

REPRESENTATION OF IDEOLOGY AND POWER: CRITICAL DISCOURSE ANALYSIS OF *LE MINERALE* AND *AQUA* ADVERTISEMENTS

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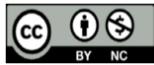
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Abstract

This study aims to analyze and compare the use of language in the Le Minerale advertisement of dr. Reisa edition and Aqua advertisement of Raisa edition using Norman Fairclough's Critical Discourse Analysis (CDA) approach. This study focuses on how language functions as a means of constructing meaning, ideology, and power in the communication practices of mineral water advertising in Indonesia. The research data in the form of verbal and visual. Verbal data includes slogans and persuasive narratives, while visual data includes representations of the body, nature, and symbols of purity. Those data were analyzed through Fairclough's three dimensions, they were (1) text analysis, (2) discourse practice analysis, and (3) social practice analysis. The results of the analysis showed that the Le Minerale advertisement of dr. Reisa edition used a rational, scientific, and educational language style with declarative sentence structures and health-oriented diction. In contrast, the Aqua advertisement of Raisa edition emphasized an emotional, narrative, and reflective language style with the use of metaphors and personal pronouns. From a linguistic perspective, differences in diction, sentence structure, and modality indicate that Le Minerale builds an ideology of rationality and scientificity, while Aqua builds an ideology of humanism and balance in life. Through a critical discourse approach, this study concludes that both advertisements not only promote mineral water products, but also construct a social reality that represents cultural values, gender identity, and economic power in the creative industry.



Keyword: *Critical Discourse Analysis (CDA); Aqua and Le Minerale mineral water advertisements; Fairclough's perspective*

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INTRODUCTION

In the digital era, social media has become a platform for people to interact, seek information, and simultaneously serve as a highly effective marketing platform for promoting products and services. This is certainly very beneficial for sellers because it can reduce promotional costs. This phenomenon has created a digital communication pattern based on social discourse. The language used in social media advertisements is specifically constructed to influence consumer emotions, perceptions, influence opinions, and behaviour. Therefore, the use of language in social media advertisements is an interesting topic to study.

Several previous studies have been conducted on the use of language in advertising. The results show that language in advertising has the power to construct the social image and ideology that a company wants to build through its products. (Rad & Torres, 2025) stated that advertisements on social media tend to emphasize emotional and persuasive language to influence and build consumer trust in the product. Meanwhile, (KhosraviNik, 2020) emphasized the importance of observing the interaction between text, visuals, and media technology in the process of forming digital meaning. Subsequent research by (Tiia et al., 2024) found that verbal and visual elements are interrelated in building discourse strategies in advertisements on social media. In addition, research on the need to create a good emotional sound and the use of euphemism, hyperbole, and metonymy in advertisements can be used to stimulate consumer memory of the advertised product (Ahmad & Aliyu, 2023). One more thing to be able to interpret advertising discourse more comprehensively and accurately, not only advertising language, sound and text modes in the process of exchanging meaning, but also the influence of other modes such as images, music and color (Zhang, 2017).

Of the several studies above, none have compared two advertisements for the same product with different brands. This is the main attraction for the author to critically analyze two mineral water advertisements on the YouTube channel @BIROIKLAN_Nostalgia. The Le Minerale advertisement, dr. Reisa edition, and the Aqua advertisement, Raisa edition, both use public figures but with different backgrounds. Both product companies emphasize product quality but appear to use different approaches. Through YouTube social media, both advertisements are packaged with visuals and use language by both public figures to achieve their interests. Online news sites, social media can also be used to pursue interests, as research by (Bouvier, 2021) shows that social media can be used against anyone or a cause without critical engagement or in-depth reflection.

Through Fairclough's Critical Discourse Analysis perspective, this study positions language as a tool to explore the ideology behind commercial communication. The analysis of the Le Minerale advertisements of dr. Reisa and Aqua of Raisa editions aim to reveal how differences in language style, choice of diction, and character imagery reflect two distinct ideological orientations: scientific rationality and emotional humanism.

Fairclough's Critical Discourse Analysis model through a three-dimensional strategy, namely Text, Discourse Practice, and Sociocultural Practice, was chosen to study this, including linguistic and exploratory dimensions, such as grammar, words, transitivity, and metaphor, by describing, interpreting, and explaining (Nikolopoulou, 2021). Based on the problems above, the objectives of this study are: 1) Representing

events conveyed through verbal and visual language from both Le Minerale advertisements edition of dr. Reisa and Aqua advertisements edition of Raisa. 2) Describe how discourse practices related to the production and consumption of Le minerale advertisement edition of dr. Reisa and Aqua advertisement edition of Raisa on YouTube. 3) Describe how sociocultural practices are based on contextual relations beyond verbal and visual language in Le Minerale advertisements edition of dr. Reisa and Aqua advertisement edition of Raisa.

LITERATURE REVIEW

Fairclough's Critical Discourse Analysis (CDA) Model

This research is based on the theory of Critical Discourse Analysis (CDA) developed by (Fairclough, 1995). Fairclough views language as a social practice that not only conveys meaning, but also reflects and shapes power and ideology in society. Fairclough's Critical Discourse Analysis model consists of three dimensions, namely: (1) Text, which examines linguistic aspects such as word choice, sentence structure, metaphor, and modality; (2) Discourse practice, which analyzes the process of text production and consumption, including the positions of speakers and audiences; and; (3) Social practice, which explains the relationship between text and the social context, ideology, and power structures that underlie it. These three dimensions are analyzed through description, interpretation, and explanation. Fairclough emphasized that the main focus in CDA is seeing language as a practice of power. If aresearch uses the CDA approach, the research is looking at how language is used to convey ideology in a text or discourse and its consequences. Meanwhile, Fairclough in (Park, 2021) critical discourse analysis is a medium used to observe and reveal ongoing phenomena, such as power and injustice, through linguistic aspects.

Language and Critical Discourse Analysis (CDA)

Currently, the function of language is seen not only as a means of communication, but also as an instrument of power (Fairclough, 1982). Furthermore, (Fairclough, 2001)states that language is a shaper of reality. What is developing now is language, which can break through the boundaries of reality itself, which (van Dijk, 2008) calls hyper-reality. The latest developments today, in addition to language as a tool for imaging(Haryatmoko, 2007) language can also change situations (Cutting, 2008). Furthermore, when language, technology, and the internet are connected, language can also play a role in the democratic process, namely the freedom to express opinions through language anytime and anywhere (Hoed, 2014). Thus, through language, participatory culture is increasingly strengthened (van Dijk, 2009).

The focus of discourse analysis is to see language as a practice of power Fairclough and Wodak in (KhosraviNik, 2020) This implies a dialectical relationship between discursive events, situations, institutions, and the social structures that frame them. Meanwhile, critical discourse analysis views the use of spoken and written language as a social practice, for example in political strategies, text narratives, conversations in certain contexts (Wodak, 2009). Thus, it can be concluded that discourse gives birth to meanings that can influence certain actions for its readers as a result of the selection and use of diction and language structures chosen by journalists. As in the context of this research, this is manifested in the narrative

and tagline in *Le Minerale* and *Aqua* advertisements, which both promote mineral water using different approaches.

Advertisements broadcast on YouTube social media display a more relaxed, interactive, and participatory language style. This indicates a shift in discourse practices from a linear communication model to a dialogic communication model. This is because the audience is not only the recipient of the message, but also part of the process of producing meaning. Fairclough's approach helps reveal how language is used not only to inform about products but also to shape product images. In line with research conducted by (Kopf, 2025) Fairclough's three-dimensional model approach is used to analyze the representation of language and ideology in digital advertising, in order to obtain a more comprehensive understanding of the function of language in digital media. Language in advertising is persuasive, symbolic, and ideological, because it contains messages that emphasize certain values, identities, and lifestyles. From a linguistic perspective, advertising language is characterized by conciseness, persuasiveness, the use of metaphors, repetition, and emotional diction. Advertising language not only conveys product messages but also builds emotional relationships between products and consumers.

METHODS

This study uses a descriptive qualitative method to explore and understand the meaning of a number of individuals in a community group that stems from social problems (Creswell, 2019). The focus of this study is to analyze the context in the *Le Minerale* advertisement of dr Reisa and the *Aqua* advertisement of Raisa. Both advertisements try to present product advantages and innovations to each other. The advertisements are broadcast on the YouTube channel @BIROIKLAN_Nostalgia which has 1.62 thousand subscribers. Interestingly, the channel broadcasts both mineral water advertisements in one 1:48 video, each about 47 seconds long. Both advertisements appear to highlight the quality of the water and the gallon.

Critical Discourse Analysis (CDA) perspective (Fairclough, 1992) is used because it allows for an in-depth analysis of the relationship between language, ideology, and power manifested in advertising texts. The research objects consist of two mineral water advertisements, namely *Le Minerale* of dr. Reisa edition and *Aqua* of Raisa edition, which are analyzed through language studies to identify how linguistic strategies are used to construct product image and advertising messages.

Primary and secondary data were used in this study. Primary data consisted of *Le Minerale* advertisement featuring dr Reisa and *Aqua* advertisement featuring Raisa on the YouTube channel @BIROIKLAN_Nostalgia. Secondary data were obtained from several journal articles. Verbal and visual data in *Le Minerale* and *Aqua* advertisements were selected purposively. Verbal data includes slogans and persuasive narratives, while visual data includes representations of the body, nature, and symbols of purity. Data were collected through documentation and transcription methods, by watching, recording, and transcribing the texts of both advertisements. Data analysis was carried out through three dimensions of Fairclough's discourse analysis, namely: (1) Text analysis, which includes the choice of diction, sentence structure, modality, and metaphor; (2) Analysis of discourse practices, which examines the process of production and consumption of texts by producers and audiences; and (3) Analysis of social practices, which traces the ideological context

and social representation behind the use of language. Through these stages, the aim of the study is to reveal how the differences in language style and the characters represented in the two advertisements reflect different ideologies, namely the scientific approach in the Le Minerale advertisement and the emotional power approach in Aqua.

RESULTS AND DISCUSSION

Text Analysis

Textual analysis is the primary model used from Fairclough's perspective. Textual analysis consists of three parts: introduction, body, and conclusion. Furthermore, the number of words in a news story can be interpreted as a reflection of the media's attention to the discourse. This stage will shed light on what is being said and how it is conveyed.

Table 1. Results of text structure analysis of two mineral water advertisements

Linguistic Aspects	<i>Le Minerale</i> (dr. Reisa)	<i>Aqua</i> (Raisa)
Vocabulary level	scientific: natural minerals, good for the body, healthy water.	Emotional: stories, precious moments, balance.
Sentence Structure	Declarative sentences ' <i>Le Minerale</i> contains natural minerals from mountain sources.'	expressive sentence: 'There is <i>AQUA</i> in every story of your life!'
Speech Style	Formal–scientific, calm and convincing intonation.	Casual–emotional, warm and inspiring intonation.
Modality	Modalities of certainty (certain, good, natural)	Invitation modality (there is, feel, find)
Metaphor	'There's sweetness'→metaphor for water quality.	'There is <i>AQUA</i> in every story'→metaphor of life
Pronouns	There is no use of 'you' or 'we'	Frequent use of “you” and “we”→more personal.
Tone & Intonation	Neutral, educational, and professional.	Warm and soft

Representation in subordinate clauses is seen from the level of vocabulary used to describe and show something (Eriyanto, 2001). Table 1 shows that the vocabulary levels used by the two advertisements are different. The Le Minerale advertisement uses the vocabulary 'natural minerals', 'mountain sources', 'healthy water', 'good for the body', while the Aqua advertisement chooses the vocabulary 'story', 'precious moment', 'life', 'balance'. This shows that Le Minerale builds a more rational and objective discourse, while Aqua tries to build a discourse through an emotional and taste approach when the message conveyed does not only focus on product information, but emphasizes more on feelings, experiences, and taste values felt by

consumers. That mineral water is part of a person's life, moments, and memories. As in the research of (Limjong & Winarni, 2017) revealed that the emotional appeal in advertisements is persuasive in addition to inviting people to enjoy the advertised product but also implies that the product cares about the bullying phenomenon that is happening in society. The same thing was conveyed by Paino et.al that musical instruments in advertisements also provide emotional appeal and strengthen the persuasiveness of the advertisements shown.

Next, the use of the word 'definitely' in the sentence 'definitely natural' implies that the Le Minerale advertisement is very assertive and informative about the quality of its product. Meanwhile, in the Aqua advertisement, the sentence 'There's Aqua in every story of your life' uses a more emotional approach, that Aqua can be a part of life. In contrast, Paino et al. (2023) stated that to create emotional appeal, an advertisement can use audio or music and movement. Likewise, advertising language mobilizes its power to captivate, seduce, and shape consumers into desired mindsets and behaviors (Edouihri, 2024). In the context of this study, the use of the metaphor of taste "there is sweetness" in the Le Minerale advertisement is not just the taste of food or drink, but rather the emotional feeling (positive emotions) associated with the product. Meanwhile, in Aqua 'There is Aqua in every story of your life', the linguistic aspect does not explain the water content or health benefits but rather touches the emotional side, namely that mineral water is part of a person's life and memories. This aspect is usually used to build closeness between the brand or product and consumers. As stated by (Susanti, 2019a) the diction used in advertising is considered to have control or power to influence others. Unlike (Wibowo & Indrayan, 2021) government's choice of diction during the Covid-19 era was used as an order and to ensure that someone did something the right way, without any bargaining. Including the use of metaphors in advertising can be used to show the quality and function of the product (Ahmad & Aliyu, 2023).

Next on the Le Minerale advertisement there is no use of pronouns 'I', 'you', 'we', but directly focus on products and objects. In the utterance 'Healthy water from the best source, has a natural sweetness.' In this context, it seems as if the speaker is only providing information to the wider community and there is no apparent interaction. In contrast to the Aqua advertisement, 'There is Aqua' there are pronouns 'we', 'you', and 'you'. In the utterance 'every story of your life', 'your life'---'you' seems to be interacting and every consumer who hears the advertisement seems to be invited to interact. There is a personal and emotional relationship built, 'you' and 'your life' seem to imply that the advertisement really cares about 'you and your life'. The use of the pronoun "we" in campaign advertisements shows a closer relationship between voters and candidates. In addition, the pronoun 'we' shows that when voters that someone has higher competence can create greater power.

The next linguistic aspect is the tone in both advertisements. Tone is used to show the identity of the product's star and also plays an important role in creating an atmosphere in the minds of consumers when interpreting the advertisement's meaning. In both advertisements, Le Minerale uses the figure of a doctor, dr. Reisa. This figure represents a confident and professional person. The resulting tone also reflects a calm and convincing doctor. Without using the words 'come on' or 'let', it is enough to convince that the advertised product is high quality. However, there is an unequal relationship between the star and the audience because dr. Reisa is the

expert and consumers as recipients of information. Meanwhile, in the Aqua advertisement, the singer Raisa is used. This figure represents a gentle person and creates closeness between the star, the product, and consumers. The words 'you' and 'we' can be seen indicating emotional closeness and the relationship created seem equal as friends or partners. This is in line with Yap quoted in research.mountain.com messages with a positive tone and emotional power can improve ad performance and attract the audience's attention.

Thus, the Le Minerale and Aqua advertisements differ in their methods of advertising their products. This can be seen from the advertisement star, Reisa, a doctor, explaining the product in a laboratory and using sophisticated equipment, implying that she is providing information to the audience or the public. Meanwhile, in the Aqua advertisement, Raisa, as an artist, appears gentle, relaxed, and represents Indonesian women. Furthermore, the advertisement's setting at home further conveys the impression of warmth and togetherness. Social closeness and equality are clearly visible. The audience feels closer, not as if they are being given information, but as if they are sharing stories and experiences.

A similar thing was conveyed by (Rad & Torres, 2025) who applied Critical Discourse Analysis (CDA) to advertisements on social media (Facebook and Instagram) that promote weight loss drugs. In their findings, it was stated that the advertisements used Health and Safety to highlight medical authority, safety, effectiveness, and clinical trials as the main attraction. However, the advertisements did not forget the emotional approach and Psychological Impact to convince the audience or user's emotions, such as self-confidence, changes in self-image, treatments that must be undergone, and most importantly, psychological transformation so that they are interested in the product without feeling patronized by the advertisement itself.

Discourse Practice Analysis

Discourse Practice Analysis is a model that exists between text and social context. This stage examines how texts are produced, distributed, and consumed by the public. This stage describes who produces a text or discourse and how it is produced. Then, by whom, the text or discourse is distributed. Finally, it examines how the text or advertisement is received and understood by the public.

Table 2. Results of the analysis of discourse practices from two mineral water advertisements

Element	<i>Le Minerale (Dr. Reisa)</i>	<i>Aqua (Raisa)</i>
Discourse Production	PT Mayora Indah Tbk, an educational strategy based on health branding. Dr. Reisa, a scientific approach that strengthens credibility.	Danone-AQUA, a storytelling branding strategy. Raisa is an emotional symbol that strengthens personal connection.
Discourse Consumption	The audience as seekers of truth and health (rational)	The audience as human beings with life experiences (emotional)
Distribution of	Television & YouTube (informative	YouTube digital storytelling

Element	<i>Le Minerale (Dr. Reisa)</i>	<i>Aqua (Raisa)</i>
Discourse	style)	(cinematic style)
Communicative Function	Educating.	Inspire and build emotions.
Language Strategy	Strengthening the authority of doctors.	Building emotional closeness

Discourse cannot be separated from the influence of the production process carried out by an individual or group of people with different backgrounds and goals. Quoted from wartaekonomi.co.id, Le Minerale mineral water is produced by PT. Mayora Indah Tbk. The company's owner is Jogi Hendra Atmadja. He studied medicine at Trisakti University in Jakarta. However, he chose to pursue a career in business. Meanwhile, the founder of Aqua is Tirto Utomo Wibisono. He has been a pioneer of the Indonesian bottled water industry since 1973. Quoted in www.danone.com. After Tirto Utomo died, in 1998 Aqua was acquired by Danone, a French company, and to this day Aqua is part of Danone www.danone.com.

Based on the description above, it is known that Le Minerale is produced by PT Mayora Indah Tbk, led by Jogi Hendra Atmadja. He has a medical background that is very synonymous with focus and discipline. This significantly influences the language style and discourse strategy of several Mayora product advertisements. One of them is Le Minerale, the product advertisement uses a scientific, educational, and fact-based approach. This is also reinforced by the figure of dr. Reisa Broto Asmoro in the advertisement. The figure of a doctor is closely associated with things that are scientific, health, and rationality. The advertisement is set in a laboratory, which strongly implies that the mineral water that will be produced and consumed by the public has undergone clinical trials and has been confirmed for its quality. Thus, the language production used in Le Minerale advertisements is a reflection of the ideology inherent in the character of its founder.

Meanwhile, in the Aqua advertisement, as quoted in money.kompas.com, Aqua was founded by Tirto Utomo in 1978. This figure has an entrepreneurial spirit, to the point of becoming a pioneer of bottled drinking water companies in Indonesia. Starting from a sense of concern for the lives of people who mostly consume raw water that is boiled and cannot guarantee cleanliness and health. This anxiety led Tirto Utomo to establish Aqua. The first factory named PT Golden Mississippi became a pioneer in Southeast Asia. After Tirto Utomo died, the Aqua Company was acquired by the Danone Group (France). After that, the Company's name changed to Danone-Aqua which is part of the global water division of Danone Group. Under Danone, the group still maintains Tirto Utomo's intention to care for others to obtain clean and healthy water for consumption. Until now, although Danone brings new values in the Company's management and communication, the value of humanity and balance in life is still emphasized. These values are reflected in the communication style of the Raisa edition of the Aqua advertisement, which carries the theme 'There is Aqua in every story of your life.' The advertising language and diction chosen are emotional and humanistic and there is an emphasis on the connection between water and life.

According to (Fairclough, 1992), discourse consumption is the process by which an audience or society reads, interprets, and gives meaning to texts or messages

produced within a social context. In the Le Minerale advertisement, scientific elements, health facts, and medical authority are presented through language and visuals. The advertisement's star is dr. Reisa, who symbolizes credibility. When watching the Le Minerale advertisement, the audience is encouraged to think rationally. They are positioned as truth seekers and health educators. In contrast to (Hartono et al., 2022), Garnier's advertisement positions customers as empowered actors in creating social and environmental change. They are presented with facts about the health benefits of water, presented logically using the terms "natural minerals," "mountain sources," "good for the body," and "healthy water." The advertisement is emphatically logical, lacking any emotional appeal. Therefore, the audience is left to interpret the information presented by the doctor. This variety of language is interpreted as "ethos and logos," reinforcing the doctor's authority. The Le Minerale advertisement demonstrates a vertical relationship between experts and the public. As in (Rad & Melendez-Torres, 2025), it underscores the need for balanced health communication that accurately describes the benefits and risks of the advertised product. Furthermore, if the statement is delivered by an expert and supported by clinical trial results, consumers are more likely to trust the product.

Meanwhile, the Aqua advertisement emphasizes the aspects of life, emotions, and personal relationships. Raisa, a well-known artist, becomes a close figure, like a friend with whom to share stories. Here, a horizontal relationship is evident between Raisa and the audience, or between the audience and Aqua. The advertisement invites the audience to listen and experience moments of togetherness with friends, family, and co-workers accompanied by Aqua. In this case, the audience is positioned as humans with life experiences (emotional). Therefore, it can be said that this advertisement is not patronizing but rather present to accompany and understand. The language strategy used is pathos, which fosters emotional closeness and memory. This product is a pioneer of bottled drinking water, so it is not surprising that Aqua has accompanied almost half of the audience's lives. Furthermore, the Aqua advertisement tries to package water not only as a thirst quencher, but as a symbol of closeness. Coincidentally, Raisa was chosen as a public figure known for being gentle, friendly, and well-known to the public. So it is very appropriate to represent a mineral water product that is already close to consumers. As stated in (Yuman, 2023) Chandra et al., (2023) discursive strategies within the text allow for an investigation into the underlying ideology of the advertisements. The findings indicate that Dove advertisements undergo discursive construction to reveal feminism and the relationship between women and social judgment.

Both ads appeared on YouTube. In the Le Minerale advertisement, dr. Reisa presented an informative message supported by data and clinical evidence. Her medical background made it easier to construct the advertising language to gain audience trust, and of course, supported by clinical evidence for the advertised product. Meanwhile, in the Aqua advertisement, the discourse strategy used tends to be emotional and narrative. The advertisement highlights social closeness, through the phrase "Aqua Dulu" (Aqua First), which describes caring for family, friends, and others. The language is simple, warm, and communicative, making it easily accepted by all groups. Thus, both advertisements use language as a tool of persuasion, but with different strategies: Le Minerale relies on scientific authority and rationality, while Aqua emphasizes emotion and social values. In this case, the YouTube account

@BIROIKLAN_Nostalgia also plays a role in constructing discourse, making the two brands appear to be competing. This is evident in advertisements that directly juxtapose the two brands. As research by (Tiia et al., 2024) suggests, social media plays a role in perpetuating practices in the fashion industry.

Social Practice Analysis

The analysis of social practices is the deepest and most ideological layer. This third stage examines how discourse (text) relates to social structures, ideology, and power within society. This stage will shed light on why the text or discourse was produced and the underlying ideology.

Table 3. Results of the analysis of social practices of two mineral water advertisements

Aspect	<i>Le Minerale</i> (dr. Reisa)	<i>Aqua</i> (Raisa)
Language Ideology	Science–health–healthy water “believe in science”	Humanist–emotional "water as part of human life."
Social Representation	Modern, professional, knowledgeable woman. dr. Reisa symbolizes authority and public trust.	A gentle, warm, and artistic woman. Raisa symbolizes love and closeness.
Power Relations in Language	Language reinforces power— consumers are educated, not engaged in dialogue.	Language builds symbolic power, consumers are invited to become part of the story.
Socio-Economic Context	context of healthy living awareness & consumer rationality	the context of the need to maintain emotional closeness with the younger generation.
Social Function of Language	Regulating – directing consumer behavior to choose based on facts.	Motivating – building engagement through emotions.

According to (Fairclough, 1992), language ideology is understood as a belief system hidden behind the use of language. It is about what is considered true, good, important, and valuable in a society.

Language and Power

Through diction such as 'scientific', 'healthy water', 'natural minerals' implies values that believe in science. The figure of dr. Reisa as a symbol of authority, intellectual, and professional figure further emphasizes that *Le Minerale* is serious about maintaining the authenticity, health, and quality of drinking water. All of this is conveyed by dr. Reisa formally, objectively, calmly and confidently implying scientificity. This is shown through the statement '*Le Minerale* comes from mountain sources with natural mineral content that is good for the body.'

Meanwhile, the Raisa edition of the *Aqua* advertisement uses language that conveys a different ideology than the *Le Minerale* advertisement. Linguistically, this advertisement is characterized by diction such as "your life," "story," "moment," "we," and "balance" as if emphasizing personal and emotional closeness. The sentence structure is narrative and reflective, displaying a personal, gentle, and emotional

speaking style. The tone and tone used are warm, calming, and friendly. Supported by Raisa's style, which presents as a feminine, elegant, and well-known figure. Thus, the Aqua advertisement attempts to construct language not only to convey information, but also to arouse feelings and build emotional connections with the audience. More broadly, (Nabila Br Surbakti et al., 2025) stated that advertising plays a role as a tool for forming social meaning not only through language, but also through visuals and cultural values that are reproduced systematically in digital media. The use of these two figures has its own appeal in influencing consumers through their respective implications. In line with (Prastika & Suprayogi, 2021) also expressed the same idea, that the selection of social actors in the demonstrations was based on the objectives to be achieved.

Gender Representation

In the Le Minerale advertisement featuring dr. Reisa, there is a strong ideological construction related to the authority of knowledge (power through knowledge). This is demonstrated through the presence of dr. Reisa as a representation of medical and scientific power. The use of formal, informative, and certain language further emphasizes the speaker's position as an expert who understands the scientific truth about health. This language subtly creates a social hierarchy between speaker and listener, where the expert (doctor) is positioned as the information provider, while the public is positioned as the information recipient. In Fairclough's framework, this form of communication is considered asymmetrical discourse, namely a discourse that regulates who has the right to "know more" and who can only "listen." Through this strategy, the advertisement builds scientific legitimacy to strengthen consumer trust in the product. In addition to the ideology of authority, Le Minerale also incorporates ideology in a modern and professional context. The use of formal language and supported by visuals dominated by white and light blue represent hygienic and classy values. Mineral water products are positioned not only for basic needs, but have become part of a healthy and modern lifestyle. The message conveyed is not simply drinking water, but how to choose the right water as a form of care for the body.

In the Aqua advertisement, language represents the ideology of humanism and emotionality to depict humans as individuals who have feelings and life experiences. In this case, consumers are represented as individuals who do not only seek practical benefits from the product but as individuals who value balance and togetherness. This is conveyed through the utterance "There is Aqua in every story of your life" as a symbolic invitation for the audience to position Aqua not just as drinking water, but as part of their life journey. Furthermore, the use of the words 'we' and 'your life' fosters intimacy between the speaker and the listener. This shows the ideology of equality and togetherness in the Raisa edition of the Aqua advertisement. In addition, this advertisement seems to position the product 'Aqua', the advertisement star 'Raisa' as a friend who accompanies the days, not as a patronizing position such as this shows that the relationship between the brand, the advertisement star and the audience is equal.

Raisa's character symbolizes a gentle, calm, and warm Indonesian woman, in keeping with Indonesian cultural values that glorify compassion and social harmony. The use of soft blue visuals and warm lighting further reinforces the peaceful and friendly impression. Through this message construction, Aqua tries to convince

consumers that its product is good for consumption through emotional power and proven humanitarian values. Therefore, Aqua's advertisements do not emphasize science or data, because there is already a sense of trust in the minds of consumers who feel accompanied for almost half of their life's journey. In Fairclough's framework, this shows that language does not merely convey economic messages, but as a means to build social and emotional awareness. Thus, it can be concluded that the language of Aqua's advertisements represents the ideology of emotional humanism, namely the view that a meaningful life lies in human relationships, balance with nature, and the existence of emotional values amidst modern life. This ideology makes Aqua not only a symbol of water, but a symbol of a calm and empathetic life.

Authority and Consumer ideology

Thus, it can be concluded that the language used in Le Minerale advertisements tends to be more authoritative. This style of language is typically used to imply a certain power and expertise in the advertisement through language. This aligns with (Susanti, 2019) assertion that, in social practice, the words in their advertisements are perceived as having control or power over society. This style of language is typically used to further convince consumers of the advertised product. In the context of the Le Minerale advertisement, the message seems strong and unambiguously true. Authoritative language is typically used to build consumer trust and can directly imply power and influence. However, easily believing consumers can lead to a lack of critical thinking.

Meanwhile, in Aqua's advertising language, it tends to use empathetic language and an emotional style to gain audience sympathy for the advertised product. This is in line with (Thanos & Ismail, 2025), the success of a slogan in advertising in influencing consumers depends on a semantic strategy, namely balancing universality, emotional resonance, emphasis on familiarity, and identity. The two advertisements seem to represent different ideologies. The Le Minerale advertisement emphasizes the power of science more, while the Aqua advertisement emphasizes the power of closeness or personal relationships built to influence the audience. In the context of this research, the authoritative language style is seen not only as a style of language but more as a practice of symbolic power wrapped in language.

CONCLUSION

Based on the analysis conducted using Fairclough's perspective, it shows that both advertisements attempt to build ideology through the use of language. The ideology of the two advertisements appears different. This can be seen from several aspects, namely the type of language used in the advertisements. In the Le Minerale advertisement, the rational type of language emphasizes reasons accompanied by evidence, more standard word choice, and is accompanied by information about new facts related to the product. Meanwhile, in the Aqua advertisement, the diction used emphasizes emotional and empathy factors to build closeness between the product and the audience. The Le Minerale advertisement is more educational while Aqua inspires about life. Next, the relationship built in the Le Minerale advertisement positions it as a pioneer of healthy, clean water with clinically tested technology. Meanwhile, the Aqua advertisement uses language that builds social relations because Aqua is a pioneer of bottled drinking water that has long accompanied the community

and wants to continue to be in the days to come. Meanwhile, the effect of the advertisement shows that the Le Minerale advertisement encourages public awareness of the importance of healthy water. Meanwhile, the Aqua advertisement emphasizes consumer loyalty to the product.

In the context of this research, the Le Minerale and Aqua advertisements demonstrate that language is never neutral. This is evident in the word choice, structure, and tone used in both advertisements, which construct ideologies and self-images for different products. The Le Minerale advertisement presents something rational and scientific, while the Aqua advertisement emphasizes the emotional closeness it seeks to build. Thus, from both advertisements, language appears to be a highly strategic tool in building consumer trust, awareness, and loyalty toward a product.

This study cannot yet provide a strong basis for formulating the assumption that YouTube ads can change a person's attitudes and views toward a product. To test and develop these findings, further research is needed, particularly regarding the comments section or audience responses to the two ads. These responses may arise unexpectedly and were not addressed in this study. For example, audience responses in the YouTube comments section when the two ads aired. Responses in the comments section of an online news story play a crucial role in interpreting an advertisement.

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