

OPTIMIZING SOFT SKILLS IN CREATIVE COMMUNICATION: THE ANCHORING TECHNIQUE IN SKINCARE ADVERTISING

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Abstract

Effective communication is crucial in the competitive skincare advertising industry, where brands must engage consumers both emotionally and persuasively. This study explores the role of soft skills in creative communication and examines how the anchoring technique influences consumer perceptions in skincare advertising. Using a qualitative approach, the research analyzes the advertisement "STAY YOU. STAY BOUNCY & FIRM WITH Erika Richardo & NEW! LANEIGE BOUNCY & FIRM SLEEPING MASK" from LANEIGE Indonesia's YouTube account. The findings highlight the importance of interpersonal communication, storytelling, and emotional intelligence in crafting compelling messages that enhance consumer engagement and brand loyalty. Additionally, the anchoring technique, implemented through key ingredient emphasis, positive associations, and message repetition, effectively shapes consumer perception and decision-making. The study concludes that integrating soft skills with strategic communication techniques significantly enhances advertising effectiveness, offering valuable insights for marketers in the skincare industry. The findings show that verbal metaphors like canvas successfully evoke self-expression and identity, emotional anchors enhance product relevance, and visual cues reinforce the consumer's perception of efficacy and trust.

Keywords: soft skills, skincare advertising, anchoring, creative communication.

INTRODUCTION

In the increasingly competitive world of advertising, especially in the skincare sector, the importance of soft skills in communication cannot be ignored. Soft skills, such as the ability to communicate, collaborate, and adapt, are key to delivering effective and engaging messages to audiences. These skills enable marketers to build better relationships with consumers, so that the message delivered can be well received and encourage the desired action. In this context, effective communication involves not only conveying information but also creating experiences that can connect brands with audiences emotionally.

Creative communication serves as a major factor in engaging consumers in

skincare advertising. With an innovative and engaging approach, brands can stand out amidst the many choices available in the market. Creativity in communication not only attracts attention but also builds a deeper appeal to the products offered. This is important to create a deep and positive impression in the minds of consumers, which in turn can increase brand loyalty. According to Keller (2020), creative communication that utilizes storytelling elements can build stronger emotional engagement with consumers. Meanwhile, research from Smith et al. (2021) shows that the use of visual metaphors in advertising can increase product recall. In addition, Jones (2019) emphasized that a combination of harmonious verbal and nonverbal communication can increase the effectiveness of message delivery. Brown and Taylor (2018) highlighted that persuasive communication that relies on psychological elements can increase conversion rates in marketing campaigns. Finally, a study conducted by Rodriguez (2022) showed that the use of interactive elements in digital communication can significantly increase consumer engagement.

In addition, the anchoring technique also plays a significant role in shaping consumer perceptions and influencing their decision-making. Anchoring is a psychological strategy that significantly influences how people process and evaluate information in advertising. It serves as a bridge between verbal elements and visual design to guide consumer perception. Cao et al. (2021) highlighted that verbal anchoring helps clarify pictorial metaphors by reducing ambiguity and enhancing message understanding. This improved clarity also boosts recall, which can lead to stronger brand preference and purchasing decisions. Beyond aiding interpretation, anchoring can also shape cognitive bias in favor of the brand. As Kurnia Sari et al. (2024) explain, individuals often depend on initial information as a reference point, making anchoring a powerful shortcut in decision-making.

The research questions that arise are how soft skills can enhance creative communication in skincare advertising and how anchoring techniques are used to influence consumer behavior. Understanding the relationship between soft skills and creative communication will provide insight into how these skills can be applied to create more effective advertisements. Additionally, an analysis of anchoring techniques will provide a deeper understanding of how brands can utilize consumer psychology to enhance the appeal of their products.

The purpose of this study is to analyze the role of soft skills in creative communication strategies in skincare advertising as well as to find out how the anchoring technique is applied in that context. By exploring these two aspects, it is hoped that this research can make a significant contribution to the understanding of how brands can more effectively reach and influence their audiences.

LITERATURE REVIEW

Soft Skills in Creative Communication

Soft skills play a crucial role in creative communication, particularly in the fields of advertising and marketing. These skills, which include emotional intelligence, adaptability, and teamwork, enhance the effectiveness of communication strategies by

making them more engaging, persuasive, and culturally relevant. According to Nozdrenko (2010), creativity in advertising is essential for capturing audience attention and influencing consumer behavior. The effectiveness of advertising communication relies not only on technical skills but also on the ability to understand cultural values, emotions, and psychological triggers. Nozdrenko argues that creativity in advertising is not merely about generating novel ideas but about structuring these ideas within the cultural and emotional framework of the target audience to create meaningful connections. This aligns with the broader perspective that soft skills-such as empathy, storytelling, and cross-cultural awareness-are fundamental to crafting messages that resonate deeply with audiences, thereby enhancing both personal and brand communication effectiveness.

Creative communication and soft skills have a close relationship in the world of marketing, especially in the skincare industry. Soft skills such as empathy, emotional intelligence, and interpersonal skills enable more effective creative communication in delivering marketing messages that appeal and resonate with audiences. With a good understanding of consumer psychology and emotions, advertisers can use storytelling, visual elements and persuasive language to build emotional attachment and increase product appeal. Therefore, the combination of creative communication and soft skills not only helps attract consumers' attention but also strengthens brand loyalty through a more personalized and meaningful communication experience.

Anchoring

The Anchoring and Adjustment Theory proposed by Tversky and Kahneman (1974) explains how individuals often use the initial information they receive as a reference point (anchor) in the decision-making process. In this context, the anchor can be a number, price, or other information presented before the individual makes an evaluation or decision. When people are confronted with the initial information, they tend to make adjustments to their decisions based on that information, although these adjustments are often insufficient to offset the influence of the anchor. This leads to biases in judgment, where the final decision is significantly influenced by previously provided information, even if that information is irrelevant.

In the context of marketing and advertising, this theory has significant implications. Marketers can utilize anchoring techniques to influence consumer perceptions of products and prices. For example, by displaying a higher product price as an anchor, consumers may perceive a lower product price as a more attractive offer. In addition, strong benefit claims presented in advertisements can also serve as anchors that shape consumer expectations. An understanding of how anchors influence decisions can help marketers design more effective communication strategies, which in turn can increase sales and brand loyalty.

Skincare Advertising

Advertising plays a strategic role in influencing consumer purchase decisions by delivering information and creating favorable perceptions of a product. Malau (2018) defines advertising as a form of communication designed to disseminate information about the benefits, advantages, or features of a product to generate a desire to purchase. In the context of skincare products, effective advertising not only educates consumers

but also builds emotional associations with the outcomes of using the product. Kotler (2019) emphasizes that content marketing and distribution via social media are essential dimensions of modern advertising. A previous study by Aziz (2022) demonstrated that advertising significantly influences consumer purchase decisions, particularly in the beauty sector, through persuasive messages that align closely with consumer needs.

In addition to advertising, brand image and product quality are also critical variables that shape consumer behavior in skincare purchasing. Purboyo et al. (2021) state that brand image is the consumer's perception of a brand, formed through personal experience or external information sources. A positive brand image enhances consumer trust and reduces perceived risk during the purchasing process. Wisnu and Permana (2022) identify key dimensions of brand image, recognition, reputation, affinity, and loyalty, as influential factors in shaping purchase intent. Furthermore, product quality serves as a rational basis for decision-making, particularly in the skincare industry, where consumers value safety, effectiveness, and aesthetic packaging. Haryanto et al. (2020) highlight eight dimensions of product quality, including performance, durability, aesthetics, and perceived value. Supporting this, Yuneфа and Sabardini (2021) found that higher perceptions of product quality significantly increase the likelihood of purchase, especially in competitive beauty markets.

METHODS

This research used qualitative method to analyze the role of soft skills in creative communication and anchoring technique applied to "STAY YOU. STAY BOUNCY & FIRM WITH Erika Richardo & NEW! LANEIGE BOUNCY & FIRM SLEEPING MASK" by LANEIGE Indonesia Youtube account. This research was conducted by analyzing the skincare advertisement to collect data systematically.

Data was collected through in-depth observation of the analyzed advertisement. This observation was done by watching the advertisement repeatedly and noting the elements of creative communication displayed, such as verbal and nonverbal expressions, message delivery style, and the use of persuasion techniques.

The samples in this study are skincare advertisements "STAY YOU. STAY BOUNCY & FIRM WITH Erika Richardo & NEW! LANEIGE BOUNCY & FIRM SLEEPING MASK" by LANEIGE Indonesia Youtube account. This ad was chosen because it displays an interesting creative communication strategy and has the potential to use anchoring techniques in delivering its message

The data were analyzed using a qualitative approach with content analysis. Content analysis was used to identify the elements of creative communication and soft skills in the advertisement. The results of this analysis are expected to provide insight into the effectiveness of soft skills in creative communication and the role of anchoring techniques in building the appeal of advertising messages.

FINDINGS AND DISCUSSION

Findings

Table 1. Verbal Anchoring Analysis in LANEIGE Advertisement

Verbal Phrase (Data Statement)	Type of Verbal Anchoring	Psychological Effect	Function in Advertisement	Similar Verbal Anchors	Conclusion
"Tampil percaya diri" (<i>Appear confident</i>)	<i>Positive Emotional Anchor</i> → Triggers a desire for self-confidence and affirmation.	→ Associates the product with comfort, pride, and confidence in social appearance. → Establishes emotional benefit over just physical change.	→ Acts as a memorable catchphrase. → Encourages visual self-projection after using the product. → Reinforces the brand's core message: confidence through skincare.	"Be your confident self." "Feel radiant, feel you." "Own your glow."	This phrase serves as a secondary anchor, supporting the initial metaphor of the "canvas," guiding the viewer to see the product as a confidence booster.
"Kita semua punya kanvas masing-masing untuk mengekspresikan diri" (<i>We all have our own canvas for self-expression</i>)	<i>Conceptual + Emotional Anchor</i> → Uses metaphor to define identity and expression.	→ Reinforces self-expression and personalization. → Creates a symbolic link between skin and individuality.	→ Sets the initial anchor (priming). → Frames the product as a tool for authentic self-expression. → Adds storytelling depth.	"Your skin, your story." "Express your glow."	Acts as a core conceptual anchor that shapes all subsequent information under the frame of personal identity and emotional expression.
"Nyatanya banyak kekhawatiran yang membatasi kita" (<i>In reality, many</i>	<i>Negative Emotional Anchor</i> → Establishes emotional	→ Creates empathy by validating insecurities. → Opens emotional identification	→ Launches problem-solution narrative. → Creates relevance and builds	"Tired of feeling less?" "Your skin shouldn't hold you	Works as the emotional pain point that increases message

worries limit us)	l tension.	with the brand.	anticipation for the product as the solution.	back.”	impact when the solution (product) is introduced.
"Stop worrying, say hello to bouncy and firm sleeping mask"	<i>Behavioral CTA Anchor</i> → Directs emotion into action.	→ Shifts fear to hope.→ Encourages decision-making through emotional closure.	→ Final behavioral trigger.→ Soft-sell approach: friendly and persuasive.→ Converts emotion into action.	“Say goodbye to worries, hello to glow.” “Ready for confident mornings?”	A call-to-action anchor that builds on earlier emotional anchors and redirects them toward conversion (purchase).
"Mengembalikan kesegaran kulitmu" & "meningkatkan efek kenyal pada kulit" (<i>Restore your skin's freshness & increase skin bounce</i>)	<i>Sensory Benefit Anchor</i> → Loaded with tactile and visual appeal.	→ Sparks sensory imagination (soft, supple).→ Builds expectation of physical results.	→ Defines product efficacy through sensation.→ Shapes product identity as both scientific and pleasurable.	“Smooth. Supple. Radiant.” “Refresh your skin, revive your glow.”	Creates early cognitive anchors that lead audiences to view all future info within a frame of sensory and scientific credibility.
"Sambut pagi harimu dengan kulit sehat dan bebas kerutan" (<i>Welcome your morning with healthy and wrinkle-free skin</i>)	<i>Affective + Temporal Anchor</i> → Based on feeling and time (morning ritual).	→ Engages affective forecasting (visualizing results).→ Enhances emotional investment in product outcome.	→ Projects a future scenario of transformation.→ Connects skincare to emotional renewal.	“Wake up to confidence.” “Your morning glow starts here.”	A future-state emotional anchor that elevates the product from function to lifestyle empowerment.

Table 2. Application and Function of Anchoring in LANEIGE Advertisement

No.	Anchoring Stage	Example / Quotation	Type of Anchor	Function and Cognitive Effect
1	Initial Verbal Anchor	<i>"Kita semua punya kanvas masing-masing untuk mengekspresikan diri. Nyatanya banyak kekhawatiran yang membatasi kita."</i>	Emotional + Conceptual	Establishes emotional context of constraint due to skin problems. Metaphor "kanvas" primes audience to view face as identity space, evoking empathy and personal relevance.
2	Product Benefit Introduction	<i>"Say hello to bouncy and firm sleeping mask... mengembalikan kesegaran kulitmu... meningkatkan kekenyalan pada kulit."</i>	Cognitive Anchor	Introduces functional expectations through scientific-sounding ingredients (e.g., collagen complex, peony extract). Shapes initial product perception as effective and credible.
3	Visual & Emotional Confirmation	Visual of Erika Richardo with fresh skin + narration: <i>"Sambut pagi harimu dengan kulit sehat dan bebas kerutan."</i>	Visual + Emotional	Reinforces anchor visually. Creates sensory validation of product benefit. Pastel tones support gentle, natural, and feminine brand personality .
4	Adjustment through Repetition & CTA	<i>"Bebas ekspresikan dirimu dan tampil percaya diri dengan bouncy and firm sleeping mask, stay you stay bouncy and firm."</i>	Behavioral Adjustment	Functions as reinforcement anchor . Audience aligns initial expectations (freshness, suppleness) with identity and self-confidence, fostering deeper emotional and behavioral response.

Key Insights:

- Anchoring evolves throughout the ad: from conceptual and emotional framing to visual confirmation, then to behavioral prompting.
- The strategy reflects Tversky & Kahneman's (1974) theory, where initial information shapes interpretation of all subsequent content.
- Each anchor has a specific psychological function: setting expectations, enhancing believability, building emotional resonance, and prompting consumer action.
- The final repetition ("stay you, stay bouncy and firm") serves as branding reinforcement, cementing the anchor in the viewer's memory.

Discussions

The analysis of the LANEIGE advertisement reveals that the integration of soft skills in creative communication significantly contributes to the emotional depth and persuasive power of skincare advertising. Through the use of emotionally resonant

metaphors such as "canvas" to symbolize self-expression, and empathetic messaging like "Tampil percaya diri" (Appear confident), the advertisement demonstrates how storytelling and emotional intelligence can personalize product messages and strengthen audience engagement. These elements reflect a high level of interpersonal communication skills and cultural awareness, which are core components of soft skills in marketing. The narrative framing, emotional appeals, and personalized language style show how marketers utilize empathy and psychological insight to establish a connection between the product and the consumer's identity. Rather than promoting technical benefits alone, the advertisement presents skincare as a means of emotional empowerment and self-expression, which aligns with contemporary values of self-care and authenticity in beauty culture.

In addition, the strategic application of the anchoring technique plays a crucial role in shaping consumer perception and guiding decision-making. The advertisement applies multiple layers of anchoring, from emotional and conceptual anchors at the opening (e.g., "kita semua punya kanvas masing-masing") to cognitive and sensory anchors tied to product benefits ("mengembalikan kesegaran kulitmu," "collagen complex"). These anchors frame the audience's interpretation early on and influence how they evaluate subsequent information. Visual confirmation (e.g., the image of fresh and confident skin) and affirmational CTAs ("Stop worrying, say hello...") further strengthen these anchors and convert emotional engagement into behavioral intention. According to Tversky and Kahneman's theory, once an anchor is set, consumers are more likely to interpret new information in a way that aligns with that anchor. In this case, the emotional and psychological framing at the start primes viewers to perceive the product as a solution not only to skin concerns but to broader self-image issues. Together, soft skill-driven communication and anchoring techniques construct a message that is not only informative but emotionally immersive, one that invites consumers to imagine a better version of themselves, anchored in confidence, identity, and daily rituals.

A. Creative Communication Elements in Advertising

Advertisement "STAY YOU. STAY BOUNCY & FIRM WITH Erika Richardo & NEW! LANEIGE BOUNCY & FIRM SLEEPING MASK" utilizes various creative communication techniques to capture the audience's attention and build a stronger emotional connection with the target market. With a structured and effective communication approach, this advertisement creates a strong appeal to audiences who care about skincare.

1. Verbal Communication

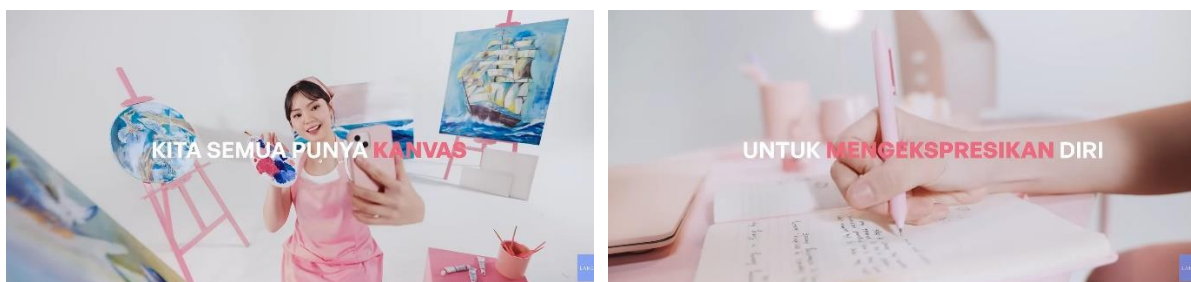


Figure 1. Example of Verbal Communication

Data Statement 1: "Kita semua punya kanvas masing-masing untuk mengekspresikan diri"

Data Analysis:

This statement employs a powerful verbal metaphor with emotional weight. The term "kanvas" (canvas) is used symbolically to represent one's face or identity as a medium of self-expression. From the perspective of soft skills and creative communication, as explained by Nozdrenko (2010), advertising creativity must align its messages within the emotional and cultural frameworks of its audience. In this context, the metaphor "canvas" aligns well with the psychological and cultural values of the Indonesian audience, who increasingly embrace self-care and personal expression. This phrase also functions as a primary anchor in the communication structure of the ad. According to the *Anchoring and Adjustment Theory* (Tversky & Kahneman, 1974), initial information significantly influences subsequent evaluation. Here, the idea that everyone has their own "canvas" shapes the audience's perception early on, framing the product as a tool to support personal identity and individual expression. Later information about product benefits is thus interpreted within this positive initial frame.

In terms of emotional intelligence in communication emotional intelligence in communication (Johnson et al., 2021), this statement expresses empathy for the psychological needs of consumers, especially the need to feel accepted, unique, and confident. It creates an interpersonal bond between brand and consumer, a key component of soft skill-driven communication strategies. Additionally, this phrase plays a role in brand storytelling, inviting the audience to become part of a larger narrative in which using the product is not only a physical routine but a meaningful act of self-empowerment and self-expression. Thus, the statement enhances personal relevance for the audience, value communication of the product (as both functional and expressive), a sense of exclusivity and personalization, affective motivation for purchase based on emotional meaning, not just utility.

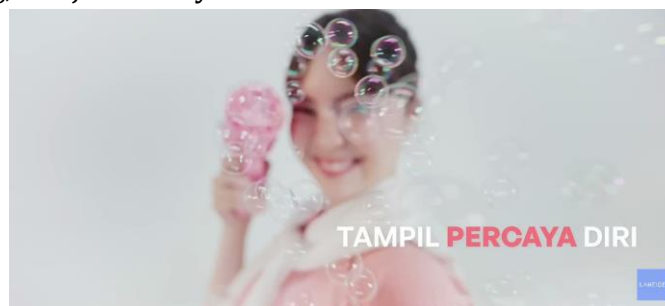


Figure 2. Example of Verbal Communication

Data Statement 2: "Tampil percaya diri"

Data Analysis:

The phrase "Tampil percaya diri" ("Appear confident") is a direct, affirmative, and suggestive verbal expression. It conveys a psychological benefit self-confidence rather than a purely physical outcome, which is a hallmark of emotionally persuasive advertising.

From a persuasive communication perspective, this phrase is classified as an *emotional benefit statement*, where the product is positioned not only to improve skin condition but also to uplift self-perception. As Brown and Taylor (2018) note, emotionally charged messaging that appeals to psychological needs (such as confidence or social approval) significantly increases advertising effectiveness. Strategically, the phrase reinforces the ad's overall message framing, suggesting that self-care leads to enhanced life quality. The message is simple: by achieving healthy skin, consumers can also achieve greater confidence. This elevates the product from being a mere beauty item to becoming a tool for psychological empowerment.

In the context of Anchoring and Adjustment Theory (Tversky & Kahneman, 1974), this phrase can be considered a secondary anchor that supports the initial emotional frame ("canvas for expression"). After the audience adopts the idea of the face as a canvas, this phrase encourages them to associate the product with emotional outcomes, confidence and self-expression thus reinforcing the initial cognitive anchor. According to Johnson et al. (2021), this also reflects a high degree of emotional intelligence in communication, recognizing that consumers are driven by emotional desires to feel good about themselves. The ad responds to those desires using concise, affirmative language.

Linguistically, the phrase uses a mild imperative tone. The active verb "*tampil*" (to appear/present oneself) encourages the audience to visualize themselves confidently after using the product. This visualization fosters emotional engagement and increases intention to purchase. From the perspective of soft skills in creative communication, this phrase shows empathy toward the audience's internal motivations, storytelling grounded in emotional outcomes, not just technical benefits, and a psychological understanding of consumer behavior, especially in beauty marketing.

2. Message Framing



Figure 3. Example of Message Framing

Data Statement: "Nyatanya banyak kekhawatiran yang membatasi kita"

Data Analysis:

This phrase exemplifies the strategic use of message framing in advertising by first presenting a relatable problem before offering a solution. The statement, "*Nyatanya banyak kekhawatiran yang membatasi kita*" ("in reality, many worries limit us"), immediately resonates with the emotional and psychological experiences of the audience, especially those who may feel insecure about their skin condition or overall appearance. According to Framing Theory in communication, how a message is structured, whether highlighting a problem or emphasizing benefits, significantly affects how audiences interpret and respond to it. In this ad, the problem-first framing taps

into a common emotional concern: self-doubt due to imperfect skin. This empathetic approach establishes relevance and identification, making the audience feel seen and understood.

This method aligns with the broader soft skills approach in creative communication, particularly in demonstrating empathy, emotional intelligence, and interpersonal awareness, as emphasized by Nozdrenko (2010) and Johnson et al. (2021). By validating the audience's emotional reality, the message positions the brand as not just a seller of products, but as a brand that cares and understands, strengthening emotional engagement. Once the problem is acknowledged, the ad immediately pivots to present the product as a solution, creating a logical and emotional bridge. This structure increases persuasive impact because the audience is guided through a familiar internal dialogue: "Yes, I do have worries... Oh, and this product might help reduce them."

This framing also functions within the Anchoring and Adjustment Theory (Tversky & Kahneman, 1974). The phrase "*banyak kekhawatiran*" acts as a negative emotional anchor that establishes the initial frame of tension or discomfort. The subsequent introduction of the product serves as the "adjustment," shifting the audience from concern to hope. Importantly, because the anchor was emotionally strong and relatable, any solutions presented afterward are more likely to be accepted and trusted.

In marketing terms, this is an effective problem-solution narrative structure, which:

- a) Engages the audience's attention through emotional relevance,
- b) Enhances the perceived necessity of the product,
- c) And increases message retention through emotional resonance.

Additionally, from the lens of consumer behavior psychology, this type of message framing activates what is known as loss aversion, the tendency of people to be more motivated to avoid loss (e.g., deteriorating skin, low self-confidence) than to gain something new. By framing the ad around the idea of overcoming limitations and emotional burdens, the message becomes more impactful than if it had only highlighted benefits.

3. Call to Action



Figure 4. Example of Call to Action

Data Statement: "Stop worrying, say hello to bouncy and firm sleeping mask"

Data Analysis:

This statement represents a classic example of an effective Call to Action (CTA) in advertising. It uses an imperative sentence structure to prompt the audience toward a specific behavior: trying or purchasing the product. The phrase is crafted to be direct,

short, rhythmic, and easy to recall, fulfilling the criteria for an impactful CTA. In persuasive communication theory, an effective CTA must reduce hesitation and convert passive awareness into active behavior. The phrase “Stop worrying” acknowledges a common emotional state among the target audience, concern over skin condition, while “say hello to bouncy and firm sleeping mask” introduces a solution-oriented shift. This immediate transition from problem to solution mirrors the problem-solution structure discussed in message framing, enhancing continuity and clarity in the ad’s narrative.

The language style used is relaxed yet optimistic, which plays a dual role:

- a) It creates psychological comfort, lowering the audience’s resistance to taking action, and
- b) It reflects the brand’s tone of voice: friendly, approachable, and supportive.

This is especially effective in the context of beauty and skincare marketing, where tone sensitivity is crucial. Harsh or overly aggressive calls to action can be counterproductive. Instead, this CTA applies a problem-solution narrative structure, which aligns with the use of soft skills, particularly empathy and interpersonal communication, in crafting persuasive yet non-coercive messages (Nozdrenko, 2010; Johnson et al., 2021). From the viewpoint of Anchoring and Adjustment Theory (Tversky & Kahneman, 1974), the CTA reinforces previously established emotional and cognitive anchors. The audience, already primed with the idea that their skin concerns are valid and that the product is a solution, is now presented with a final trigger for action. The word “stop” acts as a command cue, while “say hello” creates a positive reframe, transforming anxiety into excitement.

This CTA also leverages emotional momentum: it rides the wave of emotional engagement built up by prior verbal statements (“*kanvas untuk mengekspresikan diri*” and “*tampil percaya diri*”) and directs it toward a purchase-oriented mindset. Furthermore, from a behavioral psychology perspective, the CTA uses loss aversion minimization (“stop worrying”) combined with positive reinforcement (“say hello to...”), which is an established technique for increasing compliance with persuasive appeals. In short, this Call to Action:

- a) Combines clarity, simplicity, and emotional appeal,
- b) Is rooted in a soft skill-driven tone,
- c) Reinforces the psychological anchors set earlier in the ad,
- d) Functions as the final bridge between perception and behavior, ensuring that the message not only resonates but converts.

4. Persuasive Language

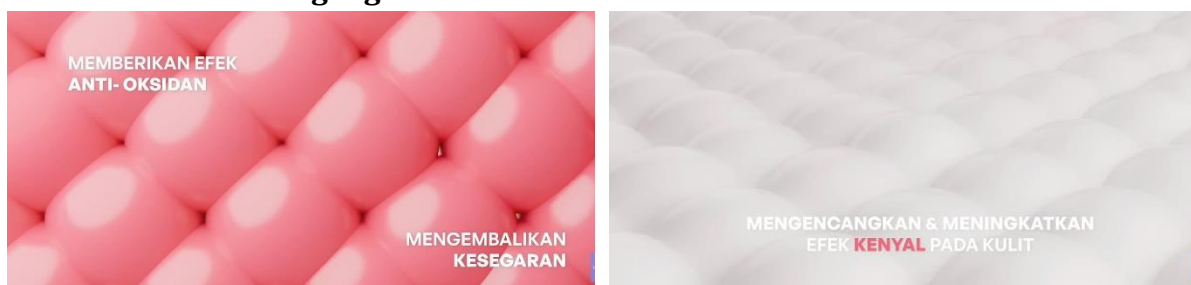


Figure 5. Example of Persuasive Language

These phrases reflect the deliberate use of persuasive language techniques in skincare advertising, specifically through sensory-loaded and benefit-driven vocabulary. Both statements are framed in a way that appeals not only to rational evaluation (the functional promise of the product) but also to affective and sensory imagination, key to effective product positioning in the beauty sector.

The choice of words like “*kesegaran*” (freshness) and “*kenyal*” (bounciness/supple texture) evokes visual and tactile imagery that is immediately relatable and desirable to the target audience. According to Brown and Taylor (2018), communication in advertising is more successful when it uses psychologically persuasive appealing terms that trigger emotional or sensory responses. Furthermore, these phrases are constructed using positive connotation framing, which builds optimism and expectation rather than focusing on deficiencies (e.g., “repair damage” or “eliminate dullness”). This framing aligns with the concept of positive suggestion, which is commonly used to increase perceived product efficacy and desirability without directly comparing with competitors.

From a creative communication and soft skills perspective (Nozdrenko, 2010; Johnson et al., 2021), such phrasing demonstrates:

- a) Emotional intelligence (using emotionally positive triggers),
- b) Cultural fluency (selecting terms that resonate with consumer beauty ideals),
- c) And interpersonal persuasion (framing benefits in a personally meaningful way).

Importantly, these phrases also function as a form of verbal anchoring, consistent with the *Anchoring and Adjustment Theory* (Tversky & Kahneman, 1974). When the audience is introduced to the product, these benefits act as cognitive anchors early, strongly framed expectations that influence how any subsequent information about the product is processed. Once consumers are primed to expect “freshness” and “bounciness,” they are more likely to interpret all visual and textual elements of the ad as confirming those benefits, regardless of whether the claims are scientifically detailed. Moreover, these persuasive terms contribute to the construction of product identity, elevating the sleeping mask beyond just a skincare product to a sensory experience that enhances one’s lifestyle and self-care routine. This transformation of product perception from utilitarian to aspirational is a hallmark of high-impact persuasive language in modern advertising.

In terms of language style, the use of second-person possessive pronouns (“*kulitmu*”) also enhances personalization, making the message feel directly relevant to each individual viewer. This technique increases engagement and psychological ownership, which can positively influence purchase intention. In summary, the persuasive language in these phrases:

- a) Creates vivid sensory imagery that stimulates desire,
- b) Uses emotional and cultural framing to enhance appeal,
- c) Anchors positive expectations in the consumer’s mind,
- d) Builds emotional and psychological relevance,
- e) And leverages soft skills such as empathy and creativity to personalize the message.

5. Emotional Appeal



Figure 6. Example of Emotional Appeal

Data Statement: "Sambut pagi harimu dengan kulit sehat dan bebas kerutan"

Data Analysis:

This phrase leverages a powerful emotional appeal by constructing an image of a bright, hopeful beginning a new day accompanied by healthy, wrinkle-free skin. It functions not merely as a descriptive statement but as a subtle emotive narrative, tapping into the consumer's desire for renewal, self-care, and confidence. The expression "*Sambut pagi harimu*" (Welcome your morning) sets a positive, forward-looking tone, implicitly promising that the product's benefits will be visible from the very start of the day. This is psychologically significant: mornings often symbolize new beginnings and personal reset moments, making the message emotionally resonant for individuals seeking transformation or improvement in their skincare journey.

The emotionally charged words "*sehat*" (healthy) and "*bebas kerutan*" (wrinkle-free) target deep-seated beauty ideals and cultural aspirations, especially within societies where youthful and flawless skin is associated with self-esteem, vitality, and social value. According to Kotler and Keller (2016), emotionally driven messaging in beauty advertising tends to outperform purely rational appeals, as it activates desire, imagination, and self-projection. From a consumer psychology perspective, this phrase utilizes affective forecasting a mental simulation in which the audience imagines how they will feel once the product delivers its promised result. This simulation increases emotional investment and creates a stronger intention to try or purchase. The appeal is subtle but powerful: it sells a feeling, not just a function.

Furthermore, as with persuasive language strategies, the emotional appeal here also employs anchoring, in line with the *Anchoring and Adjustment Theory* (Tversky & Kahneman, 1974). By immediately presenting a positive outcome ("kulit sehat dan bebas kerutan") as a morning reality, the ad primes the audience's expectations, allowing subsequent product information to be evaluated within that emotional frame. This early emotional anchor can shape perception of efficacy, even before the product is tried. In addition, this messaging supports the idea of self-transformation a common theme in emotional branding (Thompson et al., 2006). It frames skincare not merely as maintenance but as a step toward becoming a better, more radiant version of oneself, thereby elevating the product's emotional value.

Stylistically, the second-person possessive form ("*harimu*," your day) enhances personal connection and encourages the consumer to internalize the message, making it feel intimate, relevant, and emotionally affirming. The consumer is not just reading an ad;

they are being invited into a narrative of self-care and morning empowerment. In summary, the emotional appeal in this phrase:

- a) Constructs a hopeful, transformative scenario aligned with daily rituals,
- b) Leverages symbolic meanings of morning and renewal,
- c) Activates affective forecasting and emotional self-projection,
- d) Anchors positive expectations through emotionally charged imagery,
- e) Reinforces product value through aspirational identity narratives,
- f) And personalizes the experience to foster emotional engagement and connection.

B. Anchoring Technique in Advertising

In addition to creative communication, this ad also uses anchoring techniques to influence audience perception and increase product appeal. Anchoring technique is a psychological strategy in which the initial information provided influences the way a person processes and evaluates subsequent information. This ad uses anchoring and adjustment theory by Tversky and Kahneman (1974).

1. Application of Anchoring in Advertising

The LANEIGE ad starts with the narration “Kita semua punya kanvas masing-masing untuk mengekspresikan diri. Nyatanya banyak kekhawatiran yang membatasi kita.” This sentence serves as an emotional anchor that establishes the initial context of the barriers to self-expression due to suboptimal skin conditions. The use of the metaphor “canvas” leads the audience to view the face as a space of expression, which if unhealthy, will limit their freedom of expression.

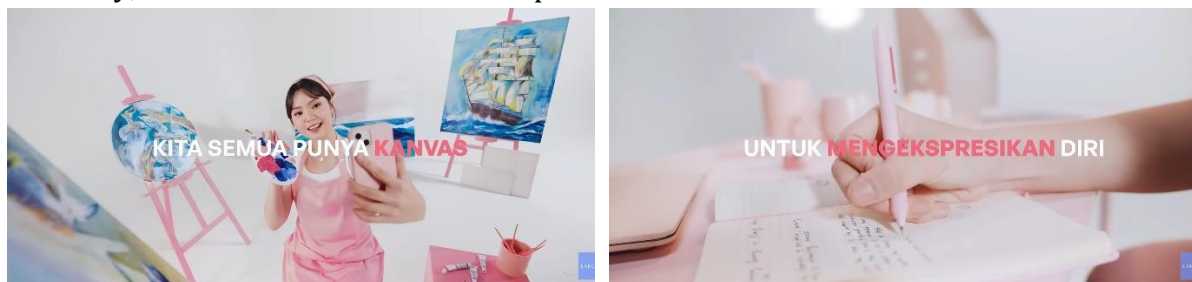


Figure 7. Example of Application of Anchoring in Advertising

Furthermore, the ad introduces the product with the sentence: “Say hello to bouncy and firm sleeping mask. Dengan extract bunga peony yang dapat mengembalikan kesegaran kulitmu dan collagen complex yang dapat meningkatkan kekenyalan pada kulit.” This phrase acts as a cognitive anchor-the first piece of information about the product's benefits. The emphasis on natural active ingredients and scientific terms such as collagen complex creates the perception that the product is high value and scientific, even though consumers may not necessarily understand the details of its medical benefits.

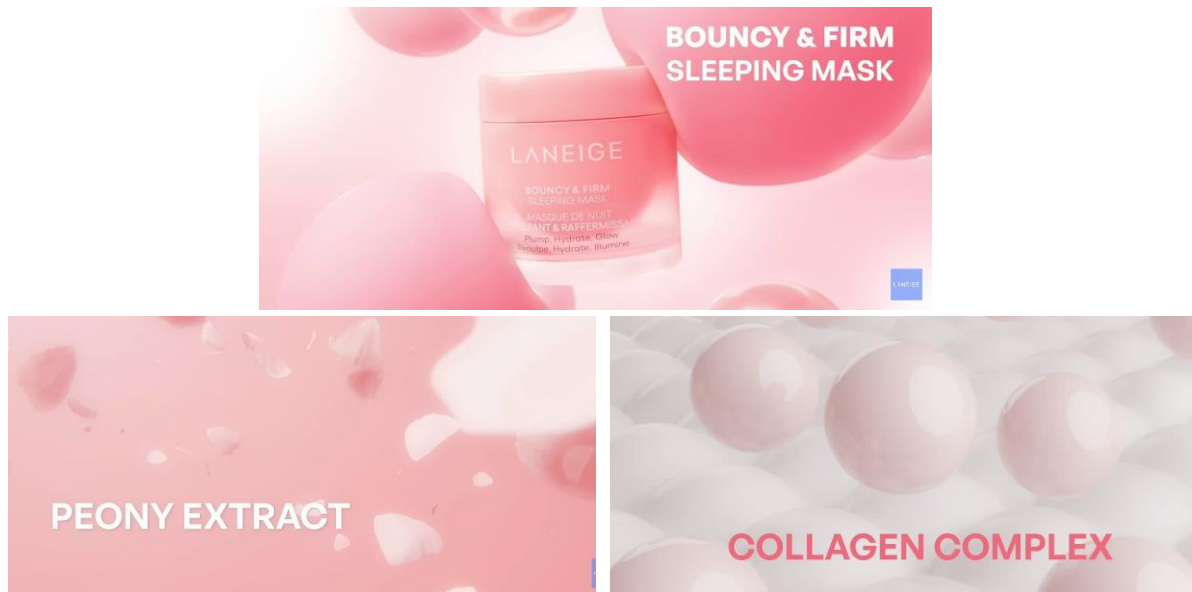


Figure 8. Example of Application of Anchoring in Advertising

Tversky and Kahneman (1974) state that when initial information is presented, consumers tend to take it as a reference point and make only minor adjustments to subsequent information. In this context, the benefits of peony extract and collagen complex form the initial expectation that the product will “restore freshness” and “increase suppleness”, so further information is considered within the frame of mind set by the anchor.

2. Visuals and Emotions as Anchoring Support

Visually, the ad features the fresh and confident face of the model (Erika Richardo) in the morning, supporting the narrative “Sambut pagi harimu dengan kulit sehat dan bebas kerutan.” This visualization acts as a confirmation cue, reinforcing the anchor that has been previously established through the product narrative. This visual association makes consumers relate the effect of the product directly to the ideal condition shown. The soft pastel colors and dominance of pink/white shades in the video give a feminine, clean and natural impression. This is a form of visual anchoring that supports the perception that this product is safe, gentle, and suitable for use as a night treatment.



Figure 9. Example of Visuals and Emotions as Anchoring Support

3. Adjustments to Additional Information

After the anchor is embedded, the final part of the ad reinforces the message with the phrase “Bebas ekspresikan dirimu dan tampil percaya diri dengan bouncy and firm sleeping mask, stay you stay bouncy and firm.” Here an adjustment process occurs, where the audience adjusts their understanding of the product benefits in terms of increased

confidence and self-expression.



Figure 10. Example of Adjustments to Additional Information

Based on the anchoring and adjustment theory, audiences do not evaluate information from scratch, but rather make adjustments to the initial anchor that has been formed. Therefore, the final perception of the product tends to stay within the boundaries set by the initial information, which emphasizes freshness, suppleness and freedom.

CONCLUSION

In an increasingly competitive advertising context, especially in the skincare sector, soft skills and creative communication become crucial elements in attracting consumer attention, as seen in the advertisement “STAY YOU. STAY BOUNCY & FIRM WITH Erika Richardo & NEW! LANEIGE BOUNCY & FIRM SLEEPING MASK” from LANEIGE. This ad demonstrates how emotional intelligence and empathy can increase the effectiveness of brand communication by creating a more personalized experience for consumers, which in turn can increase product loyalty. Creative communication strategies, including compelling storytelling and the use of persuasive language, play an important role in making advertising messages more engaging and memorable. In addition, the anchoring techniques used in this ad successfully influenced consumer perceptions by emphasizing key ingredients, creating positive associations, and repeating messages such as the slogan “Stay you, stay bouncy and firm,” which strengthened consumer recall and built a stronger connection between the product and brand. The projected future benefits offered by the product are also a key factor in attracting consumers' attention, as they are more interested in the results that can be expected after using the product. By recognizing the problems faced by the audience and offering relevant solutions, these ads create a deeper sense of empathy, supported by a clear and convincing call to action, encouraging the audience to try the product. Overall, the findings from this study provide valuable insights for brands in utilizing soft skills and anchoring techniques to better connect with consumers, demonstrating that a combination of interpersonal skills and creative communication techniques can be the

key to success in the ever-evolving skincare industry, allowing brands to more effectively reach and influence their target audience in a highly competitive market.

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