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# CRITICAL DISCOURSE ANALYSIS OF CHILDREN'S POWDERES MIL COMMERCIALS IN INDONESIA USING FAIRCLOUGH'S THREE DIMENSIONAL MODEL

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## ABSTRACT

Language is a powerful tool that can be used to shift or produce ideologies, and language is a tool utilised in product marketing. Using Fairclough's three-dimensional critical discourse analysis model, five Indonesian powdered milk television commercials are analysed to explore the utilised linguistic devices and marketing strategies. The social impact and implications of the advertisements are also studied. This qualitative study analyses Indonesian powdered milk TV commercials using Fairclough's three-dimensional model of critical discourse analysis, with data consisting of five randomly selected powdered milk commercials from YouTube. The researcher transcribes and analyses the commercials according to Fairclough's model and reports findings in three chapters based on textual analysis, discourse practice analysis, and social analysis, revealing how companies use language to market and persuade potential consumers. As a result, it can be concluded that advertisements are used by companies or brands to persuade people into purchasing and consuming their products, and advertisements have the power to influence consumers by utilizing linguistic devices and strategies. Advertisements also often evoke fear or feelings of inadequacy in potential consumers to persuade them into complying with the claims made in the advertisements.

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## I. INTRODUCTION

Advertisements are a tool used by companies to market their products and provide information regarding their products to potential consumers (Nelson, 1974). Companies try to advertise to potential consumers by highlighting the characteristics and qualities of their brands and products, and one of the ways in which this is done is by making television (TV) commercials. Since media today play such an important part in consumption, it is not a surprise that TV commercials are considered one of the most direct ways of selling a product. Despite the emergence of the internet, televisions are still considered one of the most-used platforms for advertising (Pan,

2011). Ultimately, advertisements have the power to not only advertise and sell, but also the power to shift minds and reshape a society's understanding because of its persuasive and informative nature (Cook, 2001).

One of the products that are often advertised on Indonesian television is formula milk or powdered milk for children and infants. These commercials often feature depictions of active or resourceful children and their mothers and friends. These commercials also normally imply that by providing one's child with the company's milk product, the child would grow up to be strong, happy, healthy, and clever. This can enforce to potential consumers that these companies (the makers of these milk products) are trying to

distribute products that would ultimately help them or their children. However, even commercials of products that are intended to be consumed by children can still be multi-layered in terms of its text and implications.

This paper will study how formula or powdered milk brands or companies form their advertisements to be consumed by their intended consumers based on the language used and its implications. This paper will analyse the linguistic features and discursive techniques that are employed in powdered milk advertisements of various brands and companies. By examining the language and implications of these advertisements, this study contributes to a deeper understanding of the persuasive techniques used by companies to sell their products and how these techniques may affect consumer behaviour. This research aims to analyse the linguistic features and discursive techniques used in the advertisements of powdered milk for children and infants in Indonesia. While previous studies have examined the language and discourse used in advertising, this research focuses specifically on powdered milk advertisements and their implications for the intended consumers. This research is novel in its focus on the specific product of powdered milk for children and infants, as well as its analysis of the Indonesian context. The findings of this study can contribute to further studies regarding critical discourse analysis (CDA) and advertising.

### III. METHODS

A qualitative design is implemented for this study. The researcher will make use of Fairclough's three-dimensional model of critical discourse analysis, which includes a textual analysis, a discursive practise analysis, and a social practise analysis (2013). Indonesian powdered milk TV commercials are analysed to explore their linguistic features, marketing strategies, and social implications.

Data is comprised of powdered milk commercials that aired on Indonesian television. These videos were retrieved from YouTube. Five powdered milk commercial videos depicting different brands were randomly selected based on the entries of powdered milk TV commercials that appeared first after searching for the keywords "iklan susu" or "milk commercial".

After the commercial videos are retrieved, the researcher transcribes them and analyses them according to the model proposed by Fairclough. Lastly, the researcher reports the findings in three chapters according to each of their analysis levels: textual analysis, discourse practise analysis, and social analysis. Thus, the researcher reports on the ways language is used by companies or brands to

market their products and persuade potential consumers into purchasing them.

## II. DISCUSSION

### 1.1. Textual Analysis

A textual analysis is done to explore the linguistic features of the TV commercials. Linguistic features such as vocabulary, sentence types, and literary devices are explored and analysed.

Since all the advertisements market products that are intended for child consumption, they make use of endearing references or terms of endearment to refer to children. Since these commercials are intended for the parents to watch, the advertisers make an effort to appeal to their parental instincts by referring to the children with terms of endearment, showing that these companies or brands, too, care for their children.

Sometimes, the advertisements also use negative nicknames for children that do not consume their product and only use positive terms to refer to children that do consume their product to invoke feelings of inferiority and manipulate consumers to switch to or use said product.

- *Anak tibong/tinggi boong, anak Zee* (Tibong/tall but slow-witted kids, Zee kids) [Zee, 2015]
- *Anak hebat* (Great kids) [Bebelac, 2021]
- *Si kecil* (Little one) [SGM Eksplor, 2015]
- *Si kecil* (Little one) [Enfagrow A+, 2021]
- *Buah hati* (Sweetheart) [Vidoran Xmart, 2021]

In addition to terms of endearment or nicknames, advertisements also use adjectives to express to potential consumers the ideologies they should accept and the ones they should not. Positive adjectives are usually used to describe the marketed products and the children who consume their marketed products, whereas negative adjectives are often linked to the children and parents who do not make use of the marketed products. These adjectives are also often present in the form of compound words.

Positive adjectives:

*dengan DHA, minyak ikan lebih tinggi, tinggi zat besi, nutrisi tepat, berhati besar, baru, nutrisi penting, DHA tertinggi, stimulasi yang tepat, tinggi, pintar cari solusi, aktif, ceria, inisiatif, ide hebat, terlindungi dari kuman berbahaya, susu sapi berkualitas, tinggi protein, tinggi zinc, tinggi vitamin E, tinggi (vitamin) D3, tinggi vitamin C, mudah bersosialisasi, tumbuh optimal, daya tahan kuat, selalu ingin tahu, nafsu makan baik, kuat, cepat sembuh, happy brain, happy tummy, happy heart, pintar.*

(with DHA, more fish oil, high in iron, , proper nutrition, big hearted, new, essential nutrients, highest DHA, proper stimulation, high, smart

looking for solutions, active, cheerful, initiative, great idea, protected from harmful germs, quality cow's milk, high protein, high zinc, high vitamin E, high (vitamin) D3, high in vitamin C, easy to socialize, grow optimally, strong endurance, always curious, good appetite, strong, quick recovery, happy brain, happy tummy, happy heart, smart.)

Negative adjectives:

*tinggi bohong/tibong, kuman berbahaya; gak bisa main; setengah.*

(tall but slow-witted, dangerous germs, unable to play, half.)

Positive adjectives are used to highlight the qualities of the product and the qualities of the children and parents who consume the product. In advertising, in addition to identifying and describing their products and consumers, adjectives also have the power to change potential consumers' mindset regarding a topic and evoke certain feelings (Aaker et al., 1988; Ebaid, 2018), especially regarding children's needs and parental skills, in this case.

In order to persuade potential consumers into trying or purchasing their marketed products, advertisers make use of imperative sentences as a direct invitation. These sentences can appear as on-screen text and as verbal narration.

- *Apapun tantangannya, berikan buah hati imunUp untuk grow up dengan Xmart Way.* (Whatever the challenge, give children imunUp to grow up with the Xmart Way.) [Vidoran Xmart]

- Complete the #MissingHalf [Enfagrow A+] Interrogatives in the form of rhetorical questions are also used by advertisers to manufacture compliance and invite potential consumers to use their products.

- *Apakah ibu hanya memberikan si kecil setengah kursi? Setengah sepatu? Yakin hanya memberikan si kecil setengahnya? Lalu, mengapa hanya memberikan setengah nutrisi dari yang seharusnya?*

(Do you only give your little one half a seat? Half a shoe? Are you sure you only give your little one half? Then, why only provide half the nutrients than you should?) [Enfagrow A+]

- *Apa solusimu?* (What's your solution?) [Zee]

Declarative Sentences are also used to inform and persuade. Other than informing parents of what they should provide for their children, declarative sentences are also present in these powdered milk commercials to inform them of what would occur if their children were given their marketed milk products.

- *Di masa pandemi ini, anak-anak harus tetap aktif dan ceria, serta butuh daya tahan yang kuat agar terlindungi dari kuman berbahaya.* (During this pandemic, children must stay active and cheerful, and need a strong immune system to be protected from dangerous germs.) [Vidoran Xmart]

- *Vidoran Xmart beri 8 kebaikan imunUp untuk daya tahan si buah hati.* (Vidoran Xmart provides 8 benefits of imunUp for children's immune systems.) [Vidoran Xmart]

- *Stimulasi dan nutrisi dukung anak hebat tumbuh berhati besar.* (Stimulation and nutrition support great children to grow with big hearts.) [Bebelac]

- *Anak Zee paling pintar cari solusi!* (Zee kids are the smartest in looking for solutions!) [Zee]

- *Aku lengkapi nutrisi anakku dengan Enfagrow A+.* (I complete my child's nutrition with Enfagrow A+.) [Enfagrow A+]

Using these sentences, advertisers can establish rapport with potential consumers by establishing a more personal or closer connection. It reduces the disparity or distance between advertiser and consumer (Kaur et al., 2013).

Advertisers often make use of scientific-sounding words to enhance their perceived credibility and quality (Dodds et al., 2008). In this case, these pseudo-scientific words are used to highlight the nutritional value of the marketed powdered milk products.

- *Formula imunUp* (imunUp Formula) [Vidoran Xmart]
- *Presinutri plus(+)* [SGM Eksplor]
- *MFGM Pro* [Enfagrow A+]
- *Nutripro Complex* [Zee]

Additionally, advertisers also use literary devices such as assonance, alliteration, malapropism, and slogans to catch the attention of potential consumers, and make the products more notable.

- *imunUp, grow up Xmart Way #SiapJadiKuat&Hebat* [Vidoran Xmart]

- *Grow them great* [Bebelac]

- *Berdua jadi hebat* (Two makes excellence) [SGM Eksplor]

- Complete the #MissingHalf [Enfagrow A+]

- *Tumbuh tinggi banyak soluZee!* (grow tall and great at finding soluZee!) [Zee]

All these powdered milk product advertisements persuade parents not only to provide their children with the marketed products, but also for parents to believe in ideologies shaped by the advertisers regarding how to raise children

properly. These advertisements convey that if one as a parental figure does not provide their child(ren) with the marketed product, then they are providing inadequate care and hindering the physical growth and mental development of their child(ren).

### 1.2. Discourse Practise Analysis

This level of analysis explores the depiction of power relations in the advertisements. The textual production and consumption is analysed to uncover the marketing strategies employed by these advertisements.

The five Indonesian powdered milk advertisements utilised several strategies:

#### 1. Invoking parental inadequacies and fear

- *Yakin hanya memberikan si kecil setengahnya? Lalu, mengapa hanya memberikan setengah nutrisi dari yang seharusnya?*

(Are you sure you only give your little one half? Then, why only provide half the nutrients than you should?) [Enfagrow A+]

- *Tibong sih, tinggi boong!*  
(You're Tibong, tall but slow-witted!) [Zee]
- *Jiah, anak tibong! Body boleh sama tinggi, tapi tinggi boong!*  
(Jiah, tibong kid! He has a tall body but he's slow-witted!) [Zee]
- *Di masa pandemi ini, anak-anak harus tetap aktif dan ceria, serta butuh daya tahan yang kuat agar terlindungi dari kuman berbahaya.*  
(During this pandemic, children must stay active and cheerful, and need a strong immune system to be protected from dangerous germs.) [Vidoran Xmart]

#### 2. Mentioning nutritional value

- *Vidoran Xmart 1+ dari susu sapi berkualitas asli New Zealand, baru dengan kombinasi cod liver oil dan formula imunUp. Vidoran Xmart beri 8 kebaikan imunUp untuk daya tahan si buah hati.*

(Vidoran Xmart 1+ is made from quality cow's milk from New Zealand, new with a combination of cod liver oil and imunUp formula. Vidoran Xmart provides 8 benefits of immune Up for children's immune systems.) [Vidoran Xmart]

- *SGM Eksplor baru, mempersembahkan Presinutri+ dengan minyak ikan dan omega 3, serat pangan inulin, zinc dan vitamin C, serta kalsium dan vitamin D, plus*

*nutrisi penting lainnya untuk membantu pertumbuhan si kecil.*

(The new SGM Eksplor, presents Presinutri+ with fish oil and omega 3, inulin dietary fiber, zinc and vitamin C, as well as calcium and vitamin D, plus other essential nutrients to help your little one's growth.) [SGM Eksplor]

- *Bebelac 4 dengan DHA, minyak ikan lebih tinggi, dan tinggi zat besi, nutrisi tepat optimal.*

(Bebelac 4 with DHA, higher in fish oil, and high in iron, optimally proper nutrition.) [Bebelac]

- *Susu Zee dengan nutripro complex.*  
(Zee Milk with Nutripro Complex.) [Zee]

- *Untuk itu, saya pilih Enfagrow A+ MFGM Pro dengan DHA tertinggi.*  
(For that, I chose Enfagrow A+ MFGM Pro with the highest DHA.) [Enfagrow A+]

#### 3. Positive self-representation or mentions of product benefits

- *Vidoran Xmart 1+ dari susu sapi berkualitas asli New Zealand, baru dengan kombinasi cod liver oil dan formula imunUp. Vidoran Xmart beri 8 kebaikan imunUp untuk daya tahan si buah hati.*

(Vidoran Xmart 1+ is made from quality cow's milk from New Zealand, new with a combination of cod liver oil and imunUp formula. Vidoran Xmart provides 8 benefits of immune Up for children's immune systems.) [Vidoran Xmart]

- *Vidoran, wujud cinta ibu tanpa batas.*

(Vidoran, the form of a mother's limitless love.) [Vidoran Xmart]

- *SGM Eksplor baru, mempersembahkan Presinutri+ dengan minyak ikan dan omega 3, serat pangan inulin, zinc dan vitamin C, serta kalsium dan vitamin D, plus nutrisi penting lainnya untuk membantu pertumbuhan si kecil.*

(The new SGM Eksplor, presents Presinutri+ with fish oil and omega 3, inulin dietary fiber, zinc and vitamin C, as well as calcium and vitamin D, plus other essential nutrients to help your little one's growth.) [SGM Eksplor]

- *Bebelac 4 dengan DHA, minyak ikan lebih tinggi, dan tinggi zat besi, nutrisi tepat optimal.*  
(Bebelac 4 with DHA, higher in fish oil, and high in iron, optimally proper nutrition.) [Bebelac]
- *Susu Zee, tumbuh tinggi banyak soluZee!*  
(Zee milk, grow tall and great at finding soluZee [Solutions!]) [Zee]
- *Untuk itu, saya pilih Enfagrow A+ MFGM Pro dengan DHA tertinggi bantu kembangkan tidak hanya IQ namun juga EQ si kecil.*  
(For that, I chose Enfagrow A+ MFGM Pro with the highest DHA to help develop not only the IQ but also the EQ of the little one.) [Enfagrow A+]

#### 4. Celebrity endorsement

- Indonesian public figures Syahnaz, Jeje, and their children are the faces of Vidoran Xmart's television commercial.
- Indonesian actress Chelsea Olivia:  
"Untuk itu, saya pilih Enfagrow A+ MFGM Pro dengan DHA tertinggi bantu kembangkan tidak hanya IQ namun juga EQ si kecil, didukung dengan stimulasi yang tepat. Aku lengkapi nutrisi anakku dengan Enfagrow A+."  
("For that, I chose Enfagrow A+ MFGM Pro with the highest DHA to help develop not only the IQ but also the EQ of the little one, supported by the right stimulation. I complete my child's nutrition with Enfagrow A+.") [Enfagrow A+]

The main target of these milk commercials are parents, especially mothers since they are the parental figure depicted most often in the commercials. Powdered milk advertisers invoke parental instincts by mentioning how their brand can ensure children's health and mental and physical development. The commercials manipulate parents into thinking that not making use of the products advertised itself is considered some form of deficit or parenting incompetence because the parents do not supply their children with what will ensure their growth and well-being. While it is true that children need the essential nutrients that are sometimes disguised with scientific-sounding words, these powdered milk commercials convince parents that supplying their children with the advertised products is the only way to ensure that they are consuming enough

nutrients and are receiving all the essential requirements for optimal growth.

Positive self-representations and mentions of nutrients also convince parents of the benefits of the milk products. Positive claims help generate consent and compliance (Kaur et al., 2013). In addition to positive self-representations, celebrity mothers and families are usually the brand ambassadors for powdered milk products to simulate trust and credibility. If a well-known public figure actively markets a product, it is implied that the product is safe, beneficial, and trustworthy. If the product is good enough for the highly-influential and successful people, then it must also be good enough for the commoners.

### 1.3. Social Practise Analysis

A social practise analysis is done to explore the social impacts and implications of the discourse (Martín Rojo, 2001). This level of analysis also explores the influence the current societal state has on the text or discourse. In this case, views and ideologies relating to children's well-being and parenting are being analysed in relation to the advertising practices as seen on the television commercials. For instance, originally, formula milk was first invented and used to prevent infant malnutrition due to the decline of breastfeeding, and in many ways, powdered milk formulated with numerous nutrients are still used for the same reason today (Schwab, 1996). Formulated powdered milk is still used today to supply children with sufficient nutrients to aid in their growth and development. In addition, the COVID-19 Pandemic has also added to the list of things that could impact children's well-being. The dangers of malnutrition, combined with the dangers of an infectious virus has posed many challenges for children and parents alike. Powdered milk advertisers have used this circumstance to further market their products along with their benefits. These advertisements try to display the power that their powdered milk products have over malnutrition, sickness, and stunted development. They convince parents that the advertised products have the power to keep a child active, happy, healthy, and immune to the dangers of the world.

The utilisation of scientific-sounding words and celebrity endorsements in the television commercials also convince the viewers that in order to 'fit in' and be considered a successful and educated parent, they must provide their children with the advertised products. Additionally, these advertisements also have the ability to evoke parental insecurities. Thus, in a way, these advertisements sell a notion that food and stimulation will never be sufficient or adequate in supporting a child's physical and mental

development if not completed by the powdered milk products.

#### IV. CONCLUSION

Based on the five Indonesian powdered milk television commercials, it can be concluded that advertisers utilise linguistic features such as imperatives, interrogatives, declaratives, endearing references, adjectives, scientific buzz words, and slogans to catch viewers' attention and persuade them. Advertisers also employ marketing strategies such as invoking parental inadequacies and fear, mentioning nutritional values, positive self-representation, and celebrity endorsements to further prove the credibility and benefits of the products. Consumers are more likely to purchase a product once they believe they understand the product better and the product value is guaranteed by a familiar face.

Most powdered milk commercials open with the reasons why the product is needed or the negative implications if a child does not consume the product. This way, advertisements have the power to generate feelings of parental inadequacy and fear. Afterward, these milk commercials would usually close with mentions of the products' nutritional values and positive impacts on children who consume them. In summary, nutrition is a big concern for parents in regard to their children. These milk commercials convince parents that these milk products are the only things that could complete a child's nutritional needs. Thus, parents are often made to feel afraid of not being a good parent if they do not provide their children with the advertised products.

Language can be considered one of the most important aspects in advertising, and advertisements in turn affect product consumption. Language can be arranged and utilised in such a way as to persuade people and shift their views with new ideologies. Therefore, advertisements

have the ability to shape people's lives and mindsets.

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