

## ABSTRACT

This research examines the discourse representations embodied in the taglines of beauty brands in Indonesia. The study focuses on the linguistic structures, functions, and semantic features of English taglines, particularly those featured in brand logos and Instagram bio descriptions. A total of 100 English taglines were analyzed. Of these, 19 were found from beauty brand logos, while the remaining 81 were obtained from Instagram bio descriptions. This research employs a descriptive qualitative method appropriate for exploring and interpreting linguistic phenomena in depth. The descriptive qualitative approach allows a detailed analysis of linguistic features and meanings. Through this method, the research systematically describes, interprets, and explains the discourse patterns observed in beauty brand taglines, aiming to uncover how language is used to construct messages and influence consumer perceptions. The data were examined using Halliday's (2004) Systemic Functional Linguistics (SFL) to explore the linguistic structures of the beauty brands' taglines, while Searle's (1979) speech act theory was employed to examine how messages are constructed and the communicative purposes of the taglines. Additionally, Leech's (1981) theory of seven types of meanings and Martin & White's (2005) evaluative language theory were utilized to identify and explain the semantic features in the beauty brands' taglines. The findings reveal that the imperative clause is the most frequently used linguistic structure in English beauty brand taglines. Directive speech acts dominate as the primary communicative function within these taglines. Moreover, the analysis indicates that conceptual and connotative meanings are the most prominent types of meaning found across beauty brands' taglines. These results highlight how language is strategically employed in beauty brands' taglines to construct persuasive messages and shape consumers' attitudes in purchasing beauty products that are appropriate for their skin condition.

**Keywords: discourse, English taglines, beauty brands, linguistic structures, functions, semantic meanings**