

Critical Discourse Analysis (CDA) of Norman Fairclough's Theory on Gojek YouTube Advertisement GoSend Version: *Jadi #BestSellerGoSend Bareng Ariel Noah*

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Abstract

This study aimed to examine how the language used in GoSend advertisements taken from YouTube could influence consumer perceptions and behaviour. This study provided practical importance on the significance of effective language use, appropriate visual selection, and platform selection that could achieve marketing goals. To analyze the advertisement, the researcher used Fairclough's three-dimensional framework: text dimension (micro), discourse practice (meso), and socio-cultural practice (macro). This study employed a qualitative method in analyzing the advertising text of Gojek's YouTube GoSend advertisement #BestSellerGoSend featuring Ariel Noah. The findings of this study indicated that various strategies were used in advertising to attract consumer interest. The selection of interesting and promising language increasingly made customers want to use the GoSend service. This advertisement had an impact on influencing customers that by using this service, goods would arrive quickly with cheap shipping costs and safe and hassle-free delivery. In addition, the selection of models as visual objects in this advertisement was very influential in attracting the attention of the audience and building public trust because the model in this advertisement was a legendary public figure, and the addition of old song clips from the band "Noah" served as a special attraction in this advertisement.

Keywords: critical discourse analysis, Fairclough's theory, YouTube, advertisement

1. Introduction

Language is always very important in human's life for communication. It serves as a vital tool for expressing thoughts, ideas, and emotions between individuals and groups (Judijanto et al., 2024). Through language, people can share knowledge, build relationships, and collaborate on complex tasks (Girsang et al., 2025). Moreover, language plays a crucial role in shaping cultural identity and preserving traditions across generations (Purba et al., 2024). In the competitive business world, advertising played an important role as a strategic tool to introduce products and services to the public. Advertising was a form of communication designed to promote products, services, or ideas through various media. According to Kotler and Armstrong (1997), Advertising is any form of non-personal presentation and promotion of ideas, goods, and services by a particular sponsor that requires payment (Herman, Purba and Saputra, 2024). This definition emphasized that advertising was not just information, but also an investment made by the company to achieve greater marketing goals. In addition to promoting goods and services to consumers in general, advertising also raised brand recognition and improved the company's reputation among customers. As a result, many companies competed to attract customers away from competitors in an attempt to preserve and enhance their reputation. Smart and creative advertising strategies were key to reaching target audiences in an interesting and relevant way.

The shift from conventional media, including television and print media, to digital platforms occurred with the development of advertising technologies. One of the primary platforms, YouTube, developed into a successful medium for reaching a larger audience with advertising messages. One benefit of digital advertising was that it provided consumers with unlimited access to information that they could use to find and buy goods and services.

One interesting phenomenon in the world of digital advertising was the collaboration between brands and public figures. The collaborations often involved public figures or celebrity with a sizable fan base. In previous research, Rohmah & Suhardi (2020) stated that celebrity endorsements have a positive and significant influence on consumer purchasing decisions for Skintific skincare. This indicates that collaboration with public figures or celebrity endorsement has also become a successful tactic for raising brand awareness in a way that is more relatable and convincing to the audience. This is because customers have a great deal of faith in suggestions from people who are well-liked by their followers (Norah, 2024). With the rise of social media, these collaborations are increasingly relevant, as influencers can interact directly with their followers, providing recommendations that feel more personal and authentic.

One of Indonesia's top delivery and transportation services, Gojek, draws customers in with imaginative advertising. In this regard, Gojek's collaborations with well-known figures, including the well-known musician Ariel Noah, produce an interesting and successful marketing approach. Gojek's advertisements tell an engaging story in addition to showcasing Ariel Noah's music and aesthetic appeal. The messages frequently highlight Gojek's primary selling advantages, which are its quickness and ease of usage. Behind the messaging, though, is a more intricate brand promotion plan. Discourse analysis is a helpful method for comprehending how language, power, and ideology interact in a social setting (Fairclough, 1995).

In Gojek's advertisements, the discourse elements not only reflect the values carried by the brand, but also how society is influenced by the language and images used. Thus, understanding the discourse in this advertisement can help reveal how advertising shapes consumer thinking and behaviour. An approach to critical analysis is required in order to fully comprehend how the Gojek advertisement featuring Ariel Noah can affect the perspective of the audience. Within the framework of CDA, these issues were explored using a reality-based process that considered language, context, text, and research questions as study objects (Gee & Handford, 2013 in Lin, 2014). In the field of applied linguistics, CDA combined text analysis, process analysis, and cultural community analysis (Fairclough, 1996).

Using the CDA approach, this study aimed to analyze three dimensions: text elements (micro), discourse practices (meso), and socio-cultural practices (macro) in the Gojek advertisement Go Send edition with the theme *Jadi BestSellerGoSend* using Norman Fairclough's critical discourse analysis approach. The language and visual components of the advertisement are included in the text dimension (micro); the methods or strategies used in the advertisement are included in the discourse practice (meso); and socio-cultural practices (macro) evaluate how the advertisement represents and influences the broader social and cultural context (Herman et al., 2024). This study focused on how text a maker string words so that they persuade and how visual video attract people to use a service to send goods from Gojek advertisements.

Through Critical discourse analysis, this study was expected to contribute to a deeper understanding of how digital advertising, particularly those involving collaborations with celebrities, could influence consumer perceptions and behaviors. Additionally, this research could provide practical implications for the advertising industry by highlighting the importance of using effective language, selecting appropriate visuals, and strategically using digital platforms to achieve marketing goals. This study is expected to reveal the hidden meaning in advertising, as well as provide references for further research in the fields of linguistics and media. Thus, this study will not only provide academic contributions, but also practical ones for industry players in designing more effective marketing strategies.

2. Literature Review

2.1 Critical Discourse Analysis

According to Van Dijk (1998) critical discourse analysis is a field that analyzes written and spoken texts to express power, domination, and inequality through certain social, political, and historical contexts (Taylor, 2013). The goal of critical discourse analysis, according to Fairclough (1995), is to examine causality and commitment by looking at (a) discursive practices, events, and texts as well as (b) larger social, cultural, and process structures of relations to see how these practices, events, and texts arise from and ideologically relate to the relationship between discourse and society at large. Scholars use various forms of discourse analysis to focus on different aspects of language and its application in specific contexts. Given the diverse applications of discourse analysis, one prominent approach is Critical Discourse Analysis (CDA).

Critical Discourse Analysis (CDA), rooted in the thinking of Michael Fairclough (1980), extends traditional discourse analysis by emphasizing the interaction between texts, discourse practices, and sociocultural contexts (Fairclough, 1995; Sutrisno et al., 2023). CDA aims to uncover the underlying meanings of discourse and illustrate how social reality is

constructed through language. By critically evaluating discourse, CDA can highlight dominant narratives that influence social practices and policies as well as broader political and structural implications (Leotti et al., 2022). With the aim of uncovering the underlying meanings of discourse, CDA can highlight dominant narratives that influence social practices and policies. In this regard, social media platforms such as YouTube become particularly relevant, as they serve as a means of disseminating various types of content that reflect and shape social realities. YouTube serves as a significant platform for sharing videos, covering a wide range of content types, including tutorials and entertainment (Miller, 2009: 3). Neil Patel, founder of Neil Patel Digital, argues that YouTube is the world's largest video platform, providing brands with an effective way to create ads and reach potential customers. YouTube's broad reach can increase consumer interest and drive sales, allowing advertisers to assess the performance of their campaigns and refine future marketing strategies. In this context, Gojek is one of the advertising content that appears on YouTube, utilizing the platform to promote its various services. Gojek is a popular smartphone-based application in Indonesia, providing a variety of services that can be accessed anytime and anywhere. Features such as GoRide, GoFood, and GoPay facilitate daily activities and digital transactions, making Gojek a popular choice for users seeking convenience. Its appeal lies in its practicality, affordability, and variety of services, which position it as a trusted online service provider.

2.2 Application of CDA in Advertisement Analysis

It is a widely held view that language and power are closely linked, and the rules that shape power have their basis in language, as it is through language that power is exercised. The concept of 'power' according to normal dictionary definitions include authority or control, the ability to influence or control people or events, and it is this notion of power that is mainly seen as being 'real', as a force or an entity in society (Al Ghazali, 2007).

Critical Discourse Analysis (CDA) for many years has been used to explain text, implicit meaning, and explicit meaning through speech and written text. CDA has been identified by many researchers as politic text mainly used for ideology, ideology criticism (Du & Chen, 2022). CDA prioritize power differences in explaining social change. Over time, in recent years text and visuals of advertisement have been criticized as a sign of capitalism, as a sign of its rampant consumerism (Niswa et al., 2023). One CDA approach which is also capable of viewing visual text as a part of ideology transformation from Norman Fairclough on advertisement (Khan & Zaki, 2022).

Basics of Critical Discourse Analysis are to explain how text is constructed, how society is written, how society is produced, and at the same time employment and available positions for a meaningful type of discourse to achieve the goal (Forchtner, 2021). First, the concept used by Norman Fairclough about description and interpretation of text was discussed before going into its application to the advertisement. Advertisements on television and beauty products are two important discourses of life in the urban community at this time. Beauty products that give the best results or are considered to be the best are much sought after by society. Products that enter Indonesia do not only highlight the brand but also highlight the model in the advertisement. Ads and models are united into text. This text is constructed through language and visuals to be full of meaning and have a specific purpose (Khan and MacEachen, 2021).

A study of Fairclough who states text can be written and spoken text through language practice. Written text means that the text is packaged through print media and visual media (Brooks et al., 2021). The visual itself is divided into two, the model of fiction and model in non-fiction. Advertisement text falls into the category of text in fiction. In addition to texts, it is also spoken text which means that the text is co-present or produced directly through oral conventions. Text can also be text available in verbal language, in non-verbal language and also the occurrence of discourse relationship. Model here can be an event, person, community, or other aspects of social life. Model as an actor is an identity. Model as a socio-cultural figure is a representation. Model itself is divided into three, those are professional model, non-professional model, and model a community organized (Hassan et al., 2022; Weber-Wulff et al., 2023).

2.3 Relevant Previous Studies on CDA in Advertisement Analysis

Several studies have examined the interplay of discourse and advertising within this context. The first study written by Eva Rosita and Nani Solihati in 2024 with the title: Revealing Ideology Behind Taste: Critical Discourse Analysis of GoFood and GrabFood Advertisements. This study uses a Qualitative Descriptive methodology by analyzing GoFood and GrabFood digital (video) advertisements in Indonesia using Norman Fairclough's Critical Discourse Analysis approach. The findings show that the GoFood advertisement "Breaking News" and the GrabFood advertisement "Hematematika" optimize linguistic and structural elements to communicate the ideology of efficiency and modernity.

The second study was conducted by Wahyoedi (2022) with the title: Representation of Consumerism in GrabFood Advertisement: A Critical Discourse Analysis. This descriptive qualitative study uses Fairclough's Critical Discourse Analysis as a theoretical framework to analyze data on Grabfood advertisements published on YouTube that contain linguistic and visual aspects. The findings of the study show that there is a representation of consumerism identified in Grabfood advertisements. This ideological representation encourages the audience to consume more by glorifying consumer behavior. The advertisement is intended to subconsciously influence the audience that buying goods through

its product services will be beneficial and will save more money. Furthermore, through a number of selling points displayed in the advertisement, both linguistically and visually, this advertisement successfully conveys its goal of persuading and directing the audience to consume more.

The third research was taken from the international journal written by Abdelaal and Sase (2014) entitled: Advertisement Analysis: A Comparative Critical Study. This study used qualitative method and analyzing two advertisements, and investigating how advertisers use discourse and semiotics to make people and customers buy into their ideas, beliefs, or simply their products. The finding showed that, both spoken and non-spoken elements combine to create messages that connect with target audiences and have an impact on their opinions and purchase choices.

3. Method

This study applied the qualitative method in analyzing the advertisement text of Gojek YouTube advertisement GoSend version. The qualitative approach allowed for an in-depth exploration of the research topic, focusing on participants' experiences and perspectives (Herman, van Thao and Purba, 2021; Setiawati et al., 2024; Widodo et al., 2024). This study used a corpus of data acquired from the website www.youtube.com in a Gojek YouTube advertisement GoSend version: *Jadi #BestSellerGoSend Bareng Ariel Noah*. In this study, the researchers used a systematic approach to collect data on the advertisement. First, the researchers watched the advertisement several times on YouTube to gain a comprehensive understanding of its content. Next, they listened carefully to the sentences used in the advertisement, ensuring that all verbal elements were recorded. After that, they transcribed the sentences, creating written notes for further analysis. The transcribed sentences were then classified and analyzed to identify textual features and underlying ideologies, which were reflected through critical discourse analysis. Finally, the researchers conducted a thorough analysis of the collected data to draw meaningful conclusions about the message conveyed by the advertisement. The researchers employed the CDA model provided by Fairclough (1996) to analyze the data. The main concern of this study was to examine how language is formed and shapes certain realities, and they did so by using three interconnected dimensions of CDA. The text dimension (micro) includes the advertisement's language and visual elements; the discourse practice (meso) includes the methods or strategies employed in the advertisement; and the socio-cultural practices (macro) assess how the advertisement reflects and affects the larger social and cultural context

4. Results and Discussion

4.1 Analysis of Dimension Text

In this study, the analysis of dimension text will be limited on vocabulary, personalization and mood choice.

4.1.1 Vocabulary Analysis

In this study, vocabulary analysis focused on adjectives used in Gojek advertisement. Adjectives with both positive and negative emotive meanings are used in this advertising. The service is represented by the positive ones. The negative ones, on the other hand, are meant to symbolize the ideal situation in contrast to the ideal concept that the commercial promotes. The following table displays the adjective and positive vocabulary.

Table 1. Adjective and positive vocabulary in advertisement text

Advertisement text	
Jadi best seller, harus cepet respon chat kastamer.	To be a best seller, you have to respond quickly to customer chats.
Best seller itu, bikin kemasan yang praktis	The best seller, make practical packaging
Biar aman , daripada ribet malu-maluin	To be safe , rather than being embarrassed by the hassle.
Pake GoSend, ada ekstra asuransinya juga kan.	Using GoSend, there's extra insurance too, right?
Jadi best seller itu, harus hemat atur ongkos.	So to be a best seller, you have to be economical in managing costs.

4.1.2 Mood Choice Analysis

According to Fairclough (1996), there are subject positions in identifying clauses in the mood. He also said that commonly, there are three kinds of mood such as declarative, grammatical question and imperative.

A. Declarative

In a declarative sentence, the subject position of the speaker/writer is the giver (of information), and the addressee position is the recipient. The use of declarative is shown as follow.

Table 2. The use of declarative sentence

Advertisement text	
"Susah buat mulai usaha."	"It's hard to start a business."
"Mesti banyak belajar dari yang udah jadi best seller."	"We have to learn a lot from those who have become best sellers."
"Best seller itu, bikin kemasan yang praktis."	"The best seller is making practical packaging."
"Ongkir mulai dari 5000 rupiah."	"Shipping starts from 5000 rupiah."

B. Imperative

In an imperative sentence, the speaker's position is to ask the recipient to do something. The imperative is used to demonstrate the persuasive action in advertisements. By employing imperative, the advertiser establishes a stronger bond with the target audience. The use of imperative is shown as follow.

Table 3. The use of imperative sentence in advertisement text

Advertisement text	
"Harus cepet respon chat kastamer."	"Must respond quickly to customer chats."
"Pas kirim paket, harus pake yang cepet nyampe juga."	"When sending packages, use those that arrive quickly too."
"Kasih notes manis."	"Give sweet notes."
"Pas kirim paket, pake yang bisa kasih bukti kirim dan terima barang juga."	"When sending packages, use those that can provide proof of sending and receiving the goods as well."

C. Grammatical Questions

In a grammatical question, the speaker also asks for something but does not do it. The purpose of the message is to ask for information and the recipient is in a position to provide it. The use of grammatical question is shown as follow.

Table 4. The use of grammatical question in advertisement text

Advertisement Text	
Pake GoSend, ada ekstra asuransinya juga kan, pak?	Using GoSend, there's extra insurance too, right sir?

D. Personalization analysis (The use of personal pronouns)

Personal pronouns serve to establish a connection between the writer and his audience. Examining the use of personal pronouns may help readers understand how advertisers build relationships with consumers. For example, we and you are common personal pronouns in advertisements. According to Fairclough (1996), the use of the second-person pronouns (we and you) signifies a bond of solidarity and power.

Table 5. The use of personal pronoun in advertisement text

Advertisement Text	
Dan mungkin bila nanti kita kan bertemu lagi.	And maybe when we meet again.

4.2 Analysis of Discourse Practices (Meso)

This level of analysis examines how the relationship between the strategies used and the way language is used in advertising. In this study, various strategies are used in advertising to attract consumers. The following table outlines the strategies used.

Table 6. Strategies used in advertisement

No	Strategy Used in Advertisement	Linguistic Means
1.	Encouraging Entrepreneurship	It's hard to start a business. Must learn a lot From those who are already best sellers. So that small businesses become the best..sar.
2.	Promoting Customer Interaction	To be a best seller, Must respond quickly to customer chats. When sending packages, you must use one that arrives quickly too. The best is just Go-send.
3.	Highlighting Practical Solutions	The best seller is to make practical packaging. Don't bother with the packaging, sir. When sending a package, use something that is practical to pick up and deliver. The best is just GoSend.
4.	Emphasizing Reliability	The best seller must be able to ensure the package is safe. Don't be embarrassed. It's better to use a delivery that is guaranteed safe. The best is just GoSend.
5.	Assurance of Safety	Using GoSend, there's extra insurance too, right, sir? Of course, yes. Safe.
6.	Validating Authenticity	The best seller must be able to provide proof that the item is real. When sending a package, use one that can provide proof of sending and receiving the item as well. The best is just Gosend.
7.	Promoting Cost Efficiency	To be a best seller, you have to be economical in managing costs, so you don't lose money. When sending packages, you also have to be economical. The best is just GoSend. Shipping costs start from 5000 rupiah.
8.	Enhancing Customer Connection	And to get closer to customers, give sweet notes. Keep walking in my shoes And maybe someday we'll meet again.
9.	Commitment to Quality	It turns out that to be a best seller, you must always give the best. So when sending it, it must also be the best. The best is Gosend.

In the context of advertising, discourse served as a means of delivering persuasive messages that are both engaging and pertinent to the target audience. A powerful and successful narrative was created in the GoSend commercial by combining dialogue sentences with a variety of discourse strategies.

The opening line of the advertisement was, "It's hard to start a business. You have to learn a lot from those who are already best sellers." This created a deep sense of empathy. By recognizing the challenges faced by aspiring entrepreneurs, the advertisement not only showed understanding of their difficulties but also offered GoSend as a resource that could help them learn and grow. Furthermore, this strategy emphasizes the importance of fast interaction with customers, reflected in the sentence "To become a best seller, you have to respond to customer chats quickly." In a competitive business world, responding quickly to customer questions and comments is essential. This advertisement encourages entrepreneurs to prioritize good communication, which is a key element in building strong and sustainable business relationships.

Packaging efficiency was then emphasized in the words "Best seller, make practical packaging." This advertisement showed that GoSend provided logistics solutions in addition to delivery services, which made it easier for business owners to manage their products. The statement "Best sellers must be able to ensure that their packages are safe. Don't be shy." emphasized the reliability of the service provided by GoSend. By highlighting the importance of package safety, the advertisement conveyed that successful sellers prioritized the security of their products during transit.

In the sentence "Using GoSend, is there additional insurance too, sir?" and the answer "Yes, of course. Safe." provided a sense of security and trust to users. By providing additional insurance, GoSend's image was strengthened as a service that cares about shipping security, which is very important in building long-term relationships with customers. Furthermore, the statement "Best sellers must be able to provide proof that their goods are genuine." showed the importance of providing clear proof of delivery. In an era where online fraud is rampant, the ability to show concrete proof of delivery is an important step in building trust. This advertisement demonstrates that GoSend is committed to helping entrepreneurs illustrates the integrity of their products, which is essential for building customer loyalty. In the sentence "To become a best seller, you must be

economical in managing costs, so as not to lose money," the advertisement draws attention to cost management, an important aspect for many entrepreneurs, especially those who are just starting out. By emphasizing affordable shipping costs, the advertisement sought to reach a price-sensitive market segment, making them feel that GoSend services could help them save on operational costs and increase profitability.

The dialogue "And to get closer to customers, give a sweet note." showed the importance of a personal touch in doing business. Encouraging entrepreneurs to add personal notes to their shipments created a stronger bond with customers. This confirmed that GoSend understood the importance of interpersonal relationships in building customer loyalty, which is key to long-term business growth. The statement, "It turns out that to become a best seller, you must always give your best." raised high expectations for service quality. By linking business success to a commitment to providing the best, this advertisement affirmed that GoSend is focused not only on delivery but also on the overall customer experience. This helped build GoSend's brand image as a superior and reliable service provider.

Through various discursive strategies accompanied by dialogue sentences, the GoSend advertisement successfully created a narrative that was not only informative but also persuasive. The approach that combines empathy, trust, and practical solutions builds a strong relationship with the audience. The discourse in this advertisement served as a bridge between the brand and consumers, conveying relevant values and benefits in a dynamic business context. Thus, this advertisement not only promoted GoSend's services but also provided valuable guidance for entrepreneurs in achieving success, making GoSend a trusted partner at every step of their business journey.

4.3 Analysis of Social Practices

This section analyzes how social context influences an advertisement circulating in the wider community. Herman et al (2022) defined that advertising has an important role in introducing a product to the wider community. Advertising is also important to provide an image for its brand and if the reputation of a product or brand is good in public, the level of public trust will increase to buy the product. People will also tend to use a product that has been recognized as good by others because they are afraid that the new product they want to use will not be in accordance with the user's expectations. This phenomenon is also influenced by attractive, quality advertisements and not just selling words that are not proven in each use. Advertising must see how the culture exists in society before making an advertisement. Because we know that advertisements that conflict with culture will cause problems or controversy in society. An advertisement can also change society's views on social and culture.

To see how the selected advertisements are influenced by social conditions in society, the researchers will present several images capture from the Gojek Indonesia #BestSellerGoSend Bareng Ariel Noah advertisement to see the social practices contained in the advertisement.



Figure 1. Opening advertisement that illustrates the meaning of the word entrepreneur

Source: https://youtu.be/5sCAVcUhGdg?si=Hi0tdGaJ_BScOWQa

The question that arises when seeing the opening of this advertisement is why the advertiser starts it with the word

entrepreneur where the words contained after it are "more suitable wira sulit ah. It's hard to start a business". This is because the advertiser knows that the public's pessimistic attitude to starting their own business is still small. Many doubts arise such as fear of no buyers, fear of running out of money for business costs, and fear of losing to other people's businesses. The word "entrepreneur" can be very powerful because many Indonesian people have jobs as entrepreneurs with their own businesses. This illustrates that people in the social environment in terms of building a business, like to find out tips "so that the business becomes big, sells well, and is in demand by many people. It is not uncommon for fellow entrepreneurs in Indonesia to exchange ideas in terms of the business world. Therefore, the social practice contained in the advertisement above is the biggest problem in society, namely the difficulty of starting a business.



Figure 2. Offering practical packaging to customers

Source: https://youtu.be/5sCAVcUhGdg?si=Hi0tdGaJ_BScOWQa

The words used in this advertisement such as "if you pack it, don't bother, bro" are a depiction of product packaging that is considered complicated and convoluted. In society, this is a common thing where people pack their goods with thick tape in the hope that the product will be safe. Not infrequently, people also use wood to pack their products which is considered bad and requires extra effort to pack it. In this advertisement, the advertiser offers practical packaging using a box specially designed for its customers. The word "practical" in the offering of a brand or product is an important thing that everyone wants, especially in today's online era and can make all life's affairs easier and faster. In this way, it won't cost more just to pack.



Figure 3. Insurance from GoSend when sending goods

Source: https://youtu.be/5sCAVcUhGdg?si=Hi0tdGaJ_BScOWQa

People must think about the losses that will be borne by the product or service itself, especially since the reach of this product is already wide and widely used by the community. Surely the product or service will try as hard as possible to maintain its reputation and maintain public trust. As seen from this advertisement, viewers do not need to worry about the

goods that will be sent using Gojek Indonesia because they offer insurance if the goods are lost or damaged during the shipping process. . People are certainly more interested and think that their goods will be safe until they reach their destination, even if not they will receive compensation for the goods they will send via Gojek Indonesia.

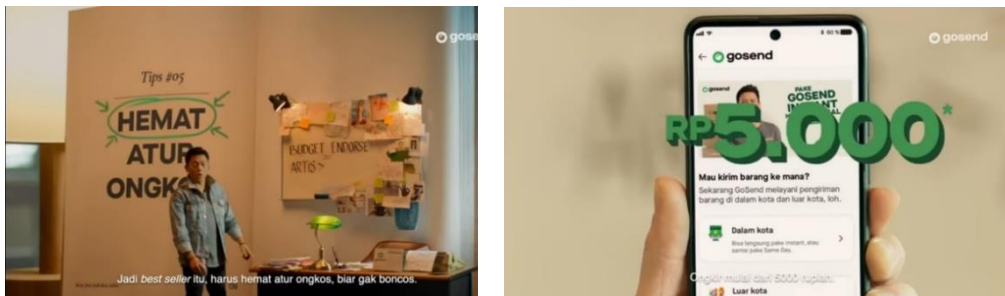


Figure 4. Advertisements offer affordable prices for using their services

Source: https://youtu.be/5sCAVcUhGdg?si=Hi0tdGaJ_BScOWQa

As in the Gojek Indonesia advertisement clip shown above, which states that the delivery fee starts from a price of Rp. 5,000, which is relatively cheap. People will certainly be more interested in a cheaper price with the quality of a product or service that has a high level of use. The sentences used by the advertiser are "to be a best seller, you have to be smart at saving costs, so you don't lose money", "when sending packages, you have to save too" which shows the audience that this service will save shipping costs for its users. This advertisement will certainly attract people's interest in using this Gojek service, especially since this service offers cheap rates that suit the wishes of its users.

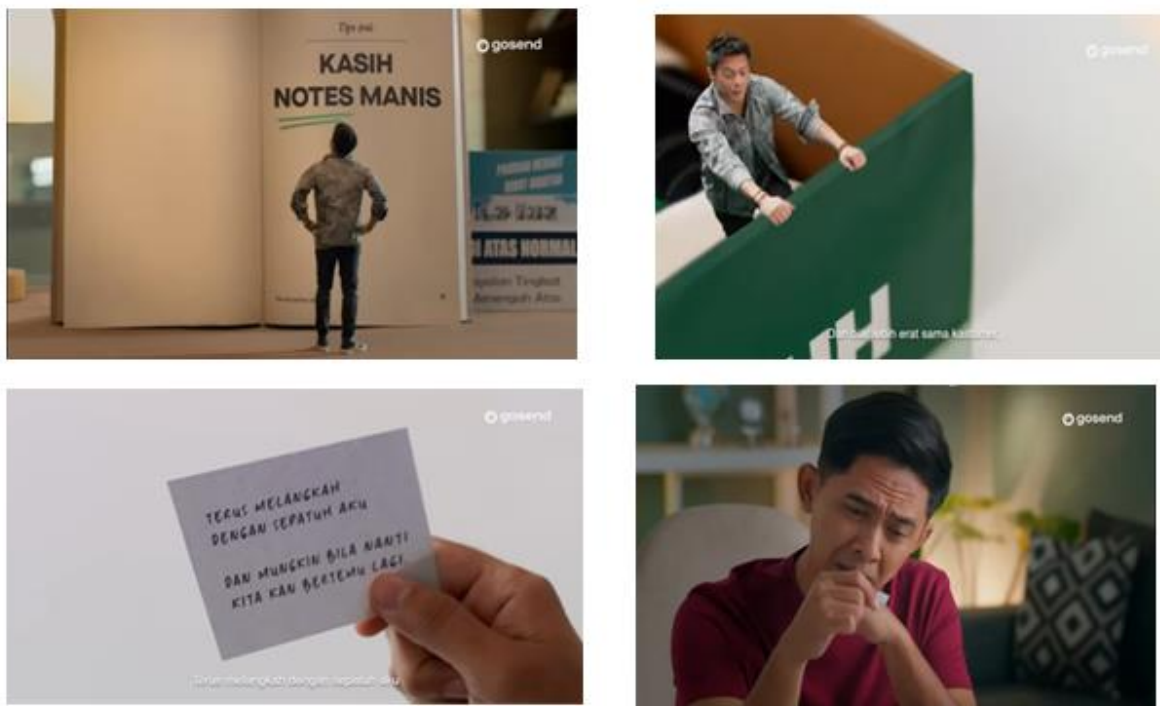


Figure 5. Sweet note given by GoSend to the recipient

Source: https://youtu.be/5sCAVcUhGdg?si=Hi0tdGaJ_BScOWQa

The sentence "and to be closer to the customer, give sweet notes" in this Gosend advertisement is the last tips given to make a product a best seller. Although this looks simple, it provides notes containing sweet words that can raise the spirit of its readers. Not only to use the Gosend service, but this service tries to get closer to customers by greeting them with sweet words and a form of gratitude for using the Gosend service. Not many services use this method to attract users in society. However, this can have a very good impact on social life where many people actually need words of encouragement in life.

Presenting a famous public figure to be a model in an advertisement can greatly influence customers in using a service.

The level of customer trust will increase depending on the image of the model in society. From this advertisement that uses Ariel Noah as an advertising model, this service is increasingly famous and attracts users. With an advertising concept that relates to today's life, this advertisement is no less interesting to viewers on YouTube. The use of legendary songs and words from Ariel Noah such as "you are extraordinary" can arouse the nostalgic soul of customers. This advertisement not only shows the advantages of the GoSend service, but the advertisement contains many social practices that are packaged in a great advertisement from GoSend Indonesia.

5. Conclusion

This study showed that effective language and visual strategies are used by Gojek GoSend advertisements to influence consumer perceptions and behavior. Through Norman Fairclough's critical discourse analysis approach, three dimensions are found in this advertisement: text (micro), discourse practice (meso), and socio-cultural practice (macro).

In the text dimension (micro), attractive and positive language is used in the advertisement, with adjectives that give a good impression of Gojek's services. A strong relationship between the advertiser and the audience is created through the use of declarative, imperative, and question sentences. Closeness coupled with the use of personal pronouns such as "we" and "you," encouraged the audience to feel involved. At the level of discourse practice (meso), various strategies are applied, such as encouraging entrepreneurship, customer interaction, and emphasizing practical solutions, which have proven to be very effective in attracting consumer attention. This advertisement not only offers services, but also insights and tips for achieving success, showing concern for the needs and challenges faced by small entrepreneurs.

In terms of socio-cultural practice (macro), the values and beliefs of society towards entrepreneurship and the importance of trust in delivery services are reflected in this advertisement. The popularity and credibility of public figures such as Ariel Noah are utilized to increase consumer trust. In addition, cultural aspects such as the need for convenience, security, and interpersonal relationships are considered, making this advertisement relevant and effective in the social context of Indonesian society. Overall, this study showed that messages that not only promote services but also support and empower their audiences in a business context were successfully communicated through a critical discourse analysis of Gojek advertisements.

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Authors contributions

SS, HH, and RR were responsible for study design and revising. DWN and RP were responsible for data collection. HH and DWN drafted the manuscript. LJ and NS revised the manuscript and EF, SS, RR and HH proofread it. All authors read and approved the final manuscript.

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Data availability statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data are available.

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