



Macro and Microstructure of Food Product Advertisement Discourse on Television

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Abstract. Language in advertising discourse is different from that of other genre of text since advertisements are supposed to have the capability of attracting public attention and interest. By making use of Van Dijk's (2009) discourse theory, this study examines three phenomena about food product advertisements on Indonesian television, which are macro structure, superstructure and micro structure. The research aim is to know the macro and microstructure of food product advertisement discourse on television. This study was conducted using a qualitative research method design. The result shows Overall, in the macro structure, all advertisements analyzed in this paper have an ideological meaning to invite the audience or the public to buy the product being advertised. However, every advertisement is found to always involve two forms of communication, namely verbal and non-verbal. In this context, non-verbal forms have a very important role in attracting the attention of the audience through efforts to influence them psychologically. People more easily understand a message that is accompanied by symbols, signs, or pictures.

Keywords: Advertising · Food Products · Discourse Structure · Television

1 Introduction

The ability to communicate with others through language, which also serves as a tool for social interaction, is the basic requirement for human existence in this planet. If there is mutual understanding or if using our available language resources is closely related to mutual understanding, language may be used. For instance, if we pay close attention to what is being said, we can discern the aim and goal of another person's words or speech. According to (Alwi, 2002), Language is a generalized system of sounds and symbols that all individuals and groups of people use to communicate, engage, and identify themselves through polite speech, appropriate behavior, and proper etiquette [1]. Language is a system as a result, and systems have rules that are phonetic, phonemic, and grammatical. In other words, language is constrained by a set of rules rather than being free.

There are many purposes for language as a tool for communication. Language is used to manage or to dominate society through the manipulation of meaning in the context of social, political, and cultural processes. Referential function and emotive function are the two fundamental purposes of language. Both official and casual communication uses

a language that may support a variety of functions. For instance, a person's language, cultural background, and presuppositions all affect how well they can comprehend one another when speaking. The basic purpose of language is to name or label entities like individuals, things, and events [2].

The discourse that will be used in communication will be employed in addition to the language. The discourse contains concepts, ideas, thoughts, or ideas that readers and listeners can understand as a whole language unit. Sentences that adhere to grammatical rules and other discursive requirements constitute discourse, which is the highest level of grammatical organization. The discourse must be coherent and unified in order to meet grammatical requirements. Cohesive refers to a harmonic link between the discourse's components. Coherent, on the other hand, signifies that the discourse is integrated to include a tidy and accurate understanding. The structure of messages in communication or the varied purposes of language are also studied through discourse analysis (pragmatics). Discourse analysis allows us to understand not only the text's meaning but also the messages being communicated, their purpose, and how they are organized and comprehended. The underlying reasons behind a text or the decision to choose a specific research method to analyze the text might be revealed through discourse analysis.

Discourse also emphasizes the structures that come easily to spoken language, which are frequently seen in discourse in the form of discussions, interviews, comments, and utterances [3]. An additional component of discourse is linguistic communication, which is seen as the spoken exchange of information or messages between speakers and listeners [4]. The language that is utilized on a daily basis, both in spoken and written form, typically serves as the subject of study or discourse analysis research. Therefore, a language unit above a sentence or utterance that has unity and context and occurs in daily life serves as the subject of study or discourse analysis research. Examples include speech scripts, recorded conversations that have been written down, direct conversations, meeting notes, and so on. Discussions of discourse focus on the relationships between the contexts present in the text. The discussion aims to explain the relationship between sentences or utterances that make up the discourse. The meaning of discourse in English is called discourse. Linguistically, discourse comes from the Sanskrit "wac/wak/vak", which means "to say, to speak", and then the word changes into discourse. The word 'ana', behind, is a form of the suffix (suffix) which means "to make out". Thus, the word discourse can be interpreted as a word or speech. The aim research is to know the macro and microstructure of food product advertisement discourse on television.

2 Method

Research is a process that happens concurrently with data analytic tasks [5]. In this study, the discourse on food product commercials on television was analyzed using qualitative research methodologies and approaches, according to Lexy (2016), this is founded on the idea of qualitative research, which she claims is a type of research process that generates descriptive data in the form of verbatim written or spoken words from subjects and observable behavior [6].

3 Result and Discussion

3.1 Macro Structure of Television Food Product Advertising Discourse

The macrostructure is a structure that explains the global meaning of a text that can be observed from the main topic of the text's theme. Macrostructure analysis is the analysis of the text combined with the surrounding social conditions to get a central thematic theme.

In studying the macrostructure of discourse, the aspect that becomes the focus is ideological meaning. Ideology can be interpreted as a person's main idea in making a text that is reflected in a text that can appear abstract or tangible. A text can never be separated from ideology and can manipulate the reader towards an ideology [7]. In line with this idea, ideology plays a central concept in discourse analysis because of texts, conversations. [8]. The ideology of the preparation in constructing food product advertisement texts presented in this study is explained as follows.

3.1.1 "Sasa" Ads

"Sasa" advertisements, as described in the previous sections, are advertisements related to food that serve to make dishes more delicious. The purpose of the advertisement, of course, is to provide information about its existence and benefits. Therefore, the author's ideology in the advertisement is to persuade, seduce, and invite people to try to feel how these spices are an option for the community, especially homemakers who are responsible for providing dishes for family members. This was evident from the present advertiser partners who acted as housewives who practised how to cook using the sasa seasoning. However, not just cooking, the woman also tried to taste the dishes she had made with these spices. The non-verbal aspect of communication that the woman uses in the advertisement supports the ideological reflection in the advertisement. The form of communication in question is a happy expression and enthusiastic language on a woman's face after tasting her homemade food, supported by the phrase "It feels good."

3.1.2 "Supermi" Ads

The "Supermi" advertisement presents a type of instant noodle that generally has a spicy but delicious taste. The advertisements analyzed in this paper present Superman in new packaging. Thus it can be understood that the exact product has been issued previously, and products with new packaging and flavours are presented. The goal is to introduce the audience or the public to the existence of these instant noodles. Ideologically, this advertisement intends to invite people to recognize instant noodles with the new packaging and buy them. Of course, this reflects the effort to obtain financial benefits. Advertisers expect audiences to be psychologically affected by emphasizing new packaging and flavours. This is where the purpose and intent of an advertisement lie.

3.1.3 "Indomie Goreng" Ads

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3.1.4 “Malkist Roma Cokelat” Ads

In the advertisement “Malkist Roma Chocolate”, the advertiser uses two children and one mother to present it. First, the advertiser’s primary goal is to invite the audience’s attention to recognize the already available product. To support its purpose, a series of explanations through illustrations or explanations of the product’s ingredients, processes, and flavours are presented in detail. By putting pressure on the melted chocolate and layers of malkist biscuits, advertisers are expected to be able to attract the audience. Ideologically, this ad also intends to get the audience interested. With their cheerful and happy smiles and faces, the two children involved in the advertisement eagerly reflected the advertiser’s ideology in presenting it. Once again, body language can be an arena for forming an ideology to gain other people’s interest in the message the news giver conveys (communicator). With the sincere expressions of the two children involved in this advertisement, the advertiser hopes it will arouse the interest and enthusiasm of the audience to buy Malkist Roma Chocolate products.

3.1.5 “Better Anti Galau” Ads

The last ad is “Better Anti Galau” of course, the advertiser has an informative purpose in presenting this ad. In other words, the advertiser’s goal is achieved when the audience or the public finally recognizes the advertised product. However, it does not stop at that stage, and there are intentions that advertisers also convey. Succeeding in getting the audience interested and buying these biscuits reflects the distribution of advertisers’ intentions. This relates to the concept built by the advertiser that shows the advertising ideology. The concept in question is the choice of situation or setting before the core of the fishing activity is presented. Presenting three young men of age and uniformed schoolchildren is proof of this object’s advertising ideology. The term troubled has become the daily food of members of the Indonesian people to this day. The term describes a sad or disappointed mood caused by various factors. Usually, upset situations occur in the context of romance in the lives of teenagers. Advertisers use this phenomenon to make their products sell well. That is why Better Biscuits are given an anti-distress slogan. In the realization of the advertisement, one of the three young men involved in the advertisement was offered the biscuit, and the result was something miraculous because the man’s anxiety suddenly disappeared in an instant.

The ideology of the five categories of advertisers examined in this research is to pique the audience’s interest in purchasing the promoted goods. This ideology is expressed in many different ways, such as by grouping people based on the type of product, function, and use, types of verbal and nonverbal communication, and word choice. The

philosophy of the advertiser supports the marketer's intention or final objective for the target audience.

Each advertisement has various characteristics and structures that can be analyzed with various approaches and theoretical perspectives, including from a linguistic or linguistic point of view. Several things need to be considered in the study of advertising with a linguistic theory approach. This includes the involvement of communication in the form of verbal, non-verbal, and psychological aspects of the audience or potential customers. This gets attention and consideration because everyone has different tastes and hobbies. Children's tastes are, of course, different from those of adults or parents and women's tastes are different from those of men. Therefore, the determination or selection of advertising participants, settings, situations, and locations also have an important role in making conclusions and considerations. With the consideration and involvement of all these aspects, a television advertisement can succeed in reaching consumers. However, these things need to be studied from a linguistic perspective because any form of communication must always involve language as an effective instrument.

3.2 Microstructure of Discourse on Food Product Advertising on Television

Verbal aspects of a communication include linguistic aspects that involve only lingual elements. This can be determined at the semantic and syntactic levels. At the semantic level, there are at least three elements or elements that stand out to be discussed, namely background, detail, and intent. At the syntactical level, there are several elements that are explored as the focus of analysis because they function to form the text syntactically. These elements are grammatical cohesion, lexical cohesion, and sentence types. For the study of Food Product Advertising in this paper, the study focuses on the point of view of these two linguistic aspects.

3.2.1 Semantic Microstructure

Language meaning, including lexical and grammatical meanings, are investigated by the linguistic field of semantics. Referring to the concept of (Van Dijk, 2009), this branch of science examines the local meaning that results from the interactions between sentences and propositions that create particular meanings in text structures. As indicated in the following section, different elements exist in these interactions that are relevant to our investigation.

1. Background

The news element that can influence the meaning displayed is Van Dijk's background (2009). This element is an intrinsic element that explains space, time, and the atmosphere that occurs in a discourse. In literary works, this element refers to the space, time and atmosphere of the events in the literary work in question [9].



Fig. 1. “Sasa” Advertising Background



Fig. 2 .

a. “Sasa” Ads

The advertisement “Sasa” is presented in a room that contains kitchen utensils and cooking ingredients. It aims to support and strengthen the message conveyed by advertisers verbally. It can be seen in Fig. 1 that the presenter or advertiser is standing behind a table that contains two packages of sasa, which are still intact, along with several other cooking ingredients. The table is in a room that contains kitchen utensils.

In Fig. 2, the affirmation of the meaning of the advertiser’s verbal communication message is increasingly highlighted by the presence of a woman who plays the role of a chef. The woman will use sasa as powdered coconut milk for cooking in a bowl on a stove. In addition, the use of background aspects, such as functioning, causes a psychological effect on the audience about the truth of the information conveyed by the advertiser. It is clearer when the presenter is now with the woman who acts as the chef, as shown in Fig. 3. It looks like the presenter is holding a sasa package and is about to hand it over to the woman. The place where both of them stand confirms the meaning conveyed by the presenter.

b. “Supermi” ads

This second advertisement is presented in the family home by a mother who acts as a presenter and a chef with her daughter, who is a fan of Supermi instant noodles. As shown in Fig. 4, the Supermi package is on a table. The presenter cooked the instant noodles and then served them to his daughter, who was waiting in front of a table with a cheerful face. This setting aims to inform the audience that Supermi’s instant noodles are more appropriate to be cooked and served at home. In addition, the selection of this setting also serves to convey implicitly that instant noodles can be cooked and served in the family.



Fig. 3. “Supermi” Ad Background



Fig. 4. “Indomie Goreng” Advertising Background in the House

Additionally, the setting for the Supermi advertising was chosen because it made use of materials and tools that are readily accessible at home. As a result, cooking and serving the finished product go well if all the required components and equipment can be found. The choice of environment plays a crucial part in persuading the viewer to believe the message being delivered and the product being advertised in television advertising. Despite this, Supermi instant noodles are not restricted to being prepared and consumed at home. Supermi can be a substitute nourishment for family members, at least according to this advertisement.

c. “Indomie Goreng” ads

Indomie Goreng, the object of the third advertisement analyzed in this study, is presented in a strategic and varied setting. First, the presenter is in a room holding a pack of Indomie Goreng (Fig. 4). This shows that instant noodles can be served at home or in the family. It also confirms that this instant noodle is suitable to be an alternative food for families.

Second, Indomie Goreng can be used as breakfast before leaving for work. This is reinforced by the image of a girl in a yellow dress placing a brown bowl on a table in Fig. 4. Beside the girl lies a bag that signifies the girl’s readiness to leave in the morning. In addition, the atmosphere in which the girl was seen was still early.

Third, with the slogan of Indomie Goreng, “Making the Day More Enthusiastic”, there are at least three backgrounds that show the actions of humans who are enthusiastic in carrying out their activities after tasting the instant noodles. In Fig. 5 seen a group of men singing in a study with enthusiastic expressions. In the ad video, initially, the three men



Fig. 5. Variations of “Indomie Goreng” Advertising Background



Fig. 6. “Malkist Roma Chocolate” Advertisement Background

taste fried instant noodles, which are none other than Indomie Goreng. Then a group of men were seen enjoying their moment eating noodles on a round table in an open field. This illustrates the spirit and feasibility of Indomie Goreng being served anywhere. The last one was a group of men playing basketball who looked excited. At first, the players ate the fried noodles obtained from Indomie Goreng, and then they continued their activities by playing basketball.

The selection of various backgrounds in the Indomie Goreng advertisement strengthens the messages conveyed by advertisers. In the message conveyed, it is heard that instant noodles can be served anywhere and will make the day more enthusiastic. However, it takes work to design the background of an advertisement, especially television commercials. This is because the advertisement is delivered directly and involves both verbal and non-verbal communication.

d. “Chocolate Roma Malkist” Ad

Ads that involve biscuits as the object can, of course, be served in any setting or place. However, of course, it is necessary to consider the costs incurred because advertising is not an easy process and is not an activity that only requires a small fee. The “Malkist Roma Chocolate” advertisement analyzed in this study is presented in a family involving a woman and two children, a girl and a boy, respectively. The woman in question acts as the mother, and the two children involved act as the woman’s children.



Fig. 7. “Better Anti-Anxiety” Advertising Background

As shown in Fig. 6, two children. The two children were standing in front of a large TV screen showing a picture of a biscuit package that read “Chocolate Roma Malkist”. The place is a shop. Then a picture of a woman is seen holding a Roma Malkist biscuit. The woman is the presenter of the biscuit ad.

The goal of this setting is to convey to the viewer that the biscuits are available and searchable in the store. Implicitly, the background choice is made with the hope that the audience will be engaged and move quickly to identify and purchase the biscuits. Advertising serves commercial objectives in addition to promoting a brand or brand of a product.

e. “Better Anti Galau” ad

Better Biscuits are biscuits that are more suitable for teenagers, although, on the other hand, they can also be consumed by people of all ages. These biscuits have a sweet chocolate taste. For teenagers, especially teenage girls, chocolate is a very popular taste. This is supported by the selection of the biscuit advertising background as analyzed in this study. In addition, biscuits are given the motto “Anti Galau”.

Better biscuit ad served in a room. In the room is a bench occupied by two young men and a girl. The three youths wearing school uniforms indicated that the room was in the school building area. With the slogan “Anti-distress”, the selection of the background for this advertisement is based on considerations about the situation that makes young people confused. This is evidenced by the situation between the three teenagers sitting on the bench, as shown in Fig. 7. The picture shows the young man in the middle handing a letter in his left hand to the young man sitting next to him. The young man handed the letter with a gloomy face. It was caused by the condition that, at first, he thought the letter was addressed to the girl sitting on his right. It was truly a problematic situation.

The poor mood in the young man is shown using a sad facial expression and adding an image of a cloud over his head as he stands up to leave the bench where they are sitting. Thus the audience believes more in what they see visually. Walking five steps, the young man whose heart was disappointed was greeted by advertisers by offering Better Anti-Galau biscuits.

2. Detil

Detailed discourse elements relate to the control of information that a person displays. For example, communicators will display excessive information that benefits them but less if it is detrimental.

a. "Sasa" ads

In the previous section it has been explained that sasa is a type of coconut milk powder for cooking to enhance the taste. Disclosure of detailed elements in the advertisement is manifested in the delivery of materials and tools needed to produce coconut milk itself. One of the tools needed to produce what advertisers say is advanced technology. Listening to the advanced technology that currently marks developments in the life of modern society is something to look for. Therefore it will benefit the advertiser when it is able to influence the audience. The main ingredient in the production of coconut milk powder is coconut. However, in the delivery, the advertiser emphasized that the selected coconut was natural coconut. Semantically, the affirmation of the meaning of this kind of message is only to influence the audience to gain high confidence. If understood more deeply, one question can arise "Is there really an unnatural coconut?" Advertisers seek to communicate positivity and apply pressure to attract attention.

The images displayed are also very decisive in the form of controlling the information presented. The information control referred to here is in the form of strengthening the meaning of the message by presenting pictures of each concept mentioned by the advertiser, as shown in Fig. 2 Various images are presented to support the messages conveyed, ranging from pictures of the required materials, such as coconut and various coconut milk powder combinations of other vegetables, as well as including tools.

b. "Supermi" ad

Information control in the "Supermi" advertisement is realized by delivering new packages of instant noodles with different recipes. Presenting a picture of each new packaging type is another detail element. This aims to support the accuracy of the information presented to the audience through evidence. Visualization in TV commercials is the main element that serves to meet the psychological needs of the audience. Everyone, of course, understands more in detail a form of information when accompanied by pictures as a form of non-verbal communication.

c. "Indomie Goreng" ad

Unlike the "Supermi" advertisement, which emphasizes the new packaging in different variations, the "Mi Goreng" advertisement is presented in various situations and new packaging. As explained in the previous section, the motto of this instant noodle in the advertisement is "Make the Day More Exciting", so it is presented in various situations and activities that show excitement and enthusiasm after enjoying this fried noodle. Advertisers assert that anytime anywhere, fried instant noodles are suitable for serving. Therefore the pictures showing eating the noodles in different places are presented. It serves to provide detailed information to the viewer.

d. "Malkist Roma Cokelat" ad

Detailed elements in the advertisement "Malkist Roma Chocolate" are manifested in two ways: the presentation of images and the production process. These biscuits are made of flour with a chocolate chip that holds the two layers of the biscuit together. Disclosure of detailed elements is done by presenting the melting chocolate gluing process that unites the two layers of the biscuit. Disclosure of the name of the biscuit and the picture is the form of the second element. This purpose is to tell the audience what the biscuit looks like and how to care for it. Thus the audience will have the curiosity to try it. Of course, this is an advantage for advertisers.

3. Meaning

In the media context, the element of intent shows how communicators implicitly use certain language practices to highlight their truth base and implicitly exclude other versions of truth. In all advertisements analyzed in this paper, the element of intent is realized through the use of figurative languages but supported by non-verbal media so that everything presented is true. Some elements of the language used are such as making delicious dishes, new packaged Supermi, Fried Indomie makes the day more exciting, roma malkist chocolate makes double-double deliciousness with a layer of chocolate, and Better anti-distress by various situations and conditions. Semantically, these lingual forms have figurative meanings that exaggerate reality. However, the action is not visible to the audience because it is followed by illustrations that describe all these phrases in real references through non-verbal media. Therefore it looks as if everything is true and real.

4 Conclusion

Overall, all of the commercials examined in this research have an ideological purpose that encourages the audience or general public to purchase the offered goods. However, it has been shown that both verbal and non-verbal communication are always present in advertisements. In this setting, non-verbal forms play a crucial part in grabbing the audience's attention by attempting to psychologically impact them. When a message is accompanied by symbols, signs, or images, people are more likely to understand it.

This microstructure is related to the elements in the text building, which are related to linguistic aspects at the intrinsic linguistic elements, including meaning and structure. For example, the semantic structure of the text of food product advertisements on Indonesian television which is examined in the writing, manifests elements of background, detail, and intent. Each advertisement has a background based on the type and shape of the advertised object. Detail elements are also manifested in the delivery of the advertised product name and the image used to support the advertiser's message. The meaning element of the semantic microstructure is realized through the selection and use of language that has non-literal meaning or other purposes. Some elements of the language used are making delicious dishes, newly packaged Supermi, Fried Indomie making the day more exciting, Roma making double-double deliciousness with a layer of chocolate, and Better anti-distress by various situations and conditions.

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