# ABSTRACT

**Sari, Mega Purnama. 2025.** Persuasive Language Used by Beauty Influencer in Instagram Ads. Thesis. English Education Study Program. Faculty of Teacher Training and Education of Jambi University in Academic Year 2025. The first supervisor is Drs. Marzul Hidayat, M.A., Ph.D. The second supervisor is Drs. Ahmad Ridha, M.A.

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This study examines the features of persuasive language used by beauty influencers in English-language cosmetic endorsement advertising videos on Instagram. This study highlights the important role of persuasive communication in shaping consumer preferences in the world of digital marketing. Using a qualitative approach and discourse analysis design, this study analyzed the transcripts of verbal utterances from selected videos. The analysis was conducted using Halliday's Systemic Functional Linguistics (SFL) framework, specifically focusing on Ideational, Interpersonal, and Textual metafunctions.

The findings show that influencers strategically utilize these SFL metafunctions to effectively present product effectiveness, build audience engagement, and structure their messages for maximum persuasive impact. This research provides deep linguistic insights into how specific grammatical choices in SFLs collectively influence consumer perceptions and behaviors on Instagram, thus enhancing the understanding of persuasive communication in the digital realm.