



Persuasion Strategy in Sayang Hijab Detergent Advertisement: A Critical Discourse Analysis of Tirta's Role as an Expert Endorser

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ABSTRACT

This study analyzes the persuasive strategies used in the Sayang Hijab version of the Sayang detergent advertisement that uses Dr. Tirta as an expert endorser. This study was conducted to uncover the mechanism of medical authority construction and persuasive strategies used in the Sayang Hijab version of the Sayang detergent advertisement, which involves Dr. Tirta as an expert endorser. This study uses a qualitative descriptive method with the Critical Discourse Analysis (CDA) model from Norman Fairclough's theory. Norman Fairclough's CDA theory has three dimensions: text analysis, discourse practice, and sociocultural practice. The results of this study indicate that in the text analysis, Dr. Tirta as an expert endorser in this advertisement uses medical language to create new standards of cleanliness and safety in the advertisement of detergent products. In this discourse practice, there is a synergy of authority between the emotional experience of consumers, as depicted by Ria Ricis & Moana, and the rational validation of medical experts, as depicted by Dr. Tirta. From a sociocultural perspective, this detergent advertisement reflects a shift in public mindset after the pandemic, where there is an increased reliance on expert judgment rather than domestic decisions. This study concludes that the use of laboratory settings and medical attributes is not only about the marketing appeal of an advertisement, but is more an attempt to reposition detergent from a household necessity to a preventive health instrument.

Keywords: persuasion strategy, advertisement, critical discourse analysis, expert endorser

Strategi Persuasi pada Iklan Deterjen Sayang Hijab: Analisis Wacana Kritis terhadap Peran Tirta sebagai *Expert Endorser*

ABSTRAK

Penelitian ini menganalisis mengenai strategi persuasi yang digunakan pada iklan deterjen *Sayang* versi *Sayang Hijab* yang menggunakan peran Dr. Tirta sebagai *expert endorser*. Penelitian ini dilakukan untuk mengungkap mekanisme konstruksi otoritas medis dan strategi persuasi yang digunakan dalam iklan deterjen *Sayang* versi *Sayang Hijab*, yang melibatkan Dr. Tirta sebagai *expert endorser*. Penelitian ini menggunakan metode deskriptif kualitatif dengan model Analisis Wacana Kritis (AWK) teori dari Norman Fairclough. AWK teori dari Norman Fairclough memiliki tiga dimensi: yaitu analisis teks, praktik wacana, dan praktik sosiokultural. Hasil penelitian ini menunjukkan bahwa dalam analisis teks, Dr. Tirta selaku pendukung ahli dalam iklan ini menggunakan bahasa medis untuk menciptakan standar kebersihan dan keamanan baru dalam iklan pada produk deterjen. Dalam praktik wacana ini, terdapat sinergi otoritas antara pengalaman emosional konsumen, yang digambarkan oleh Ria Ricis & Moana, dan validasi rasional dari para ahli medis, yang digambarkan oleh Dr. Tirta. Dari perspektif sosiokultural, iklan deterjen ini mencerminkan pergeseran pola pikir publik setelah pandemi, di mana terdapat peningkatan ketergantungan pada penilaian ahli daripada keputusan domestik. Penelitian ini menyimpulkan bahwa dalam penggunaan latar laboratorium dan atribut medis bukan hanya tentang daya tarik pemasaran sebuah iklan saja, tetapi lebih merupakan upaya untuk memposisikan kembali deterjen dari kebutuhan rumah tangga menjadi instrumen kesehatan preventif.

Kata Kunci: strategi persuasi, iklan, analisis wacana kritis, expert endorser

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INTRODUCTION

Language used to attract someone's attention and trust with the aim of influencing them is called persuasive language. According to Sukarno et al. (2021), persuasive language is a request that asks someone to do something accompanied by gentle persuasion or coercion without any coercion. Persuasive language is typically used to subtly influence someone's thoughts and actions to follow the speaker's wishes.

Persuasive language is widely used in various ways, one of which is in advertising. An advertisement is a narrative created in text, audio, or video format designed to promote a product or service. The purpose of advertising is to attract customers to buy, consume, or experience the product or service being offered. However, according to Rhani Febria et al. (2025), advertising functions not only as a marketing tool but also as a means of disseminating a particular ideology. Advertising constructs narratives, creates identities, and sells not only goods but also represents lifestyles, values, and dreams.

Advertisements are widely found in various media, one of which is on national television channels. According to Suryasuciramdhan et al. (2024), nowadays, advertising has become a requirement for suppliers of goods or services to promote a product, particularly in television advertisements. Television advertisements are not merely a medium used to promote a product, but also a sphere of ideology and a representation of power that operates through language. According to Yulianti et al. (2017), advertising is not merely information about a product, but also a medium that offers ideology, lifestyle, and imagination about the product being promoted.

Using persuasive language in advertising requires a strategy to attract attention and trust. According to Dewi et al. (2022), persuasive strategies are common in the advertising field. Everyone wants the information conveyed in an advertisement to be understood and believed. Persuasion is a linguistic approach or strategy designed to ensure that information is understood and be-

lieved without pressure or coercion. Persuasion strategies are methods used in advertising that are successful in persuading others.

Persuasion strategies are certainly used in advertising aimed at attracting someone to purchase a product. According to Pramesti (2024), the key to successful advertising is developing a compelling message that reaches potential customers in a supportive environment at the right time. In the fast-moving consumer goods (FMCG) industry, detergents are traditionally viewed as household products associated with narratives of compassion, femininity, and the ability to maintain a clean home. The detergent advertising landscape in Indonesia has changed significantly in the past two years. One of the most interesting developments is the emergence of Sayang Hijab Detergent, a product that brings medical expertise to the world of laundry by featuring Dr. Tirta Mandira Hudhi as an expert endorser.

The use of a doctor in advertising for non-medical products has led to a situation where everyday consumer discussions have begun to sound more like medical conversations. Dr. Tirta, known for his frank and critical public relations skills and strong medical background, adds a new perspective to how persuasive strategies are developed. The presence of Dr. Tirta, acting as a product endorser and trusted authority, is changing people's mindset about washing clothes from simply cleaning and smelling clean to health, such as keeping skin safe and germ-free.

Previous research on detergent advertising in Indonesia has generally focused on gender representations that position women as domestic objects. This is evident in research conducted by Mandalahi (2024), which examines how household product advertisements represent gender roles in society. The results show that most advertisements still maintain traditional gender stereotypes, positioning women as the main characters in domestic contexts. Mandalahi's research on gender representation reveals a gap in research regarding how male authority figures with medical



backgrounds intervene in spaces traditionally considered feminist.

Another previous study examined the effectiveness of modern marketing strategies on consumer behavior, particularly in beauty products. This study was conducted by Zakaria & Afandi (2024). The main focus of this study was to analyze how the use of public figures, such as TikTok livestreams, impacts public trust in Daviena Skincare products. From the research conducted by Zakaria & Afandi, there is a research gap regarding how marketing strategies are not only carried out through live broadcasts on social media, but can also be carried out in advertisements on national television.

This research is based on the phenomena and observations discussed above. It focuses on three main domains formulated in the following problem statement: how text structures construct medical authority, how discourse practices incorporate the role of experts into domestic products, and how these sociocultural practices demonstrate changing ways of thinking about hygiene in society. This research aims to describe how medical phenomena are used in a detergent advertisement and demonstrate how expert knowledge is used to control public perceptions about health.

This research is expected to provide theoretical benefits by enriching the literature on Critical Discourse Analysis, particularly that focused on the commodification of the medical profession in the mass media. It is also expected to provide practical benefits to the public by helping them become more aware and critical when viewing advertisements that use scientific terminology, allowing them to make better decisions without being influenced by authority bias.

METHOD

The research method used in this study is descriptive qualitative with a critical discourse analysis approach modeled after Norman Fairclough. According to Siregar et al. (2024), Razak (2017), Abubakar (2021), qualitative

descriptive research uses data obtained and analyzed in the form of summarized words, rather than numbers. According to Tarigan et al. (2024), Balaka (2012), Mahsun (2014), the results of research using qualitative methods are largely influenced by the researcher's personal opinions, knowledge, and abilities. The choice of qualitative descriptive methods was based on the research objective, which was to understand and describe in depth the persuasive strategies used in the Sayang Hijab detergent advertisement.

According to Rizki et al. (2024), Yuliani (2018), primary objective of qualitative descriptive research is to provide a comprehensive description of real-life events in society. This approach allows researchers to explore how persuasive strategies are conveyed through the role of Dr. Tirta in the advertisement.

The research process in this study began with searching for an appropriate advertisement containing a persuasive strategy that appeals to consumers. After finding a suitable advertisement, the authors collected data through systematic observation of the advertisement, both visually and verbally. The researchers conducted in-depth observations of the Sayang Hijab detergent advertisement and then transcribed verbal data in the form of Dr. Tirta's spoken text. The researchers also conducted visual identification of the Sayang Hijab detergent advertisement, including the background, gestures, and color scheme.

The analysis in this study uses Critical Discourse Analysis (CDA). According to Ananda et al. (2024), CDA is an approach in discourse studies that aims to explain the relationship between language, authority, and ideology in the form of text and conversation. One of the CDA theories, Norman Fairclough's model, is also used in this study. Norman Fairclough's CDA model has three main dimensions: textual dimension (analysis of language used in advertisements), discourse practice (the process of production and consumption of advertisements), and sociocultural practice (social position, social practice, and social change in advertisements). According to Rizki et

al. (2024), Norman Fairclough's CDA model is a guideline for understanding the relationship between language, power, and society. This approach provides a deeper understanding of an advertisement, which is created from a narrative constructed in the form of direct or indirect information (Siregar et al. 2024). However, advertisements do not only convey information but also play a role in shaping, reinforcing, or challenging social norms related to gender roles. This research uses Norman Fairclough's Critical Discourse Analysis (CDA) model to uncover how persuasive strategies are created, not only in verbal texts, but also through hidden constructions of power. By examining three dimensions of discourse: text analysis, discourse practices, and sociocultural practices, this article will uncover how expert voices are used to shape people's social cognition. Through this analysis, the author hopes to demonstrate how Sayang Hijab detergent uses medical authority to build trust with Muslim women in Indonesia, and also to understand the social impact of the changing role of experts in national TV advertising.

RESULTS

The results of this study show that the Sayang Hijab version of Sayang detergent advertisement uses Dr. Tirta as an expert to strengthen the public's argument for choosing a safe detergent. This Sayang Hijab version of Sayang detergent advertisement presents Dr. Tirta as an expert to validate that Sayang Hijab version of Sayang detergent is free from harmful chemicals that can cause skin irritation. This persuasive strategy analysis was conducted using Norman Fairclough's Critical Discourse Analysis, which has the following three dimensions:

1. Text Analysis

The text analysis in this study was based on verb elements. The verb elements were obtained from transcripts of Sayang Hijab detergent advertisements. The verb data in this study were dominated by Dr. Tirta's statements, which

frequently used medical technical terms. Several key points from the transcripts include:

"Tapi yakin deterjennya aman di kulit?"

"Nih deterjen sayang hijab"

"Aman untuk kulit, tanpa SLS dan Paraben"

"Bersihkan noda tanpa sisa bahan kimia nempel"

But are you sure the detergent is safe for your skin?"

"Here's the Sayang Hijab detergent"

"Safe for skin, SLS and Paraben-free"

"Cleans stains without chemical residue"

2. Discourse Practice

The Sayang Hijab detergent advertisement uses a split-screen method to show two different settings. The use of two distinct layers aims to differentiate between the roles of a housewife and a health professional. These two distinct layers are:

a. Domestic Space

This domestic space features Ria Ricis and Moana, who play housewives and their children, in a laundry room.

b. Scientific Space

The scientific space, which serves as Dr. Tirta's setting, shows him in a simple, light blue and white room that resembles a laboratory, with cool lighting and a formal purple suit.

3. Sociocultural Practice

This sociocultural practice dimension is divided into three stages:

a. Social Position Analysis, which analyzes the positions of Dr. Tirta and Ria Ricis in the Sayang Hijab version of the Sayang detergent advertisement.

b. Social Practice Analysis, which analyzes habits The real impact of society after the COVID-19 pandemic.

c. Analysis of social change, analysis of changes in detergent advertising that not only contain information about cleanliness, but also about the safety of consumers' skin.



DISCUSSION

Persuasive strategies are frequently found in various advertisements, one of which is the Sayang Hijab version of the Sayang detergent product. According to Novita et al. (2021), persuasive strategies in communication refer to the methods used to persuade or influence people's attitudes, opinions, and behavior. The persuasive strategy used in the Sayang Hijab detergent product utilizes Dr. Tirta as an expert endorser. This advertisement introduces a new way of discussing detergent advertising in Indonesia. Through Dr. Tirta's role as an expert endorser, this advertisement changes the public's perception of detergent advertisements, which typically feature housewives.

The author will discuss the results of the analysis of the persuasive strategies found in the Sayang Hijab version of the Sayang detergent advertisement, starring Ria Ricis & Moana as brand ambassadors and Dr. Tirta as a health observer, in detail and analyze them using Norman Fairclough's critical discourse analysis model, which has three dimensions: 1) text analysis, 2) discourse practice, and 3) social practice.

1. Text Analysis

This dimension of text analysis is crucial for examining how words are used to convey meaning or specific actions, and how these words establish relationships between two objects. According to Surahman et al. (2023), this first dimension must be analyzed using a linguistic approach that encompasses formal forms. Each formal form must be further analyzed by extracting the hidden values contained within it. Analysis at this stage is based on an understanding of how linguistic elements in a text work together to convey a specific meaning, which is also the goal of text analysis. In the context of text analysis, the persuasive strategy used in the Sayang Hijab detergent advertisement works through the mechanism of language medicalization, namely the use of medical terminology to explain everyday domestic phenomena. In the opening sentence, Dr. Tirta demonstrates a

persuasive strategy that begins with cognitive provocation. The following is a transcript of Dr. Tirta's verbal utterance in the advertisement:

"But are you sure the detergent is safe for your skin?"

Dr. Tirta's statement contains a rhetorical question, a question posed not to elicit an answer, but rather to challenge consumers' fundamental beliefs. Consumers generally assume that clothes washed with detergent that appear clean are safe and free of bacteria. However, Dr. Tirta's question attempts to challenge consumers' assumptions, encouraging them to consider not only cleanliness but also the safety of the detergent used to clean the clothes.

Dr. Tirta's rhetorical question, which he previously asked to his interlocutor, has a follow-up sentence. Following Dr. Tirta's question, he recommends a safe detergent, Sayang Hijab detergent. Here's what Dr. Tirta said:

"Here's Sayang Hijab detergent."

"Safe for skin, SLS and paraben-free."

"Clean stains without leaving chemical residue"

This sentence, a continuation of the previous sentence, contains Dr. Tirta's recommendation to his interlocutor, Ria Ricis, to use Sayang Hijab detergent. Here, Dr. Tirta not only recommends the detergent product but also explains the benefits of the recommended product. The recommended benefit of Sayang Hijab detergent is that it is "Safe for the skin, without SLS and parabens." According to Dwijayanti et al. (2024), SLS is a substance that creates foam in soap. Continuous exposure to SLS on the skin causes irritation. Parabens, meanwhile, act as endocrine disruptors, potentially mimicking the hormone estrogen and are often associated with the risk of cancer and allergies.

Dr. Tirta explains the product's benefits using scientific terms, such as the use of SLS and parabens. Most lay consumers may not be familiar with the technicalities of SLS and parabens, but the use of scientific terms by an expert/doctor

creates a negative association that the ingredients mentioned are harmful. Dr. Dr. Tirta used his medical authority to address consumer stigma surrounding the chemical while simultaneously providing strong recognition that Sayang Hijab detergent is a clean and medically safe choice.

2. Discourse Practice

The second dimension, discourse practice, concerns the analysis of how a text is produced, disseminated, and consumed by the general public. According to Fairclough in Haryarmoko (2022), at this stage, the intertextuality of the text begins to receive special attention. This dimension encompasses how the public understands and responds to the message.

In this dimension of discourse practice, the analysis focused more on observing how the advertisement was produced and consumed, where Dr. Tirta's social identity was used as a strategic asset to help convey the Sayang Hijab detergent manufacturer's message to consumers. Researchers found that the effectiveness of this detergent advertisement stems not only from the message conveyed in the advertisement but also from the use of Dr. Tirta as the personal brand of the detergent advertisement.

This dimension of discourse practice is divided into two stages: production and consumption. The production stage involves the creation and formation of the persuasive strategies used in the advertisement. According to Wilyah (2023), the process at this stage involves experience, knowledge, environmental conditions, habits, and contexts close to the author.

The discourse production process in the Sayang Hijab detergent advertisement demonstrates a clear plan to transform medical expertise into something commercially viable and help the detergent stand out in the crowded marketplace. Throughout production, the advertisement creators not only positioned Dr. Tirta as a product endorser but also as an expert who controls what is considered correct in the medical world.

The image shows that the setting, setting, and wearing of the doctor's coat are deliberately designed to evoke both a laboratory and a domestic space. This domestic space depicts the comfort of the hijab and the happiness of children as the primary focus. Meanwhile, the laboratory space used as Dr. Tirta's backdrop suggests that Dr. Tirta is in a laboratory, intended to demonstrate that this product is not just ordinary laundry soap, but rather the result of innovative, hygienic chemical technology.

The second stage of discourse dimension is the consumption process. This process of text consumption involves people receiving and assigning meaning to the advertisements shown. Advertisement consumption is influenced by the experiences, knowledge, and social contexts that vary from the advertiser to the consumer. At this stage, advertisements serve more than just promotional tools for a product; they also generate meaning for the consumers who watch them.

From the consumer's perspective, the approach used in the Sayang Hijab detergent advertisement works by exploiting the mindset of most Indonesians. Indonesians place complete trust in medical experts. The process of public consumption does not occur in a vacuum, but rather through a mechanism of authority bias, where viewers tend to passively accept messages without questioning the technical validity of chemical terms, such as SLS or parabens.

The presence of Dr. Tirta, as a persuasive strategy in the Sayang Hijab detergent advertisement, can convince the public of the advertisement's validity. People do not need to seek information about the detergent product themselves because they trust the doctor's words to be true. Dr. Tirta is seen as a rational person who provides a sense of security to the public when making choices about detergent products.

3. Sociocultural Practice

The third dimension of Critical Discourse Analysis, based on Norman Fairclough's theory, is the social practice dimension. This dimension



focuses more on the events that produce the text. This means that the writer does not simply understand what is said without considering the surrounding situation. The writer needs to examine the situation in which the advertisement was created, as well as the social and cultural factors that influence how the advertisement was created. According to Tarigan et al. (2024), the social practice dimension examines the social context within the text, thus giving rise to a new discourse.

Norman Fairclough's Critical Discourse Analysis (CDA) theory in this third dimension can be deepened through three stages: social position analysis, social practice analysis, and social change analysis. The purpose of these three stages is to examine how the Sayang Hijab detergent advertisement not only sells goods but also reflects cultural shifts in Indonesia. The three stages of analysis are as follows:

a. Social Position Analysis

This social position analysis will examine the power relations between the actors in the Sayang Hijab detergent advertisement discourse, which features Dr. Tirta as a health expert and Ria Ricis and Moana as Sayang Hijab detergent consumers.

Dr. Tirta holds a social role as someone with extensive knowledge. In Indonesia's patriarchal social structure, a doctor is viewed as intelligent, honest, and possessing strong values. Dr. Tirta's role is not merely to sell products, but also to act as a judge, deciding the suitability of a product. Ria Ricis's role in the Sayang Hijab detergent advertisement is in the consumer position, representing the lifestyle and role of a modern housewife in society. Although Ria Ricis is a powerful social media influencer, in this detergent advertisement, she is portrayed as someone in need of expert help. A power imbalance occurs when a consumer's real-life experience needs to be validated by a medical expert to be considered valid and accepted by society.

b. Social Practice Analysis

This stage of the social practice analysis examines how the Sayang Hijab detergent advertisement reflects real-life activities or habits practiced

by society. On a broader level, the persuasive strategies used in the Sayang Hijab detergent advertisement demonstrate how the mindset of Indonesian society has changed following the Covid-19 pandemic. According to Herawati (2023), the Covid-19 pandemic has had a significant impact on Indonesian society, affecting social conditions, the economy, and health awareness. This study found that the advertisement follows the trend of medicalizing the domestic space, where household problems are now treated as important health issues.

This Sayang Hijab detergent advertisement exploits the current social situation, where people are highly concerned about being contaminated by germs and dangerous chemicals. The presence of Dr. Tirta in the laundry room is not merely a marketing trend, but actually a response to the real need for a protector with an objective scientific basis amidst the flood of unverified information about products.

Socioculturally, there has been a shift in power relations in the home, reflecting a shift in power among family members. This detergent advertisement attempts to position medical authority as the primary source of truth over the real experiences of women. Although the product is aimed at housewives, represented in the advertisement by Ria Ricis, the final decision regarding the detergent's safety is left to a male expert, played by Dr. Tirta. This shows that a housewife's knowledge of how to properly wash clothes is now considered incomplete unless supported by the legitimacy of professional science.

c. Social Change Analysis

This social change analysis examines how social change is occurring in society. The purpose of the Sayang Hijab detergent advertisement is to play the role of an agent in changing people's perceptions of hygiene standards. A significant shift is occurring where the notion of clean clothes, which for years was associated with visual aesthetics and aromatic sensory perceptions, is now broken down into rules regarding safety for the body and skin.

Through Dr. Tirta's discourse, the concept of clothing hygiene shifts from merely visual aesthetics to one of maintaining health by avoiding harmful chemicals, such as SLS and parabens mentioned in the advertisement. This shift demonstrates a shift in society toward a more technocratic way of thinking, where the value of a household product is measured not by its scent, but by whether its formula is safe for the human body.

CONCLUSION

This study demonstrates that the persuasive strategy in the Sayang Hijab detergent advertisement, which uses Dr. Tirta as an expert endorser, represents a systematic attempt to construct medical authority in the domestic sphere. From a textual analysis perspective, the use of scientific language, coupled with a strong tone of assurance, effectively transforms the detergent from a mere hygiene product to one that helps maintain skin health. By stating that it does not contain chemicals like SLS and parabens, Dr. Tirta not only provides a hygiene solution but also raises public concerns about the safety of common products.

From a discursive practice perspective, the advertisement production process skillfully combines Ria Ricis's emotional message with Dr. Tirta's logical message. This creates a hierarchy of discourse where people's real-life experiences are subordinated to the legitimacy of science. People are conditioned to purchase products not only for their fragrance and cleaning abilities, but also based on safety standards outlined by experts.

From a sociocultural perspective, this phenomenon demonstrates how Indonesian society has undergone significant changes after the pandemic, with more aspects of daily life focused on health and medical practices. This advertisement demonstrates how expert knowledge is considered more important than common everyday decisions. Consequently, this detergent advertisement effectively shifts public perceptions of clean clothes from a visual perspective to a biologically safe perspective. This study concludes that Dr. Tirta's abil-

ity to persuade the public stems not only from personal beliefs but also from Dr. Tirta's connection to the scientific facts contained in the detergent product.

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