

## **BRANDING THROUGH LITERACY : CRITICAL DISCOURSE ANALYSIS ON MARKETING CAPTION USED BY INSTITUTION**

**Gede Dharma Arya Wicaksana<sup>1</sup>**

Institut Desain dan Bisnis Bali<sup>1</sup> (Retail Management, Business and Technology Faculty, Institut  
Desain dan Bisnis Bali), Jalan Tukad Batanghari Panjer no.29, 80225

Correspondence Email : [dharmaarya@idbbali.ac.id](mailto:dharmaarya@idbbali.ac.id)

### **Abstract**

This study focused on investigating the branding strategy used by institution when promoting the study program through caption on social media. This study focused on the posts which focused on promoting study program on Instagram. Mills (2024) Critical Discourse Analysis was used to analyze the captions through 4 contexts. The result shows that accreditation, as well as facilities and networking opportunity comprehending the institution becomes the source of marketing which need further consideration by having justification from other parties.

**Keywords:** Caption, Social Media, Branding

### **Abstrak**

Penelitian ini difokuskan pada strategi branding yang digunakan oleh institusi dalam mempromosikan program studi melalui caption di media sosial. Penelitian ini difokuskan pada unggahan yang berfokus pada promosi program studi di Instagram. Analisis Wacana Kritis Mills (2024) digunakan untuk menganalisis caption melalui 4 konteks. Hasil penelitian menunjukkan bahwa akreditasi, serta fasilitas dan peluang jaringan yang dimiliki institusi menjadi sumber pemasaran yang perlu dipertimbangkan lebih lanjut dengan adanya justifikasi dari pihak lain.

**Kata kunci:** Caption, Media Sosial, Branding

### **Introduction**

The COVID-19 pandemic has had a negative impact on the micro, small and medium enterprise (MSME) sector, which is considered the core of the economy both regionally and nationally. Therefore, the Indonesian government prioritizes the development of MSMEs in its economic development. For years, small and medium enterprises (MSMEs) have been the core of the people's economic system, and all of them have tried to overcome income problems, differences between groups and entrepreneurs, as well as poverty alleviation and labor supply. Development in this way can expand business and support, protect, and accelerate structural changes, such as increasing national and regional economic resilience. Small and medium enterprises (MSMEs)

indicate ownership of various types of business policies in the Indonesian economy (Wahyuni & Ikasari, 2022).

Specifically, the pandemic affected 163,713 small and medium enterprises (SMEs). Around 37,000 MSMEs reported to the Indonesian Ministry of Cooperatives and SMEs that the pandemic has greatly affected all of their businesses at this time. All said that 56% complained of a decline in sales, 22% experienced financing problems, 15% experienced distribution problems, and 4% had difficulty obtaining raw materials. The decline in MSME sales averaged 61%, the average entrepreneurial profit aspect was 61%, the average capital aspect was 61%, and the average number of employees was 61%. In this case, small and medium enterprises (MSMEs) experienced a reduction in the number of employees by 22%, and 5) the ability to pay bank installments (Balitbang Buleleng, 2021). In addition, most MSME actors (especially micro entrepreneurs) face difficulties in fulfilling their obligations to banks.

In terms of work, with the presence of technology, work that was originally done manually, whether it was work done in writing or work done by typing using a typewriter, has shifted to work using computers and the internet. The rapid advancement of information technology has really caused the world to become a narrower and limitless place because information technology has a very wide reach. So that information technology becomes a primary need in an organization. The role of technology consisting of various types of technology, the technology used in the information technology system is computer technology, communication technology and any information technology that provides added value to the organization from various types of information technology that have a very large impact on every aspect of life and the most important thing today is computers so that this information technology has benefits for all aspects of business by orienting towards improving employee performance and company productivity in order to obtain maximum profit but minimal risk and cost so that information technology is very suitable for monitoring company performance. The increasing number of Small and Medium Enterprises (SMEs) does not mean that SMEs are ready to face the business competition. One of the obstacles for these SMEs is their ignorance of the importance of packaging for their products (Intan, Revia, & Erwita, 2019).

Because of that, by looking all of these haunted economy problem in the past, understanding knowledge of business and technology is a must for every business actor in which one of the ways to comprehend business and digitalization was through proper learning or learning from the experts, especially institution. If these MSME partners are able to convert their business to digital, it is certain that these residents' products will continue to run well (Mahadi, 2021). Digital marketing activities are very useful as seen by many companies during the Covid-19 pandemic. Many of them use the internet and social media in marketing their products or services (Natsir, 2021). Institution who can offered knowledge and understanding in terms of business and technology may able to

nurture the human resources who can handle the problems of economy nowadays. In a perspective of gaining the profit, Institution may think this is a momentum to gain more newcomers to learn which means, a proper marketing strategy should be properly implemented and one of them was through social media marketing. This study focuses on analysis on caption as part of social media marketing handled by one of institutions in Bali which focuses on design and business.

## **Method**

This study is a descriptive qualitative study since the focus is to analyze the discourse itself in the form of caption text in a context of promoting business and technology study program. This study used Mill's (2004) discourse analysis model which considers: a) How events are viewed. b) From whose point of view the event was seen. c) Who is positioned as the narrator (subject) and who is the object being told. d) Does each actor and social group has the opportunity to present themselves and their own ideas or is displayed by other groups/people (Hazaea, 2021). The caption was taken from 2 posts on Instagram which are [https://www.instagram.com/p/C86ywGuSEyV/?img\\_index=1](https://www.instagram.com/p/C86ywGuSEyV/?img_index=1) which was posted on July 2<sup>nd</sup> 2024 and <https://www.instagram.com/p/C4iIFCRPU-U/> which was posted on March 15<sup>th</sup> 2024. These posts are chosen because these posts represent the promotion of study program which concerns about business and technology which are digital business and information technology system.

## **Result and Discussion**

To begin the analysis, this study shows the captions that become the object of analysis using Mill's Critical Discourse Analysis. These captions are shown below:

Caption 1:

*BAIK SEKALI!*

*Program Studi Bisnis Digital di IDB Bali sukses meraih akreditasi "Baik Sekali".  
Sebagai yang terbaik di Bali, prodi Bisnis Digital IDB Bali menawarkan kurikulum  
pembelajaran relevan dan inovatif, fasilitas penunjang modern, serta jaringan kerja  
sama industri yang luas untuk menciptakan generasi entrepreneur unggul di dunia  
digital <sup>100</sup>*

*Kuliah Bisnis Digital? Sudah pasti pilihlah yang terbaik!*

*IDB Bali**Create Your Own Creative Journey*

The analysis is separated based on 4 aspects namely:

- a) How events are viewed.
- b) From whose point of view the event was seen.
- c) Who is positioned as the narrator (subject) and who is the object being told.
- d) Does each actor and social group has the opportunity to present themselves and their own ideas or is displayed by other groups/people.

The results are shown below

***Caption 1 Analysis***

In terms of how events are viewed, caption 1 represents the situation when digital business was accredited in very good which is considered as successful study program in maintaining the quality of the program which is considered as good to be published and seen by the public. The use of catchphrase “*BAIK SEKALI*” which becomes the headline and all of the letters are in capital shows the understanding that the viewers should look and register to the study program which consider legally as very good category. This headline is also supported by supporting caption such as offering the curriculum and facilities as well as future career after graduated from this study program. This can be seen from the caption “*prodi Bisnis Digital IDB Bali menawarkan kurikulum pembelajaran relevan dan inovatif, fasilitas penunjang modern, serta jaringan kerja sama industri yang luas untuk menciptakan generasi entrepreneur unggul di dunia digital 100*” in which this caption shows that this study program is offering the opportunity for the students to get innovative and relevant learning curriculum which refers to the economic situation nowadays when the students need to understand it through learning relevant topic. Besides, the students also get supporting facilities such as modern facilities as well as opportunity to broaden relation to industry who becomes partner of this institution in order to make students ready to become entrepreneur.

The point of view can be seen from the perspective of the digital business study program itself since it is considered as branding the product of the institution to the viewers in which in order to get the newcomer students, the caption need to unleash the marketing potential which can be seen by using the result of accreditation such as “*BAIK SEKALI*” as the first catchphrase to become the focus of viewers’ attention which makes the viewers wondering what is the actual meaning of “*BAIK SEKALI*” and it was

explained in details through the supporting caption in terms of learning curriculum, facilities as well as networking opportunity.

The subject and object can be seen from the context of the discourse itself in which the subject is the institution which is Institut Desain dan Bisnis Bali as the one who owns digital business program which means the digital business program becomes the object shown in the caption. This is in line with the rules of subject-object position in which subject's position is always superior to the object's position.

In terms of opportunity of explaining ideas, it can be seen that this caption is one perspective from the institution only which means there is no additional explanation from other parties which becomes the consideration of taking other party's thought and idea to enhances the public perspective about the study program.

## **Conclusion**

To conclude, the promotion of digital business study program relies on the result of accreditation as well as the facilities supporting the institution as well as the opportunity to increase networking. The promotion was lacking the thought from other parties which considered as good to be added to ensure the public's opinion about digital business study program

## **Reference/Rujukan**

- Balitbang Kabupaten Buleleng. (2021). DAMPAK PANDEMI COVID 19 TERHADAP UMKM. Balitbang Kabupaten Buleleng. <https://balitbang.bulelengkab.go.id/upload/konten/11-adampak-pandemi-covid-19-terhadap-umkm.pdf>
- Hazaea, A. N. (2021). An approach to creative media literacy for world issues. *Journal of Media Literacy Education*, 13(3), 75-85. <https://doi.org/10.23860/JMLE-202113-3-6>
- Intan, T., Revia, B., & Erwita, A. (2019). Peningkatan Daya Saing Produsen Minuman Herbal Melalui Pembuatan Konten Kreatif Media Sosial Berbasis Pemasaran E-marketing. *Jurnal Komunikasi Profesional*, 3(2). <https://doi.org/10.25139/jkp.v3i2.1982>
- Mahadi, T. (2021). Digitalisasi Dinilai bisa Menjadi Kunci Bagi UMKM Untuk Bertahan Dimasa Pandemi. Kontan.Co.Id. <https://industri.kontan.co.id/news/digitalisasi-dinilaimenjadi-kunci-bagi-umkm-untuk-bertahan-di-masa-pandemi>
- Natsir, K. (2021). Digitalisasi UMKM Sebagai Solusi Bertahan Dimasa Krisis Pandemi Covid-19. Seri Seminar Nasional Ke-III Universitas Tarumanagara Tahun 2021. <https://doi.org/10.24912/pserina.v1i1.17694>

Wahyuni, S & Ikasari, N. (2022). Unveiling The Impact of Covid-19 And The Policy Implications On Indonesian Small Businesses: Where Do They Hurt The Most? *BISNIS & BIROKRASI: Jurnal Ilmu Administrasi dan Organisasi: Vol. 29: No. 1, Article 5*. DOI: 10.20476/jbb.v29i1.1357