



CRITICAL DISCOURSE ANALYSIS OF SAMBAL ABC ADVERTISEMENT: A THREE-DIMENSIONAL FRAMEWORK APPROACH

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ABSTRACT

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This research delves into the critical discourse analysis (CDA) of an advertisement for Sambal ABC, an Indonesian chili sauce product, employing Fairclough’s three-dimensional framework. It explores the linguistic, discursive, and social dimensions prevalent in advertising language. The study contextualizes advertising as a form of discourse aiming to influence consumer attitudes and behaviors, emphasizing the relevance of CDA in decoding cultural nuances embedded within advertising. Methodologically, a qualitative approach was employed, focusing on linguistic analysis of pronouns, imperatives, and adjectives. Additionally, the study investigated textual practice which focuses on the linguistics element, discursive practices which is unveiling how language production and consumption influence discourse formation; moreover, sociolinguistic analysis emphasized socio-historical factors affecting discourse interpretation. Results from the critical analysis of the Sambal ABC advertisement revealed deliberate linguistic choices aiming at audience engagement. Pronouns personalized the message, imperatives directed actions, and adjectives highlighted desired qualities, enhancing the advertisement’s appeal. Discursively, the advertisement positioned the audience as active participants, emphasized product uniqueness, and promoted social responsibility towards farmers, establishing an emotional connection rooted in family values. The study’s societal implications were evident, challenging norms of expressing gratitude towards products, recognizing farmers’ contributions, and tapping into cultural identity. This research underscores the intricate interplay between language, persuasion, and societal contexts within advertising, emphasizing the need for understanding discourse in advertising as a powerful tool shaping consumer intention.

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INTRODUCTION

Advertising is closely related to discourse because it is a form of discourse that aims to influence the attitudes, beliefs, and behaviors of potential customers. Discourse analysis is extremely relevant for advertising as it provides insights into how consumers perceive and interpret advertising messages, and it helps in understanding cultural nuances and social norms, which are essential for effective advertising. Advertising language is not neutral or objective, but rather loaded with values, emotions, and ideologies, making it an important area of study for discourse analysis. The language of advertisements triggers curiosity and surprise, and advertising discourse is characterized by the use of various strategies to influence readers' decisions and cultural variations (Maka, 2018).

Study has also examined the impact of advertising discourse on consumer persuasion, highlighting the significance of analyzing the nature of its impact on consumer engagement (Liyanage, 2020; Hantouleh et al., 2025; Baan, 2022).

The employment of advertisements as a communication tool has piqued the interest of academics from a variety of disciplines. Critical Discourse Analysis (CDA). CDA has been used in a variety of contexts, including political debate, globalization, and education. It aids scholars in their understanding of how discourse is utilized to establish and negotiate social identities, power dynamics, and cultural meanings. CDA can identify patterns and trends in discourse that can inform the formulation of tactics for social change and challenge (Fairclough, 2013).

Ads are not just words; they are connected to music, pictures, and other texts. They are influenced by the people who create and see them, all part of a big interaction (Cook, 2001; Ma, 2024; Hidayat et al., 2018).

Advertising is the marketing of objects such as commodities, services, company locations, and ideas, which must be paid for by a sponsor. Advertising is viewed by marketing management as a component of a larger promotional plan. Publicity, public relations, sales, and sales promotion are also components of promotion. In advertising creation, someone who makes an advertisement must look at the current socio-culture for the goods or services given to be accepted. Understanding the sociocultural makeup of society will result in comprehensive acceptance of the advertisement and consequences for product or service usage. The main purpose of making advertisements is to influence and interest readers or audiences in the items or services presented (Susanti et al., 2020).

There are some prior studies on CDA such as a study by Susanti et al. (2020) which used the three-dimensional framework of CDA by Fairclough. It analyzed the

text dimension, discursive practice, and social practice in the advertisement text of Indian Royal Coffee advertisement to identify the ideology and goals that the advertisement creator wishes to portray through the language medium chosen. It was found that many commercials, according to linguistic studies, use specific identities, such as the identity of millennials. Euphemisms emerge when advertising utilizes the word “we,” implying a connection between advertisers and readers. As an advertiser, it does not demonstrate authority. Advertisers know quite well that their target is millennials based on an analysis of text patterns from the creation and consumption sides. The advertiser presents the idea in a very straightforward and informal manner. The advertiser recognized people’s lives based on an analysis of sociocultural customs. The advertiser targets a specific institution, the middle class, but gives the impression of being upper class. Advertisers provide their products based on the consumer’s lifestyle.

Another previous research was conducted by [Susanti \(2019\)](#) who conducted a CDA study on the advertisements of beauty products, Pantene and Garnier. The data were also analyzed by Fairclough’s three-dimensional framework of critical discourse analysis; they are textual features, discursive features, and social feature. According to the findings of this study, the language used in advertising appears to be extremely engaging in establishing image to the audience and were successful in leveraging the various discourse methods to garner people’s attraction to buy the product being sold. Words found in advertisements for social behaviors are seen to have control or power over people.

Another CDA was also conducted by [Dover \(2021\)](#) who investigated the relationship between language and social activities of vintage advertisement of American airlines, as well as the extent to which media discourse defines or distorts these opinions. It was found out that in 1968, the advertising employed numerous methods such as direct speech, personal and possessive pronouns, and declarative sentences to directly address the reader and build an ideology of air travel with American Airlines.

In this study the researcher is interested in doing a CDA of a Sambal ABC advertisement, which is a chili sauce product of Indonesia. In addition, this research employed three-dimensional framework from Fairclough analysis to do the critical discourse analysis on the advertisement of Sambal ABC to discover the ideology and goals of the advertiser. This is worth investigating because it examines how everyday commercial messages function as sites where meaning is constructed and negotiated within a specific cultural setting. Focusing on sambal advertisement allows the study

to capture discourse embedded in a familiar and culturally grounded context that has received limited critical attention. This approach offers a more nuanced understanding of how local advertising discourse operates beyond persuasion, highlighting variation in ideological construction within a shared cultural space.

The researcher limited the research in analyzing the textual analysis of the pronoun, imperative, and adjective, discursive practice, and social practice. Textual analysis examines language content and form, including both spoken and written texts, to investigate features such as pronouns, adjectives, grammar, conjunctions, parallelism, repetition, mood choice, and modality (Titscher et al., 2000). It investigates language as a social practice that depicts certain realities. The textual analysis in this study is limited to analyze the pronouns, imperative, and adjective.

The use of pronouns, according to Fairclough (1995), is a type of relational value that aids in the creation of a welcoming atmosphere in order to persuade the audience. Advertisements, for example, frequently employ the personal pronouns we and you. The usage of the second-person pronouns (we and you) reflects power and solidarity relationships. The use of second-person personal and possessive pronouns like 'you' attempts to address the readers directly and intimately. It is highly valued when people are addressed individually rather than as part of a large group (Fairclough, 1989 in Kaur et al., (2013).

While the use of adjectives is crucial in advertising because "they convey a positive or negative affective meaning". The term 'Affective meaning' refers to how adjectives influence people's evaluations of advertisements, which can be good or negative. Advertisers employ adjectives to describe their points of view about the product (Delin, 2000). In addition, advertisers are attempting to develop a closer contact with the readers by using inquiries and imperatives. Such casualness can imply equality between advertising and readers (Kaur et al., 2013).

Following that, discursive practice analysis is concerned with determining the relationship between the productive and interpretative processes involved in discourse formation and interpretation (Titscher et al., 2000). According to Kaur, Arumugam, and Yunus (2013) in S. Susanti (2019), this level of research investigates text production and consumption. It is concerned with how advertising is created and consumed, as well as the power dynamics that exist within them.

Third, in relation to the third issue statement, sociolinguistic analysis digs into the socio-historical conditions that regulate the development and interpretation of discourse (Janks, 1997). It defines the interaction between discursive and social practices on the societal influence of marketing. This level of study explains how the

language used in commercials influences customer behavior by attracting and appealing to them

METHODS

This research is qualitative research which employs Critical Discourse Analysis (CDA) with three-dimensional framework of [Fairclough \(1995\)](#). Fairclough viewed Text (advertising) through three dimensions: text analysis, discourse practice, and sociocultural practice.

Texts are linguistically studied in Fairclough's framework by looking at vocabulary, sentences, and semantics. Aside from that, he considers cohesion and coherence, or how words or phrases are integrated to generate meaning. While discourse practice is a dimension related to text production and consumption ([Fairclough, 1995](#)).

[Fairclough \(1995\)](#) states Critical Discourse Analysis (CDA) is an interdisciplinary approach to discourse analysis that considers language to be a type of social practice. Norman Fairclough, a notable person in CDA, has made substantial contributions to its growth. His work focuses on the relationship between language, power, and ideology, and he has proposed a CDA model that consists of three interconnected processes of analysis tied to three interconnected dimensions: the object of analysis, the processes by which the object is produced and received, and the consequences of this positioning.

This study was conducted by analyzing the text used in the advertisement of Sambal ABC. This advertisement is in form of a 30 seconds short video in YouTube which was upload in 2023.

FINDINGS AND DISCUSSION

The advertisements that were critically analyzed in this study were the advertisement videos of chili sauce which is called Sambal ABC. This advertisement is in form of short videos that was found in YouTube. The researcher analyzed the texts from those advertisements with three-dimensional framework from Fairclough.



Picture 1. Advertisement of Sambal ABC

Text of the advertisement of Sambal ABC

“Jangan terima kasih ke sambal ABC. Buat waktu keluargamu jadi seru. Jangan terima kasih ke kami juga karena momen makanmu jadi makin meriah. Tapi berterima kasihlah pada petani yang merawat dan memetik cabai Hiyung berkualitas dari Kalimantan. Terbukti selalu menjadi rahasia kelezatan favorit keluarga Indonesia. Sambal ABC bukan sambal biasa”.

Meaning

“Don’t thank ABC chili sauce. Make your family time fun. Don’t thank us either because your eating moment will become even more lively. But thank the farmers who care for and pick quality chilies from Kalimantan. It has always been proven to be the secret delicacy of Indonesian families’ favorites. ABC chili sauce is not ordinary chili sauce.”

Textual Analysis

The first level of analysis is linguistic, and it looks at the advertisement’s pronouns, vocabulary, and imperative.

The Use of Pronoun

1. *Buat waktu keluargamu jadi seru* (Make your family time fun).
The possessive pronoun “your” in “your family time” addresses the audience directly, implying possession or ownership. It personalizes the message and connects with the reader by emphasizing the value of their family time.
2. *Jangan terima kasih ke kami juga karena momen makanmu jadi makin meriah* (Don’t thank us either because your eating moment becomes even more lively).
The use of possessive pronoun “your” in “your eating moment” stresses possession as well, emphasizing that the reader owns the eating time. While the use of object pronoun “us” in “don’t thank us” refers to the speaker or to the company that represents the product or service. It denotes the recipient of thanks and puts them as the benefactor who improves the eating experience.

The Use of Imperative

1. *Jangan terima kasih ke sambal ABC* (Don't thank ABC chili sauce)
The directive "Don't thank" instructs the audience not to express gratitude to ABC chili sauce. It suggests a specific action (not thanking) in relation to the product.
2. *Buat waktu keluargamu jadi seru* (Make your family time fun)
The command "Make" pushes the audience to take action to improve their family time. It implies that the audience can play an active role in producing a positive experience.
3. *Jangan terima kasih ke kami juga* (Don't thank us either)
The imperative "Don't thank" instructs the audience not to thank the speaker or the product/service provided.
4. *Tapi berterima kasihlah pada petani yang merawat dan memetik cabe yang berkualitas dari Kalimantan* (But do thank the farmers who care for and harvest quality chili from Kalimantan).
The object imperative "thank the farmers" directs the audience to express gratitude to a specific group - the farmers who plant and harvest high-quality Kalimantan chili.

The Use of Adjective

1. *Buat waktu keluargamu jadi seru* (Make your family time fun).
The adjective "fun" in "Make your family time fun" modifies "family time," suggesting that the desired outcome or quality of the time spent is to be enjoyable, pleasurable or satisfying.
2. *Jangan terima kasih ke kami juga karena momen makanmu jadi makin meriah* (Don't thank us either because your eating moment becomes even more lively)
The adjective "lively" in "Don't thank us either because your eating moment becomes even more lively" is used to describe the eating moment. It conveys a sense of vibrancy, energy, or liveliness associated with the experience of consuming the product or service being advertised.
3. *Tapi berterima kasihlah pada petani yang merawat dan memetik cabe yang berkualitas dari Kalimantan* (But do thank the farmers who care for and harvest quality chili from Kalimantan)
The adjective "quality" in "quality chili" describes the type of chili being harvested. It modifies the noun "chili," specifying that it's of good or high quality.

Discursive Practice

Discursive practice analysis involves interpreting how the processes of creating and interpreting discourse relate to the actual text's content and form. The text employs directives such as "Don't thank," "Make," and "But do thank." These directives shape the readers' behavior, instructing them on how to perceive the product (ABC chili sauce) and how to act regarding it. The audience is positioned as active participants. They are prompted to refrain from thanking the sauce, create enjoyable family time, and acknowledge farmers' contributions. This positions them as responsible decision-makers, influencers, and appreciators.

The text emphasizes the distinctiveness of ABC chili sauce by contrasting it with

the notion of being “ordinary.” It positions the sauce as extraordinary or special, appealing to the audience’s desire for uniqueness and quality. By prompting gratitude towards the farmers, the text highlights social responsibility and ethical considerations in consumption. It emphasizes the role of the farmers in delivering quality produce and encourages appreciation for their efforts. The text implies an emotional connection between the audience, their family, and the product. It suggests that using the sauce contributes to livelier family moments, appealing to the audience’s emotions and familial bonds.

Overall, the advertisement employs directives, positions the audience as active participants, emphasizes uniqueness, appeals to social responsibility, and establishes an emotional connection to promote ABC chili sauce as a distinctive and valuable product within the cultural and familial context of the audience.

Social Practice

The text shows complex relationship between consumers and brands. It challenges conventional expressions of gratitude towards a product, suggesting that the product (ABC chili sauce) doesn’t warrant thanks. There’s an implied sense of reciprocity where the brand claims that they provide a livelier eating moment, indicating a value exchange beyond a mere transaction. It also emphasizes family-centric values by encouraging the enhancement of family time. It aligns with societal norms valuing quality family experiences.

The text also acknowledges the efforts of farmers in Kalimantan, attributing the quality of the product to their care and harvest. This aligns with social norms valuing the contributions of agricultural workers. It positions ABC chili sauce as a staple in Indonesian households by suggesting it as the “*rahasia kelezatan favorit keluarga Indonesia*” (secret to Indonesia’s favorite family deliciousness). This plays on cultural identity and taste preferences, appealing to a sense of familiarity and tradition.

To sum up, the text engages with various social practices. It challenges norms of thanking a product, promotes family values, acknowledges the contribution of farmers, and taps into cultural identity and taste preferences to establish a connection with the audience within the broader social and cultural context of Indonesia.

CONCLUSION

The critical discourse analysis of the Sambal ABC advertisement, conducted using Fairclough’s three-dimensional framework, revealed a multifaceted interaction between textual dimension, discursive practices, and social practice within the context

of advertising. Through an exploration of textual, discursive, and social practices, various significant elements were unveiled.

The analysis of the advertisement's language use, particularly pronouns, imperatives, and adjectives, demonstrated a deliberate effort to engage the audience. Possessive pronouns personalized the message, imperative commands directed actions, and descriptive adjectives highlighted desired outcomes or qualities, aiming to create a personalized and engaging appeal.

Discursively, the advertisement employed directives that shaped audience behavior and positioned them as active decision-makers. It emphasized the uniqueness of the product, appealed to social responsibility towards farmers, and established an emotional connection centered around family experiences, contributing to its persuasive power.

In the realm of social practices, the advertisement challenged conventional expressions of gratitude towards products, emphasizing reciprocal value exchange beyond transactions. It aligned with family-centric values, recognized the efforts of farmers, and strategically tapped into cultural identity and taste preferences, creating a connection with the audience within the broader social and cultural context of Indonesia.

The critical analysis of this Sambal ABC advertisement highlights the intricate interplay between linguistic choices, persuasive strategies, and societal contexts in shaping consumer perceptions and behaviors within the advertising domain. This exploration underscores the importance of understanding discourse in advertising as a powerful tool that both reflects and shapes social norms, cultural values, and consumer interactions.

This study offers a useful framework for integrating Critical Discourse Analysis into instructional strategies especially in education. Pronouns, imperatives, and adjectives are examples of linguistic elements that teachers can help students analyze and relate to larger discursive and sociocultural contexts. This method encourages students to challenge underlying ideologies in common texts while also improving their analytical and critical thinking abilities. As a result, students can acquire higher-order thinking abilities that are necessary for both academic achievement and societal engagement.

SUGGESTIONS

Based on the findings, this study suggests that future research should expand the analysis by incorporating multimodal aspects of advertisements, including visual

and audio elements, to provide a more comprehensive understanding of advertising discourse. In addition, further studies are recommended to examine different products or compare multiple advertisements to reveal broader patterns of ideological construction in advertising.

For educational practice, it is suggested that Critical Discourse Analysis (CDA) be integrated into language learning, particularly in teaching reading and writing, to enhance students' critical thinking and awareness of how language functions within social and cultural contexts. The use of authentic materials such as advertisements can support students in developing analytical skills and interpreting persuasive texts critically.

CONFLICT OF INTEREST

The author declares that there is no conflict of interest regarding the publication of this research. The research was conducted independently without any financial support, commercial involvement, or personal relationships that could influence the results or interpretation of the study.

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