

## Investigating the Elements of Short Commercial Mineral Water Advertisement: A Case on Discourse Analysis

Andi Sahtiani Jahir<sup>1</sup>, Yuly Winarti Gultom<sup>2</sup>, Herman Herman<sup>2</sup>, Fairul Zabadi<sup>3</sup>, Magdalena Ngongo<sup>4</sup>, Zokir Mamadiyarov<sup>5</sup>, Endang Fatmawati<sup>6</sup>, Nanda Saputra<sup>7</sup>

<sup>1</sup>Department of Indonesian Language and Literature Education, Universitas Negeri Makassar, Indonesia

<sup>2</sup>Department of English Education, Universitas HKBP Nommensen Pematangsiantar, Indonesia

<sup>3</sup>Center for Language, Literature and Community Research, Badan Riset dan Inovasi Nasional, Indonesia

<sup>4</sup>Department of English Education, Universitas Kristen Artha Wacana, Indonesia

<sup>5</sup>Department of Economics, Mamun University, Khiva, Uzbekistan; Department of Finance and Tourism, Termez University of Economics and Service, Termez, Uzbekistan

<sup>6</sup>Study Program of Information and Public Relations, Universitas Diponegoro, Indonesia

<sup>7</sup>Madrasah Ibtidaiyah Teacher Education, Sekolah Tinggi Ilmu Tarbiyah Al-Hilal Sigli, Indonesia

Correspondence: Herman Herman, Universitas HKBP Nommensen Pematangsiantar, Indonesia.

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### Abstract

This study aimed to analyze the discourse in commercial mineral water advertisements, focusing on linguistic structures, communication strategies, and persuasive techniques. This research explores how advertisements use language and visual elements to attract consumer attention and persuade them to purchase a product. Advertising is a crucial marketing tool that shapes consumer perception through discourse. Commercial advertisements, including bottled mineral water advertisements, strategically use linguistic and visual features to enhance persuasion. This study examined a well-known Indonesian bottled mineral water advertisement to understand its discourse structure, language use, and persuasive strategies. This study adopted a qualitative descriptive approach using a discourse analysis method. Data were collected from television, YouTube, and TikTok advertisements focusing on transcripts and visual elements. This study applies Bolen's (1984) discourse structure model, Chomsky's (1957) linguistic theory, and Aristotle's persuasion principles (ethos, pathos, and logos) to analyze advertising strategies. The findings revealed that the advertisement consists of three key sections: title, body, and closing. The title attracts attention with an emotional appeal, the body highlights product benefits, and the closing reinforces the brand message using a soft-selling approach. The advertisement employs casual and persuasive language using repetition, contractions, and emotional words. The primary persuasive technique relies on logos, emphasizing the product's health benefits while also incorporating pathos to evoke emotions. This study concludes that effective advertisements combine structured discourse, persuasive language, and visual elements to shape consumer behavior. These findings suggest that discourse analysis is a valuable tool for understanding advertising strategies. Future research could compare different brands and examine the psychological effects of advertising discourses on consumers.

**Keywords:** advertisement, discourse analysis, consumer behavior, persuasive language, linguistics structure

### 1. Introduction

Advertising has become, in a general sense, a parcel of cutting-edge life. Imaginative and media movements unfeel that publicizing not because it took place on TV and radio, but in addition to social media, websites, apps, open transportation, and undoubtedly inside the shape of event sponsorships and advanced substance. Publicizing joins a basic influence on way of life by providing data around items and organizations, and acting as a communication gadget with clients (Abdelaal & Sase, 2014). Ordinarily, as clarified by Kotler and Keller (2016), advancement may be a shape of displaying communication pointed at teaching buyers and influencing their choices (Agustina & Abdulghani, 2024). Advancing affects buyer slants and behavior. Making notes can affect choices (Irawan, 2019). The view that unused needs and ways of life, as of now considered immaterial, such as food, plan, and the use of electronic contraptions, have finished up commonplace due to the effect of advancing is reinforced by Solomon (2018) in his book Customer

Behavior. He emphasizes that "publicizing plays a portion in shaping buyer culture and making unused needs that were as of now unnoticed in society."

Publicizing in Indonesia also plays a role in social and political issues. Advancing has gone through diverse stages of progression influenced by common conditions and inventive changes. The headway began in the midst of the grand period: Advancing was utilized as a means of social communication and advancement, such as drawing in open thought to regal competition. In the midst of the colonial period, the colonial government utilized advancement as an uncommon device for certain purposes (Niswa et al., 2023). Adjacent merchants publicized their businesses by utilizing freebees and signs. In the post-independence period, publicizing began to form rapidly in various mass media. Initially, it was used for political purposes. In the 1970s, with the change in Indonesia's economy, commercial advancements began quickly. At this time, media such as everyday papers, magazines, radio, and TV were utilized for publishing. In the 1980s and 1990s, the government precluded on the advancement of TVRI (1981), but with the advancement of commercial TV (RCTI, SCTV, ANTV, Indosiar), publicizing began once more and continued to this day. With mechanical movements, publicizing needs to be an entry into modernization. Within the computerized space, social media, net, and spilling stages have become dynamically imperative. Denny clarified that in various studies on marketing communication, the development of advertising in Indonesia should consider changes in consumer consumption habits, where the balance between information and entertainment has become increasingly important. Advertising is no longer just a sales tool but also a tool to build long-term relationships with consumers (Herman et al., 2022). He states that with the help of social media and influencers, brands can increase customer loyalty through more authentic and trustworthy content.

Santosi (2006) defined language and visual components in promoting have an impact on the meaning and group of onlookers (Fatimah & Markhamah, 2021; Judijanto et al., 2024; Girsang et al., 2025). Typically, publicizing may be a frame of enticing communication that points to drawing in consideration, constructing mindfulness, and a group of onlookers behavior. There are a few perspectives that can shape meaning and impact the gathering of people, to be specific the choice of words (lingual authority). curiously such as the utilize of words that are brief, clear and simple to keep in mind, trademarks and taglines and rhetorical language styles, illustrations of trademarks such as "It's truly new, it doesn't make you're feeling terrible at all" (Mineral water) and the utilize of words that contain feelings such as "It's wealthy and sweet- sweet." Dialect in promoting contains a huge part in providing data, building feelings and inducing the gathering of people, whereas visual components have a part in expanding engaging quality, fortifying the message, and creating a solid brand personality (Liyana, 2018).

TV publicizing is also known as TV promotion, because it points to offering items or administrations (Ghandi & Martutik, 2022). Certain commercial promotions use dialects and methods to attract customers. To form a great TV notice, makers must consider the use of dialects and powerful procedures. The use of dialect and influence strategies in promotion makes it worthy of discussion.

In phonetics, the term "talk" alludes to dialect units that are longer than one sentence. In a broader sense, talk alludes to the use of composed and spoken dialects in a social setting. The talk examination is the ponder of the dialect in its characteristic shape because it is talked and composed. The use of common dialects alludes to dialects used in regular communication (Herman et al., 2025). Jorgensen and Phillips state that the reason of talk examination is to examine dialect utilize in social settings, particularly in intuitive between speakers. Information from the talk investigation is accessible to the content organization. This could be talked about or composed content (Jorgensen and Philips, 2007).

Also, the terms "talk" and "talk examination" are frequently utilized by analysts who wish to arrange dialect inside bigger social, political, and social arrangements. The "postmodern turn" is closely related to the "linguistic turn," which centers on the structure of discourse, people's stories and narratology, subtleties of inferred meaning, and the way dialects interatomic with non-verbal language. This inquired about centers on subjects such as communication through etymological components (e.g. visual) and communication.

Mineral water (le mineral) is a bottled mineral water (AMDK) product produced in Indonesia. Mineral water is sought after by Indonesian people because of its freshness. In 2015, mineral water was introduced to Indonesian consumers and was featured in advertisements on television and social media (Muktiasari et al., 2018). In this paper, the researchers wanted to analyze commercial advertisements for minerals in three parts. First, we considered the discourse structure of commercial advertising. Second, we described how the language is used in advertising. Ultimately, it's about the type persuasive techniques used in commercial advertising

Advertising has become an inseparable part of everyday life in today's digital era. Technological advancements have transformed the way businesses promote their products, not only through television and radio but also through social media, websites, and digital platforms, such as YouTube and TikTok (Sutikno et al., 2025). Advertising communication strategies have evolved in line with these changes. More engaging and persuasive words and images are used to capture

consumers' attention (Herman, Purba and Saputra, 2024). Mineral water is one of the most frequently advertised food products. Competition among mineral water brands in Indonesia has intensified. Therefore, every brand strives to develop advertising strategies to build a stronger product image (Khotijah et al., 2019). Bottled drinking water advertisements not only introduce the product, but also aim to convey specific messages to consumers, such as water quality, health benefits, and environmental friendliness.

Setiawati et al (2024) defined discourse analysis in advertising as essential for understanding how linguistic structures, visual elements, and persuasive techniques influence consumer decision-making (Herman et al., 2024). For example, the Le Mineral Water advertisement employs a simple yet persuasive linguistic approach by highlighting the fresh taste and natural mineral content of its products. The use of words such as "fresh," "natural," and "sweet" serves as key signals that influence the audience's perception of product quality.

The objective of this study is to analyze the discourse in mineral water advertisements, particularly linguistic structures, communication strategies, and persuasive techniques. Therefore, this study provides deeper insights into how advertisements influence consumer perceptions and the role of verbal and visual elements in enhancing a product's appeal in the market.

## 2. Method

### 2.1 Research Design

This study is qualitative in nature because it aims to explore and understand discourse phenomena in commercial advertising. A discussion examination approach is used to see how the tongue, visual components, and affect strategies work in publicizing. According to Creswell (2013), subjective investigation is an exploratory approach that centers on understanding from the point of view of the people included inside the circumstance (Juanda et al., 2025; Cahyani et al., 2025). Interior with the setting of this inquiry, discussion examination centers to initiate how etymological and non-linguistic components in publicizing influence the accumulation of onlookers.

### 2.2 Data Source

The data used in this study were collected from multiple media platforms, including television, YouTube, and TikTok. The total number of advertisements analyzed in this study is, (4 Advertisement) with data distributed as follows: television advertisements: [1 ad], YouTube advertisements: [2 ads], and TikTok advertisements: [1 ad].

These advertisements were selected on the basis of their significance in promoting the freshness and health benefits of bottled mineral water. The selection criteria ensured that all sources were official and credible using clear language and persuasive visual elements.

For reference, the data sources can be accessed at:

- 1) Television advertisements: [Trans TV]
- 2) YouTube :[[https://youtu.be/2ZnOWiZBBHU?si=NoIF\\_YAIN5I0KGgZ](https://youtu.be/2ZnOWiZBBHU?si=NoIF_YAIN5I0KGgZ) and <https://youtu.be/2ZnOWiZBBHU?si=paSZWEC0WPlqNuw8>]
- 3) TikTok advertisements: [<https://vt.tiktok.com/ZSM1fxP4o/>]

This ensures transparency in data collection and allows future researchers to verify and expand the findings of this study.

The information in this look at comprises essential information, which was obtained from Mineral Water that takes notes broadcast on different media, such as TV, YouTube and TikTok. Here takes notes were chosen based on their centrality in advancing the freshness and thriving benefits of bottled mineral water.

Information choice criteria:

- 1) Headways must come from official and unquestionable sources.
- 2) Progression shows the utilization of a clear and competent lingo.
- 3) Takes note have visual and sound components that contribute to a affect technique.

### 2.3 Instrument of Collecting Data

In this study, the instruments used to collect the data included:

- 1) Observation Sheet used to record the linguistic and visual aspects of observed advertisements.
- 2) Interview Guide (if required) used to collect additional data from linguists or marketing experts regarding communication strategies in advertising.
- 3) Discourse Analysis Checklist used to identify discourse structures, language use, and persuasion techniques that appear in advertisements.

- 4) Software Support (if required) – For example, transcription or text analysis software to assist in data processing.

#### 2.4 Data Collection Method

Data collection was performed using observation and documentation methods, which include the following:

- 1) Directing observation of advertisements broadcast on television and digital platforms.
- 2) Recording and transcription of dialogue in advertisements for further analysis.
- 3) Analyzing the visual elements used in advertising to support a persuasive message.

According to Mahsun (2011), discourse research uses data collection techniques that involve observation, text analysis, and interpretation of the meaning of the language used in discourse.

#### 2.5 Data Analysis Method

The data obtained were analyzed using a discourse analysis approach with reference to several theories:

- 1) Discourse Structure Analysis  
Bolen's theory (1984) divides advertising into three main parts:
  - a) Title (headline) attracts the audience's attention.
  - b) Content (body) explains the benefits of the product persuasively.
  - c) Closing emphasizes the final message using soft-selling techniques.
- 2) Analysis of Language Use
  - a) Analyzing the use of language variations in advertising based on Chomsky's (1957) linguistic theory of generative grammar.
  - b) Identify the use of persuasive and emotional words in advertising texts.
- 3) Analysis of Persuasion Techniques  
Using Aristotle's theory (ethos, pathos, and logos):
  - a) Ethos (credibility): The degree to which an advertisement builds trust.
  - b) Pathos (emotion): How the ad evokes feelings in the audience.
  - c) Logos (logic): Presentation of facts or objective information in advertising.

The analysis was carried out by comparing advertising texts, visual elements, and persuasion strategies used in Mineral Water advertisements to understand how the discourse was constructed to attract attention and influence consumer decisions.

### 3. Data Analysis and Results

#### 3.1 Structure of Mineral Water Advertisement

Bolen (1984) states that progression has three basic parts: highlights, body, and cover. Each divide contains unmistakable work from the other parts. The title in a takes note that must drag in client thought has many shapes and purposes. One could incorporate the interior shape of questions, news, tributes, drawings in certain targets, and substance certain estimations. The body in take note has criteria that outline estimations, favors, the diagram of monologs and talked, the imperativeness of the thing, and the outline of tributes. To close, the preeminent parcel utilizes soft-selling methods.

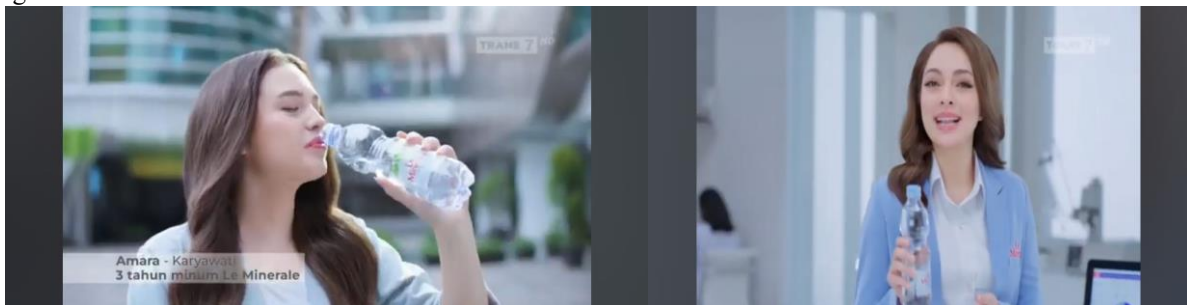


Figure 1. Data of mineral water advertisement on TV

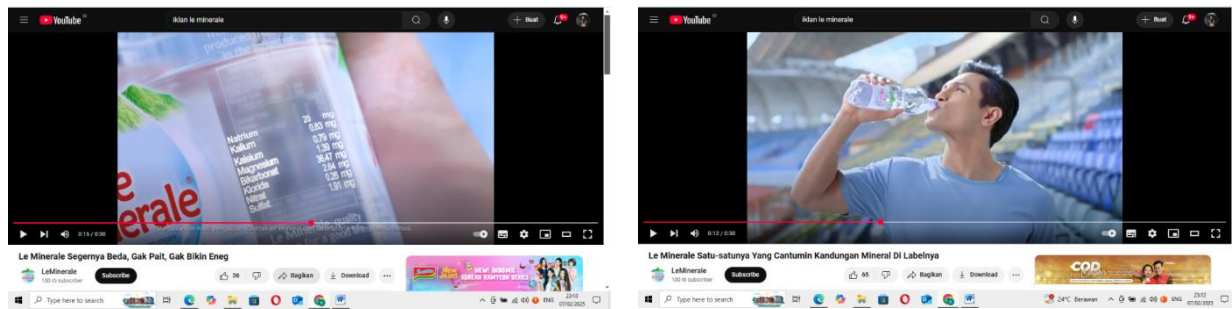


Figure 2. Data of mineral water advertisement from YouTube



Figure 3. Data of mineral water advertisement from TikTok

The choice of words and sentences in the advertisement submitted by Amara is a person who has been using drinking water products for three years, as demonstrated verbally by Dr. Raisa Broto Asmoro in the Le Mineral advertisement on product excellence, distinctive freshness, guaranteed quality, safety and quality. The words and sentences conveyed are led in nature to better understand Le Mineral products and provide persuasive words so that people want to try them. These sentences were delivered orally.

### 3.2 Transcript of Mineral Water Advertisement

When I tried le mineral, it was really delicious fresh, it didn't taste bad at all. That's right, because le mineral contains essential minerals which are clearly listed on the packaging. This is what makes the water taste fresher. It's rich in sweetness. Mineral water. Created by mineral water.

From the content, the author can examine: The title of the promoting was "When I tried Le Mineral, the freshness was really delicious." The title frame can be a feature that draws attention to a specific target showcase. Utilizing the word "attempt" within the title alludes to individuals who have as of late demonstrated the appropriateness of new mineral water. This implies that I fairly demonstrated that drinking new water is tasty. In the talk investigation, this kind of reference is called diskursus. Michel Foucault (1972) provides a vital viewpoint on the relationship between talk and control. Agreeing to Foucault, talk is not a representation of reality, but an instrument for developing and controlling reality itself. The diskursus was analyzed based on the situational setting. In any case, indeed, despite the fact that the words utilized allude to everybody, that's the target of the promotion really not for everybody. It is known that mineral water continue numerous exchanged items. So that's genuine demonstrated by the title; restricting the target showcase to shoppers who prioritize taste and freshness, as well as tall quality.

1. Body of the promotion over isolated into four sentences;

2. That's right
3. Because le mineral contains essential minerals which are clearly listed on the packaging.
4. This is what makes the water taste fresher.
5. It's rich in sweetness

From these sentences, it can be concluded that the promoting body is spoiling over appears as a discourse, which clarifies the item, after that the storyteller emphasizes how great the product is. At that point, the sentences within the body of the promotion also appear as the fervor of the item and draw buyers to appreciate it. It can be found in each body and sentence. The use of the word attempted within to begin with a sentence is called on the issue communicated within the past sentence and the word 'I' alludes to the consumer. In this sentence, the promoter guarantees that the delight in mineral water is new and charming. Within the moment sentence, advertisements creators attempt to persuade buyers or perusers approximately the reasons for mineral water. At that point sentences (1) and (2) within the mineral water body promotion appear that the notice is the producer tries to explain a few of the purposes or benefits of the item. In the interim, sentence (3) contains notices that the maker of the promotion is attempting to appear his points of interest.

The closing of the notice is displayed with the tagline "It's wealthy and sweet", made in a reviving way. It is through this sentence that advertisement producers need to convince buyers to appreciate the freshness created by the characteristic sweet taste of mineral water. This publicizing employment delicate deal strategies or, in other words, roundabout deals with closing techniques. This type of cover reminds inquisitive customers of the item when they taste it.

### 3.3 *The Dialect Utilize in Mineral water Promotion*

Chomsky (1957) defined language as a grammatical system that allows humans to produce and understand unlimited sentences with clear meanings. Chomsky also introduced the concept of "generative grammar", which focuses on the rules that govern how sentences are formed. The language of an advertisement conveys messages that are persuasive and informative to influence the audience to be interested in the products or services offered. There are appeared in clarification underneath:

#### 3.3.1 Transcript of Mineral Water Advertising

When I tried le mineral, it was really delicious fresh, it **didn't** taste bad at all. **That's** right, because le mineral contains essential minerals which are **clearly** listed on the packaging. This is what makes the water taste **fresher**. **It's** rich in **sweetness**. Mineral water. Created by mineral water.

Condensations in the text:

Didn't            it should be = did not

That's            it should be = that is

Clearly           it should be = clear

Sweetnessit should be = sweet

Fresher           it should be = fresh

Apart from the use of condensations or contractions, other points of persuasive language include the use of words that arouse emotions. Words like this are often found in persuasive texts. Persuasive language is used to influence, convince, or persuade other people to accept opinions, ideas, or take certain actions. Persuasive language is language used to persuade, convince, or influence other people to accept ideas, opinions, or follow what we want. In this mineral water advertisement, there is persuasiveness in several sentences, as follows:

- (1) When I tried le mineral, it was really delicious fresh, it didn't make me feel bad at all.
- (2) Contains essential minerals.
- (3) This is what makes the water tastes fresher.

The use of persuasive words such as "delicious," "fresh," "essential," and "fresher," is very effective in building a positive image, arousing curiosity, and creating trust and confidence in the product. The text also shows transparency and health benefits, further strengthening the persuasive message to encourage action (buying or trying the product).

### 3.4 *Persuasive Technique of Mineral water Advertisement*

Commercial progressing involves tongues and techniques to draw in the thought client. Concurring to Aristotle, the essence of communication is affected; it induces a specific communication that happens when a speaker passes on his

conversation to his bunch of onlookers altering their state of judgment skills. To draw on buyer thought, producers utilize a particular strategy, which includes interior the three vital procedures concurring to Aristotle in Nurjannah (2012), especially ethos, sentiments, and logos. The basic strategy is publicizing with a complement on debate-based authenticity (ethos). Ethos is a welcome or heading by a communicator who has authenticity in his field (Sichach, 2024). This strategy is utilized to supply recommendations and compensation by appearing as a cutting-edge thought or the development of the company. The moment strategy progresses with the psychological/emotional accentuation debate (fun). Delicacy recommends passing on a message utilizing eager impacts; just like the advancement solidifies words that make the bunch of spectators memorize it. This strategy has characteristics that join eager points of view to draw the buyer captivated. Customarily related to commercial closeness and looking down on other people's things.

The third methodology is progressing with a complement to Relentless Debate (logos), which is enlightening and based on the precise rationalization of contemplations for buyers to recognize thing quality (Agustrijanto, 2006). Logos also increases welcome by providing information argumentation.

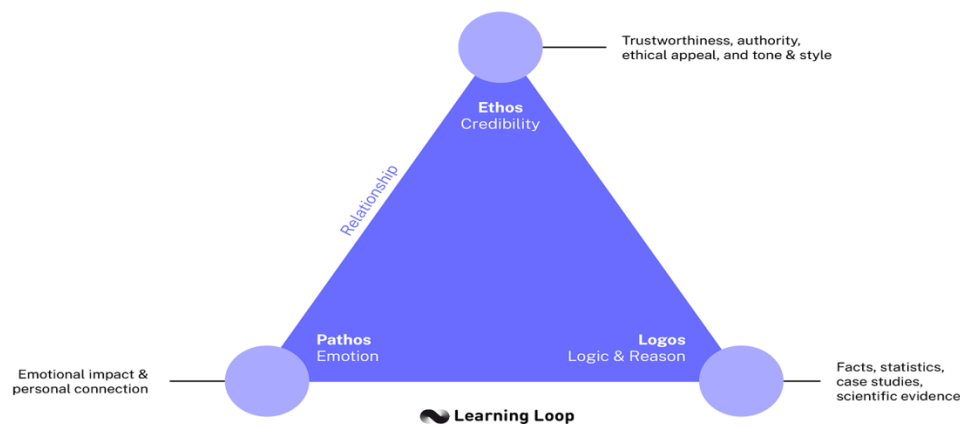


Figure 1. Modes of persuasive

Considering the three characteristics above, the mineral water take note tends to have a positive image inside the promotion. This may be showed up inside the taking after the transcript:

"When I endeavored Le Mineral, it was genuinely delicious and unused, it didn't taste loathsome at all. That's right, since Le Mineral contains essential minerals which are clearly recorded on the bundling. This is often frequently what makes the water taste fresher. It's well off in sweetness. Mineral water. Made by mineral water."

The sentences in this take note are teacher and in standard publicizing tongue. The notice does not put down other things, utilize celebrated figures to publicize their thing, or indicate the company's picture.

#### 4. Discussion

The discourse analysis of the Mineral Water advertisement highlights how language, structure, and persuasive techniques work together to shape consumer perception. Advertisements are not merely tools for product promotion but also complex linguistic and visual constructs designed to create specific impressions and emotional responses from the audience. This section elaborates on the key findings of the study and discusses the implications of the linguistic choices, discourse structure, and persuasive strategies used in advertisements.

The structure of the advertisement follows Bolen's (1984) model, which divides advertisements into three sections: the title (headline), body (content), and closing. The title plays a crucial role in grabbing audience's attention. In this advertisement, the phrase "When I tried Le Mineral, the freshness was really delicious" serves as a compelling opener, immediately engaging viewers by emphasizing personal experience and sensory appeal. This aligns with advertising strategies that use relatable narratives to build initial connections with consumers.

The body section explains the benefits of the product using simple yet effective persuasive statements. The sentence "Because Le Mineral contains essential minerals which are clearly listed on the packaging" enhances credibility by presenting factual information. The phrase: "This is what makes the water taste fresher" builds on the logical appeal (logos) by providing a reason behind the perceived freshness of the product. This section communicates the product's key selling points directly and concisely.

The closing section, "It's rich in sweetness. Mineral water. Created using mineral water," employs a soft-selling approach. The tagline reinforces the product's unique selling proposition without being overly assertive, thus making it more memorable for the audience. This approach aligns with modern advertising strategies that prioritize brand recall over aggressive sales tactics.

According to Chomsky's (1957) linguistic theory, language in advertisements is carefully crafted to be both engaging and easy to comprehend. In the Mineral Water advertisement, the use of contractions ("didn't" instead of "did not") and informal expressions enhances the conversational tone, making the advertisement feel more personal and relatable. Additionally, the repetition of emotionally appealing words such as "fresh," "delicious," and "essential" strengthens the persuasive message. These words were strategically chosen to evoke positive emotions and reinforce the idea that Le Mineral is superior in taste and quality. The simplicity of the sentence structure ensures that the message is clear and accessible to a wide audience, thereby further increasing its effectiveness.

Moreover, advertisements employ implicit meaning to create a psychological association between freshness and quality. The phrase "rich in sweetness" suggests that the product has a naturally enjoyable taste, which subtly differentiates it from its competitors without making direct comparisons. This technique is often used in advertising to favorably position a product without violating ethical advertising standards.

Based on Aristotle's persuasion model (ethos, pathos, logos), advertisements effectively integrate credibility, emotional appeal, and logical reasoning. **Ethos (Credibility):** The advertisement builds credibility by mentioning "essential minerals clearly listed on the packaging." This appeals to consumers seeking transparency and scientific validation of the products they consume. By emphasizing the presence of essential minerals, the advertisement subtly aligns with health-conscious consumers. **Pathos (Emotion):** The phrase "When I tried Le Mineral, the freshness was really delicious" creates a sensory and emotional appeal. Using first-person narration, the advertisement simulates a word-of-mouth recommendation, which is one of the most powerful forms of persuasion. Additionally, the emphasis on "sweetness" and "freshness" triggers positive emotional responses, making the product more desirable. **Logos (Logic):** The statement "Because Le Mineral contains essential minerals" serves as a rational argument for why the product tastes fresher. By providing a logical explanation of the product's quality, the advertisement ensures that even consumers who prioritize factual information over emotional appeal are influenced by the message.

Apart from linguistic choices, the visual components of advertisements contribute significantly to their effectiveness. Visual cues such as bright lighting, close-up shots of the water bottle, and the actors' facial expressions reinforce the message of freshness and purity. Research in advertising psychology suggests that visual elements play a crucial role in consumer decision-making as they create subconscious associations that influence perception and recall (Ruswardiningsih & Djohan, 2022). In the case of Mineral Water advertisements, the background imagery of clear, flowing water enhances the perception of purity and natural origin. The actors in the advertisement, who express delight and satisfaction, serve as social proof, signaling to viewers that the product delivers on its promise. These elements collectively strengthen the persuasive impact of the advertisement by appealing to both the rational and emotional aspects of consumer psychology.

One notable strategy in this advertisement is the repetition of key phrases. Research has shown that repetition in advertising increases brand recall and message retention (Kotler & Keller, 2016). In this advertisement, the words "freshness," "sweetness," and "essential minerals" are strategically repeated to ensure that these concepts remain embedded in the audience's memory.

Furthermore, the tagline "Mineral Water. Created by Mineral Water" reinforces the product's identity and differentiates it from competitors. The use of repetition ensures that even after the advertisement ends, the audience retains a strong association between the brand and the concept of freshness.

This analysis underscores the importance of discourse strategies in shaping consumer behavior. Advertisements are not merely informative texts; they are carefully constructed narratives designed to influence perceptions, emotions, and purchasing decisions. The success of the Mineral Water advertisement lies in its ability to balance persuasive language, credibility, emotional appeal, and logical reasoning within a structured discourse framework.

For advertisers, this study highlights the necessity of crafting messages that are not only persuasive, but also relatable and memorable. The combination of simplicity, repetition, and strategic word choice ensures that an advertisement resonates with a broad audience.

For future research, it would be beneficial to conduct a comparative study analyzing how different mineral water brands use discourse strategies to position themselves in the market. Additionally, exploring the psychological effects of advertising language on different consumer demographics could provide deeper insight into the impact of persuasive communication in commercial advertising.

## 5. Conclusion

Based on the results of discourse analysis of mineral water advertisements, this study concludes that commercial advertisements use systematic communication strategies to attract audience attention, build product images, and influence consumer decisions. In this case, Mineral Water advertisements were analyzed based on three main aspects, namely



discourse structure, language use , and persuasive techniques .

In terms of discourse structure, an analysis referring to Bolen's theory (1984) shows that Mineral Water advertisements consist of three main parts: headline, body, and closing. The title of this advertisement is designed to attract attention by displaying claims of freshness and the unique taste of mineral water. The body contains persuasive statements explaining the advantages of the product, especially in terms of its essential mineral content and fresh taste. Meanwhile, closing uses a soft-selling strategy that emphasizes a memorable tagline and builds a positive impression of the product.

In terms of language usage, Mineral Water advertisements use a communicative, simple, and easily understood language by the general public. In line with Chomsky's linguistic theory (1957), this advertisement relies on clear sentence structures and word choices that attract consumers' attention. The use of contractions such as "didn't" for "did not" and emotional adjectives such as "fresh," "delicious," and "essential" show that the language in this advertisement is designed to evoke positive feelings towards the product. In addition, the repetition of words and phrases in this advertisement strengthens consumers' memory of the message being conveyed.

In terms of persuasive techniques, this advertisement uses strategies that refer to Aristotle's theory of persuasion, namely ethos (credibility), pathos (emotion), and logos (logic). The ethos in this advertisement are shown through the delivery of information about essential mineral content, which confirms the quality and credibility of the product. Pathos is used to build an emotional attachment with consumers through someone's personal experience of feeling the freshness of Mineral Water. Logos are manifested in the form of the fact that Mineral Water contains natural minerals that make the water taste fresher. The combination of these three strategies makes advertisements more effective at influencing consumers.

In addition, an analysis of the visual elements in the advertisement shows that visual aspects, such as the actors' facial expressions, lighting, and natural backgrounds, also support the effectiveness of the message being conveyed. These visual elements reinforce the impression that Mineral Water products are truly fresh, natural, and healthy.

Overall, this study shows that Mineral Water advertisements successfully combine discourse structure, persuasive language, and effective communication techniques to attract attention and influence the audience. The use of simple language, strong persuasive strategies, and message reinforcement through visual elements make this advertisement effective in building the product's image as high-quality mineral water that offers natural freshness.

This study also confirms that discourse analysis is an important tool to understand how advertising functions as an effective communication medium in modern marketing. Further studies can explore the psychological impact of language and visuals in advertising on consumer behavior and compare the strategies used by other mineral water brands.

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### **Authors contributions**

Y.W.G., H.H., F.Z. and M.N. were responsible for study design and revising. Y.W.G. and H.H. were responsible for data collection. A.S.J., Y.W.G., H.H. and N.S. drafted the manuscript. A.S.J. and E.F. revised the manuscript and H.H., Z.M., M.N. and F.Z. proofread it. All authors read and approved the final manuscript.

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### Data sharing statement

No additional data are available.

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