

LANGUAGE STYLE IN CARE PRODUCT DESCRIPTIONS AT E-COMMERCE SHOPEE

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ABSTRACT

This research aims to describe the types of language styles used in descriptions of care products from 5 beauty care clinic accounts that have accounts on Shopee and the language styles that are dominant in the product descriptions. The five Shopee accounts are ERHASTORE OFFICIAL, Navagreen Official Shop, Natasha Skincare Official, MS Glow Indonesia Official Shop, and Bening'S Official Shop. For each account, 30 products were taken as research data so that the total data amounted to 150 product descriptions. From the research results, it was found that there were 413 language styles in the descriptions of care products from 5 Shopee accounts. There are 18 types of language styles found, namely climax, epizeuxis, anaphora, epistrophe, assonance, asyndeton, polysyndeton, euphemism, pleonasm, tautology, rhetorical question, hyperbole, oxymoron, simile, metaphor, personification, epithet and synecdoche. The dominant type of language style used in the descriptions of care products from the five accounts on Shopee is personification language style.

Kata Kunci: *Keywords: language style, care product descriptions, Shopee*