

## **Multimodality of *Make Over Power Stay* Advertisement**

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### **Abstract**

This research entitled "*Multimodality of Make Over Power Stay Advertisement*" is a multimodal research which contains interactions between verbal and visual semiotic modes to find the generic structure and the intent of the advertisement image. The purpose of this study is to identify potential generic structures in the advertisement image of '*Make Over Power Stay*' and this research is prepared using a qualitative descriptive method to describe hidden meanings that are displayed in verbal and visual elements. In this thesis, the object that the writer analyzes is "*Make Over Power Stay*" advertisement. The data collection instrument in this research is by selecting, focusing, simplifying, and abstracting empirical data. This analysis focuses on the Generic Structure Potential concept by (Cheong, 2004) in analyzing verbal and visual texts. The results of the analysis of the verbal text used in the advertisement mostly relates to Announcements and the high number of finding in visual element is the Lead.

**Keywords:** advertisement, multimodality, generic structure



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## Multimodalitas Iklan *Make Over Power Stay*

### Abstrak

Penelitian yang berjudul "Multimodalitas Iklan *Make Over Power Stay*" ini merupakan penelitian multimodal yang memuat interaksi antara mode semiotika verbal dan visual untuk menemukan struktur generik dan maksud dari gambar iklan. Tujuan dari penelitian ini adalah untuk mengidentifikasi struktur generik potensial dalam gambar iklan 'Make Over Power Stay' dan penelitian ini disusun dengan menggunakan metode deskriptif kualitatif untuk menggambarkan makna tersembunyi yang ditampilkan dalam elemen verbal dan visual. Dalam penelitian ini, objek yang penulis analisis adalah iklan *Make Over Power Stay*. Instrumen pengumpulan data dalam tesis ini adalah menyeleksi, memfokuskan, menyederhanakan, mengabstraksikan data empiris. Analisis ini berfokus pada konsep *Generic Structure Potential* oleh (Cheong, 2004) dalam menganalisis teks verbal dan visual. Hasil analisis teks verbal yang mayoritas digunakan dalam iklan merujuk pada *Announcement* dan unsur visual yang paling sering digunakan dalam iklan adalah *Lead*.

**Kata Kunci:** iklan, multimodalitas, struktur generik

### INTRODUCTION

(Halliday, 1985)described language as a semiotic system, "not in the sense of a system of signs, but a systemic resource for meaning". For Halliday, language was a "meaning potential"; by extension, he defined linguistics as the study of "how people exchange meanings by 'linguaging'. Halliday described himself as a generalist, meaning that he tried "to look at language from every possible vantage point", and has described his work as "wandering the highways and byways of language". But he said that "to the extent that I favored any one angle, it was the social: language as the creature and creator of human society".

Advertising is a way of persuading and offering both goods and services to readers and viewers. Advertising aims to convey information that can attract attention, advertising is also non-personal and sourced from sponsors as said (Wells, 1991)"Advertising is non- personal communication paid for by sponsors who use the mass media to persuade and influence the audience".

Advertisement is also a communication that is quite influential in society. The attempt at offering this meaning of multimodal is "a socially and culturally shaped resource for making meaning (Bezemer & Kress, 2008), the theory means that the mode of communication in the offer must see the social and cultural situation accordingly. Communication mode is not only direct speaking, it can also

be sounds, signs and symbols and images and text. But images have a different appeal because visuals will give a different impression to anyone who sees them. This research refers to the visual and verbal analysis of the text in the advertisement.

*Make Over* advertisement is the subject of this research. *Make Over* itself is a cosmetic product released by PT. Paragon Technology & Innovation, since 2010. *Make Over* is also a local product that is often mistaken for foreign products, especially with its luxurious packaging design. In addition, *Make Over* was awarded the "Women's Health Choice Indonesia" in 2013 which made *Make Over* the cosmetic brand of choice for Indonesian women, *Make Over* has also been the official make-up partner in the famous fashion week event, Jakarta Fashion Week 2018 (JFW2018), which was held on 22-27 October 2017. The subject of this research is related to the advertisement of the cosmetic product, so this research is related to multimodality.

This research aims to find meaning in the advertisement image; the author uses electronic media for *Make Over* advertisements taken from the official website in the form of electronic media advertisements. The reason is that cosmetic advertisements are always in demand by makeup lovers to buy these products through visual influence in advertisements and to increase audience references in assessing product quality.

## **METHOD**

This research used qualitative method. Based on Strauss and Corbin (1997: 11-13), stated the method is taken from analysis, data collection, and data interpretation. According to Boghdan & Biklen (1975), qualitative research is a procedure that produces descriptive data in the form of words or writings and the attitudes of the people being observed. This research uses qualitative methods in describing the meaning realized in *Make Over Power Stay* advertisements in order to interpret the meaning embodied in the visual and verbal elements of the text, as well as interpersonal functions in multimodal.

In this research, the data were the first is a *Make Over Power Stay* ads image consisting of 5 different product images, namely: Power Stay Weightless Liquid Foundation, Power Stay Eye Palette Royal Rose, Power Stay Transfer proof Matte Lip Cream, Power Stay Total Cover Matte Powder Foundation, and Power Stay

Demi-Matte Cover Cushion. Second, the data are visual and verbal elements of the text contained in the *Make Over PowerStay* ads. The source of data is from [www.Makeoverforall.com](http://www.Makeoverforall.com) and specifically to:

- [www.Makeoverforall.com/beautyhighlight/detail/214/staylightallday-with-make-over-weightless-liquid-foundation](http://www.Makeoverforall.com/beautyhighlight/detail/214/staylightallday-with-make-over-weightless-liquid-foundation)
- [www.Makeoverforall.com/beautyhighlight/detail/216/powerstay-demi-matte-cover-cushion-in-town](http://www.Makeoverforall.com/beautyhighlight/detail/216/powerstay-demi-matte-cover-cushion-in-town)
- [www.Makeoverforall.com/products/detail/112/royal-rose](http://www.Makeoverforall.com/products/detail/112/royal-rose),
- [www.Makeoverforall.com/beauty-highlight/detail/288/up-close-personal-with-make-overs-lipstick-heroes](http://www.Makeoverforall.com/beauty-highlight/detail/288/up-close-personal-with-make-overs-lipstick-heroes).

In this research, there are several steps to collect data: Downloading the images advertisement to be analyzed, Reading and reviewing the text and image carefully contained on the advertisement, and identifying the data.

After collecting the data, the researcher continued to analyzing the data based on the theory proposed by (Miles, Huberman, & Saldaña, 2014), the steps are: Data collection means that the research begins with data steps such as those related to the technique then analyzed. In this study using cosmetic advertisements as a data source, Data condensation refers to the process of selecting, focusing, simplifying, abstracting empirical data ( Miles, Huberman, & Saldaña, 2014) (The data selection comes from Make Over Power Stay advertisement images. The image is analyzed by visual elements and verbal text in the image using the Generic Structure Potential (GSP) by (Cheong, 2004), The focused data will be analyzed on five Make Over Power Stay advertisement images taken from the official website [www.makeoverforall.com](http://www.makeoverforall.com), Simplify data, pre-selected data on multiple images and text in Make Over Power Stay ads to get visual and verbal text elements, and Abstracting the data, the abstracted data will be analyzed using the Generic Structure Potential (GSP) by (Cheong, 2004). Then, Data Display is an organized and compressed collection of information allows the conclusion and action. In This study, shows five Make Over PowerStay ad images, and Conclusion are qualitative data collection analysts interpret what is meant by noting patterns, explanations, causal flows, and propositions. In this research uses (Cheong, 2004) for analyzing generic structure of potential in Make Over advertisement and analyzing visual and verbal text in Make Over ad.

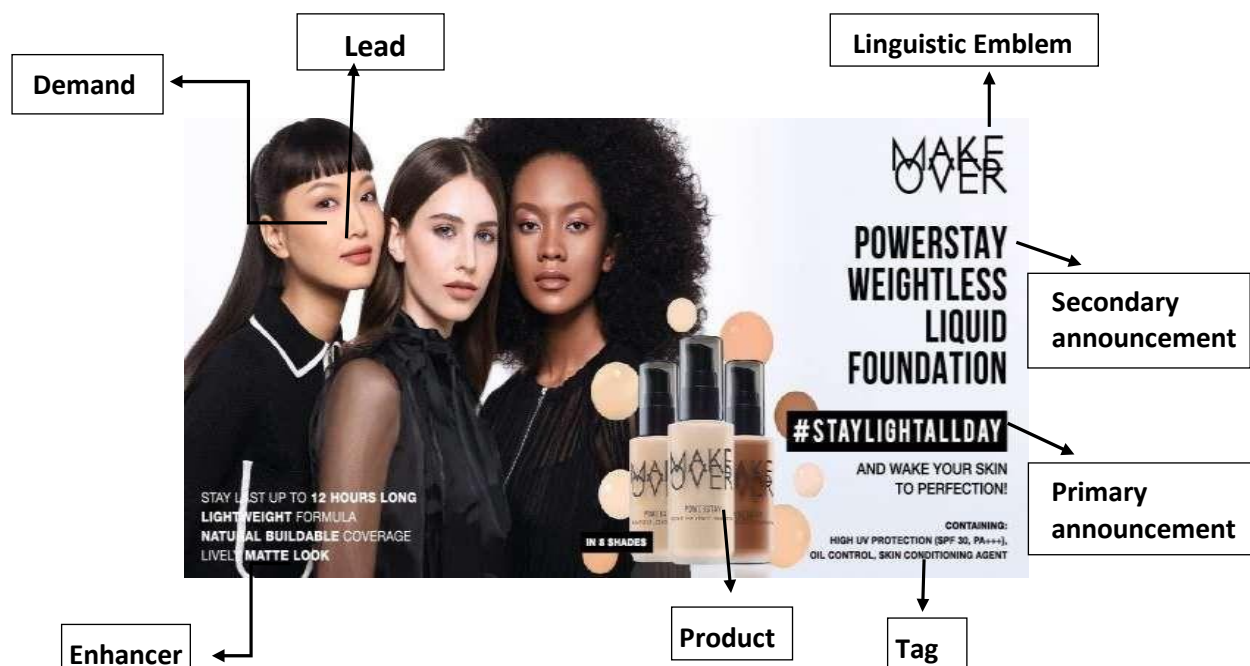
## FINDINGS AND DISCUSSION

This research focuses on images in advertisements that will be analyzed using (Cheong, 2004) is the potential for generic, visual and verbal text structures in finding meaning in advertising images.

The generic structure of potential in analyzing the structure of the electronic advertising and the meaning contained in the advertising image, the author uses elements such as: Lead, Emblem, Display, Announcement Enhancer, Tag and others.

### Findings

This research focuses on images in advertisements that will be analyzed using Cheong's Theory (Cheong, 2004)) is the potential for generic, visual and verbal text structures in finding meaning in advertising images. The generic structure of potential in (Cheong, 2004) in analyzing the structure of the electronic



advertising and the meaning contained in the advertising image, the author uses elements such as: Lead, Emblem, Display, Announcement Enhancer, Tag and others.

The analysis is detailed in Appendix 1 by providing visual image and verbal texts components. It helps the authors to find the discussion.

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## Discussion

According to the results of the Generic Structure of Potential research on the analysis of the visual and verbal components of the text contained in the five *Make Over Power Stay* advertisements, the intended meaning can be found on each visual and verbal text from the combination of the ad advertisements above.

1. Lead, In the five pictures of Make Over Power Stay commercials, all of them have a Lead that displays the faces, eyes, lips and the beauty of the faces of the models in attracting the attention of viewers visually or visually making up lovers. In terms of complexion, we can see that the faces of the models do not wear too much striking colors because the image designers want to show the various shades they have according to the skin of Indonesian women, then to display flawless facial skin, the advertisement designer's close up the faces of the models. Then in terms of the eyes of the advertisement, it is made glamorous with striking colors so that the audience only focuses on the eyes of the models. And for lipstick advertisements, the lips are colored red to make it look the most striking, sensual and the color that makes women or ad viewers focus only on the lips of the ad model. Because, Lead is needed to attract audience interest.
2. Display, All of the Make Over Power Stay advertisement images above use a congruently formed display that is displayed so that the audience can see the advertisement and understand its meaning clearly. All of the advertisements above are also displayed explicitly without using other media in displaying the visuals contained in the advertisements. The advertisement above is easy to understand and has a clear meaning for the audience who wants to buy the product.
3. Demand, All of the Make Over Power Stay advertisements above have strong eye contact and gaze at the audience with poses that show what the models make up for, foundation, eye palette and lip matte. Every advertising product used such as foundation, Alan model is photographed closely on the face, lipstick products that are used highlight the model, lipstick pose and color are all synchronized so that the audience can focus on the lipstick of the advertising product above, and on the eye with bright eye shadow so that everything just focuses on that section and displays the colors in the eye palette.
4. Emblem, The emblem on the five *Make Over Power Stay* advertisements has

the same shape, namely the linguistic emblem in the form of a very clear Make Over writing. However, even though it is just a brand name, it looks luxurious, easy to recognize and easy to read. The emblem in the five advertisements is included in the verbal text because it does not use logos, images or symbols. The location of the emblem on the advertisement varies depending on the ad design, but the size of the writing and the style of writing remain the same. However, in the emblem coloring in the advertisement there are differences, some use black and some are white, adjust the color of the setting or background on the ad so that it is easy to read and visible to the audience.

5. Announcement, From the five advertisements above, all of them have an announcement which is divided into two, namely, a Primary Announcement and a Secondary Announcement. The advertisement ad features a noticeable announcement. Basically, verbal or linguistic announcements are used to clarify the implied intent of the advertisement, or display images by using the written announcement in the advertisement. The picture for the Make Over Power Stay advertisement highlights all of the announcements as in the Primary Announcement on 4 out of five advertisements are marked with a # to highlight the main announcement. Meanwhile, the Secondary Announcement was made in a rather large size to support the main announcement.
6. Enhancer, From the five ad images above, there are four ad images that have Enhancers. The enhancers of all the ads above highlight the superiority of the product in the Make Over Power Stay advertisement image. As a combination of Lead and Announcement in delivering detailed messages on advertisements, the enhancers in this advertisement also provide recommendations for products. Basically, the paragraph above which is an enhancer is an inducement to the audience or consumer, rather when you see this verbal explanation, the viewers can better understand and be interested in buying the product in the advertisement.
7. Tag, From the five advertisements above, only two have tags in them. The tag that appears in the Make Over Power Stay ad image is in the form of a sentence or short word that is not found in the enhancer which is made in small print to provide a product description in the advertisement.

Multimodal in advertising can be interpreted into visual and verbal. Visuals can be seen through leads, displays and demands which have been explained in the sentence above, while for verbal use emblems, announcements, enhancers, and tags which have been explained also through the statement above. So that, *make over* ads make readers to attract more attention to buy the product.

## CONCLUSION

In conclusion from the first question, the finding of visual and verbal components is used in *Make Over Power Stay* commercial. The visual components are Lead, Display, and Demand. The verbal text components are linguistic symbols (logos), announcements, enhancements, symbols (brand names), and tags. Based on the analysis results in chapter four, all *Make Over Power Stay* ads have Lead, Display, Demand, and Announcement. In the finding of emblems (logos), all advertisements have the same logo because they come from the same brand with the same shape, namely in the form of an emblem (linguistic). Then, the Enhancer ad in 5 *Make Over Power Stay* advertisements displays the advantages of the advertising product in its entirety which is presented more specifically than Announcement. And from the findings, only 2 tags were found.

Whereas in the conclusion of the second question, in analyzing the intended meaning in all *Make Over Power Stay* advertisements, it displays Lead and Display which are displayed explicitly and congruently meaning that they are displayed in real terms. All *Make Over Power Stay* commercials have an announcement as this is the most important verbal part to inform consumers about the product linguistically. Thus consumers can easily understand the product. In addition, the presence of a Primary Announcement which visually stands out more than other language components in all advertisements actually serve to convey the essence of the intended meaning and visualize it through the Lead. Therefore, the presence of Lead and Announcement builds interaction that seeks to present product messages advertised visually and verbally. Furthermore Enhancer is presented in three commercials of all commercials. These findings indicate that this linguistic component serves to develop the meaning of the interaction between Lead and Announcement. Interpersonal and enhancers in the advertisement above serve to persuade and influence the audience to buy products (Cheong, 2004) Therefore,



Enhancer serves to provide the detailed information previously mentioned in the Announcement to convince and influence customer perception to buy the product.

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Appendix 1. Visual Image and Verbal Text Components

Advertisement	Visual Image				Verbal Text				
	Lead Locus of Attention	Display Congruent and Explicit	Demand	Product	Emblem (Linguistic)	Primary	Secondary	Enhancer	Tag
<b>PowerStay Weightless Liquid Foundation</b>	It can be seen that three models, namely a pretty girl, are the leads in the Make Over electronic ad because they are the main focus of the announcement in attracting the eye. Lead is the first impression people see in an ad. It can be seen from the advertisement that the model is the object that stands out the most as	It uses congruent display and is realized without going through other media. So, this display is also explicit.	Based on the picture above, taking the focus of the image, the gaze and the perspective of the model in the advertisement wants to show the faces of those who are using the product in the advertisement.	The product used in this advertisement is the Make Over foundation. The foundation also has 5 shades to suit Indonesian skin tones.	The writing of Make Over on the logo of the ad image is an emblem whose classification is linguistic emblem because it does not use an image, symbol or symbol. The Make Over logo is only in the form of Make Over which means that the product in this advertisement can change Indonesian women to be more beautiful.	Primary Announcement is found in the words #STAYLIGHT ALLLDAY AND WAKE YOUR SKIN TO PERFECTON ! This article is a major announcement that serves as an attention grabber for the audience because the words #STAYLIGHT ALLDAY means your skin will still look good wearing this product all day long, namely this	We can see the words "POWERSTAY WEIGHTLESS LIQUID FOUNDATION" supporting the main announcement which reiterates that the product in the advertisement when used lasts a long time and remains light.	It is a combined explanation of the lead and announcement which explains in more detail. Like the sentence above, "STAY LAST UP TO 12 HOURS LONG LIGHT WEIGHT FORMULA NATURAL. BUILDABLE COVERAGE LIVELY MATTE LOOK" It explained the texture of the foundation, up to 12 hours of durability, natural cover and the final result looks matte. The results can be seen from the faces of the models, while the texture has been explained in the announcement.	The tag on this ad is in the words "CONTAINING: HIGH UV PROTECTION (SPF 30, PA +++), OIL CONTROL, SKIN CONDITIONING AGENT" This is a unit that serves to recommend products in the ad.

the biggest visual and the only one that exists among other visual components.

The logo on this product is also included in the verbal text. foundation product and AND WAKE YOUR SKIN TO PERFECTIO N! means making your skin look like flawless.

**PowerStay Eye Palette Royal Rose**

It is the eyes of the models. By using bold colors, the models attract the attention of the audience to give a statement that the colors in this eye palette are very exciting and beautiful when used.

Display in the depiction based on the advertisement above, uses congruent display and without going through other media. So, this display is also explicit.

The gaze and the perspective of the model in the advertisement wants to show the eyes of those who are using the product in the advertisement.

The product shown in the image above is an eye palette that has 2 shades, namely, Royal Rose and Uptown Bae.

It is an emblem whose classification is linguistic emblem because it does not use an image, symbol or symbol. The Make Over logo is only in the form of Make Over which means that the product in this advertisement can change Indonesian women to be more beautiful. The logo on

The ad image above is located on the words —#EYESSTAYSTRONG DAY TO NIGHT, EVERY WAY YOU LIKE! . In the main announcement of this advertisement, it is explained that the eye pallets has a pop up and real color and is suitable for any occasion.

It contained in this advertisement "POWERSTAY EYE PALLETE" supports the return of the main announcement statement. The secondary announcement only informs the audience that this is the Power Stay Eye Pallets as a supporting announcement.

It described in paragraph form as an explanation of the product. "12 HOURS STAY STRONG FORMULA" this sentence means the color is made from the ingredients that test the durability for 12 hours, "12 HARMONY INFINITE COLOR PLAY" which means it has 12 colors that you can choose to wear. "HIGH INTENSE PIGMENTS" and "MATTE METTALIC SATIN TEXTURE" explain the quality of the texture and color of the eye palette,

The tag here explains that the Eye Pallette has two shade choices, namely "ROYAL ROSE & UPTOWN BAE".

**Power Stay Transfer proof Matte Lip Cream**

It is displayed through the model's flushed lips using the advertised lip. The lip color and appearance in the lead advertisement looks sensual and flawless and beautiful with a fiery red color. This impression is given so that the audience sees that he wants to have lips like that by using these products.

Display in the depiction based on the advertisement above, uses congruent display and is realized without going through other media. So, this display is also explicit.

The eye contact with the audience is a model in the advertisement. Taking the focus of the image can be seen only the flashy red lips, the look and the way the model looks in the ad wants to show the faces of the people who use the product in the ad.

The picture above is the product in the advertisement, namely Make Over PowerStay Transferproof Matte Lip Cream. This lip cream product with different colors is displayed parallel to the notice that this product has many color variants.

this product is also included in the verbal text.

It is an emblem whose classification is linguistic emblem because it does not use an image, symbol or symbol. The Make Over logo is only in the form of Make Over which means that the product in this advertisement can change Indonesian women to be more beautiful. The logo on this product is also

The ad above is written as #STAYONCO LOR. This is the main announcement in the advertisement because here this article confirms that the products offered have long lasting colors.

The image above is a secondary announcement, POWERSTAY TRANSFERPROOF MATTE LIP CREAM. This is a form of supporting sentence in the Make Over advertisement in offering its lip cream.

finally "EASY BLEND AND CREAMING". The enhancers in this commercial have explained all about the product in quite detail.

<p><b>Powerstay Total Cover Matte Powder Foundation</b></p>	<p>Lead is basically used to attract attention to advertisements so that viewers are attracted to the product. It displayed through the faces of the models that are smooth because of using the advertised powder foundation. The color and appearance of the powder in the lead advertisement looks perfect and beautiful with colors that match our facial skin. This impression is given so that</p>	<p>Display in the depiction based on the advertisement above, uses congruent display and is realized without going through other media. So, this display is also explicit.</p>	<p>The eye contact with the audience, the models in the ad. The focus of the image can be seen only in the faces of the models, the gaze and the way the model looks in the advertisement wants to show the faces of the people who use the products in the ad.</p>	<p>-</p>	<p>included in the verbal text. The logo of the ad image is an emblem whose classification is linguistic emblem because it does not use an image, symbol or symbol. The Make Over logo is only in the form of Make Over which means that the product in this advertisement can change Indonesian women to be more beautiful.</p>	<p>The image above is written as THE POWER OF #COMPLEXIONMASTERY, which means that the advertisement product can create a separate complexion as if it were made by a professional make up.</p>	<p>In the picture above, you can see the secondary announcement contained in the sentence POWERSTAY MATTE POWDER FOUNDATION, this sentence is only a supporting announcement for the advertising product.</p>	<p>In the ad image above, the sentence "Turn visions into artful creations with Make Over Powerstay Matte Powder Foundation". This is an enhancer because it provides recommendations on these advertising products.</p>	<p>-</p>
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the audience  
sees that  
they want to  
have smooth  
facial skin  
like that by  
using these  
products.  
Lead is  
basically  
used to  
attract  
attention to  
advertisemen  
ts so that  
viewers are  
attracted to  
the product.

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The logo on  
this product  
is also  
included in  
the verbal  
text.

<b>Powerstay Demi- Matte Cover Cushion</b>	It can see the faces of the models. This is part of the lead because it gives focus to the audience to see how the advertising product is when it is used. Lead is always the main focus in visuals to attract the attention of the audience so that the audience is interested in using the advertised product.	Display in the depiction based on the advertisement above, uses congruent display and is realized without going through other media. So, this display is also explicit.	It can find the demand which is eye contact with the audience, the models in the ad. The focus of the image can be seen only in the faces of the models, the gaze and the way the model looks in the advertisement wants to show the faces of the people who use the products in the ad.	The advertising image is depicted clearly according to the product, namely, the Make Over Powerstay Demi-Matte Cover Cushion which is a very best seller in the Make Over Powerstay product.	It is an emblem whose classification is linguistic emblem because it does not use an image, symbol or symbol. The Make Over logo is only in the form of Make Over which means that the product in this advertisement can change Indonesian women to be more beautiful. The logo on this product is also included in the verbal text.	In the ad above, "NEVER FAIL TO LOOK GOOD WHEN YOU #PATPOSEP ERFEKT". Here we can see that the main verbal announcement in the ad text means that the quality of the product in the advertisement is guaranteed. From this article, it is emphasized that the audience has nothing to lose to buy the product.	The sentence above "POWERSTAY DEMI-MATTE COVER CUSHION" is a secondary announcement or a supporter of the main announcement in recommending a product in the ad.	In the picture above, the sentence "STAY UP TO 12 HOURS, MEDIUM TO FULL COVERAGE, SPF 50 / PA +++++, OIL BALANCERS & MOISTURIZERS, PORE BLURRING EFFECT" here the audience is given an explanation of the product such as its durability, texture, benefits and results when used. This is useful as a recommendation for advertised products.	The ad tag is in the ad above that says "AVAILABLE IN 6 SKIN LOVING TONES". This is a product recommendation in the ad.
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