

## **Environmentally Glowing: Eco-Linguistic Reading on Natural Skin Care Advertisement**

MAULIDIYA AULIA NURISMA<sup>1</sup>, FINA AINUT TUQO<sup>2</sup>, LUTHFIAH ASIH AZIZAH<sup>3</sup>

<sup>1,2,3</sup>*UIN Raden Mas Said Surakarta, Central Java, Indonesia*

<sup>1</sup>[226111065@mhs.uinsaid.ac.id](mailto:226111065@mhs.uinsaid.ac.id)

<sup>2</sup>[226111051@mhs.uinsaid.ac.id](mailto:226111051@mhs.uinsaid.ac.id)

<sup>3</sup>[226111056@mhs.uinsaid.ac.id](mailto:226111056@mhs.uinsaid.ac.id)

### **Abstract**

The growing competition in the skincare industry has prompted brands to adopt eco-friendly labeling to attract environmentally conscious consumers and promote global sustainability efforts. This study focused on how natural skincare advertisements use green advertising strategies to promote their product. This study aims to address this gap by analyzing how three skincare brands, Sukin, From This Island, and Oasea, employ eco-linguistic elements in their Instagram advertisements. The research highlights the role of social media, particularly Instagram, as a key platform for disseminating eco-friendly messages to a global audience. Using a descriptive qualitative method, the data were collected from visual and textual components, including slogans, captions, and logos. To analyze the eco-linguistics element in Sukin, From This Island, and Oasea, this research used Green Advertising Theory by Banerjee et al and Marsh and White's theory. The findings revealed that the brands effectively have used green advertising strategies to attract consumers. The result of this research contributes to understanding how language and visuals shape consumer perceptions of environmental issues, offering insights for marketers to design campaigns that resonate with eco-conscious audiences.

**Keywords:** ecolinguistics, green advertising, skincare industry, Instagram, sustainability.



Copyright © 2024 The Author(s)

This is an open-access article under the CC BY-SA license.

## Glowing Secara Alami: Pembacaan Eko-linguistik pada Iklan Perawatan Kulit Alami

### Abstrak

Persaingan yang semakin ketat dalam industri perawatan kulit telah mendorong merek-merek untuk mengadopsi pelabelan ramah lingkungan untuk menarik konsumen yang sadar lingkungan dan mempromosikan upaya keberlanjutan global. Penelitian ini berfokus pada bagaimana iklan perawatan kulit alami menggunakan strategi periklanan ramah lingkungan untuk mempromosikan produk mereka. Penelitian ini bertujuan untuk mengatasi kesenjangan ini dengan menganalisis bagaimana tiga merek perawatan kulit, Sukin, From This Island, dan Oasea, menggunakan elemen-elemen eko-linguistik dalam iklan-iklan Instagram mereka. Penelitian ini menyoroti peran media sosial, khususnya Instagram, sebagai platform utama untuk menyebarkan pesan ramah lingkungan kepada khalayak global. Dengan menggunakan metode kualitatif deskriptif, data dikumpulkan dari komponen visual dan tekstual, termasuk slogan, teks, dan logo. Untuk menganalisis elemen eko-linguistik di Sukin, From This Island, dan Oasea, penelitian ini menggunakan Teori Periklanan Hijau oleh Banerjee et al dan teori Marsh dan White. Temuan penelitian ini menunjukkan bahwa merek-merek tersebut secara efektif telah menggunakan strategi periklanan hijau untuk menarik konsumen mereka. Hasil penelitian ini berkontribusi dalam memahami bagaimana bahasa dan visual membentuk persepsi konsumen terhadap isu-isu lingkungan, memberikan wawasan bagi para pemasar untuk merancang kampanye yang beresonansi dengan audiens yang sadar lingkungan.

**Kata kunci:** ekolinguistik, iklan ramah lingkungan, industri perawatan kulit, Instagram, keberlanjutan.

### INTRODUCTION

Competition in the skincare industry has intensified, with brands employing diverse advertising strategies to promote their products. Recently, many skincare brands have increasingly adopted eco-friendly labeling as a key component of their branding efforts. Through eco-friendly labelling, these companies attract consumers to purchase their products while also helping to raise public awareness about the importance of protecting the environment. In terms of purchasing behavior, public opinion polls reveal that consumers tend to indicate a consistent preference toward green products over less environmentally friendly ones when all other key aspects are similar Ginsberg and Bloom in Sony (2017). Consumers have become more health-conscious and are increasingly demanding products with natural ingredients, such

as herbal and ayurvedic components, to meet their needs for safe, sustainable, and effective skincare options (Jyothi & Venkateswarlu, 2021). Rahman et al. (2022) similarly argued that this strategy not only draws environmentally aware consumers, but it also improves corporate reputations as support of sustainable living. Indirectly, people have contributed to the environmental awareness issue through the eco-friendly skincare products they use. Some skincare products labeled as eco-friendly are Sukin, From This Island, and Oasea.



Figure 1. Sukin, From This Island, and Oasea product logos for their advertising branding

The three skin care brands show eco-friendly expressions in their logos, images, and texts. One of the examples of the expressions that employ eco-friendly features is on their logos. In Sukin, the letter 'k', shaped like a leaf in the center of the logo. It symbolizes a strong tree trunk, convincing consumers that the product relates to the environment. Apart from typography, Sukin advertises their brand as an eco-friendly product by using the phrase 'Australian Natural'. From This Island uses the natural word 'island' as the name of its product, illustrating that the product is made from natural ingredients. An island symbol above the product name symbolizes the main principle of its product, which is rooted in nature. This combination strengthens consumer confidence that From This Island is an eco-friendly skincare brand. Oasea uses the natural product name 'sea' to signify that the product is focused on marine ecosystems. A sea symbol above the product name indicates that the product is truly marine based. By combining eco-friendly expressions, these brands convey a deeper message of environmental responsibility and authenticity. All these eco-friendly expressions are indicated as ecolinguistics.

Ecolinguistics is often used in skincare advertising. Several studies have explored various ecolinguistics in advertising, particularly within the skincare industry. Pisek (2021) conducted a comprehensive analysis of the language styles employed in skin care advertisements, shedding light on how linguistic choices shape consumer perceptions of these products. Ullah et al. (2023) undertook an ecolinguistics analysis of energy drink advertisements, revealing how such

advertisements influence consumer attitudes towards environmental and energy consumption issues. Thi Lai et al. (2024) examined the advertising language used by organic skincare brands, identifying effective communication strategies that resonate with environmentally conscious consumers. Ummar et al. (2023) focused on the presence of religious symbols in skincare product advertisements, demonstrating how religious values can be seamlessly integrated into marketing strategies. Additionally, Hayat, et al. (2022) conducted an ecolinguistics discourse analysis of TV channel advertisement, highlighting the broader impact of ecolinguistics in media advertising.

Despite these contributions, a gap remains in the exploring ecolinguistics language use in natural skincare brand advertisements. This study aims to bridge that gap by focusing on key aspects such as: (1) how brands utilize green advertising in their brand advertisement; (2) what the relation between image and text in their advertisement. This research seeks to offer significant insights into how language shapes consumers. Consumer perceptions of environmental issues within the context of skincare in advertising. This study aims to investigate how natural skincare advertisements on Instagram represent ecolinguistics and explore the relationship between image and text in these advertisements. By focusing on the interplay between visual and textual elements, the research seeks to understand how brands utilize green advertising to shape consumer perceptions of environmental issues within the context of skincare products.

Eco-linguistics is the study of the relationship between language and environment. Stibbe (2015) investigates that the word 'eco' in ecolinguistics refers to the life-sustaining relationships of humans with other humans and other organisms with a normative orientation that protects the systems for their wellbeing and survival, and the word 'linguistics' of ecolinguistics is the use of techniques of linguistic analysis to reveal the stories-we-live-by and challenge from an ecological perspective. Studying ecolinguistics means exploring the way humans interact with the environment through language. The goal is to know the impacts human activity has on ecological systems. Hayat et al. (2022) state that ecolinguistics investigates how humans are responsible for these changes and how these changes are affecting the ways of people's lives.

Ecolinguistics in advertising is an area that can significantly influence public perception and behavior regarding sustainability. By analyzing how language shapes our understanding of ecological values, we can see the powerful role that advertisers

play in promoting or creating effective messages to encourage real change. Ecolinguistics in advertising examines how language reflects and influences ecological and environmental values. It delves into the ways advertisers use language to promote sustainability, raise awareness about environmental issues, and shape consumer perceptions of eco-friendly products. Based on Stockl & Molnar (2018) considerations in ecolinguistics for advertising include ethical implications, the impact of language on consumer behavior, and the authenticity of environmental claims. Advertisers must ensure that their messaging accurately represents sustainability efforts without misleading consumers. Additionally, the cultural context and audience perception of eco-friendly language play a crucial role in effectiveness.

Eco-linguistics features are often used in eco-advertisements to possess several distinctive characteristics that differentiate them from conventional advertisement. Firstly, their primary focus is on promoting sustainability and environmental responsibility. This is often conveyed through language choices that emphasize natural elements, such as the use of terms like "natural," "organic," "sustainable," and "eco-friendly". Gingerich et al. (2015) state that manufacturers aimed to promote the eco-friendly nature of their products to attract environmentally conscious consumers and enhance their public image by using unsubstantiated claims and green buzzwords like "organic" and "sustainably produced," leading to a market flooded with such products as corporations rebranded themselves as environmentally friendly.

Moreover, they tend to use visual elements like green colors, nature imagery, and symbols such as leaves or water, all of which strengthen the overall message of being environmentally conscious through green advertising. Banerjee, Gulas, and Iyer (1995) stated green advertising is defined as any advertisement that meets one or more of the following criteria: 1. Explicitly or implicitly addresses the relationship between a product/service and the biophysical environment. 2. Promotes a green lifestyle with or without highlighting a product/service. 3. Presents a corporate image of environmental responsibility. These criteria can be found in natural skincare advertisements like Sukin, From This Island, and Oasea, which often attract consumers through eco-friendly labels.

## **METHOD**

The study was designed using descriptive qualitative research to explore the use of green advertising elements within Instagram posts of three selected skin care brands: *Sukin*, *From This Island* and *Oasea*. This design provides an in-depth analysis of how these brands communicate environmentally friendly values to their consumers through social media. Social media is one of the effective ways of advertising and attracting consumers Leonardi and Alfonsius (2024). By focusing on visual and textual content, the study examines how each brand incorporates eco-friendly messaging and imagery.

The data was obtained from Instagram posts of these three skincare brands, focusing specifically on posts that incorporate green advertising. Instagram, as a visual and highly engaging platform, is increasingly used by brands to not only market their products but also to connect with consumers on a deeper level, particularly in relation to sustainability and environmental responsibility. The data collected from the Brand's Instagram account contains various elements within the posts, including audio-visual textual content, slogans, images representing icons and logos, textual elements within images, and verbal captions. These elements offer insights into how green values are embedded through both visual and textual means, allowing for a comprehensive analysis of the brands' eco-friendly messaging strategies.

This study employed analysis techniques from Spradley (2016). Four procedures that comprise domain, taxonomy, componential, and cultural themes analysis were implemented. In domain analysis, Banerjee et al. (1995) was applied to examine the expression of eco linguistics in Sukin, From This Island, and Oasea skin care advertisement. In taxonomy analysis, the expressions related to ecology or environment were examined by employing the theory of image and text relations by Marsh and White (2003) to reveal how the visual and textual elements of the brands were signified. In componential analysis, the criteria of green advertising related to the types of image and text relations.

Table 1. Green Advertising

Green Advertising									
	Explicit/Implicit			Green lifestyle			Corporate Image		
	L	C	B	L	C	B	L	C	B
Sukin		✓	✓	✓				✓	
From This Island	✓	✓			✓		✓		
Oasea		✓	✓		✓			✓	

The Skincare industry increasingly hints at sustainability and environmental mindfulness that can be seen by verbal and visual elements on their Instagram posts, such as product names and captions. It shows the skincare industry advertising their product using green advertising. Based on Sukin, From This Island, and Oasea researchers assume that the skincare industry encourages a green lifestyle to prioritize personal well-being and environmental friendliness.

**FINDINGS AND DISCUSSION**

The findings shed light on how efficiently these firms incorporate environmental ideals into their advertising campaigns, resulting in a more advanced knowledge of green advertising practices. Green advertising by Banerjee, Gulas, and Iyer (1995) is defined into three criteria; implicitly/explicitly address the relationship between the product and the environment, green lifestyle, and corporate image. Green advertising is also reflected in the relationship between image and text. Based on Marsh and White (2003), there are three relations between image and text: Little, Close and Beyond.

**Explicit/Implicit**

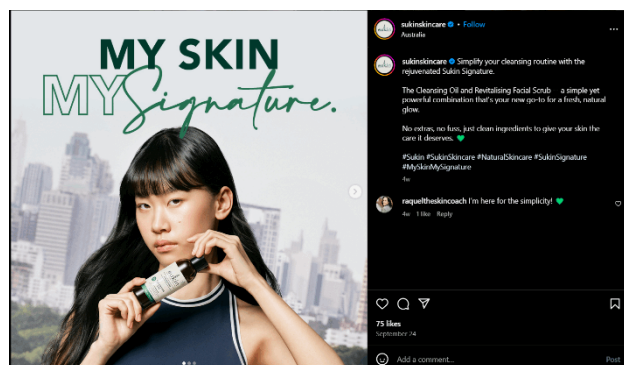


Figure 2. Sukin’s Explicit/Implicit Advertisement



Based on Banerjee et al. (2016), explicit or implicit refers to advertisements that directly or indirectly show the relationship between the product and the biophysical environment. The image of Sukin's advertisement (figure 2) depicts a model holding Sukin's Cleansing Oil product, set against a background illustrating significant air pollution in the surrounding environment. The caption highlights that the cleansing oil utilizes "Clean Ingredients," further supported by the hashtag #NaturalSkincare that indirectly conveys the brand's commitment to using natural ingredients. This combination creates an implicit message encouraging consumers to purchase their cleansing oil, made from natural ingredients, as a solution to combat air pollution. This advertisement fulfills Banerjee, Gulas, and Iyer (1995) criteria for green advertising as it implicitly relates the Oil Cleansing product to the biophysical environment by emphasizing the use of natural ingredients.

The image and text indicate a close relation that is parallelized from the image to the caption. The caption states that the cleansing oil uses natural ingredients signaled by the hashtag #NaturalSkincare. Referring to the theory of Marsh and White (2003) the image (figure 2) expresses a close relation to the text. The function of the product image is to parallel the information conveyed in the caption. This parallelism is established through the alignment between the image showcasing the cleansing oil and the caption elaborating on the same product.

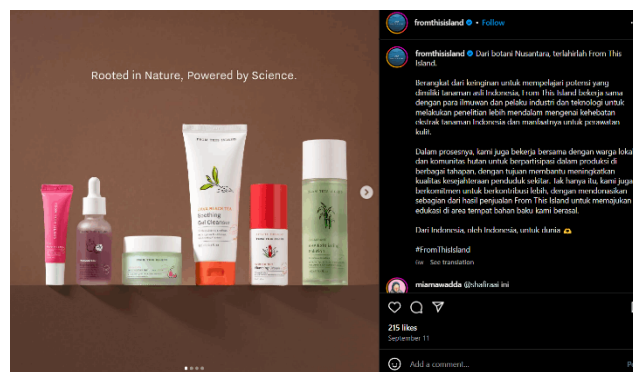


Figure 3. *From This Island's* Explicit/Implicit Advertisement

Green advertising is also found in the image of *From This Island's* (figure 3). The image showcases several skincare products made from natural ingredients represented through symbols of fruits and plants displayed on the product packaging. The slogan "*Rooted in Nature, Powered by Science*" in the image implicitly conveying that skincare contain pure natural ingredients. This slogan relies on the



reader to interpret the message behind the words, emphasizing that the product combines natural elements (from nature) and scientific innovation. This advertisement fulfills criteria for green advertising as it implicitly relates skincare products to the biophysical environment that uses natural ingredients.

The image and text indicate a little relation that is engaged from the image to the caption. The caption states that Indonesia has a lot of natural potential that can be utilized for various things, including skincare production. Supported by technology and science, it can produce benefits for skincare and have a good impact on the economy of local residents and a sustainable environment. Referring to the theory of Marsh and White (2003), the (figure 3) expresses little relation to the text. The function of the image is to engage the information conveyed in the caption. This engagement attracts consumers because the product contains local natural ingredients that are rarely used by other brands.



Figure 4. Oasea's Explicit/Implicit Advertisement

Besides that, green advertising is depicted in Oasea (figure 4). The image in the advertisement conveys that their sunscreen is using reef-friendly ingredients. The image also stated that the product has SPF 50 PA++++, which is described in the caption as highly effective in protecting the face from UV rays. However, the image and caption do not demonstrate any connection to green advertising, as the text does not mention reef-friendly aspects. The caption only persuades the audience to use the Oasea tinted sunscreen product without elaborating the label "reef-friendly". The label of reef-friendly in the advertisement fulfills the criteria of green advertising as it explicitly relates the sunscreen product to the biophysical environment. The image and text indicated go beyond relation as they are not mentioned about reef-friendly

in the caption. The image and the text shown have no relationship because it is not explained in the caption, hence the contrast function between image and text.

## Green Lifestyle

Green advertisements often aim to align consumer identity with environmentally responsible values, suggesting that the adoption of green lifestyles contributes positively to personal well-being and the planet's health. Based on Banerjee et al. (1995), another criterion of green advertising is a green lifestyle with or without highlighting the product. According to Meng et al. (2023) A green lifestyle has been defined as a pattern of living that involves careful consideration of the adverse impacts of one's daily activities on the environment and the meaningful narrative that guides the process. A green lifestyle involves eco-friendly consumption and habits. Green lifestyle refers to the green attitude, behaviors, and practices of individuals that are part of their daily life. It assists employees in developing eco-friendly products and utilizing existing products and resources in an eco-friendly manner. By framing advertisements within a lifestyle context, companies can build stronger emotional connections with their audience, persuading them to adopt sustainable choices.

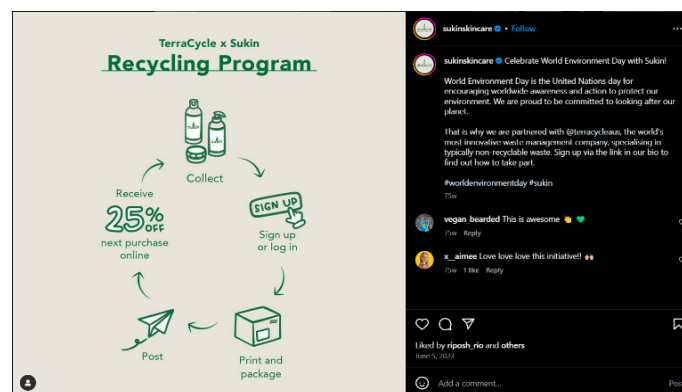


Figure 5. *Sukin's* Green Lifestyle Advertisement

The image of Sukin's advertisement (figure 5) depicts a circular infographic about recycling Sukin products partnered with the TerraCycle product. Consumers will get a 25% discount on their next purchase by collecting empty packaging of Sukin products. It encourages consumers to purchase their product and recycle Sukin's products in an environmentally friendly way. This advertisement fulfills Banerjee, Gulas, and Iyer (1995) criteria for green advertising as it promotes a green lifestyle by highlighting their products that can be recycled to protect the environment.

The image conveys a recycling program and paraphrases again in the caption indicate that the image has a little relation to the text, referring to the theory of Banerjee et al. (1995). The function of the product image and text is to motivate the consumers to recycle their product. This motivation is established through their caption that mentions world environmental day, a day for encouraging worldwide awareness and action to protect our environment.



Figure 6. *From This Island's* Green Lifestyle Advertisement

The other brand, *From This Island* (figure 6), also embraced a green lifestyle in its advertisement by promoting the act of replanting trees. *From This Island's* brand owner “Maudy Ayunda” is pictured together with local citizens after replanting *Tengkawang* trees in Rumbih village. In addition, *From This Island* also partnered with @bumiterragaia, a forest restoration service provider. This fulfills the criteria of a green lifestyle where we can see a direct example of this product brand's concern for environmental preservation in West Kalimantan. This aligns with the accompanying text, thus reinforcing the brand's eco-friendly message.

The combination of image and text highlights a close relationship, where the image serves as an exemplify function of a true action. This advertisement indirectly influences readers and consumers to contribute more through the purchase of the product. The use of imagery creates an emotional appeal, drawing into the narrative and making them feel personally connected to the cause or message. By pairing visuals with compelling text, the advertising reinforces the importance of taking action, aligning the product with a sense of purpose. Together, the image and text work synergistically to persuade consumers, positioning the product as a simple yet impactful way to make a difference.

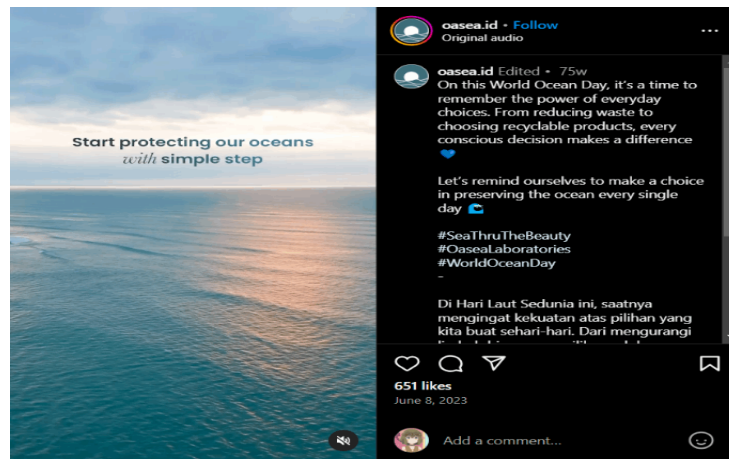


Figure 7. Oasea's Green Lifestyle Advertisement

Oasea's advertisement depicted in figure 7, aspects of a green lifestyle are also prominently featured. This audiovisual advertising focuses on simple steps to protect the ocean, emphasizing actionable ways for consumers to contribute to marine conservation. It highlights the importance of using skincare products made from non-zinc oxide sunscreen, which does not harm coral reefs, and recycling skincare packaging to prevent waste from polluting the ocean and being consumed by marine life, such as sharks. The message is further reinforced by the accompanying caption, which discusses the importance of recycling product packaging. Through this, Oasea encourages consumers to take part in protecting marine ecosystems. This call to action is strengthened by the statement, "Let's remind ourselves to make a choice in preserving the ocean every single day." The advertisement effectively combines visual and textual elements to inspire environmental responsibility while aligning with the brand's commitment to sustainability.

The image and caption are identified as having a close relationship. The combination of audiovisual elements, which provides tips alongside a caption designed to persuade consumers, creates a functional relationship that induces perspective. The advertisement, which features a stunning image of the ocean, is intended to cultivate consumer awareness about the importance of protecting the marine environment from chemical pollution and waste. By presenting such visuals, the advertisement encourages viewers to reflect on the environmental impact of their actions. Through this advertisement, Oasea seeks not only to promote its recyclable products but also to foster a shift in consumer mindset toward sustainability. The brand strategically uses this audiovisual format to influence consumers'

understanding and perception, shaping how they view the role of recycling in preserving the environment. This integration of visuals and text ultimately reinforces Oasea's message of environmental responsibility and aligns the product with eco-conscious values.

### Corporate Image

Corporate image is defined by Banerjee et al. (1995) as a green advertisement that presents the environmental responsibility of a company. According to Loveland et al. (2019), corporate image advertising differs from other types of advertising in that it does not mention products or services. The sole purpose of the advertisement is to promote a specific image of the company. Corporate image advertising seeks to improve the reputation of a business, rather than promoting products or services.



Figure 8. *Sukin's Corporate Advertisement*

The image of Sukin's advertisement (figure 5) depicts Sukin's company doing charity for greening Australia by paying \$40,000. The caption highlights that they raised the money for Australian sustainability showing how much they really care for the environment. Their highlights for believing that all our skin needs can be met without costing the earth, supported with the hashtag #sustainability indirectly convey the brand's commitment to produce sustainability products. This advertisement fulfils Banerjee et al. (1995) criteria for green advertising as it presents Sukin's company with environmental responsibility by highlighting sustainability that doesn't cause damage to the environment.

The image represents a charity program, and the caption explains it further, showing there is a close relation between the image to the text referring to the theory



of Marsh and White (2003). The product image serves a parallel function of the close relation to the text. This parallelism is evident in the alignment between the image, which depicts charitable activities for greening and sustainability in Australia, and the caption elaborates on the greening and sustainability.



Figure 9. *From This Island's Corporate Advertisement*

From This Island's corporate advertising utilizes the Tengkwang tree as the main raw material for the lippie plumping lip butter as seen in the picture. This image creates an interesting narrative because in addition to its uniqueness that can be used as an ingredient for skin care production, the existence of Tengkwang trees in Borneo, West Kalimantan can improve the economic system of local residents. By emphasizing the use of this natural and ethically harvested ingredient, the brand highlights its commitment to sustainability and local empowerment. The advert may portray Tengkwang not only as a high-quality and nutritious ingredient for lip care, but also as a symbol of biodiversity preservation. By choosing Tengkwang, From This Island aligns its products with values such as environmental responsibility and community support, as the cultivation of this resource often involves local communities. This connection gives consumers a sense of contributing to a greater cause-supporting traditional livelihoods and protecting endangered ecosystems-through their purchases. This implies that while the company produces goods for profit, it also upholds a commitment to environmentally responsible actions and principles. Company not only creates products for profit, but they also promise of environmentally conscious actions and values (Niskakangas, S 2021).

Several of the Tengkwang fruits in the advertising picture are used to attract consumers' attention. The existence of this rarely known tree is indirectly promoted

by the advertising of From This Island on Instagram. The relationship between the image and the caption creates a little of a relationship, this is represented through the tagline 'From This I Learn' which is written small on the bottom left side of the image. In conjunction with the caption, the brand also invites consumers to engage in the mission to protect the Borneo rainforest as the home of the Tengkwang tree. The caption also emphasizes the slogan 'What we take from this Island, we return to this Island'. This slogan reflects a philosophy of sustainability, reciprocity, and responsibility. It suggests that the brand or organization is committed to maintaining a balanced relationship with the environment and the community it relies on.



Figure 10. Oasea's Corporate Advertisement

Oasea, as depicted in figure 10, also reflects aspects of corporate image within its advertisement. The visual portrays a basket containing coral reefs, symbolizing the notion of freely harvested corals. This imagery is enhanced by the inclusion of the Oasea label, visibly tied to one of the corals. This figure signifies the brand's direct involvement in marine and ecological preservation efforts. The hook line displayed in the advertisement, "The coral in Padangbai is thriving," conveys a positive message about coral reef health, which is further emphasized by the caption. The caption elaborates on this theme by encouraging consumers to take an active role in coral reef conservation through donations. These contributions, as highlighted, are channeled toward sustaining the coral ecosystems in Padangbai.

The connection between the image and the caption is notably close, as both components work together to establish a unified message. The image visually relates to the principles of green advertising, while the caption reinforces this alignment by elaborating on the brand's environmental mission. Through this cohesive strategy,



Oasea successfully communicates its dedication to sustainability, fostering a sense of responsibility and engagement among its audience.

## **DISCUSSION**

This study focuses on natural skincare advertisements providing a new perspective in the study of Eco-Linguistic. This study broadens the understanding of how product brands demonstrate green values through linguistic features in their advertisements. In this advertisement, Eco-linguistics appears as a form of company to attract their consumers. By exploring Ecolinguistic, the brands not only provide the use of the product but also maintain the environmental preservation. In this context, Eco-linguistics is a powerful narrative tool in raising environmental awareness.

The findings indicate that natural skincare advertisements on Instagram utilize various Eco-Linguistic strategies to convey a green advertising message. These advertisements highlight the relationship between their product and the biophysical environment. The use of keywords such as “nature,” and “sustainability” was prevalent across all three brands' Instagram campaigns, enhancing their credibility as environmentally conscious companies.

In the process of analysis data, it was found the most frequent criteria appearing in the advertisement was implicit green advertising. This shows that most of the green advertising messages are implicit because the primary focus of these advertisements is to promote skincare products, with eco-linguistics integrated strategically to enhance their appeal and influence consumer choice. To understand how green advertising is represented in the advertisement, it is essential to analyze both the image and the accompanying text. Seeing the image is important, but understanding the context in which it was created is crucial. The context, often provided in the caption, helps reveal narrative and message behind the image including what it represents Rocco (2020). The predominant relationship between image and text appeals in advertisements is a close relation, as both the image and text work together to convey the message. In this context, the message being communicated is that of green advertising.

## CONCLUSION

Natural skincare advertisements on Instagram used eco-linguistic elements to create a compelling narrative that intertwines environmental responsibility. This strategy not only markets their products but also aligns them with broader environmental movements, resonating with their target consumer. The finding shows that Sukin, From This Island are using green advertising strategies through verbal and visual elements to highlight sustainability. Explicitly/implicitly appeared to address the relationships between the product and its environment, with a close relationship between image and text. The image visually aligns with green advertising principles, while the caption elucidates the brand's environmental mission.

This study underlines the importance of integrating ecological values into commercial messaging to influence public attitudes positively. Furthermore, future studies could explore an ecolinguistics analysis of public health service advertisements from government-owned institutions to assess how effectively they communicate sustainability principles.

## REFERENCES

- Banerjee, S., Gulas, C. S., & Iyer, E. (1995). Shades of green: A multidimensional analysis of environmental advertising. *Journal of Advertising*, 24(2), 21–31. <https://doi.org/10.1080/00913367.1995.10673473>
- Gingerich, E., & Karaatli, G. (2015). 'Eco-Friendly' Marketing: Beyond the Label. *Journal of Applied Business and Economics*, 17(3). Retrieved from [http://scholar.valpo.edu/cba\\_fac\\_pub](http://scholar.valpo.edu/cba_fac_pub)[http://scholar.valpo.edu/cba\\_fac\\_pub/15](http://scholar.valpo.edu/cba_fac_pub/15)
- Hayat, S. M., Murtaza, G., & Ali, M. (2022). An Eco-Linguistic Discourse Analysis of Selected Pakistani Advertisements. *Al- Mahdi Research Journal (MRJ)*, 5.
- Jyothi, M., & Venkateswarlu, R. H. (2021). Brand Journey from Awareness To Loyalty-A Study Of Skin Care Cosmetic Products. *IOSR Journal of Business and Management (IOSR-JBM)* , 23, 37–43. <https://doi.org/10.9790/487X-2306073743>
- Leonardi, A. C., & Alfonsius. (2024). The Influence of Advertising, Brand Image, and Product Quality on Purchase Decisions of Skincare Beauty Products in Medan. *Business and Entrepreneurial Review*. <https://doi.org/10.25105/ber.v24i1.20661>

- Loveland, K. A., Smith, K. T., & Smith, L. M. (2019). Corporate Image Advertising in the Banking Industry. *Services Marketing Quarterly*, 40(4), 331–341. <https://doi.org/10.1080/15332969.2019.1665906>
- Marsh, E. E., & White, M. D. (2003). A taxonomy of relationships between images and text. *Journal of Documentation*, 59(6), 647–672. <https://doi.org/10.1108/00220410310506303>
- Meng, J., Murad, M., Li, C., Bakhtawar, A., & Ashraf, S. F. (2023). Green Lifestyle: A Tie between Green Human Resource Management Practices and Green Organizational Citizenship Behavior. *Sustainability (Switzerland)*, 15(1). <https://doi.org/10.3390/su15010044>
- Niskakangas, S. (2021). *Exoticizing nature in marketing: green marketing practices of Lumene and Innisfree*.
- Pisek, P. (2021). *An Analysis of Language Styles Used in Skin Care Advertisement: A Case Study of Two Cosmetic Brands on Instagram*. 2021.
- Rahman, Md. J., Lao, K., Biswas, S., Sultana, R., & Kennedy, S. I. (2022). Consumers' Intention to Purchase Green Skincare Products: Evidence from China. *Indonesian Journal of Sustainability Accounting and Management*, 6(2). <https://doi.org/10.28992/ijSAM.v6i2.211>
- Rocco, R. (2020). Hoofdstuk 7.2: Text and Image – the relationship between text and image in research.
- Sony, A. (2017). Unlocking consumers' environmental value orientations and green lifestyle behaviors A key for developing green offerings in Thailand. *Asia-Pacific Journal of Business Administration*, 9.
- Spradley, J. P. (2016). *The Ethnographic Interview*. Waveland Press.
- Stibbe, A. (2015). *Ecolinguistics Language, Ecology and The Stories We live by*. New York: Routledge.
- Stockl, H., & Molnar, S. (2018). Eco-Advertising The Linguistics and Semiotics of Green (-Washed) Persuasion. In *The Routledge Handbook of Ecolinguistics* (pp. 261–276). New York. Retrieved from [www.routledge.com/series/RHIL](http://www.routledge.com/series/RHIL)
- Thi Lai, H., Doan, P., Thi Ngoc Han MTESOL, H., Van Sy Street, L., Binh District Ho Chi Minh City Vietnam, T., Thi Ngoc Han, H., & Lak Body Polish, D. (2024). An Analysis of the Advertising Language of Two Vietnamese and Two American Organic Skincare Brands. *Language in India*, 24(5).

Ullah, F., Scholar, Mp., Farukh Arslan, M., & Fatima, G. (2023). The Perfect Boost An Eco-Linguistic Analysis of Energy Drink ‘Sting’ Advertisement. *Harf-O-Sukhan*, 7(2).

Ummar, R., Shaheen, K., Bashir, I., Ul Haq, J., & Bonn, M. A. (2023). Green Social Media Campaigns: Influencing Consumers’ Attitudes and Behaviors. *Sustainability (Switzerland)*, 15(17). <https://doi.org/10.3390/su151712932>