

## The Role of Linguistics on Influencing Community Associations on Social Media: A Socio-Semantic Study of Commodity Advertisements

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Published: 30/04/2025

### How to cite (in APA style):

Muhammadiyah, M., Muta'allim., Nawiruddin., Susanty, L., & Zarkasi. (2025). The Role of Linguistics on Influencing Community Associations on Social Media: A Socio-Semantic Study of Commodity Advertisements. *Retorika: Jurnal Ilmu Bahasa*, 11(1), 17-24. DOI: 10.55637/jr.11.1.10249.17-24

**Abstract**—In the digital era, commodity advertisements on social media use persuasive language to create associations within user communities. This research examines the role of linguistics on influencing community associations on social media through commodity advertisements, using a socio-semiotic study approach. By employing socio-semiotic linguistic theory, the study analyzes how word choices, symbols, and connotations used in advertisements can shape social perceptions and community identities. This research was qualitative in nature. The data in this study consists of words, phrases, and symbols, while the data sources were commodity advertisements on social media. The method used to collect the data is content analysis. The researcher listens to the words, symbols, and the connotative meanings embedded in the advertisements. The data was analyzed using a socio-semiotic approach, focusing on the linguistic and symbolic elements within the advertisements. The study finds that carefully crafted language in commodity advertisements significantly influences consumer perceptions, strengthens social bonds, and shapes collective identities. Moreover, the findings from this research suggest that the choice of words or phrases in advertisements for each commodity must create a positive impression in the public's consciousness. Thus, beyond simply informing, the language used should also touch the emotional aspect of the audience, prompting them to purchase the product to fulfill their needs. This study contributes to the understanding of how language influences consumer behavior and provides practical implications for marketers in creating more persuasive advertisements.

**Keywords:** commodity advertisements, consumer behavior, digital marketing, discourse analysis, language persuasive

### I. INTRODUCTION

In the digital era, social media has become a key platform for sharing information, expressing opinions, and fostering social interaction (Salikin et al., 2021); (Muliadi et al., 2024); & (Mariono et al., 2025). In this context, the language used in various forms of content—

particularly advertisements—has a significant influence on audience perceptions and understanding (Mas'ud Muhammad, 2017); (Muhammadiyah, 2020); & (Ago et al., 2024). One intriguing area of research is the role of linguistics in shaping community associations on social media, especially in relation to product

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advertisements. Language, in this case, is not merely a tool for communication but also a medium for creating broader social meanings (Ibrahim et al., 2014); (Suksma et al., 2022); (Muta'alim, 2022); (Badrudin et al., 2023); (Asfar, 2024); (Tiwery et al., 2024); & (Daulay et al., 2024).

Advertisements often leverage language to influence consumer perceptions and behavior, as well as to create identities and group associations (Panuju, 2019); (Zainal et al., 2024); & (Ago et al., 2024). A critical aspect of advertising communication is how language is used to shape images, emotions, and social associations among the audience. Through careful word choices, expressions, and sentence structures, advertisements can create emotional connections with consumers, ultimately influencing their views of the advertised product (Haryono et al., 2023). In this regard, advertisements not only reflect specific values and cultures but also actively shape values and social norms on social media (Ghasi Pathollah et al., 2022).

This study examines the role of linguistics in shaping community associations on social media, focusing on commodity advertisements. As a discipline that studies language in social contexts, linguistics plays a vital role in shaping communication in the digital space (Muta'allim et al., 2020); (Muta'allim et al., 2021); (Yudistira et al., 2022); (Sofyan, Badrudin, et al., 2022); (Yudistira, R., 2023); & (Mas'ud Muhammadiyah et al., 2023). In the context of advertisements, the choice of words, symbols, and images used has the power to create certain associations that influence consumers' thought patterns and attitudes (Muta'allim et al., 2021); (Irsyadi et al., 2022); (Sofyan, Firmansyah, et al., 2022); (Muta'allim et al., 2022); & (Daulay et al., 2024). These associations occur not only at an individual level but also affect the community as a whole. This is especially relevant in understanding how advertising messages can influence how social communities on social media respond to a particular product or service and how collective identities are formed based on the semantic understanding contained in the advertisement. As (Gee, 2014) points out, linguistic theory, particularly social semantics, provides a rich perspective to understand how language influences consumers' understanding of a product. Social semantics focuses on the relationship between the meaning of language

and the social context in which it is used.

Through a socio-semantic approach, this research aims to analyze the linguistics phenomenon in commodity advertisements and its impact on community associations on social media. The research also seeks to analyze how the meaning embedded in advertising texts affects how specific social groups view and interact with the product. Furthermore, this study will examine how language in advertisements functions as a tool to moderate or reinforce existing community identities on social media. Thus, this research not only provides an understanding of the dynamics of language use on social media, but also opens up new understandings regarding the importance of semantics in building community associations in the digital age. Additionally, this study will also explore how the use of language in advertisements can reinforce social stereotypes or create new social dynamics within digital communities.

On one hand, successful advertisements can create positive associations and build a strong community around a particular brand. On the other hand, advertisements that use insensitive or manipulative language can exacerbate social gaps or trigger negative perceptions of certain groups. Commodity advertisements, which often rely on emotional and aspirational connections, become a space where linguistics and social semantics intersect, shaping consumer perspectives and playing a role in the formation of new communities connected by a product or brand.

While much research has focused on the power of language in advertising and social media, few studies have specifically analyzed how linguistic elements in commodity advertisements contribute to the formation of community identities. This study aims to contribute by employing a socio-semantic approach to understand these dynamics. Research by (Suwasono, 2014) revealed that the power of language in films lies in the signs conveyed, including visual icons and kinetic representations. Antoro's (2014) study emphasized that in addition to promoting products or services, advertisements also play a crucial role in creating the product's image and social meaning through the use of signs.

Meanwhile, the study conducted by Jundullah et al. (2018) revealed that the construction of commodity fetishism in

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advertisements plays a crucial role in enhancing needs, desires, and purchase decisions, as it taps into the psychological aspects of consumers (insights), making the advertisements more attention-grabbing and memorable. Research by (Ago et al., 2024) shows that the use of hyperbolic styles significantly increases the emotional appeal of advertisements, which in turn triggers greater consumer interest and interaction. Additionally, (Zainal et al., 2024) found that product names not only serve as markers of identity but also build strong emotional and social connections, such as trust.

These studies highlight the role of language and signs in film, promotional advertising, the use of hyperbole in ads. However, this research focuses on a deeper exploration of the language, symbols, and meanings embedded in advertisements. Additionally, several relevant studies contribute to the research. Research conducted by (Akhmad Sofyan et al., 2022) discusses ethics and norms in language use. Meanwhile, studies by (Merizawati et al., 2023.); (Karuru et al., 2023); (Irsyadi, 2023); & (Suryanti et al., 2023) emphasize the role of language in enhancing knowledge, education, and language acquisition. Indirectly, these studies reinforce the understanding that language plays a crucial role, not only in everyday life but also on social media platforms, such as in advertisements.

In addition, several studies have explored the role of language in various contexts, such as society, media, education, pesantren, curriculum, and literature, including those conducted by Sutanto et al. (2022), Kamil et al. (2023), Julhadi et al. (2023), Dumiyati et al. (2023), Mahardhani et al. (2023) & Muta'allim et al. (2023). Furthermore, research by Muta'allim et al. (2022), (Muta'allim et al. (2022) & Sofyan et al. (2024) highlights the role of language, religion, and tradition in fostering tolerance and economic development. These studies focus more on the dynamics of language within broader contexts. In contrast, the current study specifically focuses on the use of language, symbols, and meanings in commodity advertisements. Therefore, there has been no prior research explicitly discussing the use of language, symbols, and meanings in commodity advertisements, making this study particularly compelling.

Furthermore, this research combines a socio-semantic approach to understand how language in product advertisements influences

associations and interactions within communities on social media. The main focus of this study is how the language used in advertisements—such as word choices, phrases, or other linguistic techniques—shapes collective perceptions and affects social relationships within online groups. The research also highlights the role of social media in the formation of communities bound by consumer preferences and identities, as well as how commodity advertisements influence individual behavior in shaping communities around particular products or brands. This study will likely provide a case study of commodity advertising on social media platforms, demonstrating how language in ads affects consumer interactions and the formation of identities in the digital world. Thus, the novelty of this research lies in its interdisciplinary approach between linguistics and social studies in social media, as well as its ability to deepen understanding of the impact of language in shaping social identities and community associations in the digital realm. Based on this background, the researcher formulates the problem: how does the use of language in commodity advertisements relate to the formation of community associations on social media? To address this problem, a socio-semantic and stylistic analysis is required.

The socio-semantic and stylistic studies are two branches of linguistics that play a crucial role in understanding language usage, particularly in the context of advertisements on social media. Socio-semantics analyzes the relationship between language and social context, highlighting how social factors such as status, age, gender, and cultural background influence word choices and meanings in communication. In this regard, the meaning conveyed by language is not only dependent on the literal meaning of words but also on the social conditions underlying their use (Eckert & McConnell-Ginet, 2003). Meanwhile, stylistics is concerned with the style of language used in a text or speech. This includes word choice, sentence structure, and other techniques used to create a specific effect, whether aesthetic, emotional, or persuasive. In the context of advertising, stylistics serves to attract the audience's attention, evoke certain feelings, and influence decisions, such as the decision to purchase the advertised product (Leech, 1969).

When applied to social media advertising, these two studies are of paramount importance. Advertisements disseminated

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through social media need to resonate with a diverse audience, and for this, the language used must be tailored to the target social group. For example, an advertisement aimed at younger audiences might use slang or trending terms popular among them, along with emojis or abbreviations to foster closeness. In contrast, an ad targeting an older or professional audience is more likely to use formal and elegant language (Bell, 1991). Moreover, stylistics in social media ads plays a key role in creating a strong and appealing impression. In advertising, choosing the right words is crucial to shaping a specific perception of the product or service being offered. Words like "best," "guaranteed," or "luxurious" are often used to highlight the high quality of the advertised product. Another technique frequently applied is persuasive sentences, such as "Don't miss out on this opportunity!" or "Get it now!" which aim to encourage the audience to take action, such as purchasing the product (Leech, 1969). Therefore, both socio-semantic and stylistic studies not only help us understand how language functions in a social context, but also provide insights into how language style can emotionally and psychologically affect the audience. In the world of advertising, particularly on social media, these two approaches are essential for designing advertisements that are not only effective in delivering the message but also in motivating the audience to take the desired action.

## II. METHODS

This study uses a qualitative approach with discourse analysis and socio-semantic analysis methods to explore the influence of language in product advertisements on social media in shaping community associations within it. The qualitative approach is chosen because of its ability to deeply explore the social meanings embedded in the linguistic elements of advertisements, something that cannot be achieved by the quantitative approach. Through the analysis of the social and symbolic context in the language of advertisements, this approach provides a more comprehensive understanding of the role of language in shaping identity and associations within a community. The data used in this study includes words, phrases, and symbols found in advertisements. The primary data sources come from product advertisements published on social media platforms such as Instagram, Facebook, and Twitter.

For data collection, the researcher applies observation, involvement, and conversational methods, which involve direct observation of the language, symbols, and connotative meanings contained in the advertisements. The advertisements analyzed were selected based on their relevance to products with specific audiences or communities.

The "Specific audiences or communities" refer to groups of individuals with particular interests or needs related to the advertised product, such as technology enthusiasts or fashion lovers. The selection of advertisements is based on the product's relevance to the target audience, considering factors like product category, popularity, and the alignment of the advertising message. Additionally, demographic factors such as age, location, or social group targeted by the advertisement are also taken into account. For example, advertisements aimed at teenagers or young adults would be selected if relevant to the research objectives. In addition, the researcher also conducts interviews with social media users or target audiences to obtain direct perspectives on how the language in advertisements influences their understanding and associations with the product.

The interview with social media users was conducted to explore how they process language in commodity advertisements and its impact on social associations and consumption behavior. Participants were purposively selected based on specific criteria, such as age and level of engagement with advertisements on social media platforms. The interview questions were designed to identify the influence of advertising language in shaping social bonds and community perceptions. A sample size of 20-30 participants was considered sufficient to obtain diverse and relevant data for qualitative analysis. The collected data includes advertisement texts posted on the official social media accounts of particular brands or products. The researcher gathers around 20-30 advertisements for each product category, depending on the availability of data and its relevance. Each advertisement is then analyzed to identify linguistic elements used to form community associations.

Social semantics analysis is applied to understand how language in advertisements creates specific social meanings and how those meanings affect the target audience or community. Socio-semantics focuses on the relationship between words, meanings, and the

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social context in which language is used (Gee, 2014). In this case, analysis is conducted by identifying the language, symbols, and phrases used in the advertisements and analyzing how these linguistic elements shape the audience's perception of the product. In addition to semantic analysis, this study also uses a critical discourse analysis approach to understand how language in advertisements shapes power relations and ideologies in society. The researcher evaluates how advertisements not only convey product information but also influence broader social views, such as community values, social status, and cultural norms (Fairclough, 2003).

Once the data is collected, the analysis process begins with data reduction, which involves selecting and sorting the data that is relevant to the research objectives. The researcher selects advertisements that contain strong linguistic elements, whether in the form of text, images, or videos. Next, the data is categorized based on its type, followed by the data validation process. To enhance the validity of the findings, this study uses triangulation techniques, comparing the results of discourse and social semantics analysis from various social media platforms and analyzing the diversity of products under study. The researcher then performs data tabulation by coding the data into tables. The results of linguistic and discourse analysis are then interpreted to identify emerging association patterns in social media, which are linked to the communities targeted by the advertisements. Finally, the researcher draws conclusions based on the findings obtained from this analysis.

### **III. RESULT AND DISCUSSION**

#### **RESULT**

Commodity advertisements have incredible power in building community identities by utilizing persuasive language and engaging visuals. In advertisements, the use of words like "we," "our," or "you and your friends" is designed to strengthen a sense of togetherness, create a strong social bond between the audience and the product, and form a virtual community that shares similar interests or needs. Moreover, advertisements often associate products with specific social or cultural values. For example, ads highlighting sustainability or a healthy lifestyle not only promote the product but also connect it with social groups that are environmentally and socially conscious. In this

way, the product is introduced as part of a collective identity that reflects the values believed by that community. The use of persuasive language styles in ads is also highly effective in strengthening social bonds. With direct calls to action like "join us" or "find your true friends," ads not only offer a product but also invite the audience to become part of the community built around that product. These sentences create a broader social experience, with the product serving as the unifying element.

Additionally, the visual strategies and symbols used in advertisements also play a crucial role in reinforcing the community's identity. Colors, images, and designs not only support the linguistic message but also build associations between the product and a certain social identity. These visuals help the audience feel connected to the product and become part of a larger community. The role of social media in building social interactions related to advertisements is also highly significant. Social media platforms allow the audience to interact directly with the brand through comments, likes, and shared experiences. This strengthens the sense of community and extends the reach of community associations. Effective advertisements typically encourage the audience to share their experiences or invite others to join in discussions about the product, thereby strengthening the social bonds formed around the consumption of the product. Below is a table containing commodity advertisements found on social media.

**Table 1.1: Types, Symbols, and Language in Commodity Advertisements on Social Media**

Data Code	Commodity Advertisements	Symbols	Language in Commodity
GGFI01	Gudang Garam Filter International		<i>Saya selalu yakin dengan setiap keputusan yang saya buat. Sebagai seorang pria, saya memilih yang terbaik untuk diri saya. Kepribadian yang berkualitas mendorong saya untuk terus berkembang, fokus pada tujuan, dan memikirkan masa depan, tanpa terjebak di masa lalu. Saya percaya penting untuk hadir dengan inovasi baru, memilih untuk berada di posisi teratas, karena pengalaman dan tantangan hidup adalah bahan bakar yang mendorong saya untuk meraih kesuksesan. Inilah saya, seorang "Pria dengan Selera" yang tak ragu melangkah maju.</i>
GGG02	Gudang Garam Surya		<i>Bila surya tiada, hidup pun terhenti seketika, karena hanya sinar surya yang pancarkan kehidupan, hadirnya tak tergantikan, dan tak kan ada hari tanpa terbitnya. Kita adalah Surya</i>
GGG03	Gudang Garam Surya		<i>Surya bersinar terang memberikan kepuasan yang tak tergantikan. Kepuasan yang memacu kita untuk hidup, mencari dan meraih lebih tinggi di ujung puncak tertinggi. Surya berikan kepuasan tak ternilai. Kita adalah Surya</i>
GGG04	Gudang Garam Signature		<i>Katanya hidup butuh passion, emang passion itu apa an sih ? simple, kerjain yang lo suka ! meski dilakuin dengan seru, gue buktiin, buktiin dengan seru ! nikmatnya kayak main, hasilnya gak main-main. Kerjain yang lo suka, dan rasakan nikmatnya hidup. Gudang Garam Signature.</i>
DS05	Djarum Super		<i>Gue gak pernah membatasi rasa penasaran karena dibalik rasa penasaran ada tantangan yang membawa gue pada petualangan. Petualangan yang membawa kepuasan tersendiri, karena buat gue ini rasanya super.</i>
W06	Wismilak		<i>Dari kegagalan kita belajar bahwa kesuksesan butuh perjuangan dan bahwa kesuksesan butuh tekad kuat. Menjadi sukses adalah menjadi inspirasi bagi semua. Wismilak Diplomat Arti Sebuah Kesuksesan</i>

DSSSP07	Dji Sam Soe Super Premium		<i>Nikmati 111 tahun maha karya Indonesia, sekarang, selalu dan selamnay Djie Sam Soe Super Premium</i>
LL08	LA Lights		<i>Kenali luar dalam #mikir dulu, LA Lights Let's do it !</i>
LL09	LA Lights		<i>Bagi saya, kesuksesan adalah tentang mencari pengalaman, bukan hanya sekedar kemapanan. Bagi saya, kesuksesan adalah hasil dari mengejar cinta, bukan uang. Bagi saya, kesuksesan adalah menginspirasi banyak orang, bukan hanya fokus pada produk perusahaan. Bagi saya, kesuksesan adalah mewujudkan impian, bukan sekedar mengejar jabatan. Jadikan panggilan hati sebagai cerita suksesmu. LA Lights, Ayo lakukan!</i>
MFB10	Marlboro Filter Black		<i>Dengan sensasi intens, dengan tarikan mantab dari filter inovatif, Marlboro Filter Black</i>
S11	Sukun		<i>Meski Beda masa tapi satu rasa</i>
D7612	Djarum 76		<i>Aku beri satu permintaan ? #monggo Aku pengen Kurus Jin #yang penting heppi</i>
AM13	A Mild		<i>Kita gak enakan dia seenaknya #bukan main A Mild</i>

D14	Dunhill		<i>Inilah diriku, meninggalkan kenyamanan demi mengejar impian. Inilah diriku, menolak peluang demi membuka jalanku sendiri. Inilah diriku, berdiri tegak dengan kakiku sendiri, untuk memulai perjalanan hidupku. Buat perjalananmu sendiri!</i>
A15	Apache		<i>Gue mau cerita, tapi kalau lo nyari cerita sukses semata, jujur ini bukan buat lo karena ini cerita hidup teman gue, emang bisa hidup dari kopi doang. Paling tidak, di yakin dengan caranya sekalipun itu beda. Gue inget omongan dia, 'apakah ada yang lebih tidak masuk akal dari cara gue yang unik ini?' ;ah di saat lo gak punya cara sama sekali. Hidup Gue, Cara gue. Kalau lo ? I am Apache</i>

## DISCUSSION

The results of this study suggest that linguistics is essential in shaping the creation of community groups on social media. Product advertisements do not merely offer goods but also invite the audience to join a specific social identity. The use of inclusive, persuasive, and socially nuanced language further strengthens the connection between the product and broader community values. In this context, advertisements serve as a means to influence the audience's perception of a particular group or community, while introducing them to a lifestyle or values associated with the product.

Social semantics becomes essential in understanding how the audience responds to advertisements, which in turn shapes new groups or identities based on the promoted product. This phenomenon generates new social dynamics, often leading to discussions or interactions on social media platforms, reinforcing the community associations that are formed. The following is an in-depth analysis of the language contained in these advertisements.

### **Gudang Garam Filter International (GGFI01)**



### **Picture 1.1: Gudang Garam Filter International**

*"Saya selalu yakin dengan setiap keputusan yang saya buat. Sebagai seorang pria, saya memilih yang terbaik untuk diri saya. Kepribadian yang berkualitas mendorong saya untuk terus berkembang, fokus pada tujuan, dan memikirkan masa depan, tanpa terjebak di masa lalu. Saya percaya penting untuk hadir dengan inovasi baru, memilih untuk berada di posisi teratas, karena pengalaman dan tantangan hidup adalah bahan bakar yang mendorong saya untuk meraih kesuksesan. Inilah saya, seorang "Pria dengan Selera" yang tak ragu melangkah maju".*

The sentence above, in the context of advertising or promotion, is designed to build a strong image and appeal with the goal of influencing consumers to consider purchasing the offered product or service. The advertisement creates a positive and classy personal image, portraying the speaker as a confident figure who only chooses the best—an attribute highly valued by many consumers. Additionally, this ad encourages consumers to think ahead, inviting them to recognize the long-term benefits of the offered product. Through words like "breakthrough" and "success," the ad stimulates consumers' ambitions, connecting the purchase of the product with achieving significant life goals. Furthermore, the advertisement presents consumers who buy the product as individuals with refined taste, elegance, and class, creating an aspirational image. The product is positioned as a superior choice that stands out in the market, giving a sense of superiority over other



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products. Overall, the advertisement leverages psychological elements to capture attention and influence consumer decisions, associating the product purchase with enhanced social status and the fulfillment of personal ambitions.

### *Gudang Garam Surya (GGS02)*



**Picture 1.2: Gudang Garam Surya**

*“Bila surya tiada, hidup pun terhenti seketika, karena hanya sinar surya yang pancarkan kehidupan, hadirnya tak tergantung, dan tak kan ada hari tanpa terbitnya. Kita adalah Surya”*

This sentence conveys a profound meaning about the role and importance of an individual's presence in life, comparing oneself to the sun (Surya), which gives light and life. In the context of advertising or promotion, this phrase is used to create a strong image of the irreplaceability and uniqueness of the product or service being offered. The phrase "Bila surya tiada, hidup pun terhenti seketika" implies that without this product or service, the consumer's life or experience would lose direction or come to a halt. Just like the sun's rays provide life, this product becomes an indispensable element in the consumer's life. With the phrase "Kita adalah Surya," the advertisement further reinforces the image of consumers who choose this product as individuals who have a great influence, full of energy, and are an inseparable part of daily life. Through this message, the ad not only offers a product but also portrays a lifestyle that is active, irreplaceable, and full of light.

### *Gudang Garam Surya (GGS03)*



**Picture 1.3: Gudang Garam Surya**

*“Surya bersinar terang memberikan kepuasan yang tak tergantung. Kepuasan yang memacu kita untuk hidup, mencari dan meraih lebih tinggi di ujung puncak tertinggi. Surya berikan kepuasan tak ternilai. Kita adalah Surya”*

This sentence utilizes powerful symbolism to depict achievement and irreplaceable satisfaction, using the metaphor of the sun (Surya) to convey a deep message. In the context of advertising or promotion, this phrase aims to connect the product or service with the extraordinary sense of fulfillment that motivates consumers to pursue higher goals in life. “Surya bersinar terang memberikan kepuasan yang tak tergantung” portrays the product or service as a source of energy and satisfaction, offering a positive boost in the consumer's life. Through words like “memacu kita untuk hidup, mencari dan meraih lebih tinggi,” the advertisement encourages consumers to feel that by using this product, they will be closer to achieving success and personal fulfillment. The phrase “Kepuasan yang memacu kita untuk hidup” creates an image of a product that provides endless energy and motivation. Lastly, the expression “Kita adalah Surya” connects the consumers to the idea that, like the sun, they are a source of inspiration and strength in their own lives. This advertisement not only offers a product but also represents a lifestyle filled with ambition and boundless achievement.

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### Gudang Garam Signature (GGS04)



Picture 1.4: Gudang Garam Signature

“Katanya hidup butuh passion, emang passion itu apa an sih ? simple, kerjain yang lo suka ! meski dilakuin dengan seru, gue buktiin, buktiin dengan seru ! nikmatnya kayak main, hasilnya gak main-main. Kerjain yang lo suka, dan rasakan nikmatnya hidup. Gudang Garam Signature”

This sentence, in the context of an advertisement for Gudang Garam Signature, serves to build the product’s image by emphasizing satisfaction and enjoyment in life while highlighting that living well doesn’t necessarily require difficult or complicated experiences. Instead, life can be enjoyed in simple and enjoyable ways. “Katanya hidup butuh passion, emang passion itu apa an sih? Simple, kerjain yang lo suka!” suggests that passion is something easily attainable and enjoyable, encouraging consumers to embrace and enjoy every moment of life in ways they love. The ad also reinforces that, while it’s fun, choosing this product—or the lifestyle it promotes—brings real, meaningful results. “Nikmatnya kayak main, hasilnya gak main-main” connects pleasure with valuable outcomes. The final line, “Kerjain yang lo suka, dan rasakan nikmatnya hidup,” strengthens the message that choosing this product is about enjoying life and finding satisfaction in the simple things. Through this approach, the ad attracts consumers who seek fun experiences while still prioritizing rewarding results, creating a brand image that’s both relaxed and of high quality.

### Djarum Super (DS05)



Picture 1.5: Djarum Super

“Gue gak pernah membatasi rasa penasaran karena dibalik rasa penasaran ada tantangan yang membawa gue pada petualangan. Petualangan yang membawa kepuasan tersendiri, karena buat gue ini rasanya super”

This sentence, in the context of an advertisement or promotion, aims to communicate the spirit of exploration and the pursuit of challenging experiences that ultimately lead to exceptional satisfaction. “Gue gak pernah membatasi rasa penasaran karena dibalik rasa penasaran ada tantangan” reflects an open and courageous attitude toward life, encouraging consumers not to fear trying new things, as every challenge opens the door to exciting and fulfilling experiences. “Petualangan yang membawa kepuasan tersendiri” emphasizes that through these journeys, consumers will encounter unique satisfaction that can only be achieved by stepping further beyond their comfort zones. The final line, “Karena buat gue ini rasanya super,” conveys that this experience—much like the product or service being offered—provides an extraordinary, unmatched sensation. This ad invites consumers to experience the incredible sensation of the product through the adventures and challenges they face, highlighting the enjoyment and satisfaction that come from these experiences.

## Wismilak (W06)



Picture 1.6: Wismilak

*“Dari kegagalan kita belajar bahwa kesuksesan butuh perjuangan dan bahwa kesuksesan butuh tekad kuat. Menjadi sukses adalah menjadi inspirasi bagi semua. Wismilak Diplomat Arti Sebuah Kesuksesan”.*

This sentence, in the context of an advertisement for Wismilak Diplomat, illustrates the journey to success, which is full of challenges and learning experiences. "From failure, we learn that success requires effort and that success requires strong determination" conveys the message that success is not instant, but rather the result of a process filled with hard work, perseverance, and an unyielding spirit. The ad encourages consumers to view failure not as an end, but as an important step toward achievement, making success even more meaningful and rewarding. "Becoming successful means becoming an inspiration to everyone" adds a social dimension, connecting success with the ability to inspire and motivate others. Consumers who choose Wismilak Diplomat feel that they are not only part of a high-quality product but also part of a successful community that positively influences others. The final phrase, "Wismilak Diplomat, The Meaning of Success", reinforces that this product is not just about quality but also about the journey to success itself—inviting consumers to feel that by choosing this product, they are participating in a larger story of achievement. This ad strengthens Wismilak Diplomat's image as a symbol of success and inspiration, encouraging consumers to feel that they are part of a bigger success story.

## Djie Sam Soe Super Premium (DSSSP07)



Picture 1.7: Djie Sam Soe

*“Nikmati 111 tahun maha karya Indonesia, sekarang, selalu dan selamanya Djie Sam Soe Super Premium”.*

This sentence, in the context of an advertisement for Djie Sam Soe Super Premium, reflects pride in the long history and outstanding quality of the product. "Enjoy 111 years of Indonesia's masterpiece" highlights the long legacy and remarkable achievements this brand has made over more than a century, while also evoking a sense of nationalism and pride in a locally-made product that has proven its quality. "Now, always, and forever" emphasizes that this product is not only relevant today but will continue to be a top choice in the future, implying its timelessness and irreplaceability. Finally, "Djie Sam Soe Super Premium" delivers a prestigious label that reinforces the image of the product as a premium choice, representing the highest quality that has stood the test of time. This ad invites consumers to celebrate the brand's long journey while enjoying the proven quality, creating an image of a product that is not only rich in history but also classy and everlasting.

## LA Lights (LL08)



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### Picture 1.8: LA Lights

*“Kenali luar dalam #mikir dulu, LA Lights  
Let’s do it !”*

This sentence, in the context of an advertisement for LA Lights, invites consumers to get to know and understand the product before making a decision, while still encouraging them to act with enthusiasm. "Kenali luar dalam #mikir dulu" invites consumers to think carefully and understand the product thoroughly, indicating that this product is not meant to be purchased impulsively but requires thoughtful consideration. The hashtag #mikir dulu adds a modern and trendy touch, connecting the product with a smart and discerning audience. On the other hand, "LA Lights Let’s do it!" encourages consumers to take action with energy and enthusiasm, creating the impression that choosing this product is the right step toward achieving something greater. This ad combines a call for caution with the energy to act, creating the image of a product that is not only smart but also full of energy and ready to face challenges.

### LA Lights (LL09)



Picture 1.9: LA Lights

*“Bagi saya, kesuksesan adalah tentang mencari pengalaman, bukan hanya sekadar kemapanan. Bagi saya, kesuksesan adalah hasil dari mengejar cinta, bukan uang. Bagi saya, kesuksesan adalah menginspirasi banyak orang, bukan hanya fokus pada produk perusahaan. Bagi saya, kesuksesan adalah mewujudkan impian, bukan sekadar mengejar jabatan. Jadikan panggilan hati sebagai cerita suksesmu. LA Lights, Ayo lakukan!”*

This sentence in the context of the LA Lights advertisement communicates a more personal and meaningful definition of success, far from just material achievement or social status. "For me, success is about seeking experiences, not just stability" illustrates that true success comes from a rich life experience, not just from comfort or material stability. "For me, success is the result of pursuing love, not money" emphasizes that chasing meaningful things like love and passion is far more important than focusing solely on financial gain. Next, "For me, success is about moving the hearts of people, not a company's products" shows that true success is about the impact we create on others, not just the result of products or services sold. "For me, success is about fulfilling dreams, not chasing titles" highlights that the higher purpose in life is realizing personal dreams, not just pursuing positions or power. With the closing line "Make your soul’s calling, your success story", this ad encourages consumers to follow what they love and create their life story based on passion, not just material ambition. Finally, "LA Lights, Let’s do it!" urges consumers to act with enthusiasm and courage, declaring that this product is not just about the item but about living life with purpose and passion. This ad highlights the spirit of bravery, exploration, and creating true meaning in life, portraying LA Lights as a brand that supports a lifestyle full of passion and personal achievement.

### Marlboro Filter Black (MFB10)



Picture 1.10: Marlboro Filter Black

*“Dengan sensasi intens, dengan tarikan mantab dari filter inovatif, Marlboro Filter Black ”*

This sentence, in the context of the Marlboro Filter Black advertisement, conveys a strong and distinct experience, highlighting the

unique innovative filter that offers a new sensation to its users. "With an intense sensation" describes a stronger and more captivating smoking experience, appealing to consumers seeking a different thrill when enjoying a cigarette. "With a firm pull from the innovative filter" emphasizes the product feature that sets it apart from other cigarettes, namely the innovative filter that provides a more satisfying and solid sensation. This sentence aims to spark curiosity among consumers, positioning Marlboro Filter Black as a premium choice for those looking for a more special and memorable smoking experience. The ad also strengthens Marlboro's image as a brand that consistently brings innovation, enhancing the quality of its users' experiences, and linking it with pleasure and satisfaction not found in other brands.

### **Sukun (S11)**



**Picture 1.11: Sukun**

*"Meski Beda masa tapi satu rasa"*

The phrase "Although times change, the taste remains the same" in the context of an advertisement reflects the product's quality and consistency, which have been maintained despite the changes over time. This phrase emphasizes that, despite differences in eras or generations, the flavor the product offers remains consistent, satisfying, and unchanged. The ad aims to reassure consumers that the product continues to offer the best quality that has been proven over time. This message also links the product to tradition and its resilience to the changes of the times, creating an image that the product is always relevant and can be enjoyed by anyone, in any era.

### **Djarum 76 (D7612)**



**Picture 1.12: Djarum 76**

*"Aku beri satu permintaan ? #monggo Aku pengen Kurus Jin #yang penting heppi"*

The sentence "I give one wish? #monggo I want to be a Slim Genie #as long as I'm happy" in the context of an advertisement creates a relaxed and interactive impression with the audience. "I give one wish?" sparks curiosity, creating the sense of offering a chance or opportunity to fulfill a desire. The addition of #monggo, which means an invitation or call to action, makes the ad feel more personal and friendly, encouraging consumers to engage in the conversation. "I want to be a Slim Genie" reflects a lighthearted, humorous, and hopeful expression, while "#as long as I'm happy" emphasizes that happiness is the ultimate goal, rather than focusing solely on physical or material achievements. The ad conveys the message that consumers can enjoy the product in a fun, stress-free way, positioning the product as something associated with happiness, comfort, and the pleasures of life. Overall, the ad links the product to a laid-back lifestyle that is not too serious but still focused on the consumer's happiness.

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### A Mild (AM13)



Picture 1.13: A Mild

*“Kita gak enakan dia seenaknya #bukan main A Mild”*

The sentence "We don't let them do as they please #not just any A Mild" in the context of the A Mild advertisement conveys a firm attitude of not allowing oneself to be treated carelessly, in a relaxed yet meaningful way. "We don't let them do as they please" emphasizes that consumers won't always back down or let themselves be swayed, suggesting that those who choose A Mild are individuals who know what they want and are not easily influenced by others. The phrase "#not just any" reinforces A Mild's image as a thoughtful choice, offering a superior and distinct experience compared to other products. With this sentence, the ad delivers the message that A Mild is a smart and bold choice, perfect for those who are not afraid to show their character and preferences. The ad creates the image that choosing A Mild is about being confident, unaffected by others, and selecting a product with the best quality.

### Dunhill (D14)



Picture 1.14: Dunhill

*“Inilah diriku, meninggalkan kenyamanan demi mengejar impian. Inilah diriku, menolak peluang demi membuka jalanku sendiri. Inilah diriku, berdiri tegak dengan kakiku sendiri, untuk memulai perjalanan hidupku. Buat perjalananmu sendiri!”*

This sentence in the context of the advertisement embodies the spirit of freedom, courage, and determination to chase personal dreams, even if it means leaving behind comfort or certainty. "This is me, leaving certainty to chase my dreams" shows the bravery to take a big step in life, even if it means abandoning familiar and safe things. "This is me, rejecting an opportunity, to open my own path" reflects the firm resolve to follow a path believed in, even if it means passing up conventional opportunities. "This is me, standing on my own feet, to start my own journey" emphasizes independence and courage to begin one's life journey in their own way, without relying on others. The final line "Make your journey!" is a strong call to inspire consumers to boldly begin their own life journey, facing challenges with enthusiasm. In the context of the product, this ad communicates that the product is a symbol of freedom and strength to pursue personal dreams, making it the right choice for those who want to show that they are the decision-makers in their own lives.

### Apache (A15)



Picture 1.15: Apache

*“Gue mau cerita, tapi kalau lo nyari cerita sukses semata, jujur ini bukan buat lo karena ini cerita hidup teman gue, emang bisa hidup dari kopi doang. Paling tidak, di yakin dengan caranya sekalipun itu beda. Gue inget omongan dia, ‘apakah ada yang lebih tidak masuk akal dari cara gue yang*

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*unik ini?' ;ah di saat lo gak punya cara sama sekali. Hidup Gue, Cara gue. Kalau lo ? I am Apache"*

This sentence in the context of an advertisement or promotion conveys a message about determination, courage, and self-confidence in following a unique and different path in life. "I want to share a story, but if you're looking for a success story alone, honestly, this is not for you" gives a warning that this story is not just about instant or material success, but rather a life journey full of challenges and uniqueness. "This is the story of my friend, who actually lives off just coffee" depicts the steadfastness of someone who chooses an unconventional path but continues to fight for what they love—coffee. The phrase "At least, he's confident in his own way, even if it's different" emphasizes the importance of belief and courage to stick to one's own way, even if it differs from the majority. "I remember what he said, 'what's more unreasonable than my different way is when you don't have a way at all'" inspires consumers to think that taking a different, though difficult or unconventional, path is better than doing nothing. "My life, my way. What about you?" is a call to identify with the same principle—daring to take one's own path and proving that it can succeed. "I am Apache" here serves to assert a strong, confident identity, inviting the audience to feel the same spirit and determination in choosing their life path. This ad connects the product with values of confidence, bravery, and resolve, creating the image that the product is the choice for those who want to live life on their own terms.

This research makes a significant contribution to understanding the role of language in shaping the views, behaviors, and social identities of its users, particularly in the context of product advertisements on social media. One of the key contributions is understanding how language, through word choices, expressions, and sentence structures, can influence the audience's perception of the advertised product. The analysis of product advertisements helps identify the communication techniques used by advertisers to build strong social associations between the product and the audience, as well as to create deep emotional and cognitive connections. The socio-semantic approach used in this study makes a significant contribution to

understanding the social meanings embedded in advertising messages. Advertisements serve as a medium for shaping norms and values within social media communities. It also shows how certain symbols or terms are used to create social identity. This understanding is crucial for gaining deeper insights into the influence of advertisements on social behavior, both at the individual and group levels.

Advertisements not only function as marketing tools but also as means to build collective identities that connect consumers to aspirational values and specific cultures. The findings of this study also demonstrate how advertisements can play a role in forming communities on social media, which are created not only through direct social interaction but also by associating products with shared desires and aspirations. Effective advertisements can create a sense of attachment among consumers, which then evolves into communities that share values and identities influenced by the product. On the practical implications side, the findings of this study offer valuable insights for advertisers to develop marketing strategies that are more relevant to their audiences on social media. Understanding social semantics enables advertisers to choose words or symbols more precisely, strengthening emotional connections with their audience and enhancing the effectiveness of advertisements.

However, this understanding also presents ethical challenges. The use of manipulative language to create false or misleading associations can harm consumers and be considered unethical. Therefore, advertisers must be cautious in their language use to avoid exploiting the vulnerabilities of their audience. The language used in advertisements has the potential to shape individuals' and communities' social identities, both positively and negatively. For example, advertisements that emphasize certain images, such as wealth or beauty, can influence how individuals perceive themselves and others. Thus, this study provides valuable insights for social or educational policymakers focused on reducing the negative impacts of advertising on society, particularly regarding stereotypes and social pressures that may arise. Advertisements that are sensitive to social semantics have the potential to increase audience engagement, as by using language that aligns with the audience's expectations and values, advertisers can build more authentic and long-term

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relationships. Therefore, this study offers a broader view of how language—both in linguistic and social semantic contexts—functions not only as a communication tool but also as a means of shaping social relationships and consumer behavior in the digital world.

#### IV. CONCLUSION

This research examines the role of linguistics in influencing community associations on social media through commodity advertisements, using a socio-semiotic study approach. The findings of this research suggest that the choice of words or phrases in advertisements for each commodity must create a positive impression in the public's consciousness. Thus, beyond simply informing, the language used should also touch the emotional aspect of the audience, prompting them to purchase the product to fulfill their needs.

To evoke an emotional response in advertisements, the application of the right linguistic strategies is crucial. The choice of words, tone, visuals, and narration have a significant impact on influencing consumers' feelings. Positive or negative words can touch on specific emotions, while the right tone can create closeness or instill a sense of urgency. Visual imagery and compelling stories also strengthen the emotional connection with the audience. Equally important, repetition and the rhythm of language in ads can deepen the emotional impact. All these elements work together to create more effective ads that build an emotional bond between consumers and the products or services offered.

To link linguistic choices with consumer actions, effective language strategies include the use of words that create urgency, such as "limited" or "immediate," to prompt consumers to act quickly. Additionally, personalized words, like "you," can enhance a sense of closeness and engagement. Evidence-based statements are also essential for increasing credibility and building consumer trust. Equally important, emotionally stirring language, such as "life-changing transformation," can motivate consumers to act faster. By leveraging these various linguistic strategies, marketers can drive purchases or increase consumer interaction with the products or services offered. For future research, several linguistic aspects that can be explored include the use of humor, metaphors, or narrative styles in advertisements, which are often employed to capture the audience's attention. Additionally,

developing a study comparing advertisements across various social media platforms such as Instagram, Twitter, and TikTok would be very interesting. This research could reveal how linguistic strategies differ on each platform, as well as how they affect the way messages are conveyed and received by diverse audiences.

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