



IDEATIONAL METAFUNCTION AS PERSUASIVE TOOLS ON INDONESIAN BEAUTY BRAND SLOGANS

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ABSTRACT

This study investigates the persuasive power of beauty brand slogans in Indonesia by examining their linguistic realization through the ideational metafunction of Systemic Functional Linguistics (SFL) and identifying the dominant persuasive strategy employed. Specifically, the study aims to (1) examine how the ideational metafunction develops persuasive power in Indonesian beauty slogans and (2) determine the dominant persuasive strategy used in those slogans. The data consist of 50 beauty brand slogans collected from beauty brands marketed in Indonesia. The slogans were analyzed qualitatively using Halliday and Matthiessen's (2014) transitivity system, focusing on material, mental, and relational processes, and were further interpreted through Aristotle's rhetorical appeals of ethos, pathos, and logos. The findings reveal that relational processes are the predominant type of transitivity, occurring in 33 slogans, followed by material processes (13 slogans) and mental processes (4 slogans). The dominance of relational processes indicates that beauty brands primarily construct persuasion by assigning identities, attributes, and values to beauty rather than emphasizing actions or psychological experiences. In terms of persuasive strategies, pathos is the dominant rhetorical appeal, appearing in 29 slogans, while ethos appears in 13 and logos in 8. These findings suggest that Indonesian beauty brands primarily rely on emotional appeals to connect with consumers by promoting confidence, empowerment, inclusivity, and self-expression. The study concludes that the ideational metafunction plays a crucial role in developing persuasive meanings through the strategic use of transitivity processes, while emotional persuasion serves as the principal rhetorical approach in Indonesian beauty advertising. This research contributes to advertising discourse studies by demonstrating the relationship between linguistic choices and persuasive communication in the beauty industry.

Keyword: *Systemic Functional Linguistics, Ideational Metafunction, Slogan, Beauty Brand.*

INTRODUCTION

The beauty industry is one of the most competitive sectors, with brands striving to capture consumer attention by emphasizing specific messages



and values in their promotional activities. In this context, slogans serve as strategic tools to attract consumers. A slogan is typically defined as a memorable statement. According to Kohli et al. (2007) and Laosrirattanachai (2018) a slogan is a phrase or short sentence designed to differentiate a product from its competitors. In advertising, slogans operate as rhetorical units that integrate linguistic and marketing elements.

From a linguistic perspective, a slogan is a concise text that establishes a distinctive style of language and conveys persuasive meaning to the audience. In marketing, slogans serve as communication tools that reinforce brand identity and distinguish products from competitors. Essential characteristics of slogans include simplicity, memorability, and persuasiveness.

Persuasive language constitutes a key marketing strategy, as it directly shapes how consumers process information, form perceptions, and make purchasing decisions. In this context, language functions not merely as a vehicle for information but as a deliberate communication strategy within marketing. Losi & Rosida (2022) define persuasion as the presentation of diverse viewpoints to facilitate personal, collective, or organizational decision-making, to attract clients' attention and promote products.

Systemic Functional Linguistics (SFL), developed by Halliday, conceptualises language as a social system for constructing meaning and is particularly relevant for analyzing persuasive language in slogans. SFL identifies three metafunctions that distinguish persuasive elements in slogans: (1) the ideational metafunction, which represents experience, benefits, and product values; (2) the interpersonal metafunction, which concerns building relationships and formulating persuasive claims to customers; and (3) the textual metafunction, which addresses the systematic and coherent arrangement of slogans to enhance memorability and promotional effectiveness. Through these metafunctions, SFL demonstrates how linguistic structures contribute to persuasive language use.

This study focuses exclusively on the ideational metafunction to analyze the persuasive language of brand slogans in Indonesia. The research aims to (1) examine how the ideational metafunction develops persuasive power in Indonesian beauty slogans and (2) identify the dominant persuasive strategy employed in these slogans.



LITERATURE REVIEW

The systemic functional linguistics approach, popularised by Halliday, provides a strong theoretical foundation for analysing how language functions in social contexts. Based on Halliday & Matthiessen (2014), Language is a resource for developing meaning in a social context, and it emphasizes not just the structural approach but also the relations among shape, form, function, and context. SFL has three metafunctions: ideational, interpersonal, and textual metafunctions. This research focuses on ideational metafunction.

Septiana et al.(2023) state that ideational meaning is a process of human experience. It is categorised into six types: material, mental, relational, verbal, and behavioural processes Halliday & Matthiessen (2004).

Persuasive communication is the process of conveying a message to elicit a specific response from the audience Losi et al.(2023) Persuasive language in advertisements is a linguistic strategy that is designed to influence customers' beliefs, attitudes, and actions. The focus is on creating emotional closeness (pathos), building trust (ethos), and motivating the audience to take an action such as buying a product (logos).

Aristoteles (1954), as cited in Wardani (2024) and Losi & Rosida (2022) states that persuasion uses three means.

- a. Pathos is an appeal to the audience's emotions. This strategy relies on touch feelings, such as happiness, fear, or hope. For example, Nike's Slogan, "JUST DO IT." This slogan inspires audiences to overcome their obstacles and achieve their goals.
- b. Ethos is an appeal to the audience's credibility. The ethos strategy relies on trust in the brand or the speaker. Example of Tolak Angin's Slogan: "*Orang Pintar Minum Tolak Angin*" means "smart people drink Tolak Angin." The slogan describes positioning product consumption as a rational and intelligent choice. The phrase "*Orang Pintar Minum Tolak Angin*" represents the ideal group associated with rationality, sound knowledge, and the ability to make the right decisions. The slogan implicitly builds product credibility by appealing to the symbolic authority of an intelligent customer.
- c. Logos is an appeal to the audience's logic. It presents data, facts, or rational benefits. The example of "Save 30% on every purchase!". This slogan realises the strategy of logos by using numerical measurements and citing economic figures. The number of 30% describes as concrete numerical evidence, providing a rational reason for consumers to make a purchase.



METHODOLOGY

This research uses a descriptive qualitative method to describe and analyse language phenomena in depth, drawing on the data resource. According to Sugiyono (2008) as cited by Muhyidin (2025) qualitative research uses primary instruments, with the natural setting serving as the direct source of data. Then, it analyses the language characteristics and persuasive strategies in the promotional text of the Beauty Advertisement. Data are collected from 50 popular Beauty Brand slogans on the E-Commerce platform Shopee Indonesia during Oktober 2025.

Data was collected through documentation and recording. Especially by collecting the text found in the trending top pages feature on the Shopee Platform. The text consists of promotional slogans and persuasive sentences from the Beauty Brand.

The data analysis technique is conducted in several steps. First, the data is classified into clauses and analysed in terms of ideational meaning, especially through the thought transitivity process. This analysis aims to reveal how experience, product attributes, and actions are linguistically constructed to represent the meanings of Beauty products. Second, the researchers analyse the persuasive strategies found in the data; lastly, they conclude.

RESULT AND DISCUSSION

The Beauty Brand slogans in Indonesia are found on Shopee Indonesia E-Commerce, with 50 data points. The data are analyzed and classified based on ideational meaning and persuasive strategies. The data can be seen from the table below, which shows the classification among processes and persuasive strategies.

1. Types of processes

The transitivity process is used to represent the meaning of the slogans. This table shows the varieties of processes that are found in the data.

Table 1: types of processes

Number	Processes	Data
1	Material	13
2	Mental	4
3	Verbal	0



4	Relational	33
5	Behavioral	0
6	Existential	0
Total		50

Analysis of the type of process in Beauty Brand Slogans. According to the data, relational processes dominated with 33 data points; material processes had 13; and mental processes had 4. The data analysis for all processes is shown below.

a. Relational Processes

Based on the theory of transitivity by Halliday, the function of relational process is identifying and attributing the characteristics, identity, and elements:

- Carrier + relational process + attributive
- Token + relational process + value

The two main types of relational processes, token and value, are reversible, whereas carrier and attributive are not (Sujatna, 2012). Based on the data findings, the relational process has 33 data points, and two data points representing the types of relational processes will be explained below.

Data 1. *Hanasui “Cantikmu Hanasui”*.

<i>Cantikmu</i>	<i>Is (omitted)</i> <i>Adalah</i>	<i>Hanasui</i>
Token	Process	Value

The verb “is” is omitted; the slogan can be understood as follows: “Cantikmu adalah Hanasui/ your beauty is Hanasui”. This data uses the identifying process that aims to equate the customer’s concept of beauty with the brand itself. Thus, the brand represents beauty itself.

Data 2. *UnileverBeauty “Beauty is Positive”*

<i>Beauty</i>	<i>is</i>	<i>Positive</i>
Carrier	Process	Attributive



Data 2 above is an attributive relational process. Beauty is given positive attributes, so the concept of beauty is represented as something that brings a positive impact for the individual and society. This relationship conveys the idea that beauty is not only about physical matter but also has social, psychological, and moral dimensions.

a. Material process

Material process is a process of doing and happening. That shows the activity or change in physics. The participants in the material process are the actor and the goal. This research identified 13 data points, and two of them will be explained below.

Data 3. *Wardah “Beauty moves you”.*

<i>Beauty</i>	<i>moves</i>	<i>you</i>
actor	process	goal

Beauty functions as the actor, which is the entity acting, while “you” are the goal. It is the target of receiving the impact of the action. The verb “move” indicates an action the actor performs that affects the goal. The slogan's meaning is metaphorical. It describes emotions, inspiration, confidence, or consumer action.

Data 4. *Skintific “We repair your skin barrier”.*

<i>We</i>	<i>repair</i>	<i>Your skin barrier</i>
actor	process	goal

The data explained “we” function as the actor, while “your skin barrier” is the goal that receives the corrective action. The pronoun “we” refers to the consumer. The verb “repair” is a material process that is very concrete because it describes a physical action that results in changes to the goal.

a. Mental process

Mental process is a process of sensing. It is included in cognition, affection, desideration, and perception. This process focuses on psychological experiences. The participants are sensors and phenomena. This research identified 4 data points, which are explained below.

Data 5. *Implora “Inspired by Beauty in Diversity”.*

The slogan “inspired by Beauty in Diversity” realizes the mental process through the form “inspired,” which comes from the mental verb “to inspire.”



<i>We (implicite/omitted)</i>	<i>inspired</i>	<i>Beauty in diversity</i>
senser	process	phenomenon

In the data above, the sense is implicit but can be understood pragmatically as the customer, the product itself, or the brand. Meanwhile, “beauty in diversity” functions as a phenomenon that evokes a mental experience of inspiration, and the verb “inspired” denotes a mental process of affection. It describes an emotional state, or affective response, that arises from a phenomenon.

2. Persuasive Strategy in Beauty Slogan

The analysis of 50 slogans from beauty brands in Indonesia reveals that pathos is the most dominant persuasive strategy. The table will be shown below.

Table 2. Persuasive Strategy

<i>Type of Strategy</i>	<i>Frequency</i>
<i>Pathos</i>	29
<i>Ethos</i>	13
<i>Logos</i>	8
<i>Total</i>	50

The finding indicates that emotional appeal is the primary persuasive approach adopted by beauty brands to communicate with customers. The dominance of pathos also reflects current marketing trends in the beauty industry, where brands increasingly emphasize confidence and empowerment, thereby fostering strong consumer engagement and long-term brand loyalty.

Ethos is employed to build credibility, trustworthiness, and a positive brand image. Instead of relying solely on emotional attraction, these slogans attempt to position the brand as reliable, authentic, and professionally competent. Credibility is established through representations of product quality, brand values, expertise, or commitment to beauty standards. In the highly competitive beauty market, establishing consumer trust is essential, as purchasing decisions often depend on a brand's perceived reliability and reputation.

Meanwhile, logos is the least frequently employed persuasive strategy. Logos appeals to consumers through logical reasoning, factual claims, or specific product benefits. These slogans generally highlight functional advantages,



scientific formulations, or problem-solving capabilities of the products. For example, slogans such as "*We Repair Your Skin Barrier*" directly communicate the product's practical function, providing consumers with a rational justification for purchasing it. However, compared to emotional and credibility-based appeals, logical persuasion is considerably less common in beauty slogans because slogans are expected to be concise, memorable, and emotionally engaging rather than informational.

CONCLUSION

The transitivity analysis reveals that relational processes are the most frequently employed process type, accounting for 33 out of 50 slogans, followed by material processes (13 slogans) and mental processes (4 slogans). The predominance of relational processes indicates that Indonesian beauty brands primarily construct persuasion by establishing identities, attributes, and values associated with beauty rather than emphasizing actions or sensory experiences. Through identifying and attributive relational clauses, beauty is represented as confidence, uniqueness, positivity, authenticity, and superiority, while brands position themselves as symbols of these desirable qualities. Material processes, although less frequent, emphasize the functional benefits and transformative capabilities of beauty products by portraying brands as agents that deliver tangible results. Meanwhile, mental processes contribute to persuasion by evoking emotional and psychological experiences, encouraging consumers to connect with the values promoted by the brands. The analysis of persuasive strategies further shows that pathos is the dominant rhetorical appeal used in Indonesian beauty slogans. Among the 50 slogans analyzed, 29 employ pathos, 13 employ ethos, and 8 employ logos. This finding suggests that beauty brands predominantly rely on emotional appeals to build consumer engagement, emphasizing self-confidence, empowerment, inspiration, inclusivity, and self-expression. Although ethos and logos are also present, they function primarily as complementary strategies that strengthen brand credibility and highlight product effectiveness. The dominance of pathos reflects the contemporary marketing orientation of the beauty industry, where emotional connection and symbolic values have become more influential than purely rational product claims in shaping consumer attitudes and purchase intentions.

Overall, this study demonstrates that the ideational metafunction contributes significantly to the persuasive power of beauty slogans through the strategic selection of transitivity processes. The findings also reveal a close relationship between linguistic representation and persuasive strategy, in which relational processes predominantly support emotional persuasion (pathos), while material processes tend to reinforce logical appeals (logos), and mental processes strengthen emotional engagement. These results contribute to the growing body of research on



Systemic Functional Linguistics and advertising discourse by illustrating how language functions not merely as a medium of communication but as a persuasive resource for constructing brand identity and influencing consumer perception within Indonesia's beauty industry.

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