

**THE ANALYSIS OF LANGUAGE STYLES USED IN
PROMOTING COSMETIC PRODUCTS POSTED ON
MAKASSAR DAGANG FACEBOOK GROUP**



A THESIS

Submitted to the Faculty of Cultural Sciences Hasanuddin University
in Partial Fulfillment of the Requirements to Obtain a Bachelor Degree
in English Literature Study Program

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**ENGLISH LITERATURE STUDY PROGRAM
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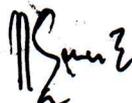
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THESIS

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COSMETIC PRODUCTS POSTED ON MAKASSAR DAGANG FACEBOOK
GROUP**

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It has been examined before the Board of the Thesis Examination on
Tuesday, 25th July 2023 and is declared to have fulfilled the requirements.

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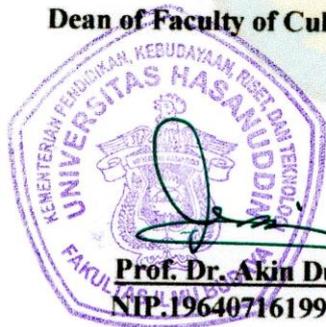
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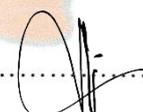
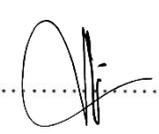
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AGREEMENT

Today, Tuesday 25th July 2023, the Board of Thesis Examination has kindly approved a thesis by SITI NUR KHADIJAH (F041171518) entitled, **THE ANALYSIS OF LANGUAGE STYLES USED IN PROMOTING COSMETIC PRODUCTS POSTED ON MAKASSAR DAGANG FACEBOOK GROUP**, submitted in fulfillment of one of the requirements of undergraduate thesis examination to obtain Sarjana Sastra (S.S.) Degree at the English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

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DECLARATION

The thesis by **SITI NUR KHADIJAH** (F041171518) entitled, **THE ANALYSIS OF LANGUAGE STYLES USED IN PROMOTING COSMETIC PRODUCTS POSTED ON MAKASSAR DAGANG FACEBOOK GROUP**, has been revised as advised during the examination on Tuesday, 25th July 2023 and is approved by the Board of Undergraduate Thesis Examiners:

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LETTER OF STATEMENT

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Hereby, the writer declares that this thesis is written by herself. This thesis does not contain any materials have been published by other people, and it does not cite other people's ideas except the quotations and references.

Makassar, 25th July 2023



Siti Nur Khadijah

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All praises to Allah who has blessed and given the health to me to complete the thesis entitled "The Analysis of Language Styles Used in Promoting Cosmetic Products Posted on *Makassar Dagang* Facebook Group". I would also like to send invocation and peace to the Prophet Muhammad SAW peace be upon him, who has guided the people from the darkness of civilization to a better life.

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Makassar, 4th July 2023

The writer

ABSTRACT

SITI NUR KHADIJAH. 2023. The Analysis of Language Styles Used in Promoting Cosmetic Products Posted on *Makassar Dagang* Facebook Group (Supervised by Sukmawaty and Abidin Pammu)

The purpose of this study is to identify the language styles used in promoting cosmetic products posted on *Makassar Dagang* Facebook group. In addition, the study also addresses the style which all mostly used in promoting cosmetic products on *Makassar Dagang*.

Descriptive qualitative method was employed in data analysis. The data presented in this research were gathered from the posts of promoting cosmetic products on *Makassar Dagang* Facebook group. Data were collected by monitoring the posts thoroughly, then selecting the posts which contain language style to get the data that is relevant to the formulated question in this study. After that, the data were analyzed by using the language style theory proposed by William Wells to show the language styles that are used in promoting cosmetic products posted on *Makassar Dagang* Facebook group.

Based on the result of the analysis, there are 18 promoting cosmetic products posted on *Makassar Dagang*. Those posts consist of hyperbole, assonance, alliteration, and personification. The hyperbole style is mostly used and the occurrence is about 7 times, it is followed by the assonance style found in 6 times, alliteration found in 4 times, and personification in 1 time.

Keywords: Language Style, The Promoting Posts, Cosmetic Products,
Makassar Dagang.

ABSTRAK

SITI NUR KHADIJAH. 2023. Analisis Gaya Bahasa yang Digunakan dalam Mempromosikan Produk Kosmetik yang Diposting di Grup Facebook Makassar Dagang (dibimbing oleh Sukmawaty dan Abidin Pammu)

Tujuan dari penelitian ini adalah untuk mengidentifikasi gaya bahasa yang digunakan dalam mempromosikan produk kosmetik yang diposting di grup Facebook Makassar Dagang. Selain itu, penelitian ini juga membahas gaya yang paling banyak digunakan dalam mempromosikan produk kosmetik di Makassar Dagang.

Analisis kualitatif deskriptif digunakan dalam analisis data. Data yang disajikan dalam penelitian ini dikumpulkan dari postingan promosi produk kosmetik di grup Facebook Makassar Dagang. Metode pengumpulan data dilakukan dengan cara memantau postingan secara menyeluruh, kemudian memilih postingan yang mengandung gaya bahasa untuk mendapatkan data yang relevan dengan rumusan pertanyaan dalam penelitian ini. Setelah itu, data dianalisis dengan menggunakan teori gaya bahasa yang dikemukakan oleh William Wells untuk menunjukkan gaya bahasa yang digunakan dalam mempromosikan produk kosmetik yang diposting di grup Facebook Makassar Dagang.

Berdasarkan hasil analisis, terdapat 18 promosi produk kosmetik yang diposting di Makassar Dagang. Posting tersebut terdiri dari hiperbola, asonansi, aliterasi dan personifikasi. Gaya hiperbola paling banyak digunakan dan kemunculannya sekitar 7 kali, diikuti gaya asonansi sebanyak 6 kali, aliterasi sebanyak 4 kali, dan personifikasi sebanyak 1 kali.

Kata Kunci: Gaya Bahasa, Postingan Promosi, Produk Kosmetik, Makassar Dagang.

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CHAPTER I

INTRODUCTION

1.1. Background of The Study

Before the '20s era, promoting a product rely only on a direct way (face to-face) or through conventional media (radio, TV, billboards, posters, newspapers, and magazines). As technology evolves, online media was present as a tool to facilitate the communication process and get information rapidly. According to Ashadi Siregar in Kurniawan (2005: 20), Online media is a general term for a media form based on telecommunications and multimedia (read-computer and internet). Online media includes portals, websites, radio-online, TV-online, online press, mail-online, and others, with their respective characteristics by the facilities which allow users to use them. Furthermore, online media brings out social media to make people easier selling or/and promoting their products.

Social media is one of the online media used for social interaction, so it is easily accessible and can be expanded. According to Tuten, Tracy (2008: 1), Social media in a community context is built from people who develop and maintain relationships by sharing, commenting, and engaging in content. Therefore, in Indonesia, the use of social media is growing rapidly. Nielsen Consumer Media View survey in 2017 found that the internet presence in Indonesia was 44%, which as a medium with a fairly high penetration rate. This is an indication that Indonesian people are increasingly fond of accessing various content through digital media including social media. Some of social media are Instagram, WhatsApp, Twitter, Line, Facebook, TikTok, and others.

Social media is blooming everywhere, especially Facebook, which provides a great opportunity for the public in promoting the products. Promotion through Facebook has the advantage that the marketing process can be accessed at every time and everywhere and has been known to many people promptly. In South Sulawesi, people create a community using the feature of the social media Facebook group, namely *Makassar Dagang*. *Makassar Dagang* is the most popular online trading site in Makassar and beyond the area. In its use, varieties backgrounds (age, social status, education) of Facebook users can access freely.

During observing the products posted on *Makassar Dagang*, most cosmetic products (facial skin-care beauty product) posts have words that contain *style*. People who promote cosmetic product use any ways to attract readers. The ways that they used in their posts are emphasized to convince the readers about the products through the text and images uploaded simultaneously. Jalaludin Rakhmat (1994: 298) states our messages are intended to influence others, we must touch the motives that actuate or encourage communicative action. Therefore, the way in promoting cosmetic products by uploading images showing beautiful and attractive women, so that they can increase the credibility of the product, which in turn is able to "force" the target audience to buy the products even less supported by the use of promising language styles that will increase the interest of the readers of the post. To promote a product properly, it must be proficient in choosing the words that will be used and it has varieties concepts or *styles* in presenting its message, which contributes to the success of the promotion purpose.

Makassar Dagang, the largest group in Makassar with 620,158 participants (last updated in 2020), is an online trading site that is used by most people to sell or promote their products. Analyzing language styles in promoting cosmetic products posted on *Makassar Dagang* is needed because there are a lot of people with different backgrounds who promote or sell their products, but they do not really cognize the language styles that they used to attract people to buy their product. Because of those, the writer intends to analyze the language style contained in promoting cosmetic products posted in *Makassar Dagang*.

1.2. Scope of The Problems

The scope of the problems is very important to limit the broad scope. Related to the background above, the writer limits this study to the following extent:

1. The writer focuses to identify the language styles in promoting cosmetic products posts and to find out the dominant type of language styles used in promoting cosmetic products posts of *Makassar Dagang* Facebook Group.
2. The writer analyzes the types of language styles by using William Wells' theory that has ten points; simile, metaphor, personification, metonymy, alliteration, assonance, ellipsis, euphemism, prolepsis, and hyperbola.
3. The writer chooses cosmetic products posts that contain language styles.

1.3. Research Questions

Based on the explanation in the background of the study, the writer discusses some problems below:

1. What language styles are used in promoting cosmetic products posted on *Makassar Dagang* Facebook group?
2. What is the most dominant type of language styles in promoting cosmetic products posted on *Makassar Dagang* Facebook group?

1.4. Objectives of The Study

The objectives to be achieved in this study are:

1. to identify the language styles which are used in promoting cosmetic products posted on *Makassar Dagang* Facebook group.
2. to find out the most dominant type of language styles in promoting cosmetic products posted on *Makassar Dagang* Facebook group.

1.5. Significances of The Study

This study is expected to offer some benefits as follows:

1. Theoretically, the results of the study are expected to be a reference for further study that examines the same issue.
2. This study may give a deeper understanding of language styles, particularly in analyzing the use of language styles in text or posts. The reader is expected to pay more attention to the importance of language styles when promoting a product.

3. Practically, this study may be used as a reference in making a promotional text for people who will promote their products that can attract the consumer. In addition, it may be used as a reference in subsequent studies.

CHAPTER II

LITERATURE REVIEW

2.1. Previous Studies

Some related studies about language styles have been conducted to advance this study. The first is Ulil Inayah (2016) wrote a thesis entitled *Language Style of English Commercial Advertisement on Television*. Her study was analyzed by using the descriptive method to study the problem because this study has the objectives of the study which are to analyze about language styles of English advertisements on television and to find out the kinds of language styles that are mostly used in English advertisements on Television. In this study, the writer focused on William Wells' theory discussed about language styles such as simile, metaphor, personification, metonymy, alliteration, assonance, ellipsis, euphemism, prolepsis, and hyperbole. The result of this study is 10 advertisements that have language styles on them. From 10 advertisements, there are 4 advertisements of personification, 3 advertisements of alliteration, 2 advertisements of assonance, and 1 advertisement of simile. It can be indicated that in personification style and alliteration style, the creators of the advertisement mostly used simple and interesting styles to create beautiful sentences and to persuade or influence the readers' or viewers' attention to use the products.

The second previous work belongs to Siti Ayu Hardiyanti (2021) entitled *An Analysis of Language Style in Online Shop Advertisements*. In her study, she used descriptive qualitative. This study was analyzed by using William Wells' theory about language styles of advertisement. She found 10 data that are appropriate to the characteristics of language styles in advertisements. There are six

types of language styles; alliteration, personification, assonance, hyperbole, euphemism, and metaphor. It can be concluded, of the 10 types of language styles that exist, personification style is the most widely used namely 3 times in advertisements, hyperbole, and alliteration appear 2 times in each of the 10 existing advertisements. The three lowest score are assonance, euphemism, and metaphor which appears 1 time. In her study, it shows personification, hyperbole, and alliteration are sufficient to attract language in advertisement.

The third previous work related to this topic is conducted by I Gusti Ayu Vina Widiadnya Putri, I Putu Andri Permana, and Ida Bagus Gde Nova Winarta (2017) entitled *Figurative and Lexical Varieties in Facebook Posts*. The analysis has been done by descriptive method to find out the types of figurative language used in Facebook posts by female and male Facebook users and to know the emotional lexical varieties used in Facebook posts. This study was analyzed according to Becky L. Spivey, M.Ed, in her theory of figurative language such types as simile, metaphor, personification, hyperbole, and idioms. Moreover, to know the emotional lexical varieties, they used Raymond Hickey's statement about the use of augmentations and the use of euphemisms. The result refers to the first study problem, there is some figurative language used by the Facebook users such as simile (female 1 or 4.3% and male 0%), metaphor (female 4 or 17.3% and male 0%), personification (female 3 or 1.3% and male 1% or 4.3%), hyperbole (female 4 or 17.3% and male 1 or 4.3%), and idiom (female 3 or 13% and male 0%). Furthermore, in regards to the second problem which is emotional lexical used by Facebook Users, they could mention that both the Augmentations (female 3 or 13%

and male 1 or 4.3%) and Euphemisms (female 1 or 4.3% and male 1 or 4.3%) are used in the Facebook posts.

This study is different from the previous studies above, because the object of this study uses cosmetic products posts, especially on the social media Facebook group, *Makassar Dagang*. This study aims to identify the types of language styles used in promoting cosmetic products posted on *Makassar Dagang* Facebook group and to find out the most dominant types of language styles in promoting cosmetic products posted on *Makassar Dagang*. All the previous studies give many contributions to the writer either in theoretical or methodological aspects in finishing this study.

2.2. Theoretical Background

2.2.1. Semantics

Language is the most important aspect of the life of all human beings. We use language to express inner thoughts and emotions, make sense of complex and abstract thoughts, learn and communicate with others, fulfill our wants and needs, as well as to establish rules, and maintain our culture. The scientific study of language is called linguistics.

Linguistics is the scientific study of language as such it is comprised of the study of the structure and development of language in general or of particular languages and its relationship to other languages, the connection between language and mind, the relation between language and society, and many other fields. The study of linguistics comes from the natural curiosity of man about the particulars of the language he speaks, evaluated through different perspectives.

In linguistics, semantics is one of the important branches or sub-field that is devoted to the study of meaning. Kreidler (2003: 13) stated that Semantics is one part of the grammar; phonology, syntax and morphology are other parts. It is also related to reading comprehension of the readers, in how they understand others and their interpretations. In addition, semantics constructs a relation between adjoining words and clarifies the sense of a sentence, whether the meanings of words are literal or figurative.

Figurative meaning is the opposite of literal meaning. Literal meaning is used to mean exactly what is says or written. Meanwhile, figurative meaning is used to mean something other than what is written, something symbolic, suggested, or implied. For example, *He ran fast* (literal) and *He ran like the wind* (figurative). In that example, *like the wind* can be interpreted to show the speed of run or it can replace the word of *fast* in the first example. It is important to recognize the difference between literal and figurative meaning.

2.2.2. Stylistics

Stylistics is an interdisciplinary science of linguistics and literature. It examines the style of language of literary (studying forms such as poetry, drama, and prose) and non-literary work (studying forms such as advertisements, newspapers, songs, movies, and academic books). In addition, it is concerned with the study of the language of literature or the study of the language habits of particular authors and their writing patterns.

Stylistics is not only the study of language style in literature, but also the study of style language in general although there are special studies on literary language such as this proposed by Turner. G.W (in Pranawa (2005: 21)) which says that Stylistics is the section of linguistics that concentrates on variations in the use of language (stylistics is a part of linguistics which focuses on variations in language use). Stylistics can be applied in the framework of language research (linguistics), and can also be applied in literary research. Felta (2020: 2) states there are elements of style that can be studied from a literary work include sound, lexical, grammatical, cohesion, figurative language, figure of speech, and imagery. In addition, Adepoju (2016: 69) states that Stylistics is the study of the linguistic features of a literary text and others in which bring out the phonological, lexical, and syntactic features that directly affect the meaning of an utterance.

2.2.3. Language Style

2.2.3.1. Definition of Language Style

Moch. Maskuri (2011: 51) states Language style is the special character of diction that speaker has in expressing message of speaker's idea. According to Aminuddin (1995: 5), style describes and reflects the language user characteristics. Meanwhile, Chaika (1982:29) states that language style is the way people use the language in communication, it can be written or oral language. In doing communication, people usually use informal or formal communication which depend with the situation, and with whom they are speak.

From statements above, it can be concluded that language style is the way of speaking or writing depending on context (or depending circumstances of doing

that and with whom we are speaking or writing). Moreover, everyone has different style in expressing their ideas. It differentiates one person among others. *Style* is considered unique because no one has same style. In writing promotion, the promoter is able to use the appropriate word to express their idea by considering the reader and the topic.

2.2.3.2. Types of Language style

William Wells (2009: 92) divides types of language into ten styles;

1. Simile

Simile is an explicit comparison between two things which has a different reality. The words that are usually used are as...if, as...as, as like, as though, etc.

For example, *i feel **as** fresh **as** a daisy.*

2. Metaphor

Metaphor style is language style that compares two matters implicitly, or in other words an implied comparison of two unlike things. For example, *you are my **sunshine**.*

3. Personification

Personification is attributing or applying human qualities to inanimate objects, animals, or natural phenomena. In other words, personification is describing the non-living object as if there are and lived like human beings. For example, ***the snack** that **smiles** back.*

4. Metonymy

Metonymy style is replacing the name of something with the name of a thing that has the same character or substitution of a word to suggest what is really meant. For example, *he is studying **Shakespeare***.

5. Alliteration

Alliteration is a series of words that begin with the same letter or sound alike. In other words, alliteration is a language style that has repetition of the same consonant sound that follows each other, it is usually used in poems and prose, to create beautiful sentences or to emphasize words. For example, ***don't dream it. Drive it!***

6. Assonance

Assonance is the repetition of vowel sounds, most commonly within a short passage of verse or language style that has a repetition of the same vowel sound in words that follow each other, and it is usually used in poems to emphasize or to make it more artistic. For example, *you will have healthy and shiny white skin.*

7. Ellipsis

Ellipsis is a language style that omits a part of the sentence which easily to be filled or interpreted by the reader and makes the meaning of the sentence become clear. For example, *Wild, sexy, and*

8. Euphemism

Euphemism is the substitution of a less offensive or more agreeable term for another. The expression of this style is used to replace the words that have

insulting and unpleasant meanings. For example, *change your **dark skin** by Nivea whitening*.

9. Prolepsis

Prolepsis is a language style that uses words, to refute anticipated objection as part of the main argument. For example, ***wow**.....big sale up to 70%*.

10. Hyperbola

Hyperbola is a language style that exaggeration either the character or size of a thing which has the aim to emphasize, to intensify, etc. For example, *you will have a **perfect** feeling!*.

2.2.3.3. Functions of Language Style

Chaika (1982:29) states the language style functions are to convey social or artistic effects. It means that language styles can be a very important factor in-group identification, group solidarity, and the signaling of differences, and when a group is under attack from outside, signals of difference may become more important are exaggerated.

Trudgill (1974: 14) states the two aspects of language behaviors are very important from a social point of view: first, the function of language in establishing a social relationship; and second, the role played by language in conveying information about the speaker. Trudgill said it describes clearly that both those aspects of linguistic behaviors are the reflection of the fact that there is a close inter-relationship between language and society. While Badiyah (in Hidayat, 2004:11) defines the functions of language style as follows:

- a. To increase the reader's taste.

Using stylish language can raise the reader's thoughts toward what is being said by the writer, in this case, the promoter. In addition, it will increase the user's opinion about what has been written or said, what it means, purposes, needs, and wants.

- b. To persuade the reader.

The functions of language style also can make the reader sure of what the writer or speaker has stated. Generally, the writer or the speaker attracts the reader using rhetorical language.

- c. To add the artistic effect of the idea being offered by the writer.

The third function of language style is intended to make the reader impressed with the product, service, and ideas offered. Conveying ideas using good diction, jargon, and artistic word can be very helpful for the writer or the speaker in attracting the reader as many as possible.

- d. To make the writer's idea clearer.

For this point, some advertisers, usually, use daily word choice or word which is easy to be caught and understood by the reader in promoting their ideas, services, or products.

- e. To create a certain mood.

The language style that is used by the advertiser can influence the reader's feelings and thinking. Thus, how the advertiser uses the language style in their advertisement will create a certain mood.

2.2.4. Promotion

2.2.4.1. Definition of Promotion

Promotion is an important tool for drawing consumer attention to products. Adesoga (2015: 20) states Promotion is used to ensure that costumers are aware of the products that the company offers. It is process of establishing a communication relationship between a promoter and its customers. In addition, Philip Kotler (1997: 142) states that Promotion as an action by a company to communicate the benefits of the products and to convince consumers to buy. In according to the two states above, promotion is the way of promoter to offer or to notify their products with the aim of attracting the consumers to buy them.

2.2.4.2. Language of Promotion

Language has a powerful influence over people and their behavior. This is especially correct in the fields of marketing and advertising (with advertisement as the media). The choice of language to convey specific messages to influence people, particularly consumers, is vitally important. Visual content and the advertisement design have a very great impact on the consumers' attraction to the product or service, but language holds the main impact because it helps people to identify the product or service and remember it. Also, promotional words with content that is themed with situation trends and familiar tend to be noticed and have the opportunity to influence people.

To create an effective marketing strategy through promotional sentences, it is needed attention to the words that will be used. In promotional sentences, the words are powerful, interesting, and simple (or fewer words). An attractive

promotional language is a management of the meaning of words conditioned according to the purpose of product communication. The words used are words that are light and easy to understand as if the producer or advertiser was talking directly to the consumer. It is concluded that attractive promotional language is the management of the meaning of words that are conditioned by the purpose of product communication. The words used are words that are simple and easy to understand, as if the producers or advertisers were talking directly to consumers.

2.2.4.3. Functions and Purposes of Promotion

2.2.4.3.1. Functions of Promotion

Terence A. Shimp (2003:7) shows that promotion has functions:

1. Informing.

One of advertising's most important functions is to publicize brands. Advertising makes consumers aware of new brands, educates them about a brand's distinct features and benefits, and facilitates the creation of positive brand images. Advertising performs another valuable information role—both for the advertised brand and the consumer—by teaching new uses for existing brands.

2. Influencing.

Effective advertising influences prospective customers to try advertised products and services. Sometimes advertising influences primary demand—that is, building demand for an entire product category. More frequently, advertising attempts to build secondary demand, the demand for a company's brand.

3. Reminding.

Advertising keeps a company's brand fresh in the consumer's memory. When a need arises that is related to the advertised product, the influence of past advertising makes it possible for the advertiser's brand to come to the consumer's mind as a purchase candidate. Effective advertising also increases the consumer's interest in mature brands and thus the likelihood of purchasing brands that otherwise might not be chosen. Advertising has been demonstrated, furthermore, to influence brand switching by reminding consumers who have not recently purchased a brand that the brand is available and that it possesses favorable attributes.

4. Adding Value.

There are three basic ways by which companies can add value to their offerings: innovating, improving quality, and altering consumer perceptions. These three value-added components are completely interdependent. Effective advertising causes brands to be viewed as more elegant, more stylish, more prestigious of higher quality, and so on.

2.2.4.3.2. The Purpose of Promotion

According to Boone and Kurtz (2002: 134), promotional objectives are as follows:

1. Providing information.

Providing information is a promotional strategy objective undertaken by the company only to cause the information to inform prospective buyers about the product or service to be marketed

2. Differentiate a product.

The purpose of this promotion is to differentiate the product or service objectives of the company from competing products or services. In terms of the service of applying a concept called positioning, marketers try to gain a place in the minds of consumers, the intention is to communicate significant differences regarding the attributes, prices, quality, or benefits of consumer products or services.

3. Increasing sales.

Increasing sales is the most common goal of a promotion strategy. As stated earlier, some strategies concentrate on stimulating primary demand even though some stabilize sales.

4. Stabilize sales.

Sales stability is another goal of promotion, companies usually promote sales content during periods of sales decline and motivate salespeople by offering prizes such as holidays, television, and scholarships to those who reach certain targets.

5. Accentuate the value of the product.

Several promotions were proposed to accentuate the value of the product by explaining the benefits of ownership of the product that the buyer is not familiar with. Based on the objectives of the promotion that have been described by experts, the authors argue that the main focus of the promotion is on the final product contained in a company.

2.2.5. Facebook as a Tool of Promotion

Facebook is an American online social media platform established in 2004 by Mark Zuckerberg with his fellow college students. Facebook has several features. It allows users, who sign-up for free profiles, to connect with friends, work colleagues, or people they do not know. It allows users to share pictures, music, videos, and articles, as well as their thoughts and opinions with however many people they like. Facebook user can post almost anything to their “timeline” (a snapshot of what is happening in their social circle at any given time).

There are other interesting features on Facebook such as *Facebook group*. A Facebook group is a page that any Facebook users can create that others can join, allowing group members to interact based on a common interest, affiliation, or association. Moreover, it can be used as a place where businesses can promote their products and services.

Quoting from Wikipedia, in the 2010s, Facebook was the most downloaded mobile application. As of July 2022, Facebook claimed 2.93 billion monthly users and ranked third worldwide among the most visited websites. Besides that, on January 2023, Statista Research Department claimed there are 119.9 million users that are active on Facebook which makes Indonesia the third country with the most Facebook users in the world.

Based on the fact above, Facebook, as a modern marketing tool, offers opportunities to reach larger audiences in an interactive way to promote their product. These interactions allow for conversation rather than simply educating the customer.