

UNIVERSITI TEKNOLOGI MARA

**The Analysis of Misleading Headline and Body copy in
Malaysian Cosmetic Product Advertisement:
The Consumer Views.**

SITI NUR AISHAH BT MOHD IDRUS

Thesis Submitted in Fulfilment of The
Requirements For

Bachelor Degree in Graphic Design (Hons)

Faculty of Art & Design

February 2022

CONFIRMATION BY EXAMINER

I certify that an examiner has met on 6th February 2022 to conduct the final examination of *Siti Nur Aishah Binti Mohd Idrus* on her Bachelor Degree (Hons) in Graphic Design thesis *The Analysis of Misleading Headline and Body copy in Malaysian Cosmetic Product Advertisement: The Consumer Views* in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



Zahara Binti Ramli
Senior Lecturer
Faculty of Art & Design
Universiti Teknologi MARA
Cawangan Melaka
(Internal Examiner)
Date: 6 February 2022



Azahar Harun, PhD
Assoc. Prof. Dr.
Academic Writing Coordinator
Faculty of Art & Design
Universiti Teknologi MARA
Cawangan Melaka
Date: 6 February 2022

AUTHOR'S DECLARATION

I declare that the information in this research paper has been carried out in compliance with the regulations of Universiti Teknologi MARA. It's indeed original and is the result of my work, except as otherwise indicated or recognized as colloquially known. This thesis has not been submitted for any degree or qualification to any other academic institution or non-academic institution.

I, hereby acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of student : Siti Nur Aishah Binti Mohd Idrus
Student I.D. No. : 2020986387
Programme : Bachelor in Graphic Design (Honours)
Faculty : Art and Design
Dissertation Title : The analysis of misleading headline and body copy in Malaysia
cosmetic product advertisements: The consumer views.
Signature of Student :
Date : February 2022

ABSTRACT

Human beauty is a societal construct that appeals to both the face and the body. The use of cosmetics is a common alteration to one's look. This study is proposed because it aims to analyze the consumer's point of view on misleading headlines and body copy in Malaysian cosmetic product advertisements. The question for these three types of issues is the relationship between the misleading advertisement by the advertiser and its impact on the consumer in the market. Second, how to help people understand misleading advertisements, and lastly, why do misleading headlines and body copy in Malaysian cosmetic product advertisements impact the product brand. This study also demonstrates three objectives of the study. The first is to identify the relationship between the advertiser's misleading in a cosmetic advertisement and its impact on the consumer in the market. Second, to create awareness regarding misleading cosmetic advertisements, consumers are faced with thousands of advertisements, making it difficult for businesses to establish a distinct position to attract consumer attention

The interview sessions were held by four respondents to determine the best way for the cosmetic sector in dealing with the misleading problem of headlines and body copy. The advertising set was selected as the primary focus of the study for numerous reasons, including the benefits and efficacy of advertising to Malaysian society. Based on the overall analysis and results, this study has come up with numerous research solutions as well as the benefits from research discoveries that are highlighted. This study shows that misleading advertisements lead to erroneous claims, influencing customer purchasing behavior. Raising awareness can control some parties, such as the government's role and some companies' beauty advertisements.

TABLE OF CONTENT

CONFIRMATION BY EXAMINER	
AUTHOR'S DECLARATION	1
ABSTRACT	2
ACKNOWLEDGENT	3
TABLE OF CONTENTS	4
CHAPTER ONE: INTRODUCTION	1
1.1 Research Background	6
1.1.1 Misleading headlines and body copy in global cosmetic ads	7
1.1.2 Misleading headlines and body copy in Malaysian cosmetic ads	10
1.1.3 Communication graphic design on cosmetic ads towards consumer attitude	11
1.1.4 Copywriting analysis of a misleading cosmetic commercial	12
1.2 Problem Statement	13
1.3 Research Question	13
1.4 Research Objective	13
1.5 Significance of Study	14
1.6 Scope of Study	15
1.7 Conclusion	15
CHAPTER TWO: LITERATURE REVIEW	16
2.1 Consumer and cosmetic field	16
2.2 Advertising as a Genre	17
2.3 Copywriting in Advertising	18
2.4 Marketing and Advertising	19
2.5 Regulation of Cosmetic Advertising in Malaysia	20