

**Pragmatic Exploration of Indonesian Language in Digital Advertising: Persuasive Strategies and Language Choices**

Mas'ud Muhammadiyah<sup>1\*</sup>, Nila Kencana<sup>2</sup>, Loso Judijanto<sup>3</sup>, Andi Hamsia<sup>4</sup>

<sup>1</sup>Universitas Bosowa, Indonesia, [masud.muhammadiyah@universitasbosowa.ac.id](mailto:masud.muhammadiyah@universitasbosowa.ac.id)

<sup>2</sup>Universitas Prof. Dr. Hazairin, SH, Indonesia, [nilakencana1974@gmail.com](mailto:nilakencana1974@gmail.com)

<sup>3</sup>IPOSS Jakarta, Indonesia, [losojudijantobumn@gmail.com](mailto:losojudijantobumn@gmail.com)

<sup>4</sup>Universitas Bosowa, Indonesia, [andi.hamsiah@universitasbosowa.ac.id](mailto:andi.hamsiah@universitasbosowa.ac.id)

\*Email: [masud.muhammadiyah@universitasbosowa.ac.id](mailto:masud.muhammadiyah@universitasbosowa.ac.id)

**Abstract**

Digital advertising has become a dominant medium of communication in the era of digital transformation, reshaping how brands engage with audiences through interactive and persuasive strategies. In Indonesia, language in digital advertising functions not only as an informative tool but also as a pragmatic instrument to shape consumer attitudes and cultural identity. This study aims to explore pragmatic strategies and language choices employed in Indonesian digital advertising, particularly in relation to persuasive communication and socio-cultural values. Using a qualitative research approach with a systematic literature review design, data were collected from scholarly articles, proceedings, and academic publications published between 2015 and 2025. Content analysis was employed to identify persuasive strategies, including speech acts, implicatures, presuppositions, repetition, metaphor, hyperbole, and intertextuality, as well as the phenomenon of Indonesian-English code-mixing. Findings indicate that Indonesian digital advertising reflects unique pragmatic patterns strongly influenced by collectivist cultural values, emphasizing politeness, togetherness, and indirectness. Code-mixing is frequently used to balance local authenticity with global modernity, particularly in advertisements targeting millennials and Gen Z. Moreover, pragmatic strategies such as implicature and presupposition are crucial in enhancing persuasion by aligning messages with audience expectations and cultural norms. The study concludes that Indonesian digital advertising demonstrates the dual role of language as both a marketing tool and a cultural mirror, effectively strengthening brand positioning and consumer engagement. The results contribute to both pragmatic theory and practical applications in advertising, offering insights for academics and practitioners to design linguistically and culturally grounded communication strategies.

**Keywords:** Pragmatics, Digital Advertising, Persuasive Strategies.

**1. Introduction**

Digital advertising has become one of the main communication media in modern marketing. The growth of the internet and social media has transformed how companies interact with consumers, not only delivering information but also building emotional connections through persuasive language strategies (Appel et al., 2020). Language in digital advertising is designed not merely to convey messages but also to influence the attitudes, beliefs, and behaviors of audiences (Vidhya, 2024). Thus, linguistic aspects, particularly pragmatics, play a crucial role in the effectiveness of advertising communication.

Digital advertising is a form of marketing communication that leverages internet-based platforms and digital technologies to reach audiences more broadly, measurably, and interactively. Unlike conventional advertising, digital advertising enables advertisers to target consumers based on demographic, behavioral, and interest-related data, making the messages delivered more personal and effective. Moreover, digital advertising can be presented in various formats such as social media, search engines, mobile applications, and websites, integrating visual, textual, and interactive elements (Chaffey & Ellis-Chadwick, 2019; Appel et al., 2020). This makes digital advertising a key strategy for companies in enhancing brand awareness and driving sales conversions in the digital transformation era. The development of big data, artificial intelligence (AI), and machine learning further enhances digital advertising through programmatic advertising systems, enabling real-time bidding and accurate consumer behavior analysis. These trends not only improve cost efficiency but also deliver more relevant and personalized user experiences. In Indonesia, the growing internet penetration has expanded opportunities for digital advertising, especially through social media, which serves as a primary channel for consumer interaction (Kusumawati et al., 2021; Susilo & Sugiharto, 2022). Thus, digital advertising is not only a promotional tool but also a strategic instrument for building long-term relationships with consumers through interactive, dynamic, and data-driven communication.

From a pragmatic perspective, advertising is analyzed not only in terms of its literal meaning but also its communicative intentions and strategies to persuade audiences (Shakhrizoda, 2025). The use of speech acts, implicatures, and contextual adjustments are essential to creating persuasive messages (Pratama & Sumanti, 2025). Furthermore, word choice, style, and cultural symbols are often employed to strengthen advertising appeal and build rapport with target markets (Yakubovna, 2025). In Indonesia, the use of language in digital advertising reveals unique dynamics. Indonesian, often mixed with foreign terms or digital slang, is frequently employed to attract younger audiences, who represent a dominant market segment (Firdaus et al., 2025). This practice illustrates how language choice in digital advertising is not just a communication medium but also a pragmatic strategy for building identity and social connectedness (Pujiati & Perdana, 2025). Therefore, analyzing persuasive strategies in Indonesian digital advertising is both relevant and necessary.

Pragmatic analysis in digital advertising extends beyond linguistic structures to examine the communicative function within interactions between advertisers and consumers (Leech, 2016). Persuasive strategies such as metaphor, humor, and repetition have been proven effective in increasing consumer engagement (Delgado-Ballester & Fernández-Sabiote, 2016). In digital platforms, the pragmatic dimension becomes even more prominent since communication is interactive, enabling consumers to respond directly through comments, likes, and shares (Kapoor et al., 2021). This makes pragmatic analysis vital to understanding how Indonesian is employed in digital advertising practices.

The urgency of this study lies in the growing dominance of digital advertising as a persuasive tool in modern society. With social media becoming the main platform for communication, a deeper understanding of how language is strategically employed in digital advertising is urgently needed, both for academics and marketing practitioners (Aiyelabegan et al., 2025). By focusing on pragmatics, this study can contribute to the development of language theory while also supporting more effective marketing communication practices (Zokirjon, 2025).

Several previous studies have examined persuasive strategies in advertising from linguistic and pragmatic perspectives. For instance, Hanifah et al. (2021) found that speech acts and implicatures play a key role in constructing persuasive advertising messages. Similarly, Ulfa and Sitanggang (2025) emphasized the importance of pragmatic elements in shaping public perceptions of public service advertisements. However, research specifically exploring Indonesian in digital advertising—particularly its language choices and persuasive strategies—remains scarce.

Based on the above discussion, this study aims to explore pragmatic strategies and language choices in Indonesian digital advertising. The focus is on how linguistic elements are used persuasively to influence audiences and how these language choices reflect Indonesian cultural and social contexts. This research is expected to provide theoretical contributions to pragmatic studies of advertising language, as well as practical benefits for advertising practitioners in designing more effective and culturally grounded communication strategies.

**2. Methodology**

**Research Design:** This study employed a qualitative approach with a literature review design. A literature review was chosen because it is suitable for exploring linguistic phenomena, particularly persuasive strategies and language choices in digital advertising, by analyzing relevant written sources (Snyder, 2019). As a qualitative study, the focus is directed toward understanding meaning and pragmatic strategies in Indonesian digital advertisements rather than quantitative measurement. This approach allows for an in-depth interpretation of language use and its socio-cultural context (Creswell & Poth, 2018).

**Data Sources:** The data sources of this study consisted of scholarly articles, proceedings, books, and other academic publications that discuss digital advertising, pragmatics, persuasive strategies, and language choice in both Indonesian and global contexts. Data were obtained from reputable academic databases such as Google Scholar, Scopus, and DOAJ, limited to publications from 2015 to 2025 to ensure relevance and currency. Inclusion criteria were publications focusing on pragmatics and persuasive strategies in digital advertising, while exclusion criteria eliminated non-academic works or publications irrelevant to the research focus (Snyder, 2019).

**Data Collection Technique:** Data collection was conducted through documentation, involving the searching, identifying, and compiling of relevant literature sources. The process included keyword searches such as “digital advertising pragmatics,” “persuasive strategies,” and “Indonesian language in advertising” in academic databases. Articles were first screened by title and abstract, and eligible works were then reviewed in full to ensure alignment with the research objectives (Fink, 2020).

**Data Analysis Method:** The data were analyzed using content analysis with a descriptive-qualitative approach. Content analysis enables researchers to categorize persuasive strategies and language choices identified in the literature and interpret the pragmatic meanings embedded within them (Krippendorff, 2018). The analysis followed three stages: data reduction, data display, and conclusion drawing (Miles, Huberman, & Saldaña, 2014). In data reduction, only relevant information was selected; in data display, findings were organized into themes such as speech acts, implicatures, and persuasive strategies; and in conclusion drawing, patterns of language use in digital advertising were interpreted. Through this approach, the study aims to provide a comprehensive overview of the pragmatic exploration of Indonesian language in digital advertising.

3. Results and Analysis

**Pragmatic Strategies in Indonesian Digital Advertising**

Indonesian digital advertising demonstrates a rich interplay between pragmatic strategies and cultural norms, particularly through speech acts, implicatures, and presuppositions that guide audience interpretation. Advertisers often rely on directive and commissive speech acts, such as *“Ayo beli sekarang!”* (“Let’s buy now!”), which simultaneously function as an invitation and a directive. These strategies mirror Prastio, Ibrahim, and Susanto’s (2024) findings on Indonesian online ads, where indirect directives dominate persuasive discourse. Compared to Thailand and Malaysia, where advertising frequently incorporates humor and playfulness as persuasive acts, Indonesian campaigns emphasize collectivist values and social harmony, embedding persuasion in shared cultural assumptions (Nguyen, 2021). This indicates that pragmatic strategies in Indonesia are deeply tied to societal expectations of politeness and togetherness.

**Framework: Pragmatic Strategies, Cultural Context, and Persuasive Effectiveness in Indonesian and Southeast Asian Digital Advertising**



Implicatures are also central to Indonesian advertising. Scarlett Whitening’s Instagram campaigns, for example, deploy slogans like “Glow up instantly”, which imply enhanced beauty without detailing the chemical basis of the promise (Marlina & Saifullah, 2022). This implicitness resonates with audiences who value suggestion over confrontation, reflecting broader cultural communication styles in Indonesia. In comparison, Vietnamese and Filipino digital ads often take a more explicit approach, emphasizing product benefits directly as a means of building trust in competitive online marketplaces (Pham & Truong, 2020). Yet in Indonesia, subtlety appears to be a more persuasive tool, as it aligns with cultural orientations toward indirectness and relational communication (Syukri & Humaerah, 2016). A compelling case is Grab Indonesia’s campaign *“Sehari-hari jadi andalan”* (“Reliable every day”), which presupposes reliability as shared knowledge. The pragmatic force here lies in the cultural assumption that daily routines depend on communal trust. Similar presuppositions are visible in Malaysian advertising, where food delivery apps emphasize family meals and togetherness. However, Indonesian campaigns often extend beyond family to encompass national identity, reinforcing broader collectivist values (Prayitno, Rahmawati, & Huda, 2022). This contrast suggests that while Southeast Asian nations share certain pragmatic tendencies in digital persuasion, Indonesian advertising is uniquely characterized by its reliance on collectivist implicatures and presuppositions, positioning language as both a commercial tool and a cultural mirror.

**Persuasive Use of Language Elements**

Indonesian digital advertising draws much of its persuasive strength from creative language elements such as repetition, metaphor, hyperbole, and intertextuality, which shape how audiences emotionally and cognitively engage with commercial messages. Repetition of keywords like *“hemat,” “gratis,”* and *“diskon”* is deliberately employed to anchor consumer memory and create urgency, echoing Chen and Berger’s (2019) argument that repeated linguistic cues amplify recall and influence consumer choices. In Indonesia’s e-commerce sector, Shopee and Tokopedia have consistently used repetitive slogans such as *“Gratis Ongkir”* (“Free Shipping”) across multiple platforms to instill familiarity and trust, which has proven effective in driving brand loyalty and purchase intention (Suciati & Puspitasari, 2021).

Table 1. Persuasive Language Elements in Indonesian Digital Advertising

Language Element	Function	Case Example
Repetition	Anchors memory and creates urgency (e.g., “Gratis Ongkir”)	Shopee & Tokopedia campaigns
Metaphor	Positions product as personal/social identity (e.g., “teman setia aktivitasmu”)	Scarlett Whitening product ads
Hyperbole	Exaggerates quality to create aspiration (e.g., “terbaik sepanjang masa”)	Cosmetics and lifestyle ads
Intertextuality	Connects ads to cultural narratives and national identity (e.g., “Wonderful Indonesia”)	Wonderful Indonesia tourism campaign

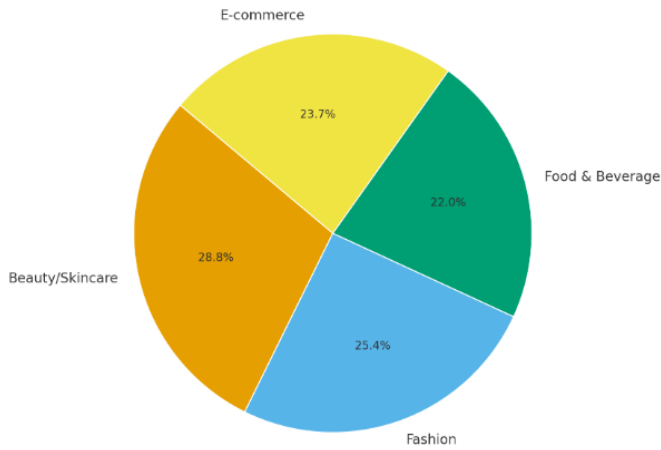
Metaphor and hyperbole also serve as powerful tools in positioning products within Indonesian cultural contexts. Advertisers often describe products as companions or life partners, as in phrases like *“teman setia aktivitasmu”* (“your loyal companion in daily activities”), which recasts commodities as extensions of personal identity and social life (Pradana & Setyabudi, 2025). Hyperbolic phrases such as *“terbaik sepanjang masa”* (“the best of all time”) are used to exaggerate quality and establish aspirational value, appealing to consumers’ desire for prestige and exclusivity. These practices resonate with Forceville’s (2020) perspective on multimodal metaphor, where linguistic exaggeration often works hand in hand with striking visuals to strengthen persuasion. For example, Scarlett Whitening’s campaigns consistently combine hyperbolic claims about beauty transformation with metaphors of light and radiance, thereby reinforcing cultural ideals of attractiveness (Marlina & Saifullah, 2022).

A compelling illustration of intertextuality appears in Indonesian tourism advertising. The Ministry of Tourism’s *Wonderful Indonesia* campaign incorporates familiar cultural narratives, song lyrics, and visual symbols to build emotional resonance. According to Pradana and Setyabudi (2025), such campaigns use hyperbole (“Heaven on Earth”) and metaphor (“Gateway to Paradise”) alongside repetition of the brand slogan to position Indonesia as a unique global destination. These intertextual references not only enhance persuasive depth but also tie consumer engagement to collective cultural pride. Thus, the interplay of repetition, metaphor, hyperbole, and intertextuality in Indonesian digital advertising reveals how language functions pragmatically as both a persuasive instrument and a cultural mirror, strengthening brand positioning while simultaneously affirming national and social identity.

**Language Choice and Code-Mixing**

In Indonesian digital advertising, the use of code-mixing between Indonesian and English has become a pervasive strategy to attract younger and urban audiences. Advertisers frequently blend Indonesian with English phrases to project modernity, cosmopolitan values, and global orientation. For instance, slogans such as *“Belanja hemat, lifestyle keren”* combine local accessibility with English prestige markers, reflecting an aspirational identity targeted at millennials and Gen Z consumers. This strategy is not arbitrary but rooted in pragmatic functions, as code-mixing enables advertisers to signal inclusivity in global consumer culture while maintaining local intelligibility (Rosmiaty, Ratnawaty, & Muhi, 2020). Such hybrid expressions construct a dual appeal: they are familiar enough to resonate with local audiences while also indexing global sophistication.

Code-Mixing Usage in Indonesian Digital Advertising by Domain



A concrete case can be observed in beauty and skincare advertisements on Instagram, where brands like Somethinc and Wardah incorporate English words such as “glow,” “hydrating,” and “brightening” alongside Indonesian descriptors. Wahyuningsih (2024) found that this Indonesian-English code-mixing directly enhances followers’ purchase intentions, as it evokes both trustworthiness and modern relevance. Similarly, Khazanah and Kusumaningputri (2023) demonstrated how local cosmetics boards employed mixed linguistic strategies to align with consumer preferences, showing that English insertions were often perceived as markers of product quality and innovation. These findings highlight how code-mixing functions not only as a stylistic choice but also as a persuasive device that bridges cultural authenticity with aspirational consumer identities.

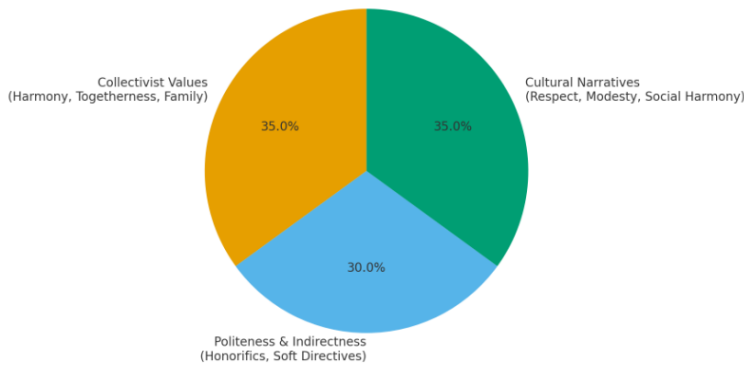
Beyond cosmetics, code-mixing is also widely used in food and beverage advertisements distributed through YouTube and Instagram. Mulyanto, Warsiti, and Dewi (2023) reported that phrases like “Ngopi time” or “Rasa lokal, taste global” capture both cultural intimacy and international appeal. These hybrid constructions demonstrate advertisers’ sensitivity to the sociolinguistic realities of Indonesian consumers, who are increasingly bilingual in their digital interactions. By employing code-mixing, advertisers exploit pragmatic cues of familiarity and prestige simultaneously, reinforcing Crystal’s (2011) observation

that digital communication fosters hybrid linguistic repertoires for persuasive purposes. In this way, Indonesian advertising exemplifies how strategic language choice operates at the intersection of commerce, culture, and identity.

**Cultural and Social Context in Language Choices**

The cultural and social context of Indonesia strongly shapes the persuasive strategies employed in digital advertising, where language is not merely a medium of promotion but also a reflection of deeply embedded cultural norms. Indonesia’s collectivist orientation prioritizes values such as harmony, togetherness, and family, which advertisers frequently highlight to build emotional resonance with audiences. For instance, slogans emphasizing kebersamaan (togetherness) or kebahagiaan keluarga (family happiness) are designed to align consumer desires with the shared cultural ideal of communal harmony (Alminerajati, 2013). Such linguistic choices demonstrate how advertisers draw upon collectivist values to create persuasive appeals that extend beyond individual benefits, presenting products as enablers of social cohesion and familial well-being.

**Cultural and Social Influences on Language Choices in Indonesian Digital Advertising**



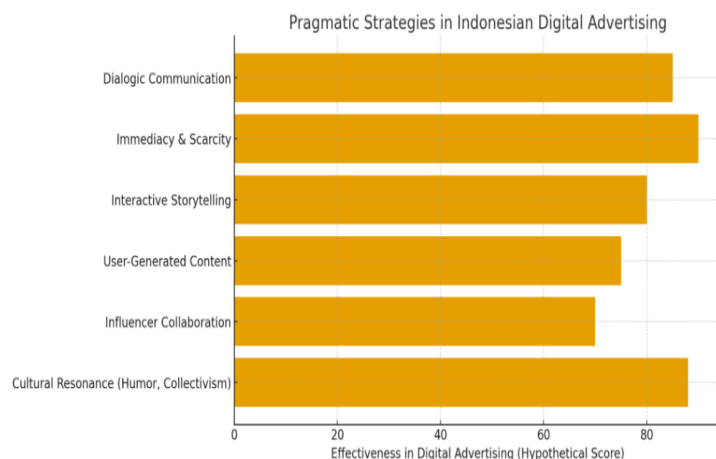
Equally important is the role of politeness and indirectness as central pragmatic strategies in Indonesian advertising discourse. Rooted in hierarchical and relational communication norms, politeness is expressed through honorifics, indirect requests, and culturally sensitive speech acts (Muallim, 2025; Revita et al., 2025). In practice, many digital campaigns avoid overtly confrontational or aggressive imperatives, instead opting for softer phrasing that maintains social harmony. A notable example is in public service advertisements, where polite directives such as “Mari kita bersama menjaga lingkungan” (“Let us together care for the environment”) substitute direct commands, reinforcing respect and inclusivity (Pujiati & Perdana, 2025). This pragmatic politeness not only strengthens persuasive appeal but also ensures alignment with Indonesian socio-cultural expectations.

A real-world case of cultural resonance in digital advertising can be observed in Grab Indonesia’s campaigns, which often depict multigenerational families sharing meals delivered through the platform. By foregrounding images of familial togetherness and

embedding polite, inclusive language, Grab not only markets convenience but also frames its service as a facilitator of collective happiness. This strategy reflects the wider pattern in Indonesian advertising, where commercial persuasion intertwines with cultural narratives of respect, modesty, and relational harmony (Safira, 2017; Handriani et al., 2025). Such examples affirm that persuasive language choices in Indonesian digital advertising are inseparable from cultural and social realities, making them a fertile ground for pragmatic exploration.

**The Dual Role of Digital Platforms**

The interactive nature of digital platforms fundamentally reshapes the pragmatic strategies of advertising in Indonesia. Unlike traditional one-way media, social media enables dialogic communication where audiences actively respond through comments, shares, and reactions. This interactivity compels advertisers to craft messages that are not only persuasive but also conversational, fostering a sense of engagement and community (Rohmah & Nurhidayati, 2025). Humor, casual tone, and culturally resonant expressions are often deployed to lower the perceived distance between brands and audiences, thereby creating stronger identification and loyalty. Such linguistic strategies highlight how persuasion in the digital age depends on sustaining ongoing interaction rather than delivering static messages (Sari, Agustina, & Adiarti, 2025).



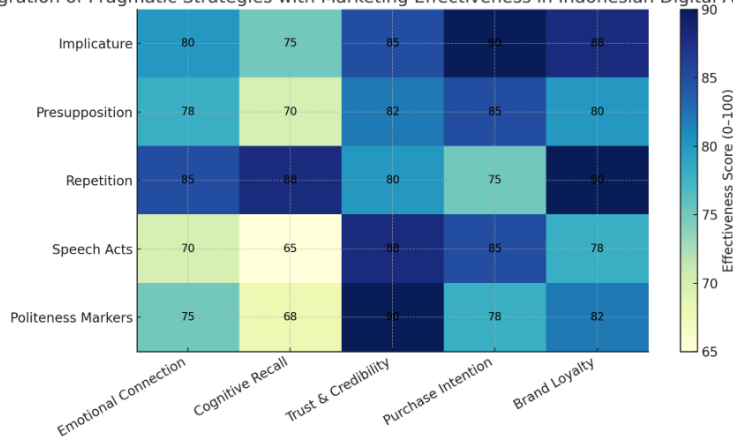
A concrete case can be seen in Indonesian e-commerce campaigns on TikTok Shop, where real-time engagement tools such as live comments and interactive Q&A sessions amplify persuasive appeal. These features allow sellers to immediately address consumer doubts, provide clarifications, or reinforce urgency with phrases like “limited stock” or “buy now before it’s gone,” which significantly influence impulse buying behaviors (Alawiah & Hayu, 2025). The pragmatic use of immediacy and scarcity, combined with direct dialogue, underscores how interactivity becomes central to persuasion in digital advertising. The linguistic adaptation here mirrors broader cultural preferences in Indonesia, where interpersonal communication and relational trust remain vital in consumer decision-making (Tewu, Destine, & Gunawan, 2024).

Another illustrative example comes from the promotion of local fashion brands on Instagram, where marketers rely on interactive storytelling, user-generated content, and influencer collaboration. In these campaigns, pragmatic strategies extend beyond product promotion to constructing narratives of lifestyle, community, and cultural pride (Wijayanti & Afera, 2025). For instance, Adikara Batik leverages conversational captions and frequent audience acknowledgment to sustain engagement, strengthening both brand identity and cultural values. This demonstrates how pragmatic language use in digital platforms is not only persuasive but also reflective of Indonesia’s socio-cultural dynamics, where collectivism, humor, and relational harmony strongly influence communicative choices (Nurhidayah, Pafily, & Apriani, 2025).

**Integration of Pragmatics and Marketing Effectiveness**

The integration of pragmatic strategies with marketing effectiveness in Indonesian digital advertising reveals how language functions not only as a communicative tool but also as a driver of consumer engagement and loyalty. Pragmatic choices such as implicature, presupposition, and repetition are strategically employed to align advertising discourse with cultural values while simultaneously reinforcing brand positioning. This reflects Delgado-Ballester and Fernández-Sabiote’s (2016) argument that persuasive strategies grounded in narrative and pragmatics foster stronger emotional connections between brands and consumers. In Indonesia, where audiences are highly active on social media, advertising campaigns that exploit pragmatic tools are particularly effective in creating both cognitive recall and emotional resonance, thereby strengthening marketing outcomes (Nurhidayah, Pafily, & Apriani, 2025).

Integration of Pragmatic Strategies with Marketing Effectiveness in Indonesian Digital Advertising



A clear example of this can be observed in Instagram advertisements for financial services such as *Gadaiku by Hartadinata Abasi*. The campaign does not merely present its service but frames its offer through pragmatic strategies that foreground security, trust, and accessibility. As Nurhidayah, Pafily, and Apriani (2025) found, the use of speech acts and politeness markers in the campaign generated a perception of credibility and approachability, enhancing consumer confidence in engaging with the brand. By employing phrases such as “solusi cepat untuk kebutuhan Anda” (“a quick solution for your needs”), the advertisement operates on both directive and commissive levels, persuading audiences while simultaneously assuring them of reliability. These linguistic strategies directly translate into marketing effectiveness by lowering consumer resistance and improving brand trust.

Beyond individual campaigns, the broader pattern in Indonesian digital advertising demonstrates that pragmatic strategies are systematically linked to measurable outcomes such as brand engagement, customer trust, and purchase intention. For instance, e-commerce platforms like Tokopedia and Shopee consistently rely on repeated pragmatic cues such as “*gratis ongkir*” (“free shipping”), which not only simplifies consumer decision-making but also builds a sense of reliability and familiarity across platforms. This integration of pragmatic resonance with marketing objectives underscores the adaptability of advertisers in responding to cultural expectations and digital interactivity. Ultimately, the Indonesian case shows that pragmatic strategies are not peripheral but central to achieving marketing effectiveness, making language a decisive factor in the success of digital persuasion.

**4. Conclusion**

This study concludes that the pragmatic dimension of language in Indonesian digital advertising plays a central role in shaping persuasion and consumer engagement. Advertising messages are constructed through pragmatic strategies such as speech acts, implicatures, and presuppositions, while cultural values of collectivism and politeness underpin linguistic choices. Furthermore, the integration of code-mixing between Indonesian and English reflects a dual orientation toward local identity and global modernity. Collectively, these strategies affirm that language in digital advertising is not merely a communicative tool but also a cultural reflection that reinforces social cohesion and consumer trust.

For practitioners, this study highlights the importance of designing advertising messages that align with Indonesian socio-cultural norms. Marketers should employ politeness strategies, indirectness, and culturally resonant metaphors to strengthen consumer trust and engagement. Code-mixing should be strategically applied to appeal to younger audiences while maintaining accessibility for broader consumers. The findings also suggest that advertisers can enhance effectiveness by leveraging interactivity on digital platforms, where conversational tones and user engagement create stronger identification with brands.

This research is limited by its reliance on secondary sources from academic literature, which may not fully capture the dynamic, real-time practices of advertisers in the field. The scope is also limited to Indonesian digital advertising, making the findings less generalizable to other cultural or linguistic contexts.

Future studies should incorporate empirical methods such as content analysis of live campaigns, audience reception studies, or ethnographic approaches to capture real consumer responses. Comparative research between Indonesian advertising and that of other Southeast Asian countries would also provide deeper insights into regional pragmatic similarities and differences. Furthermore, future research could explore the evolving role of artificial intelligence and big data in shaping linguistic and pragmatic strategies in digital advertising.

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