CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusions

This study analyzes the use of persuasive language by beauty influencers in English-language cosmetic endorsement videos on Instagram using Halliday's Systemic Functional Linguistics (SFL) framework. The aim is to explain how grammatical choices in the three metafunctions—Ideational, Interpersonal, and Textual—work together to form persuasive messages in the content.

In the Ideational metafunction, the analysis shows that the Material Process appears most often. It is used to demonstrate how the product works, which helps the influencer to show the real effect of the product. Mental Processes are used when the influencer shares their thoughts or feelings, which shows honesty and creates emotional closeness with the audience. Relational Processes are used to describe the identity or quality of the product. These three types of processes show that persuasion is done not only by showing facts, but also by sharing emotions and giving positive descriptions.

In the Interpersonal metafunction, the influencers mostly use Declarative Mood to share information clearly. The Interrogative Mood is sometimes used to ask questions that make the audience think or feel connected. The Imperative Mood is used to give suggestions or calls to action. The data also shows the use of modality, such as "*can*," "*will*," or "*should*," to express possibility, advice, or belief. These language features show that persuasive messages are made to be informative, personal, and also motivating.

In the Textual metafunction, the Theme-Rheme structure shows a clear pattern in how influencers organize their speech. Most of them begin with a Personal Theme to talk about their own experience, then move to a Product Theme to describe the product, and finally use an Audience Theme to invite or suggest something to the viewer. This structure helps the influencer keep the message clear and easy to follow.

In conclusion, this study shows that the persuasive language used by beauty influencers is carefully structured. The SFL framework helps explain how their grammar choices support persuasion by combining actions, emotions, and clear organization. This research gives insight into how language is used in digital marketing communication on social media.

5.2 Suggestions

1. For Further Research:

    - Multimodal Analysis:

        This study focuses solely on linguistic aspects. Further research is recommended to include multimodal analysis by considering visual elements (such as facial expressions and product appearance), auditory elements (music, intonation), and other nonverbal aspects to achieve more comprehensive results.

    - Cross-Platform Comparison:

        Comparing the use of persuasive language across various social media platforms such as Instagram Reels, TikTok, and

YouTube Shorts can reveal differences in strategies used according to each platform's characteristics.

- Product Genre:

    Future research could examine persuasive language in other product genres (e.g., fashion, food, technology) or compare categories within cosmetics, such as skincare and makeup, to identify differences in strategies employed.

2. For Practitioners

- Persuasive Language Training:

    Influencers and creative teams can be trained to use more strategic language structures, such as selecting the appropriate verb types and moods for their communication objectives.