

Understanding features and benefits: An analysis of ideational meaning in fashion, food & beverages and cosmetics advertisements

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ABSTRACT

In advertising, features and benefits are one of the most important elements for marketers to persuade their audience about products or services they sell. Drawing upon the features and benefits' definition proposed by Bly (2005) and the transitivity theory proposed by Halliday & Matthiessen (2004), this study focused on the way features and benefits are distributed and represented in fashion, food & beverages, cosmetics advertisements. It analyzed three categories of most encountered advertisements on Instagram, incorporating features and benefits of the text in the caption box of Instagram advertisements. This study employed a descriptive qualitative method since it is credible to analyze this linguistic phenomenon and is useful to complement, validate, explain, or reinterpret the data in this study. In terms of distribution, this study found out that features are mostly discovered in Instagram advertisements rather than benefits, and features are used more by fashion and food & beverages advertisements. Meanwhile, benefits are mostly encountered on cosmetics advertisements since cosmetics need to tell more about what the user of the product gains as a result of the features. Furthermore, in terms of transitivity analysis, it turns out that fashion and food & beverages advertisements use more relational process on their texts, while cosmetics advertisements use more material process. These findings are quite predictable in this particular text type as the ads copywriter generally aims to arouse their potential customers' interests, and this can be achieved by consistently describing product features as well as benefits.

Keywords: *Benefits, copywriting, features, Instagram ads, transitivity.*

INTRODUCTION

Nowadays, social media has become a new platform to advertise products and services. It is also known as social media marketing, which works by creating and sharing content on social media platforms to achieve marketing and branding goals. Using social media marketing gives marketers many advantages. First, marketers will find it easier to determine the targeted audience for their advertisements. Through advertising by using Instagram, for example, marketers can introduce their brand to boundless audiences and specifically targeted groups based on different demographics, interests, and locations. Second, it can also increase brand awareness or brand recognition as marketers will be able to engage with a large and diverse audience of potential customers.

Social media marketing or advertising in media involves several activities, such as posting text, images, or videos to drive audience engagement. In other words, it is usually in the form of multimodal texts. A text may be defined as multimodal when it combines two or more modes, such as text (written language and spoken language), visual (image or video), audio, gestural, and spatial. Marketers can use texts to tell their audience about the products and services being offered. Meanwhile, images and videos used in advertisements are usually using the actual photos of the

products and services itself. It can also about the activities related to the products and services being offered.

The use of texts, images, and videos becomes important in advertising products and services in social media. Images and videos can help potential customers visualize what the marketers offer. Likewise, texts in advertisements frequently describe the features and benefits to educate potential customers about the products and services.

In advertising, describing the features and benefits of products and services is necessary. It is because product knowledge is an essential sales skill. Understanding the product's features allow marketers to present their benefits accurately and persuasively. According to Bly (2005), feature is a descriptive fact about a product or service; it is what the product is or has. For a cell phone, features might include the size of the screen, storage capacity, or a rear camera. Meanwhile, benefit is what the product does; it is what the user of the product or service gains as a result of the feature. The cell phone storage capacity might have a benefit of a large number of videos or pictures that can be stored. These features and benefits may also be used in the well-known social media network, for instance Instagram, a new favorable marketing platform. Therefore, this study is interested in examining the way features and benefits are represented in Instagram

advertisements.

With regard to Instagram advertisements, there have been some studies examining the issues using several different theories. Some of them used semiotics, such as Pramudita, Susilo & Rohayanti (2019), who conducted a study to reveal the signs and meaning of Sariayu Hijab advertisements shown on its Instagram account. Their study found out that Sariayu Hijab uses a commodification of Islam, which appears in the form of values, attributes, and other signs as presented on the images. Also, a commodification of green lifestyle by their thematic products. Another research that analyzed Instagram advertisements using semiotics was conducted by Istiqomah, Rakhmad & Kom (2016), which aimed to reveal the myth of halal symbols in Zoya veil's Instagram advertisement, which certified halal. It was discovered that the halal symbol in the ad contains a mythical value of goodness and blessing. Meanwhile, some other researchers use a persuasive technique of advertising to analyze their studies, such as Aminah (2017), who explored the kind of persuasive techniques in Lazeta skincare Instagram advertisement and the modes of persuasion in Lazeta skincare product. The study found out that Lazeta skincare advertisements used five techniques of persuasion to intensify the good and bad quality of the product. Rahmani (2019) also

conducted a study using a persuasive technique to examine the kinds of persuasive techniques and to explore the linguistic features of @Kyliecosmetics and @Jefreestarcosmetics Instagram accounts. It has been found that the persuasive techniques used in the caption of each account are different, and the linguistic features of advertising language are lexical and syntactical features. A study conducted by Budianto & Amaliyah (2019), however, focused on sentence patterns in Make Over lipstick advertisements found on Instagram. The objective of their research is to analyze the syntactical structure of the sentence pattern applied in a tree diagram and transformation grammar. From the analysis carried out, the researcher found declarative sentences and exclamation sentences on the basic structure of sentences while the command sentences and question sentences are in the transformation grammar structure.

In general, all previous studies above have examined Instagram advertisements by using different theories such as semiotic, persuasive technique, and sentence patterns. However, those previous studies did not use SFL theory and have not touched the issues of features and benefits on Instagram ads. Therefore, this study attempts to fill these gaps by examining the distribution of features and benefits of fashion, food & beverages, and cosmetics

advertisements on the caption of each Instagram post using the definition drawn by Bly (2005) and how those features and benefits are represented by using ideational metafunction or transitivity analysis by Halliday & Matthiessen (2004).

METHODOLOGY

This study used a descriptive qualitative method to analyze the caption used by three local brands in the category of fashion, food & beverages, and cosmetics in order to advertise their products. This method is credible to analyze this linguistic phenomenon because the qualitative methodology is used to describe the data in non-numerical form, such as in interviews, case studies, or participant observation (Richards & Schmidt, 2002). Furthermore, a qualitative methodology aimed at discovering how people are shaping, experiencing, and interpreting the social world (Sandelowsk, 2012). In other words, the qualitative method is useful to complement, validate, explain, or reinterpret the data in this study.

The data of this study were taken from three local brands Instagram accounts

(@*mayoutfit*, @*jcoindonesia*, @*wardahbeauty*) in the category of fashion, food & beverages, and cosmetics. These three Instagram accounts were chosen because the number of their followers hit one million and above, and probably had the most followers in each category. This study selected five posts from each account, one each month starting from March until July to analyze and identify the features and benefits in accordance with Bly's (2005) features and benefits in the advertisement. The data were in the form of texts called captions and were collected by screenshotting the whole posts which contain features and benefits in the caption box.

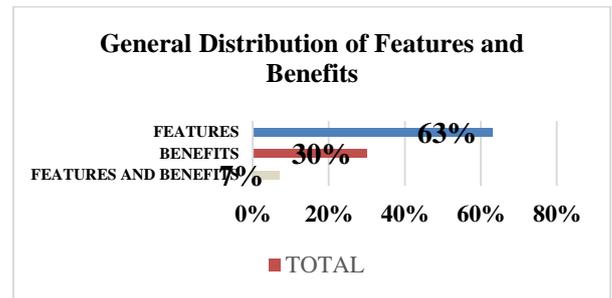
After the data were collected, they were then analyzed using Bly's definition on (2005) features and benefits in the advertisement to look into the distribution of features and benefits in the advertisements, as well as analyzed verbally using Halliday's (2004) transitivity system. The transitivity system was employed to look into the ideational meaning of the advertisements' texts on the caption

box.

There are five steps to be taken in analyzing the data. The first step is to transform each caption of the Instagram posts into a clause unit. This step is need to be done as the unit of the transitivity analysis appears in the form of clauses. The second step is to identify and classify each clause as features or benefits. After that, the clauses which contain features and benefits from each caption then analyze by using Halliday & Matthiessen's (2004) transitivity system to discover the ideational meaning of the verbal expression and how ideational meaning is realized in the caption. The next step is to highlight some possible patterns and interpret the findings, and the last step is to draw a conclusion.

FINDINGS AND DISCUSSION

The General Distribution of Features and Benefits in Advertisements



In the advertisements, features are used more frequently than benefits with the occurrence of 51 times (63%). On the other hand, benefits appeared for only 22 times (30%) and both features and benefits in one clause appeared 3 times (7%). Further explanation of the occurrence of features and benefits are elaborated below.

Example (1) is an example of a features

1. Dress ini memiliki resleting dibagian depan

(This dress has a zipper on the front)

In the example above, the feature is identified through the words '*memiliki resleting*' which clearly identified what the product has or is. In other words, this clause tells that this product has a feature which is a zipper on the front of the dress. By that, it is in accordance with the features and benefits theory proposed by Bly (2005).

Example (2) is an example of a benefits

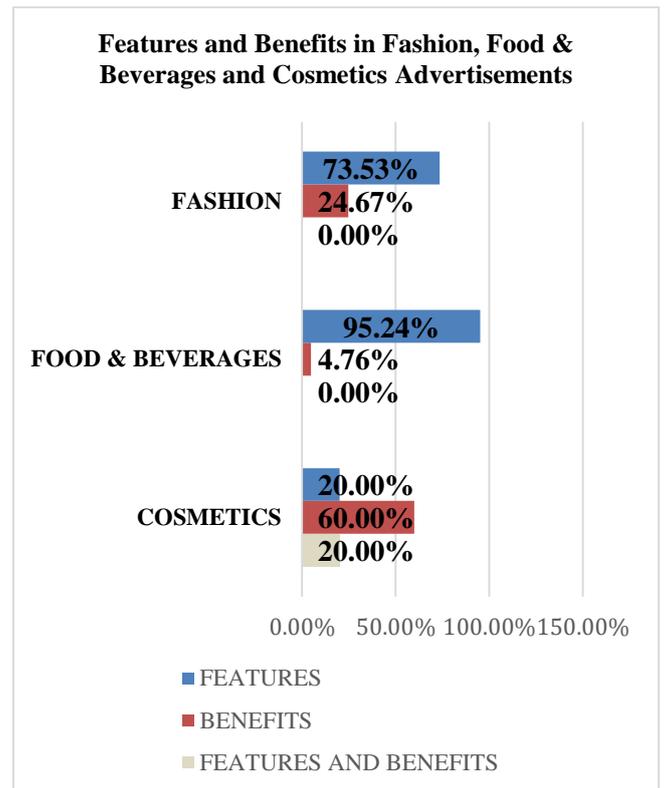
2. *Micronized Bright Pigment (berfungsi) untuk mencerahkan dan menghaluskan kulit.*

(Micronized Bright Pigment (works) for brighten and smoothen the skin)

The example above shows what benefits is. It is realized by the word '*berfungsi untuk mencerahkan dan menghaluskan kulit*' which identified about the outcomes or the results that the users or customer will experience after using this product. As Bly (2005) stated, benefits is what the product does, it is what the user of the product or service gains as a result of the features.

In general, features are the dominant component in advertisements. Bly (2005) stated that a feature is a descriptive fact about a product or service, it is what the product is or has. Features are geared towards meeting the potential buyers' need and solving their problem. As there are four customer needs that must be considered by marketers, which are price, quality, choice and convenience. These all needs are answered through the description of features on the products or services given by the marketers.

The Distribution of Features and Benefits in Three Categories of Instagram Advertisements



a. The Distribution of Features and Benefits in Fashion Advertisements

In fashion advertisements, features are used more frequently than benefits with the occurrence of 25 times (73,53%). Meanwhile, benefits appeared for only 9 times (24,67%) and features and benefits appeared 0 times (0%).

Example (1) is an example of a features in

fashion advertisements.

1. Material yang kita pakai adalah premium royal sateen.

(The material we use is premium royal sateen)

In the example above, the feature is identified through the word 'material' which related to what the product has or is. The word 'material' here refers to the textile or fabric being used, which is named 'premium royal sateen'.

Example (2) is an example of a benefits in fashion advertisements.

2. Baju ini bisa untuk busui juga.

(This dress can also be used by busui)

The word 'busui' here is an abbreviation to the word 'ibu menyusui' or a breastfeeding mother. The benefits here is identified through this word, because it tells about what the customer can get or gain from the product as the result from the features.

b. The Distribution of Features and Benefits in Food & Beverages Advertisements

Meanwhile, in food and beverages

advertisements, the use of features and benefits are very different. Features appeared 20 times (95,24%) while benefits only appeared 1 time (4,76%) and both features and benefits appeared 0 time (0%).

Example (1) is an example of a features in food & beverages advertisements.

1. Beberapa minuman JCO kini sudah ada ukuran 1liter nya loh.

(Some JCO drinks now have a 1 liter size)

In the example above, the copywriter of this advertisement intended to tells the audience that JCO is having a new size for their drinks, which is absolutely a features. Because it tells what a product has or is.

Example (2) is an example of a benefits in food & beverages advertisements.

2. Agar tubuhmu semakin sehat.

(So that, your body is healthier)

The example above tells the audience about the outcomes or the results that the customer will experience or feel after consuming this product, which is also known as benefits.

The Distribution of Features and Benefits in Cosmetics Advertisements

Lastly, in cosmetics advertisements, there are some clauses which contain both features and benefits. In this case, benefits are used more frequently than the others with the occurrence of 9 times (60%). Meanwhile, features and both features and benefits are appeared 3 times (20%) each.

Example (1) is an example of a features in cosmetics advertisements.

1. *(Ini) dilengkapi dengan 4 shades yang sesuai dengan warna kulitmu 01 Light Beige, 02 Beige, 03 Ivory, dan 04 Natural.*

((It) comes with 4 shades to suit your skin tone 01 Light Beige, 02 Beige, 03 Ivory, and 04 Natural)

Shades of a product can be also considered as features, because it tells that a product have another option of color for every skin tone, and which aims to attract more customers.

Example (2) is an example of a benefits in cosmetics advertisements.

2. *Wardah Lightening Liquid Concealer (berfungsi) untuk menyembunyikan kantung mata.*

(Wardah Lightening Liquid Concealer (functions) to hide eye bags)

The example above is benefits, because it tells the audience that this product is beneficial when used. The customer can fix the deep color of their eye bags just by using this product.

Example (3) is an example of a features and benefits in cosmetics advertisements.

3. *Wardah Lightening Liquid Foundation ini hadir dengan Oil Absorber yang akan menyerap minyak, SPF 30 PA+++.*

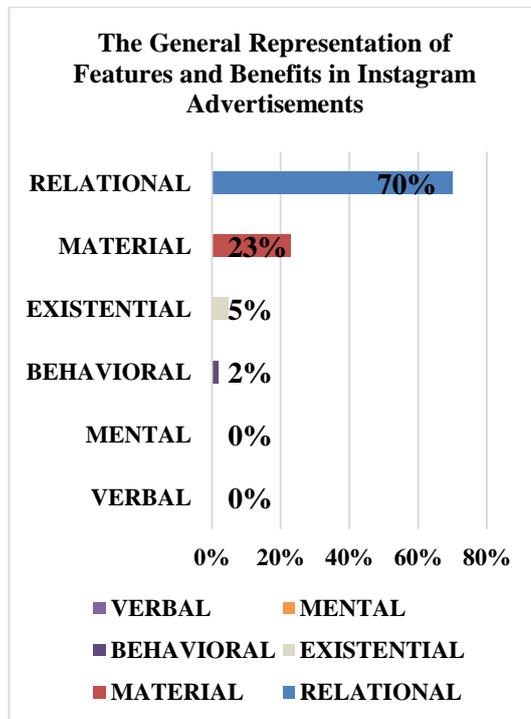
(Wardah Lightening Liquid Foundation comes with an Oil Absorber that will absorb oil, SPF 30 PA+++)

Meanwhile, in the example above, it can be seen that there are two elements; features and benefits. The features is that this product comes with an Oil Absorber and the benefits is that it will absorb your face oil.

The General Representations of Features and Benefits in the Advertisements

Based on the results of the data analysis, most advertisements in these three categories, which are fashion, food & beverages, and cosmetics, are dominantly

represented through a relational process which indicates an attempt to describe something. In this case, it is related to the products or services being offered. When it is examined from the participants, mostly this process refers to the product being offered or to the potential buyers. Figure 4.3 shows the general representations of features and benefits in advertisements.



In the advertisements, relational process is used more frequently than the other processes with the occurrence of 45 times (70%). Followed by material process that appeared for only 15 times (23%), existential process only appeared 3 times (5%), and the last one is behavioral process which appeared 1 time (2%). The

rest of the processes, mental process and verbal process, did not appear at all in the data. Examples (1) through (4) shows each type of processes appeared in the data.

Example (1) is an example of relational process.

Ini	adalah	Onya Tunic emerald.
Token	Pr: Identifying	Value

The example above belongs to the category of relational identifying processes. The verb realizing the process is shown through *is (adalah)*, while the participants are identified as Token and Value. Token is realized by *Ini* while Value is realized by *Onya Tunic emerald*. In the example above, the marketer or the copywriter intends to tell the audience or the potential buyers about the product they sell, which is the *Onya Tunic emerald*.

Example (2) is an example of material process.

	jangan lupa	untuk berbuka puasa	dengan yang manis seperti JPOPs dari @jcoindonesia.
(Anda)	Pr:	Goal	Circ:
Actor	Material	Goal	Accompaniment

In the example above, the material process is identified through the use of the verb *jangan lupa*. This verb belongs to the material process because it expresses an action that affects another entity. The participants in the clause above are identified as Actor and Goal. They are realized by *Anda* and *untuk berbuka puasa*. *Anda* is the participant that does an act to the entity *untuk berbuka puasa*. In this text, it shows that the copywriter wants to remind the audiences by using *Anda* to refer to the audiences or the consumer. The use of a material process in the clause is to persuade the consumer who are fasting for having a sweet JPOPs from @jcoindonesia for *Iftar*.

Example (3) is an example of existential process.

Dan	Tunic ini	lagi ada diskon	di Shopee.
	Existent	Pr: Existential	Circ: Location

The example of an existential process above is realized by the verb *lagi ada diskon*. The Existent is realized by *tunic ini*. This clause follows the there is/are sequence. The use of existential processes in this case is basically to present information related to the product in order to persuade or to inform the potential buyers.

Example (4) is an example of behavioral process.

Nikmati	kesegaran J.Cool	dengan berbagai pilihan topping favorit
Pr:		Circ:
Behavioral	Phenomenon	Accompaniment

This example is considered as a behavioral clause because it is realized by the verb serving as a behavioral process, i.e. *nikmati*. The use of behavioral process in this case is to present a psychological

behaviour that potential buyers can do or get while consuming this product.

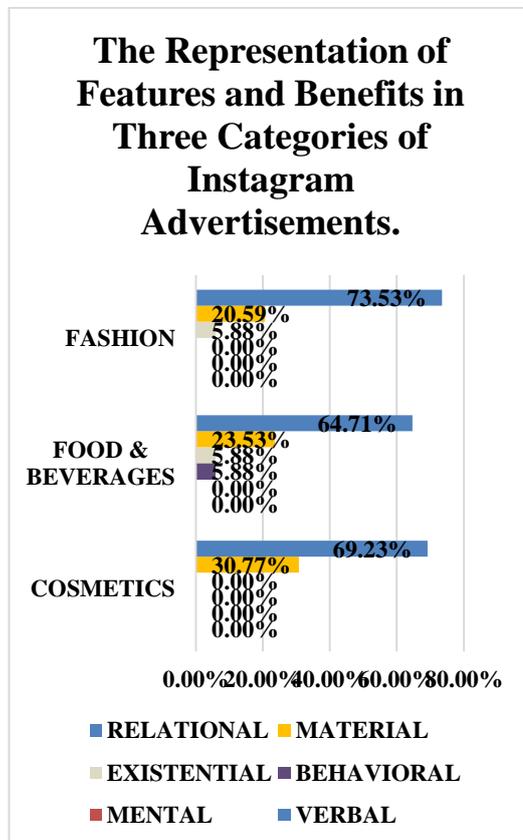
To summarize, these processes are in accordance with Halliday & Matthiessen's (2004) theory of transitivity analysis as long with Eggins' (2004) definition of each processes. Almost all these processes used in the advertisements text aims to inform something persuasive that possible to engage more potential buyers which might be beneficial for both parties.

a. The Representation of Features and Benefits in Fashion Advertisements

In fashion advertisements, relational process is used more frequently than the other processes with the occurrence of 25 times (73,53%). Followed by material process which appeared 7 times (20,59%) and existential process appeared 2 times (5,88%).

Example (1) is an example of a relational process in fashion advertisements.

The Representations of Features and Benefits in Three Advertisements



Material yang kita pakai	adalah	premium royal sateen.
Carrier	Pr: Attributive	Attribute

The example above belongs to the relational attributive clause. The verb serving as an attributive process is realized by *is (adalah)*, while the participants that are involved are Carriers and Attributes. The example above represents *material yang kita pakai* as Carriers, and *premium royal sateen* as the Attribute. Therefore, it is certain that the clause above belongs to a relational attributive process as it discuss about the process of being. This example above is basically intends to inform the features of

the product to the potential buyers, which is in line with the relational process as it talks about facts.

Example (2) is an example of a material process in fashion advertisements.

Referensi pemakaiannya ya	bisa	di mix	dengan skirt juga atau white pants.
Actor	Pr: Material	Goal	Circ: Accompaniment

The example above shows the employment of a material process. It is realized by the verb *bisa*. This verb serves as a material process because it shows an action undertaken by an entity. The participant involved in the process is an Actor and Goal as the Actor is realized by *referensi pemakaiannya*. the participant Goal is realized by *di mix*. *Referensi pemakaiannya* in this text refers to the product this category sell. The use of material processes in this clause is to show the product features than can be useful for the potential buyers.

Example (3) is an example of an existential process in fashion advertisements.

Karena	bagian depannya	terdapat	resleting ya.
	Circ: Location	Pr: Existential	Existent

The example of an existential process above is realized by the verb *terdapat*. The Existent is realized by *resleting ya..* Again, this clause follows the there is or are sequence. The use of existential processes in this case is basically to present information related to features of the product. Likewise, this clause tells a feature about a zipper on the product in the front side of the dress that might be beneficial when used by the potential buyers.

To summarize, these processes are in accordance with Halliday & Matthiessen's (2004) theory of transitivity analysis as long with Eggins' (2004) definition of each processes. Almost all these processes used in the fashion advertisements text aims to inform the fact of the products. Relational process tells a lot about the features of the products, like the zipper, price, available colors, etc. It is in line with the definition of relational process itself which discovers the process

of being. Meanwhile, material process discovers the benefits provided from the products, such as a *busui* friendly products which is very useful and helpful for a breast feeding mother, as material shows an action undertaken by an entity. Last but not least, existential process discovers the existent of features in the products, most existential process in fashion advertisements are in line with the features of the products.

b. The Representation of Features and Benefits in Food & Beverages Advertisements

In food & beverages advertisements, relational process is also used more frequently than the other processes with the occurrence of 11 times (64,71%). Followed by material process which appeared 4 times (23,53%). However, existential process and behavioral process appeared 1 time each (5,88%).

Example (1) is an example of a relational process in food & beverages advertisements.

J.Cool ini	hanya dengan	48.000 aja loh.
Carrier	Pr: Attributive	Attribute

As relational process discusses about the process of being, the example above certainly belongs to the relational attributive clause. The verb serving as an attributive process is realized by *hanya dengan*, while the participants that are involved are Carriers and Attributes. The example above represents *J.Cool ini* as Carriers, and *48.000 aja loh* as the Attribute. This example above is basically intends to inform the features of the product to the potential buyers, which is the price of the products.

Example (2) is an example of a material process in food & beverages advertisements.

(Anda)	jangan lupa	untuk berbuka puasa	dengan yang manis seperti JPOPs dari @jcoindonesia.
Actor	Pr: Material	Goal	Circ: Accompaniment

The realization of a material process in the example above is through the verb *jangan lupa*. There are two participants involved, those are Actor and Goal. The Actor is realized by *Anda* while Goal is realized by *untuk berbuka puasa*. This example above is

considered as material process because it is an action done by entities. The text inform the participant *you* to do something which is a Goal.

Example (3) is an example of an existential process in food & beverages advertisements.

Untuk saat ini	(varian ini)	sudah tersedia	di 80 stores tertentu di JABODET ABEK dan Bandung.
Circ: Location	Existent	Pr: Existenti al	Circ: Location

The example is identified as an existential process as the realization of there-sequence followed by the verb *sudah tersedia*. The participant, Existent, is realized by *varian ini*. The existential process used in this clause is to show the information regarding the existential of the location of the products – where the potential buyers can get these products.

Example (4) is an example of a behavioral process in food & beverages advertisements.

Nikmati	kesegaran J.Cool	dengan berbagai pilihan topping favorit
Pr: Behavioral	Phenomenon	Circ: Accompaniment

This example above is considered as a behavioral clause because it is realized by the verb *nikmati* as a behavioral process, i.e. *nikmati*. In fact, it is tricky to classify the as behavioural process because they do not have clearly defined characteristics of their own. However, the verb *nikmati* is a verb that acts as a close substance in the action clause (Halliday, 20014). In this text, the copywriter or marketers use verbs presenting physiological process in narrating behavior of the participants.

To summarize, these processes above are also in accordance with Halliday & Matthiessen’s (2004) theory of transitivity analysis and Eggins’ (2004) definition of each processes. Relational process tells a lot about the features of the products, in this case it is the price of the products being offered. As relational process discovers the process of being so it is

quite predictable that the most dominant processes are relational process because it aims to arouse their potential buyers' interests with the fact of the products. Meanwhile, material process here is discovering different elements from the fashion advertisements, in food & beverages

advertisements, material process discovers the features provided from the products as material shows an action undertaken by an entity. Existential process discovers the existent of features in the products, most existential process in food & beverages advertisements are in line with the features to show the information regarding the existential of the location of the products. Lastly, behavioral process in food & beverages advertisements aims to arouse the potential buyers' interest by seeing an eye to eye of the physiological process in narrating behavior of the participants.

c. The Representation of Features and Benefits in Cosmetics Advertisements

In cosmetics advertisements, relational

process is still used more frequently than the other processes with the occurrence of 9 times (69,23%), and followed by material process which appeared 4 times (30,77%).

Example (1) is an example of a relational process in cosmetics advertisements.

Wardah Lightening Liquid Foundation ini	hadir	dengan Oil Absorber yang akan menyerap minyak, SPF 30 PA+++.
Carrier	Pr: Attributive	Attribute

The example above belongs to the relational attributive clause. The verb serving as an attributive process is realized by *hadir*, while the participants that are involved are Carriers and Attributes. The example above represents *Wardah Lightening Liquid Foundation ini* as Carrier, and *dengan Oil Absorber yang akan menyerap minyak, SPF 30 PA+++* as the Attribute. Therefore, it is certain that the clause above belongs to a relational attributive process as it discuss about the process of being. This example above is basically intends to inform the features of the product to the potential buyers, which is in line with the relational

process as it talks about facts.

Example (2) is an example of a material process in cosmetics advertisements.

<p>Dengan Wardah Lightening Two Cake, Cheek & Lip Tint <<yang bisa digunakan untuk hasil natural pada bibirmu>>, dan Eyebrow Kit,</p>	<p>kamu</p>	<p>tetap bisa tampil</p>	<p>flawless</p>	<p>loh.</p>
<p>Circ: Cause</p>	<p>Actor</p>	<p>Pr: Material</p>	<p>Circ: Manner</p>	

The example above shows the employment of a material process. It is realized by the verb *tetap bisa tampil*. This verb serves as a material process because it shows an action undertaken by an entity. The participant involved in the process is an Actor which realized by *kamu*. The

actor in this text refers to the potential buyers this category sell. The use of material processes in this clause is to show the products' features and benefits for the potential buyers.

To summarize, these processes above are also in accordance with Halliday & Matthiessen's (2004) theory of transitivity analysis and Eggins' (2004) definition of each processes. Relational process tells a lot about the features of the products, in this case it is the formula of the cosmetics' products being offered, as relational process aims to arouse their potential buyers' interests with the fact of the products. Meanwhile, material process in cosmetics advertisements discovers both features and benefits gained from the products as material shows an action undertaken by an entity.

Based on all the findings above, it can be concluded that these three types of advertisements (fashion, food & beverages, and cosmetics) use more relational process on their advertised text. It is because relational processes are processes of being and having (Halliday, 2004). There are two types of relational processes, those are

relational attributive and relational identifying. In relational attributive processes, the participants are realized by Carrier and Attribute, while in relational identifying processes, they are realized by Token and Value. These processes are used to attribute qualities or entities; or to classify and identify them.

Followed by material process as the most frequently used process in Instagram advertisements. Material processes express the fact that an entity undertakes an action, or some entity does something that might be done to another entity. The participants in the material processes are realized by 'actor,' 'goal,' and 'range'. It was found that the participants undertook an action in the advertised text might be addressed to different participants. It might address the customer as the participant, or the products and services being offered, or to the stores that sell.

Last but not least, the existential process is the third most frequently used process. As the other processes are not used at all in this advertised text. Existential processes represent something that exists or happens

(Halliday & Matthiessen, 2004). Existential processes prove states of being, existing, and happening. They typically employ the verb be or its synonyms such as exist, arise, occur, etc. The only participant in this process is Existent which follows the is or are sequence.

These findings are quite predictable in this particular text type as the advertisement copywriters generally aim to persuade and arouse their potential buyers' interests, and this can be achieved by consistently describing product features as well as benefits.

CONCLUSION

This study investigates features and benefits in three categories of Instagram advertisements. Particularly, it examines the way features and benefits are distributed and represented in fashion, food & beverages, and cosmetics advertisements. Based on the results of the study, there are several conclusions that can be drawn. Firstly, in terms of the distribution of features and benefits, features turn out to be the important components in advertising as evidenced in Instagram

advertisements. The findings indicate that features become the needs for the potential customers or to solve their problems. Secondly, in terms of the representation of features and benefits, it reveals that the advertisements are construed by different process types, such as material process and relational process. It demonstrates that the style of description through the relational process is the dominant means of representation used by advertisers. This shows that the product attribute indicates an attempt to describe something in this case related to the product being offered. The second dominant process is material process which suggests that the advertisements are concerned with action and events that engage the potential customers to focus on experience. In fact, the selection of process types in the advertisements is in line with the function of advertising which aims to promote and persuade customers to purchase goods and services by presenting their product features and attributes.

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