CHAPTER IV

CONCLUSIONS

a. **Conclusions**

This study shows that the language used to promote skincare products for men and women follows different communication styles, influenced by gender. The language's characteristics are revealed through linguistic features analysis using Coates's (2003) theory, Lakoff's (1975) theory of Women's Language, and Tannen's (1990) Genderlect Styles theory.

Through the analysis of 160 Instagram captions from Garnier, Ponds, and Nivea, five features of men's language were identified, with constructing masculinity being the most common feature, appearing 18 times (62%), emphasizing the importance in men's skincare promotion. On the other hand, there are seven features of women's language were identified, with empty adjectives (29.7%) being the most common, followed by intensifiers (19%). Some men's captions also incorporate women's language features, although this is rare and not always consistent. This implies that skincare firms frequently use softer, more emotional language to appeal to emotions, possibly as a plan to make their products appear more approachable and relatable. However, the disparity in utilization across gendered marketing suggests that some firms may still be hesitant to embrace these aspects in their campaigns fully.

The captions were further categorized into two communication styles based on Tannen's (1990) theory: report talk (men's communication style) and rapport talk (women's communication style). There are 131 captions reflecting rapport talk and 29 captions reflecting report talk. Because skincare products for women are more varied than those for men, most captions reflected rapport talk rather than report talk.

In conclusion, the analysis reveals that skincare brands such as Garnier, Ponds, and Nivea typically employ gender-based communication styles in their Instagram captions to target their audiences effectively. However, some flexibility exists, as a few men's captions used a feminine style, and some women's captions avoided it.

b. Suggestions and Recommendations

Based on the findings of this study, several suggestions can be made for future research and marketing strategies. Future studies could analyze a larger dataset, including more skincare brands or various types of beauty products, to determine whether the patterns identified in this study apply to a broader range of advertisements. Additionally, further research could investigate how gendered communication styles influence audience engagement as measured by likes, comments, and shares on Instagram. Since this study applied Coates' (2003), Lakoff's (1975), and Tannen's (1990) theories, future research could incorporate other linguistic perspectives of language and gender to provide a deeper

understanding of how language influences marketing and social perceptions of skincare products.

Finally, this study focuses on Instagram captions, and future research could compare gendered communication styles across different advertising platforms, such as television commercials, product packaging, or brand websites, to see if similar patterns exist. By expanding on these areas, future studies can offer deeper insights into the intersection of gender and language in advertising, allowing brands to refine their strategies and better engage diverse audiences.