

AN ANALYSIS OF ENGLISH BEAUTY TERMS IN THE IMPRESSIONS OF YOUTUBE BY BEAUTY VLOGGER

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Abstract:

The title of this research is "An Analysis of English Beauty Terms in the Impressions of YouTube by Beauty Vlogger." The writer takes data from the YouTube channel of Suhay Salim in <https://www.youtube.com/user/suhay12/featured> on March 11, 2019, at 7.18 p.m. The writer uses qualitative method and browsing the internet for data analysis technique. The identification of the problems are searching the kinds of part of speech of English beauty terms, searching the amount of English beauty terms and searching the meanings of English beauty terms. This research has purposes to classify kinds of part of speech of English beauty terms, to find out the number of English beauty terms and to understand the meanings of English beauty terms. From the data analysis, the writer found that were 6 data (100.0%) English beauty terms in 4 videos of Suhay Salim's YouTube Channel, which is divided into four functions as follows: Nouns in this research can be recognized by their endings (-ence and -er) e.g. essence and bronzer (33.33%). Adjectives can be recognized by ending (-y) e.g. glossy and greasy (33.33%). Verb in this research can be recognized by ending (-ing) e.g. creasing (16.67%) and Adverb can be recognized by the name of place e.g. Watson (16.67%). The meanings of English beauty terms that are found in this research are denotative meanings.

Keyword

Part of speech, meanings, beauty, YouTube, Suhay Salim



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INTRODUCTION

There are many aspects affecting the development of Indonesian language; one of those is the production of vocabularies or term usage variations in particular field. The borrowing of terms from other languages, especially from foreign languages, happens frequently. Indonesian language borrows and corresponds foreign vocabularies to address specific concept. There are some fields that borrows and corresponds foreign vocabularies, such as automotive and health industries. Foreign vocabularies borrowing also often happen in the field of beauty. The borrowing of foreign terms can be happened by various aspects, one of them is because technology that includes social media. Recently, there are many social media platforms available and one of the most popular media is YouTube. The beauty tutorial video is an example of YouTube content that is quite popular among Indonesian. There are many beauty terms usage regarding foreign vocabularies borrowing by Indonesian beauty vloggers so it can develop Indonesian language. Following that matter, the significance of this research is that the development of Indonesian language

through foreign terms borrowing can also induce the change of meaning from certain word. This research analyses the use of beauty terms by beauty vlogger in beauty tutorial videos uploaded on YouTube.

By browsing the internet, it is very easy for us to find any information, especially for those who are learning new things. We can access anything related to the fields we interested or that are trending in the world today such as makeup. Makeup is the most recent activity carried out by most people, especially women. This makeup activity is very popular with women; a woman's confidence can increase by using makeup because makeup makes the face look more alive and attractive with a touch of the colours used over the surface of the skin so that the face does not look pale.

Learning how to use the right makeup is easier when we see directly how the process or steps of using makeup products, so we can get the look that we want. There are several social media that women usually use to learn makeup techniques by seeing the practice directly for example on Instagram and Youtube.

Websites containing popular videos where registered users can upload and share videos with anyone who can access the site are called Youtube. These videos can also be embedded and shared on the other sites. YouTube allows us to see makeup tutorial videos directly because the duration of videos on YouTube is longer than Instagram, that's why YouTube is more often used to watch makeup tutorials than on Instagram.

The users of makeup tutorial videos on YouTube are called Beauty Vloggers. They use English beauty terms in every makeup tutorial videos, most of the Beauty Vloggers use English beauty terms both in the use of products and the makeup tools they use.

Suhay Salim is one of a well-known beauty vlogger from Indonesia which has already started her vlogging activities in 2015. At first, she doesn't like makeup but she has a high sense of curiosity that makes her find out about makeup from Youtube. She becomes one of a famous successful beauty vlogger in Indonesia with amazing makeup skills and she also has 213, 928 of subscribers in Youtube.

For this research the writer focuses on the Analysis of English Beauty Terms in the Impressions of YouTube by Beauty Vlogger "Suhay Salim". The writer tries to discuss in this research:

1. What kinds of parts of speech of English beauty terms are used in the impressions of Youtube by a beauty vlogger "Suhay Salim"?
2. What are the meanings of English beauty terms which are found in the impressions of Youtube by a beauty vlogger "Suhay Salim"?

The writer wants to add knowledge about English beauty vocabulary especially for those who are interested in the world of beauty.

LITERATURE REVIEW

Vocabulary

Judy states that vocabulary is a core component of linguistics, providing much of the basis for how well learners speak, listen, read, and write (2015, p.255). Furthermore, vocabulary is defined Ahmed as knowledge of words and their meanings in spoken, printed, productive and receptive forms called vocabulary (2014: p.63).

Part of Speech

Part of speech is a class of words based on the word's function, the way it works in a sentence. It is stated by Thompson that Part of speech is any one of grammatically characterized into which the words of language are grouped. (Thompson, 2015, p.224)

Kinds of Part of Speech

Words are divided into various kinds or parts of speech, depending on their uses and functions, there are 8 parts of speech as follows:

a. Noun

This section of a speech refers to words used to call name of persons, objects, animals, places, ideas, events, or things.

Examples:

1. He is an actor.

Noun

2. This is my new foundation.

Noun

b. Pronoun

Part of a speech that serves as a replacement for a noun in a sentence is called a pronoun. Common pronouns include *I, me, mine, she, he, it, we, and us*.

Examples:

1. I like apple.
Pron
2. We have to go.
Pron

c. Adjective

Adjective is a word that has a function to explain nouns or pronouns the quality, size and number of the nouns or pronouns are specified by adjectives.

Examples:

1. What a big car.
Adj
2. I love my little cat.
Adj

d. Adverb

Adverbs are used also to describe words and some adverbs can be identified by their characteristic "*ly*" suffix.

There are five types of adverb:

1. Adverb of place: tell us a place or where something happens.

Examples:

- a. Let's go outside!
Adv
- b. Betty looked around but he couldn't see the elephants.
Adv

2. Adverb of Time: tell us when an action happened, but also for how long, and how often.

Examples:

- a. I will see you tomorrow.
Adv
- b. She will going to Bandung for a week.
Adv

3. Adverb of Manner: tell us how something happens.

Examples:

- a. She plays the violin beautifully.
Adv
- b. Jessica brings the birthday cake slowly.
Adv

4. Adverb of Degree: tell us about the intensity of something. The words "enough", "very", "extremely", and "too" are examples of adverbs of degree.

Examples:

- a. This place is extremely hot.
Adv
- b. Can I go to the party too?
Adv

5. Adverb of Certainty: express how certain we feel about an action or event.

Examples:

- a. She is certainly a smart woman.
Adv
- b. I definitely want to see you there.
Adv

e. Verb

This is the key part of speech, because there would be no sentence without a verb. In simple terms it is a word which shows an act or a state of being in a sentence (physical or mental).

Examples:

- a. Merry eats ice cream on sunny day.
Verb
- b. We went to the beach.
Verb

f. Preposition

Preposition refers primarily to words indicating the location, place, and time.

Examples:

- a. I was born on 8 June 1997.
Prep
- b. I will see you at the class tomorrow morning.
Prep

g. Conjunction

This part of speech joins the words, phrases as well as clauses together.

Examples:

- a. I want to go shopping but I don't have money.
Conj
- b. Prepare the flour, eggs and milk.
Conj

h. Interjection

Interjection refers to words which express emotions.

Examples:

- a. Wow! What a beautiful sound.
Int
- b. Huh! Whatever, I don't care.
Int

Meaning

Meaning is the message conveyed by words, sentences, and symbols in a context. Ahmed states meaning is idea or concept which can be transferred from the speaker to the mind of the hearer to embodying them as it was in the forms of one or another (2014, p.136). It can be said that meaning is an idea that is transferred from the readers' thoughts to the thoughts of listeners in the form of language or other. It is stated Crystal when learning language, it will be more understandable for people to learn the meaning of language (2016, p.100).

Denotative and Connotative are two principal methods of describing the meanings of words. Ahmed describes denotative meaning is the objective relationship between a word and the reality to which it refers." It can be said that denotative is when you mean what you say. (2014, p.209).

The connotative meaning of a word is based on the implication or emotion of a word. It is stated Ahmed that connotation is a term used in semantics as part of a classification of types of meaning. The main application of connotation is with reference to the emotional

association (personal or communal) which are suggested *by, or* are part of the meaning of, a linguistic unit, especially a lexical item (2014, p.107)

Makeup

According to Brown makeup is an art form, sculpting the cheekbones, selecting a color palette to compliment the eyes, and reshaping the brows to balance the face can be compared to designing (2014). From the definition above makeup is the activity of changing the appearance of the original true shape with the help of materials and cosmetic tools.

YouTube

YouTube is a popular video sharing website where registered users can upload and share videos with anyone able to access the site. YouTube is a video - sharing service which allows users to watch other users' videos and upload their own videos.

Types of YouTube Content

There are twelve types of YouTube content, as follow:

- a. Funny Animals: contains videos of animal or pet activity
- b. Video Game Walkthroughs: contains the activities of someone who is playing a game while commenting on the game.
- c. How to guides and Tutorial: video about how to do something or steps to make something.
- d. Product Reviews: video that discusses reviews of a product.
- e. Celebrity Gossips Videos: videos that discuss the latest issues of celebrities.
- f. Vlogs: Vlog is a video blog, which is an idea of an original blog that usually contains a person's daily activities.
- g. Comedy/Sketch Videos: contains comedy videos or funny jokes.
- h. Shopping Sprees/Hauls: contains videos about the activities of someone who is shopping.
- i. Unboxing Videos: unboxing videos are a very important phenomenon of the 21st century. A surprising number of people like to see someone taking a new product out of a box.
- j. Educational Videos: contains about learning or educational videos.
- k. Parodies: videos about people who do or imitate other people with more funny styles.
- l. Pranks: these videos feature practical jokes on friends, family and unwitting members of the public.

METHODS

In this research, the writer has used qualitative method. Lexy J. Moleong states in his book entitled *Qualitative methods* (2015) as research procedures that produce descriptive data in the form of written or oral words from people and observable behavior."

From the above understanding the writer chose qualitative method as the right method because the writer intends to classify the kinds of part of speech and explain the meaning of English beauty vocabulary in the Impressions of Youtube by beauty vlogger "Suhay Salim".

As the grand theory is from Thompson states the vocabulary as knowledge of words and words meaning in oral, printing, productive and receptive forms (2015, p.68). There are several procedures or steps that the writer has conducted as follow:

1. Watching the English beauty terms in the impressions of YouTube by beauty vlogger Suhay Salim in <https://www.youtube.com/user/suhay12/featured> on (11/03/2019)
2. Collecting data of English beauty terms.
3. Identifying the part of speech of English beauty terms as nouns, adjectives, verbs and adverbs in the Impressions of YouTube by beauty vlogger of Suhay Salim.
4. Eliminating the data.
5. Analyzing parts of speech in the Impressions of YouTube by beauty vlogger of Suhay Salim and explaining the meanings of English language beauty terms which are found in the impressions of Youtube by a beauty vlogger of Suhay Salim.

RESULTS AND DISCUSSIONS

Results

In table 1 and table 2, the writer would like to discuss how many English beauty terms in the Impressions of Youtube by Beauty Vlogger of Suhay Salim. The writer classifies the English beauty terms in the Impressions of Youtube by Beauty Vlogger of Suhay Salim into four kinds of part of speech; noun, adjective, verb, and adverb.

In figure 1, Nouns in this research can be recognized by their endings (-ence and -er) e.g. *essence* and *bronzer* (33.33%). Adjectives can be recognized by ending (-y) e.g. *glossy* and *greasy* (33.33%). Verb in this research can be recognized by ending (-ing) e.g. *creasing* (16.67%) and Adverb can be recognized by the name of place e.g. *Watson* (16.67%).

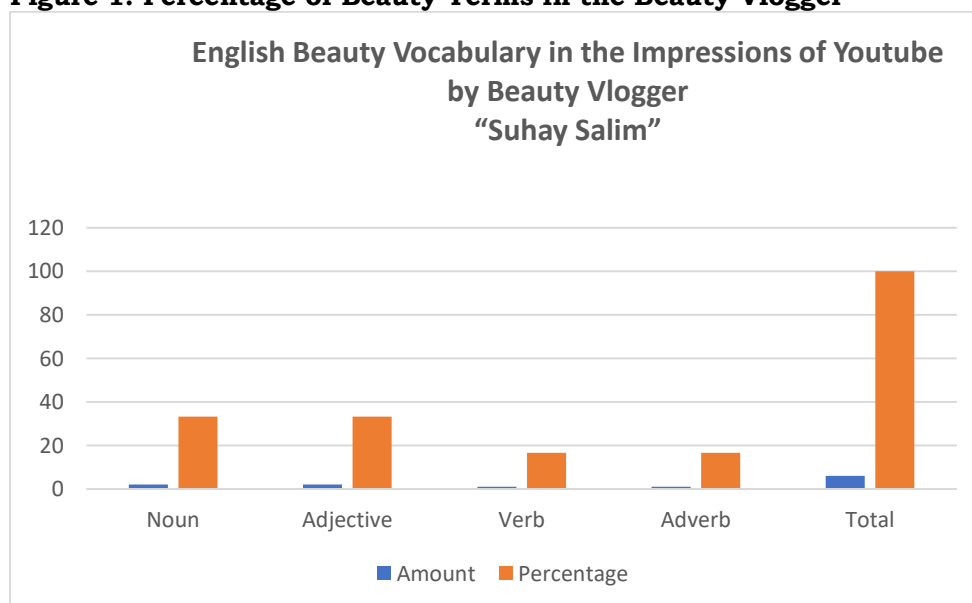
Table 1. English beauty terms in the Beauty Vlogger

No.	Parts of speech	Amount	Percentage
1.	Noun	2	33,33
2.	Adjective	2	33,33
3.	Verb	1	16,67
4.	Adverb	1	16,67
Total		6	100.00

Table 2. Beauty Terms in the Beauty Vlogger

No.	Beauty Vocabulary	Amount	Parts of Speech	Percentage
1.	Essence	1	Noun	1
2.	Bronzer	1	Noun	1
3.	Glossy	1	Adjective	1
4.	Greasy	1	Adjective	1
5.	Creasing	1	Verb	1
6.	Watson	1	Noun	1

Figure 1. Percentage of Beauty Terms in the Beauty Vlogger



Discussions

The Kinds of Parts of Speech of English Beauty Terms by Beauty Vlogger “Suhay Salim”

1. English Beauty Terms as Noun

Data 1

2:51 “*abis pake toner kita ke **Essence***”

In data no.1, there is a data at minute of 2:51 “*abis pake toner kita ke **Essence***”. The title of the video is BEST SKINCARE PRODUCTS 2017 | SUHAYSALIM. *Essence* is part of speech as noun, which is a thing. *Essence* has a denotative meaning because *essence* is a skincare product that has liquid texture, more lightweight and less concentrated than serums, and were used after a toner to add another layer of hydration before you applied serums.

Data 2

10:08 “*buat **Bronzer** gw mau campurin 3 warna ini*”

In data no.2, there is a data at minute of 10:08 “*buat **Bronzer** gw mau campurin 3 warna ini*”. The title of the video is MAINAN LINDA HALLBERG COSMETICS !! | SUHAYSALIM. *Bronzer* is part of speech as noun, which is a thing. *Bronzer* has a denotative meaning because *bronzer* is makeup product that has a function to imitate the healthy look of the sun. They are also used as correctors to warm up the complexion. Bronzer is a great way to add a healthy glow all over the face and to even out colour differences, especially through the neck. Bronzers work on all skin tones except porcelain because bronzer can make porcelain skin look dirty.

2. English Beauty Terms as Adjective

Data 3

5:08 “*cuma gw pengen sesuatu yang **Glossy** akhir-akhir ini.*”

In data no.3, there is a data at minute of 5:08 “*cuma gw pengen sesuatu yang **Glossy** akhir-akhir ini.*” The title of the video is “No Make Up” Make Up Look / Tutorial | Indonesia | SUHAYSALIM. *Glossy* is part of speech as adjective, as *Glossy* explain the nature or the appearance of makeup product or makeup look. It has a denotative meaning because *Glossy* is shiny and smooth makeup look or makeup products that have a rather thick texture and give a shiny color when used.

Data 4

3:47 “*jadi lo gabakal ngerasa **Greasy** gitu.*”

In data no.4, there is a data at minute of 3:47 “*jadi lo gabakal ngerasa **Greasy** gitu.*” The title of the video is MAKEUP & SKINCARE HAUL!! | SUHAYSALIM. *Greasy* is part of speech as adjective, as *Greasy* explain the nature of skin or makeup product. It has a denotative meaning because *Greasy* is the condition when makeup products that feels very oily on the skin after being applied.

3. English Beauty Terms as Verb

Data 5

2:35 “*ini gak **Creasing** sama sekali*”

In data no.5, there is a data at minute of 2:35 “*ini gak **Creasing** sama sekali.*” The title of the video is “No Make Up” Make Up Look / Tutorial | Indonesia | SUHAYSALIM. *Creasing* is part of speech as verb, as *Creasing* shows an act. It has a denotative meaning because *Creasing* is the conditions when makeup products that are used like pooling into the natural fold. This can happen with eyeshadows, concealers, foundation etc it tends to happen where you have natural folds, fine lines etc.

4. English Beauty Terms as Adverb

Data 6

1:34 “*setau gw produk ini bisa lo beli di **Watson**.*”

In data no.6, there is a data at minute of 1:34 “*setau gw produk ini bisa lo beli di **Watson**.*” The title of the video is BEST SKINCARE PRODUCTS 2017 | SUHAYSALIM. *Watson* is part of speech as adverb of place, as *Watson* is the name of place. It has a denotative meaning because of leading health and beauty retailer. *Watson* in Indonesia

owns more than 100 stores and is located across Jakarta, Banten, West Java, East Java, Central Java, Bali, Balikpapan, Samarinda and Makasar.

CONCLUSION

The writer will conclude that understanding vocabulary can improve our language skills. There are various ways to learn new vocabulary, one of which is by learning through the things we interested on social media. The perfect example of this method is learning English beauty terms from the impressions in YouTube.

The writer uses ten videos from Suhay Salim's YouTube channel as a media for collecting data. The writer has found there are four kinds of part of speech in ten impressions of YouTube by Suhay Salim first is noun, many nouns in this research can be recognized by their endings *-ence*, and *-er*. Second is adjective. Adjective can be recognized by endings *-y*. Third is verb, it can be recognized by ending *-ing*, and fourth is adverb, adverb can be recognized by the name of place.

In this research, the meaning of English beauty terms are denotative meaning. English beauty terms as noun which has meaning of a makeup tool or makeup product. English beauty terms as adjective which has meaning to explain the nature of a makeup product. English beauty terms as verb which has meaning to explain of how a makeup product works or explains the techniques of using makeup, and the last English beauty terms as adverb which has meaning to explain the place of beauty retail.

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