies because the analyzing the advertisemnt is growing importance [51], [52], [53]. However, only a few of researchers have conduct a research on toothpaste advertisement which expose beauty concept using Fairclough's theory [54], [55], [56]. Therefore this research is considered having a significant role to analyze regarding that the result or this research may potentially support following research to explore more various subject with specific implications.

Fairclough's approach or called as Critical Discourse Analysis assumes that there is a dialectical relationship between language and other elements of social life [57], [58], [59].

Critical discourse analysis is a methodology that enables a vigorous assessment of what is meant when language is used to describe and explain [60], [61]. There is a proliferation of terms within critical discourse analysis which is reflective of the various influences in the development of the methodology [62], [63], [64]. There is however a broadly agreed agenda in these studies to systematically explore often opaque relationships of causality [65], [66] and determination between (a) discursive practices, events and texts, and (b) wider social and cultural structures, relations and processes [67], [68]; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power' [69], [70].

## **METHOD**

This research used the qualitative method and the data was analyzed descriptively. Hancock state that qualitative method concerns with developing explanation of a social phenomenon. This research described the social phenomenon of relevant utterance. It was analyzed because the researchers described the phenomena which appeared in society about beauty concept conducted in toothpaste ads. In this study the researchers used primary data and the data were collected from ads post in internet. There were four different toothpaste product that have been selected for analysis: Active Slime Whiteing Kit, New Close-up Fire-Freezy, Close-up White Now, and Truly Radiant. The aim of this study was to explore the ideology, visuals, and specific linguistic features behind the particular image.

## **RESULTS AND DISCUSSION**

Critical Discourse Analysis seek to discern connection between language and other elements in social life which are often opaque (Fairclough 1995). To analyze the opaque power relation, discourse of advertisement always remained an apt choice. As advertisements one-sided and distant froms of communication where participant do not interact face to face, they are well structured in conveying their implicit and explicit message. Advertisements use in an ideal content and draw an ideal relationship with the targeted viewer to create ideology and to control discourse as powerfully as possible. Advertisements in which power in discourse.

The critical analysis of chosen toothpaste advertisements from a CDA perspective reveals that it is not only information of products and services that are conveyed to viewers but

also the concept of beauty are highlighted through advertisements. In other words, toothpaste advertisements construct and represent ideology or set ideological opinions which are desirable one with the women. In fact, toothpaste is used to clean and maintain the aesthetics and health of teeth. Based on its function, therefore, toothpaste advertisements should have constructed a beauty and health concept. Instead, according to this study all of them construct beauty concept. The ideology represented in these advertisements comprises a concept that beautiful women have white teeth, are fresh and young. These features are the ones which every woman desires in order to look pretty and beautiful. Women with no mentioned features will be lack of confidence. Thus, these particular products give them solution of their problems.

A Beauty Concept is Constructed Through Persuasive Linguistic Features and Semiotic Features.

This research looks at 4 toothpaste advertisements and one whitening kit which found that the advertisements use various strategies to persuade and manipulate the viewers. Toothpaste advertisements use various linguistic features such as vocabulary, direct pronouns, numeric figures, and appropriate grammar structures to attract consumers in the analysis taken from the advertisements. Positive vocabulary such as strength (Appendix A&D), ultimate (Appendix C), instant (Appendix D) is made to persuade the consumers to buy the products. In Appendix A, the use of direct pronoun becomes an interesting part in advertisement. Since consumers tend to accept the advice from a friend. More easily so advertisement seems to talk with friends and make them more apt to act. The pronoun used is “your” which has a significant effect on readers. It is regarded as personal engagement of the reader and it seems to address the reader directly. In the same way, the use of numeric figures or numbers (see Appendix A&B) is another strategy employed in advertisement in order to strengthen the quality or to double the benefit of the product. The lexical choices are ideologically contested. The ads use not only the linguistic elements but also the semiotic elements such as color and illustration to attract the consumers.

The findings suggest that the combination of visual image and linguistic texts influence the consumers. The name of the product also contains some influencing words which motivate the customers towards the products names. Most of the advertisers use adverb in their

products names for example CloseUp White Now (see Appendix D) and Truly Radiant (see Appendix E). After analyzing the advertisements, the result suggests that the visual images greatly influence the consumers through the attractive models as well as through the background images. The advertisement like Truly Radiant (Appendix E) shows a big visual/image of a pretty woman with attractive smile. The blue background indirectly indicates that after using their products, people will have a strong smile since blue implies strength. Most of the advertisements use visual images of beautiful women. Here, men and women are used as sex object and beauty object.

Advertisement like New CloseUp Fire-Freeze“ expresses its beauty concept by the text for ultimate long-lasting freshness (see Appendix-C). CloseUp White Now“ claims that it gives young women instant white smile that get them into spotlight (see Appendix-D). Another advertisement Active smile claims that the product gives whitening power in only 2 weeks (see Appendix-A) through such words advertisers spread their ideology to make consumers buy their products. The advertisements in this study show their power through their ideological text as well as visual images in the form of attractive models for advertisement. For instance, Colgate ad presents a famous Bollywood actress (see Appendix-B). Truly Radiant advertisement exposes their power through the images of a beautiful actress, Alison Sweeney (see Appendix-E). The socio cultural role played by an actress or trendsetter significantly functions to build up an ideology that to be an idyllic woman, one must have good looks. Since a well renowned celebrity gives them a portrayal, the concept of beauty is strongly supported. Thus, advertisements maker has the access to discourse and that is how they can control the mind of the viewers.

All above analyzed advertisements create ideological concepts about women by certain linguistic strategies. Linguistic analysis of all toothpaste advertisements reveals that how the lexical selection, use of positive adjectives and adverbs, nouns and nominalization, simple phrase, imperative statements, repetition and antonym in the analyzed advertisements form so called positive self representation in which the advertisements make viewers believe the standard of what beauty look like and how beauty look like which constructs be that get them into spotlight (see Appendix-D). Another advertisement Active smile claims that the product gives whitening power in only 2 weeks (see Appendix-A) through such words advertisers spread their ideology to make consumers buy their products. The advertisements in this study show their power through their ideological

text as well as visual images in the form of attractive models for advertisement. For instance, Colgate ad presents a famous Bollywood actress (see Appendix-B). Truly Radiant advertisement exposes their power through the images of a beautiful actress, Alison Sweeney (see Appendix-E). The socio cultural role played by an actress or trendsetter significantly functions to build up an ideology that to be an idyllic woman, one must have good looks. Since a well renowned celebrity gives them a portrayal, the concept of beauty is strongly supported. Thus, advertisements maker has the access to discourse and that is how they can control the mind of the viewers.

All above analyzed advertisements create ideological concepts about women by certain linguistic strategies. Linguistic analysis of all toothpaste advertisements reveals that how the lexical selection, use of positive adjectives and adverbs, nouns and nominalization, simple phrase, imperative statements, repetition and antonym in the analyzed advertisements form so called positive self representation in which the advertisements make viewers believe the standard of what beauty look like and how beauty look like which constructs beauty concept.

## **CONCLUSION**

On the basis of five analyzed product; four toothpaste advertisements and one whitening kit advertisement, it can be concluded that advertisers use various types of strategies and linguistic patterns such as persuasion techniques, technical vocabulary, and some visual images to catch attention. These advertisements have ideologically contested linguistic feature and semiotic elements which portrays a concept that beautiful women should have white teeth, are fresh and young and that what and how beauty looks like. Thus, positive self representation of beauty products advertisements makes viewers believe the standard and beauty concept made by the advertisers which constructs an ideology. It's an undeniable fact that physical appearance plays important role in social life. Language is a powerful tool to communicate by which advertisers facilitate people to believe in way of beauty as Fairclough states that it's the complexity of media discourse through which different ideologies are disseminated.

## **REFERENCES**

- [1] S. Suprayogi, S.- Samanik, E. A. Novanti, and Y.- Ardesis, "EFL Learner's Literary Competence Mapping through Reader-Response Writing Assessed using CCEA GCSE Mark Scheme," *Celt A J. Cult. English Lang. Teach. Lit.*, vol. 21, no. 1, p. 1,

- 2021, [Online]. Available: <http://journal.unika.ac.id/index.php/celt/article/view/2871>
- [2] D. Puspita and B. E. Pranoto, "The attitude of Japanese newspapers in narrating disaster events: Appraisal in critical discourse study," *Stud. English Lang. Educ.*, vol. 8, no. 2, pp. 796–817, 2021.
- [3] S. Samanik, "Imagery Analysis In Matsuoka's Cloud Of Sparrows," *Linguist. Lit. J.*, vol. 2, no. 1, pp. 17–24, 2021.
- [4] M. Y. Kardiansyah and L. U. Qodriani, "ENGLISH EXTRACURRICULAR AND ITS ROLE TO IMPROVE STUDENTS' ENGLISH SPEAKING ABILITY," *RETORIKA J. Ilmu Bhs.*, vol. 4, no. 1, pp. 60–69, 2018.
- [5] H. Kuswoyo *et al.*, "Optimalisasi Pemanfaatan Google Apps untuk Peningkatan Kinerja Perangkat Desa Margosari, Kecamatan Metro Kibang, Lampung Timur," *J. Hum. Educ.*, vol. 2, no. 2, pp. 1–7, 2022, doi: 10.31004/jh.v2i2.47.
- [6] D. Amelia, A. Afrianto, S. Samanik, S. Suprayogi, B. E. Pranoto, and I. Gulo, "Improving Public Speaking Ability through Speech," *J. Soc. Sci. Technol. Community Serv.*, vol. 3, no. 2, p. 322, 2022, doi: 10.33365/jsstcs.v3i2.2231.
- [7] R. Istiani and D. Puspita, "Interactional Metadiscourse used in Bloomberg International Debate," *Linguist. Lit. J.*, vol. 1, no. 1, pp. 13–20, 2020.
- [8] J. Asia and Samanik, "Dissociative Identity Disorder Reflected in Frederick Clegg ' S Character in the Collectors Novel," *ELLiC*, vol. 2, no. 1, pp. 424–431, 2018.
- [9] D. Puspita and D. Amelia, "TED-TALK: A SUPPLEMENT MATERIAL TO PROMOTE STUDENTS' AUTONOMY IN LISTENING," *ELTIN JOURNAL, J. English Lang. Teach. Indones.*, vol. 8, no. 2, pp. 91–102, 2020.
- [10] H. Kuswoyo, E. T. S. Sujatna, Afrianto, and A. Rido, "„This novel is not totally full of tears...“: Graduation Resources as Appraisal Strategies in EFL Students" Fiction Book Review Oral Presentation," *World J. English Lang.*, vol. 12, no. 6, pp. 294–303, 2022, doi: 10.5430/wjel.v12n6p294.
- [11] M. Y. Kardiansyah and A. Salam, "Reassuring Feasibility of Using Bourdieusian Sociocultural Paradigm for Literary Translation Study," in *Ninth International Conference on Language and Arts (ICLA 2020)*, 2021, pp. 135–139.
- [12] E. T. Handayani and D. Aminatun, "STUDENTS' POINT OF VIEW ON THE USE OF WHATSAPP GROUP TO ELEVATE WRITING ABILITY," *J. English Lang. Teach. Learn.*, vol. 1, no. 2, pp. 31–37, 2020.
- [13] S. D. Riskiono, L. Oktaviani, and F. M. Sari, "IMPLEMENTATION OF THE SCHOOL SOLAR PANEL SYSTEM TO SUPPORT THE AVAILABILITY OF ELECTRICITY SUPPLY AT SDN 4 MESUJI TIMUR," *IJISCS (International J. Inf. Syst. Comput. Sci.)*, vol. 5, no. 1, pp. 34–41, 2021.
- [14] B. Mandasari and D. Aminatun, "IMPROVING STUDENTS' SPEAKING PERFORMANCE THROUGH VLOG," *English Educ. J. English Teach. Res.*, vol. 5, no. 2, pp. 136–142, 2020.
- [15] L. A. Sartika and B. E. Pranoto, "Analysis of Humor in the Big Bang Theory By Using Relevance Theory : a Pragmatic Study," vol. 2, no. 1, pp. 1–7, 2021.
- [16] D. Aminatun, P. Mulyah, and H. Haryanti, "the Effect of Using Dictogloss on Students' Listening Comprehension Achievement," *J. PAJAR (Pendidikan dan Pengajaran)*, vol. 5, no. 2, pp. 262–269, 2021, doi: 10.33578/pjr.v5i2.8246.
- [17] A. Afrianto and A. Restika, "FUNGSI PEMARKAH WACANA: SEBUAH KASUS DI KELAS BERBICARA PADA LEVEL UNIVERSITAS," *LITERA*, vol. 17, no. 1, 2018.
- [18] S. Isnaini and D. Aminatun, "DO YOU LIKE LISTENING TO MUSIC?: STUDENTS ' THOUGHT ON," vol. 2, no. 2, pp. 62–67, 2021.

- [19] O. Cahyaningsih and B. E. Pranoto, "A CRITICAL DISCOURSE ANALYSIS : THE REPRESENTATION OF DONALD TRUMP IN THE REUTERS AND THE NEW YORK TIMES TOWARDS THE ISSUE OF # BLACKLIVESMATTER," vol. 2, no. 2, pp. 75–83, 2021.
- [20] B. Mandasari, "FACTORS INFLUENCING TEACHERS' BELIEFS ON THE USE OF AUTHENTIC MATERIALS TO TEACH LISTENING".
- [21] Y. Mertania and D. Amelia, "Black Skin White Mask: Hybrid Identity of the Main Character as Depicted in Tagore's The Home and The World," *Linguist. Lit. J.*, vol. 1, no. 1, pp. 7–12, 2020, doi: 10.33365/lj.v1i1.233.
- [22] H. Kuswoyo and U. T. Indonesia, "TRANSITIVITY ANALYSIS OF PRESIDENTIAL DEBATE BETWEEN TRUMP AND TRANSITIVITY ANALYSIS OF PRESIDENTIAL DEBATE BETWEEN TRUMP AND BIDEN IN 2020," no. December, 2021, doi: 10.33365/lj.v2i2.
- [23] U. Nurmalasari and Samanik, "A Study of Social Stratification In France In 19th Century as Portrayed in 'The Necklace 'La Parure'' Short Story by Guy De Maupassant," *English Lang. Lit. Int. Conf.*, vol. 2, p. 2, 2018, [Online]. Available: <https://jurnal.unimus.ac.id/index.php/ELLIC/article/view/3570>
- [24] M. Y. Kardiansyah and A. Salam, "The Translator's Strategy as a Cultural Mediator in Translating Indonesian Novel into English," in *4th International Conference on Language, Literature, Culture, and Education (ICOLLITE 2020)*, 2020, pp. 413–418.
- [25] B. Mandasari, "The Impact of Online Learning toward Students' Academic Performance on Business Correspondence Course," *EDUTECH J. Educ. Technol.*, vol. 4, no. 1, pp. 98–110, 2020.
- [26] P. S. I. Ivana and S. Suprayogi, "THE REPRESENTATION OF IRAN AND UNITED STATES IN DONALD TRUMP'S SPEECH: A CRITICAL DISCOURSE ANALYSIS," *Linguist. Lit. J.*, vol. 1, no. 2, pp. 40–45, 2020.
- [27] R. Arpiansah, Y. Fernando, and J. Fakhrurozi, "Game Edukasi VR Pengenalan Dan Pencegahan Virus Covid-19 Menggunakan Metode MDLC Untuk Anak Usia Dini," *J. Teknol. dan Sist. Inf.*, vol. 2, no. 2, pp. 88–93, 2021.
- [28] H. Kuswanto, W. B. H. Pratama, and I. S. Ahmad, "Survey data on students' online shopping behaviour: A focus on selected university students in Indonesia," *Data Br.*, vol. 29, p. 105073, 2020.
- [29] I. Gulö, "Predicates of Indonesian and English Simple Sentences," *Teknosastik*, vol. 15, no. 2, pp. 76–80, 2019.
- [30] L. K. Candra and L. U. Qodriani, "An Analysis of Code Switching in Leila S. Chudori's For Nadira," *Teknosastik*, vol. 16, no. 1, p. 9, 2019, doi: 10.33365/ts.v16i1.128.
- [31] S. Suprayogi and B. E. Pranoto, "VIRTUAL TOURISM EXHIBITION ACTIVITY IN ENGLISH FOR TOURISM CLASS: STUDENTS' PERSPECTIVES," *Celt. A J. Cult. English Lang. Teaching, Lit. Linguist.*, vol. 7, no. 2, pp. 199–207, 2020.
- [32] S. Suprayogi, D. Puspita, S. Nuansa, and K. Sari, "THE DISCURSIVE CONSTRUCTION OF INDIGENOUS BELIEF ISSUE IN THE JAKARTA POST," vol. 5, no. 2, pp. 417–430, 2021.
- [33] J. Fakhrurozi and D. Puspita, "KONSEP PIIL PESENGGIRI DALAM SASTRA LISAN WAWANCAN LAMPUNG SAIBATIN," *J. PESONA*, vol. 7, no. 1, pp. 1–13, 2021.
- [34] D. Aminatun and L. Oktaviani, "Memrise: Promoting Students' Autonomous Learning Skill through Language Learning Application," *Metathesis J. English*



- Lang. Lit. Teach.*, vol. 3, no. 2, pp. 214–223, 2019, doi: 10.31002/metathesis.v3i2.1982.
- [35] Samanik, “A Contextual Approach: Business Presentation to Accelerate EFL Learners’ English Speaking Skill Samanik Universitas Teknokrat Indonesia,” 2018.
- [36] F. A. Pradana and S. Suprayogi, “CRITICAL DISCOURSE ANALYSIS ON CHINESE AND AMERICAN NEWS WEBSITES,” vol. 2, no. 2, pp. 84–92, 2021.
- [37] M. W. B. Simamora and L. Oktaviani, “WHAT IS YOUR FAVORITE MOVIE?: A STRATEGY OF ENGLISH EDUCATION STUDENTS TO IMPROVE ENGLISH VOCABULARY,” *J. English Lang. Teach. Learn.*, vol. 1, no. 2, pp. 44–49, 2020.
- [38] I. Gulö, “IMPLEMENTATION OF ENGLISH THEME AND RHEME TO NIAS LANGUAGE”.
- [39] M. Y. Kardiansyah, “Wattpad as a Story Sharing Website; Is it a field of literary production?,” *ELLiC Proc.*, vol. 3, pp. 419–426, 2019.
- [40] P. MULIYAH, D. AMINATUN, L. N. Hakim, and L. SEPTIANA, “MONKEY STORIES: A NEW MEDIA FOR DIGILTAL ENGLISH LEARNING,” 2021.
- [41] Afrianto, E. T. S. Sujatna, N. Darmayanti, and F. Ariyani, “Configuration of Lampung Mental Clause: a Functional Grammar Investigation,” *Proc. Ninth Int. Conf. Lang. Arts (ICLA 2020)*, vol. 539, no. Icla 2020, pp. 222–226, 2021, doi: 10.2991/assehr.k.210325.039.
- [42] S. Suprayogi and P. B. Eko, “The Implementation of Virtual Exhibition Project in English for Tourism Class for University Students,” *Acad. J. Perspect. Educ. Lang. Lit.*, vol. 8, no. 2, pp. 87–97, 2020.
- [43] K. Sari and B. E. Pranoto, “Representation of Government Concerning the Draft of Criminal Code in The Jakarta Post : A Critical Discourse Analysis,” vol. 11, no. 2, pp. 98–113, 2021.
- [44] I. Ahmad, R. I. Borman, J. Fakhrurozi, and G. G. Caksana, “Software Development Dengan Extreme Programming (XP) Pada Aplikasi Deteksi Kemiripan Judul Skripsi Berbasis Android,” *INOVTEK Polbeng-Seri Inform.*, vol. 5, no. 2, pp. 297–307, 2020.
- [45] N. Putri and D. Aminatun, “USING FACEBOOK TO PRACTICE WRITING SKILL: WHAT DO THE STUDENTS THINK?,” *J. English Lang. Teach. Learn.*, vol. 2, no. 1, pp. 45–50, 2021.
- [46] Z. Abidin, D. Amelia, and R. M. Aguss, “PELATIHAN GOOGLE APPS UNTUK MENAMBAH KEAHLIAN TEKNOLOGI INFORMASI BAGI GURU SMK PGRI 1 LIMAU,” vol. 3, no. 1, pp. 43–48, 2022.
- [47] S. Samanik and F. Lianasari, “Antimatter Technology: The Bridge between Science and Religion toward Universe Creation Theory Illustrated in Dan Brown’s Angels and Demons,” *Teknosastik*, vol. 14, no. 2, p. 18, 2018, doi: 10.33365/ts.v14i2.58.
- [48] B. E. Pranoto and S. Suprayogi, “Incorporating 9GAG memes to develop EFL learners’ speaking ability and willingness to communicate,” *IJEE (Indonesian J. English Educ.)*, vol. 7, no. 2, pp. 130–144, 2020.
- [49] E. Ngestirosa, E. Woro, and J. E. Strid, “Reconstructing the Border : Social Integration in Reyna Grande ’ s The Distance Between Us,” no. December, 2020.
- [50] L. U. Qodriani and I. D. P. Wijana, “The ‘New’Adjacency Pairs in Online Learning: Categories and Practices,” in *Ninth International Conference on Language and Arts (ICLA 2020)*, 2021, pp. 121–125.
- [51] D. Puspita, “Journal of Literature , Linguistics and,” vol. 10, no. 2, pp. 42–50, 2021.
- [52] L. Septiyana and D. Aminatun, “THE CORRELATION BETWEEN EFL LEARNERS’COHESION AND THEIR READING COMPREHENSION,” *J. Res.*

- Lang. Educ.*, vol. 2, no. 2, pp. 68–74, 2021.
- [53] N. U. Putri *et al.*, “Pelatihan Mitigasi Bencana Bagi Siswa/Siswi Mas Baitussalam Miftahul Jannah Lampung Tengah,” *J. Soc. Sci. Technol. Community Serv.*, vol. 3, no. 2, p. 272, 2022, doi: 10.33365/jsstcs.v3i2.2201.
- [54] C. Adelina and S. Suprayogi, “Contrastive Analysis of English and Indonesian Idioms of Human Body,” *Linguist. Lit. J.*, vol. 1, no. 1, pp. 20–27, 2020.
- [55] I. Gulö and T. V. Rahmawelly, “An Analysis of Omission in Students’ English Writings,” *Teknosastik*, vol. 16, no. 2, pp. 55–59, 2019.
- [56] A. D. Wardaniningsih and E. N. E. W. Kasih, “Delineation of Women Identity in the Disney Animated Film *Encanto* (2019),” *Lire J. (Journal Linguist. Lit.)*, vol. 6, no. 2, pp. 209–229, 2022, doi: 10.33019/lire.v6i2.160.
- [57] R. M. Nababan and E. Nurmaily, “THE HYPERMASCULINITY AS SEEN IN THE MAIN CHARACTER IN *RAMBO : LAST BLOOD* MOVIE,” vol. 2, no. 1, pp. 25–32, 2021.
- [58] T. Yulianti and A. Sulistyawati, “Online Focus Group Discussion (OFGD) Model Design in Learning,” 2021.
- [59] M. Fithratullah, “Globalization and Culture Hybridity; The Commodification on Korean Music and its Successful World Expansion,” *Digit. Press Soc. Sci. Humanit.*, vol. 2, no. 2018, p. 00013, 2019, doi: 10.29037/digitalpress.42264.
- [60] T. I. Setri and D. B. Setiawan, “Matriarchal Society in *The Secret Life of Bees* by Sue Monk Kidd,” *Linguist. Lit. J.*, vol. 1, no. 1, pp. 28–33, 2020, doi: 10.33365/lj.v1i1.223.
- [61] E. Endang Woro Kasih, “Formulating Western Fiction in *Garrett Touch of Texas*,” *Arab World English J. Transl. Lit. Stud.*, vol. 2, no. 2, pp. 142–155, 2018, doi: 10.24093/awejtls/vol2no2.10.
- [62] T. Yulianti and A. Sulistiyawati, “The Blended Learning for Student’s Character Building,” in *International Conference on Progressive Education (ICOPE 2019)*, 2020, pp. 56–60.
- [63] M. Fithratullah, “Representation of Korean Values Sustainability in American Remake Movies,” *Teknosastik*, vol. 19, no. 1, p. 60, 2021, doi: 10.33365/ts.v19i1.874.
- [64] J. Fakhrurozi, D. Pasha, J. Jupriyadi, and I. Anggrenia, “Pemertahanan Sastra Lisan Lampung Berbasis Digital Di Kabupaten Pesawaran,” *J. Soc. Sci. Technol. Community Serv.*, vol. 2, no. 1, p. 27, 2021, doi: 10.33365/jsstcs.v2i1.1068.
- [65] L. U. Qodriani and M. Y. Kardiansyah, “GLOKALISASI PEMBELAJARAN BAHASA INGGRIS”.
- [66] R. C. Reranta and I. Gulö, “Short Notices in Bandar Lampung: Errors and Variations”.
- [67] I. Gulö, D. B. Setiawan, S. R. Prameswari, and S. R. Putri, “MENINGKATKAN KEPERCAYAAN DIRI ANAK-ANAK PANTI ASUHAN DALAM BERBICARA BAHASA INGGRIS,” *Adimas J. Pengabd. Kpd. Masy.*, vol. 5, no. 1, pp. 23–28, 2021.
- [68] I. Ahmad, R. I. Borman, G. G. Caksana, and J. Fakhrurozi, “Penerapan Teknologi Augmented Reality Katalog Perumahan Sebagai Media Pemasaran Pada PT. San Esha Arthamas,” *SINTECH (Science Inf. Technol. J.)*, vol. 4, no. 1, pp. 53–58, 2021.
- [69] L. Journal, D. V. Ranti, and E. Nurmaily, “RACIAL PROFILING ON POLICE STOP AND SEARCH PRACTICE AS PORTRAYED IN THE *GEORGE TILLMAN ’ S MOVIE THE HATE U*,” vol. 2, no. 2, pp. 93–97, 2021.
- [70] T. Yulianti and A. Sulistyawati, “ENHANCING PUBLIC SPEAKING ABILITY

THROUGH FOCUS GROUP DISCUSSION,” *J. PAJAR (Pendidikan dan Pengajaran)*, vol. 5, no. 2, pp. 287–295.