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## A Critical Discourse Study of Morinaga Soya Milk Advertisements Based on Van Dijk's Model

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### Abstract

*This research seeks to examine the discourse of Morinaga Soya milk advertisements through Teun A. van Dijk's Critical Discourse Analysis framework. A descriptive qualitative approach is employed, with data consisting of verbal expressions found in Morinaga Soya milk advertisements. The analysis is centered on three principal dimensions of discourse structure, namely macrostructure, superstructure, and microstructure. The findings indicate that at the macrostructural level, the advertisements emphasize the theme of selecting alternative milk for children who cannot consume cow's milk, presenting Morinaga Soya as a nutritional option that supports children's growth and development. At the level of superstructure, the advertisements are organized in a coherent sequence beginning with problem identification, followed by solution presentation, reinforcement of benefits, and message consolidation through slogans. At the microstructural level, semantic, syntactic, stylistic, and rhetorical elements demonstrate the use of persuasive and carefully constructed language to shape audience assumptions, maintain coherence, and foster emotional engagement. In conclusion, Morinaga Soya milk advertisements serve not only as promotional tools but also as a means of constructing an ideology concerning parental responsibility in shaping children's futures through appropriate nutritional choices.*

**Keywords:** *advertisement, critical discourse analysis, morinaga soya, teun a. van dijk*

### INTRODUCTION

Advertising is a form of mass communication used to introduce and market a product to the wider public. Kasali (in Tobing et al., 2025) states that advertising is a message containing a product offer delivered through the media to the public. The existence of advertising plays a strategic role in shaping public perception of a product. Ali & Kurniawan (in Tobing et al., 2025) emphasize that effectively designed advertisements can increase brand awareness and influence consumer decisions. The message conveyed in advertisements is often not presented explicitly, but rather through persuasively designed language and visual structures. Therefore, language in advertisements functions as a tool to influence and direct the audience's way of thinking.

The text or speech contained in advertisements can be understood as a form of discourse. Advertising discourse not only conveys product information but also contains a directive function aimed at persuading the public to become interested and ultimately make a purchase. Sitorus et al. (2024) explain that the directive function in advertising

discourse is realized through commands or invitations that are formulated clearly and specifically. Thus, advertising discourse becomes an important tool in building social influence through the use of language. To understand the hidden meaning behind the advertising language, an analytical approach is needed that can uncover the messages and ideologies contained within, one of which is through critical discourse analysis.

Critical Discourse Analysis (CDA) is an approach that examines texts, speech, conversations, images, and visual elements to uncover meanings that contribute to the formation of ideological and social structures (Sitorus et al., 2024). This approach views language, both spoken and written, as part of social practices that are inseparable from power relations and certain interests. Silaswati (2019) states that critical discourse analysis is used to describe, interpret, analyze, and critique social realities reflected in texts produced with a particular ideology and conveyed to the public. Over its development, the study of critical discourse analysis has been enriched by various figures who have made theoretical and methodological contributions, one of whom is Teun A. van Dijk.

Van Dijk views discourse analysis as an approach that not only focuses on linguistic aspects, but also considers the social and cognitive context in language use (van Dijk in Azzachra, 2025). According to van Dijk (in Azzachra, 2025), discourse analysis allows researchers to uncover the process of forming implicit meanings in media texts, thus playing an important role in communication studies. Van Dijk suggests that a text is composed of three main structures. Macrostructure relates to the global meaning or main topic of a discourse (van Dijk in Rahmawati et al., 2025). Superstructure refers to the framework or scheme of text arrangement, such as the order of introduction, content, and conclusion (van Dijk in Rahmawati et al., 2025). Microstructure relates to local meanings reflected in the choice of words, sentences, and the style of language used (Eryanto in Rahmawati et al., 2025), which includes semantic, syntactic, and stylistic aspects.

The Morinaga Soya milk advertisement is an interesting form of advertising discourse to examine using a critical discourse analysis approach. This advertisement presents a narrative about children's health, growth, and future, specifically highlighting the role of mothers as the parties responsible for nutritional choices. The choice of language used not only emphasizes the product's superiority but also constructs a discourse about parental responsibility for their children's success and future. This demonstrates that advertising functions not merely as a promotional medium but also as a means of conveying certain values and ideologies to the public.

Several previous studies have examined advertisements using van Dijk's critical discourse analysis model. Sitorus et al. (2024) in a study entitled Critical Discourse Analysis of the Van Dijk Model on YOU C Vitamin 1000 Drink Advertisements on YouTube found that persuasive language structures were used to construct health discourse to attract audience attention. Rahmawati et al.'s (2025) research on Head & Shoulders shampoo advertisements showed that advertisements not only convey product information but also construct ideology through visual symbols and representations of scientific authority. Furthermore, Lumban Tobing et al. (2025) in a study of Frisian Flag milk advertisements revealed that advertisements contain social and ideological messages inserted through persuasive narratives, visuals, and slogans. This study aims to analyze the discourse of Morinaga Soya milk advertisements using van Dijk's critical discourse

analysis model which includes three main structures, namely macrostructure, superstructure, and microstructure.

## ***METHODS***

This study applies a qualitative descriptive approach. The research data in the form of utterances contained in Morinaga Soya milk advertisements are used as the main data source because they reflect the messages and discourses constructed in the advertisement. The data analysis process was carried out using the Critical Discourse Analysis theory of Teun A. van Dijk's model which includes three main dimensions, namely macrostructure, superstructure, and microstructure. The data collection techniques used were listening and note-taking techniques. The listening technique was carried out by carefully observing and listening to the utterances that appeared in Morinaga Soya milk advertisements, while the note-taking technique was used to document each relevant utterance as material for analysis. The collected data were then analyzed qualitatively based on the Critical Discourse Analysis framework of van Dijk's model to reveal the meaning and ideology contained in the advertisement's discourse.

## ***RESULTS AND DISCUSSION***

The research results show that Morinaga Soya milk advertisements systematically construct a persuasive discourse directed at parents, particularly mothers, as the primary decision-makers in children's nutritional choices. The advertisement's narrative, "Your little one isn't suited to cow's milk? Moms, choose Morinaga Soya...", indicates a communication strategy that positions the product as a solution to children's health problems. At the macro-structural level, the main topic raised is the importance of choosing the right milk for children who are intolerant to cow's milk, while the underlying idea emphasizes Morinaga Soya as a nutritional alternative considered safe and high-quality to support children's growth and development.

In this macro-structure, the advertisement not only conveys product information but also builds awareness that parental decisions play a crucial role in a child's future. The message, "Mom's best choice to optimize their growth and development and achieve their dreams," demonstrates that milk selection is not positioned as a simple decision, but rather as a strategic action with long-term impact. Thus, Morinaga Soya is presented not only as a consumer product but also as a symbol of parental responsibility in determining their child's future.

In terms of superstructure, the Morinaga Soya advertisement is systematically structured through four main sections: introduction, main content, conclusion, and closing. The introduction is marked by the rhetorical question "Is your little one not suited to cow's milk?" which serves as a discourse opener and audience stimulant. This sentence raises a common issue that some parents may experience, creating an emotional connection between the advertisement and the audience.

The main content section is conveyed through the statement "Moms, choose Morinaga Soya, with quality soy protein isolate that does not contain cow's milk." At this stage, the advertisement begins to offer a solution to the problem raised in the introduction. The information provided is direct and emphasizes the product's main

characteristics: it is soy-based and cow's milk-free. This structure demonstrates that the advertisement is designed following a logical pattern: from problem to solution, making the message easily understood and accepted by the audience.

The conclusion appears with the sentence "So it's the best choice for mothers to optimize their growth and development and achieve their best dreams." This sentence no longer simply conveys product information but links the product to a more abstract value: the child's future. The closing section is further reinforced with the slogan "Your Choice, Their Future. Being a champion is no coincidence, only Morinaga Soya makes #SoyakinBisa." This slogan serves to reinforce the ideological message that a child's success is the result of their parents' choices, while also strengthening the brand image through a memorable phrase.

In the microstructure, the semantic aspect reveals a consistently constructed setting, intent, and presupposition. The setting is a child's inability to consume cow's milk. The intent is to offer Morinaga Soya as a safe and high-quality solution. Meanwhile, the presupposition is that cow's milk is not always suitable for all children and that soy milk is a more appropriate alternative. Furthermore, the presupposition that milk choice will determine the child's successful growth and development and their future is also present.

The syntactic aspect demonstrates strong coherence between the sentences. The first sentence introduces the problem, the second sentence offers solutions and benefits, and the third sentence reinforces the message through a persuasive slogan. The sentence structure used consists of a combination of rhetorical questions and persuasive declarative sentences. This strategy is effective because it captures attention and leads the audience to the conclusion that Morinaga Soya is the right choice. The use of pronouns such as "little one," "mother," "your," and "their" emphasizes the causal relationship between parental decisions and the child's future.

Stylistically and rhetorically, the advertisement uses soft, emotional, and hopeful diction. Phrases such as "little one," "best choice," "achieve your best dreams," and "becoming a champion is not a coincidence" demonstrate the use of language that is not neutral, but rather full of persuasive and motivational content. The use of English in the slogan "Your Choice, Their Future" also conveys a modern and universal impression, while the use of the hashtag #SoyakinBisa strengthens brand identity and makes the advertising message easier for audiences to remember.

Overall, the research results indicate that the Morinaga Soya milk advertisement functions not only as a product promotion medium but also as a means of constructing an ideology about the role of parents in determining their children's future through proper nutritional choices. Through macrostructure, superstructure, At the micro and micro levels, the advertisement constructs a discourse that a child's success is not a coincidence, but rather the result of parental decisions. Thus, the Morinaga Soya advertisement represents a communication strategy that not only sells a product but also instills social values and moral responsibility in the audience.

## **CONCLUSIONS AND SUGGESTIONS**

Based on Teun A. van Dijk's critical discourse study of Morinaga Soya milk advertisement, it can be understood that the advertisement forms a structured persuasive

message through the integration of macrostructure, superstructure, and microstructure. In the macrostructure, the advertisement highlights the issue of choosing the right milk for children who are not suitable for cow's milk by positioning Morinaga Soya as an alternative that is claimed to be able to support children's growth optimally. The advertisement's superstructure is arranged sequentially, starting from the introduction of the problem, offering solutions, emphasizing benefits, to strengthening the message through slogans. In the microstructure, semantic, syntactic, and stylistic aspects show the use of effective and persuasive language, where semantically the assumption is built that not all children are suitable for cow's milk and need other, more appropriate choices, syntactically the relationship between sentences is arranged coherently with variations in sentence forms and the use of consistent pronouns to the relationship between parents and children, while stylistically the diction is chosen to be affective, affirmative, and sloganistic to create emotional closeness while highlighting the advantages of the product. Thus, the Morinaga Soya advertisement is not just a promotional medium, but also builds an ideology regarding the role and responsibility of parents in determining the future of their children through appropriate nutritional decisions, while also showing that advertising language has the power to shape meaning, influence perception, and direct the audience's perspective on the products offered.

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