

Constructing Culinary Desires: Lexical and Discursive Patterns in Thai Food Advertising in Indonesia

Tassana Nualsomsri

School of Political Science and Public Administration, Walailak University, Nakhon Si Thammarat, Thailand

I Wayan Numertayasa*

Faculty of Educational Sciences, Markandeya Bali Institute of Technology and Education, Bangli, Indonesia

Abstract—This study examines the linguistic strategies employed in Thai food advertising targeted at Indonesian consumers, with a focus on lexical and discursive patterns. Utilizing critical discourse analysis (CDA), it explores how descriptive adjectives, cultural references, sensory language, and localized terms work together to create persuasive narratives. Advertisements from digital platforms such as Instagram and YouTube were analyzed to uncover how Thai food branding blends cultural authenticity with localized appeals. Findings reveal that terms like "authentic", "heritage", and "spicy" alongside phrases like "a journey through Thai taste" and "rooted in Thai tradition" serve to evoke sensory experiences and cultural connections. By incorporating Indonesian-specific references, such as "rasa otentik" and "cita rasa Thailand," these advertisements strike a balance between the exotic appeal of Thai cuisine and familiar cultural elements, ultimately fostering consumer engagement. This study contributes to the understanding of how language functions as a tool of both persuasion and cultural storytelling in transnational marketing.

Index Terms—Thai food advertising, critical discourse analysis, lexical patterns, discursive patterns

I. INTRODUCTION

Recent studies on linguistic strategies and discursive practices in food advertising highlight the intricate ways language is employed to evoke desire and construct cultural narratives. Food advertising employs a variety of linguistic strategies and discursive practices to influence consumer behavior and perceptions. These strategies are tailored to different target audiences and cultural contexts, often emphasizing pleasure, fun, and emotional appeal.

It can be seen in the language and strategies of low-nutritional-value food advertising, which shows that the discursive strategies used in low-nutritional-value food advertisements for children tend to associate the products with positive experiences such as enjoyment, adventure, and success, and use words that create a happy and pleasant atmosphere (Jiménez-Morales et al., 2019). This study found that advertisements use language that captures children's attention through semantic vocabulary related to fun, friends, and enjoyable activities, especially in the cereal and biscuit categories.

Then, Blasco and Jiménez-Morales (2021) examined language use strategies analyzed through a linguistic study of breakfast product advertisement texts published in various media in Spain. The researchers identified and classified lexical items (key words) used in advertisements based on their meaning and context, then grouped them into semantic fields such as food quality, mood, actions, and recreational experiences. The main strategy found is the use of language that focuses on promoting positive experiences and happy emotions, such as words related to "happiness", "success", "smiles", "fun", and others. These words are used to build an association that consuming the product will provide a pleasant and emotionally satisfying experience, despite the product's low nutritional content.

Previous research on Thai food advertisements has shown that Thai advertisements employ lexical and discursive patterns. Thai food menus employ a specialized vocabulary that includes high-frequency words, academic terms, and colloquial expressions, indicating a unique lexicon tailored to the culinary context (Low, 2023). In the context of Thai food products on international platforms like Amazon, English is predominantly used, often in combination with Thai, to appeal to a broader audience. This bilingual approach helps in maintaining cultural authenticity while ensuring accessibility (Low, 2023). Thai food advertisements often leverage cultural tropes such as "Thainess," which encompasses national identity, popular culture, and commodified consumption. This is evident in tourism advertising videos where "Thainess" is resemiotized to be accessible and authentic to Western tourists (Jocuns, 2020). Advertisements for various products, including food, often use emotional engagement strategies. For instance, Thai TV commercials for insurance products emphasize moral and family values, which could be a similar approach in food advertising to resonate with cultural values (Svetanant et al., 2022). Thai food advertisements often feature images of food dishes accompanied by fresh vegetables, herbs, and spices to evoke a sense of authenticity and appeal. This visual strategy is crucial in conveying the quality and cultural significance of the food (Low, 2023).

Some of the research findings above indicate that the strategic use of language and imagery resonates with cultural values and enhances product appeal (Jocuns & Jocuns, 2023). Additionally, the selection of appropriate lexical patterns can shape discourse patterns, thereby influencing consumer perception and driving the success of food brands (Sornsaruht, 2020). The choice of lexical patterns in food advertisements is a manipulative strategy to influence consumer behavior (Ren, 2023). The lexical and discursive patterns in Thai food advertisements have a strong influence on consumer behavior and cultural resonance. Advertisers strategically use language and imagery to evoke emotional responses, align with cultural values, and manipulate consumer perceptions.

While these studies provide valuable insights into the linguistic and cultural strategies in food advertising, few have examined the specific case of Thai food promotions in Indonesia. It is a significant gap, considering the increasing presence of Thai culinary branding in the Indonesian digital landscape. Unlike previous research, which often focuses on broader regional trends or singular linguistic strategies, this study investigates both lexical and discursive patterns in Thai food advertising targeted at Indonesian audiences. By doing so, it uncovers how language is tailored to resonate with local cultural contexts while maintaining the global appeal of Thai cuisine.

The importance of analyzing lexical and discursive patterns in food advertising lies in their ability to reveal underlying cultural dynamics and consumer psychology. In the context of Thai food promotions in Indonesia, such analysis can uncover how linguistic choices create cultural connections, evoke sensory experiences, and construct desirable narratives about Thai cuisine. Moreover, understanding these patterns contributes to broader discussions on cultural diplomacy and the role of language in transnational marketing.

Given this context, the present study aims to fill the research gap by critically examining the lexical and discursive strategies employed in Thai food advertising in Indonesia. This research is crucial for understanding how language serves as a tool for cultural and commercial exchange in the digital age, and it builds upon previous findings by providing a focused analysis of this understudied phenomenon.

II. THEORETICAL FRAMEWORK

A. *Critical Linguistics*

Critical linguistics examines how language operates as a tool of power, persuasion, and ideology. Rooted in critical discourse analysis (CDA), this perspective seeks to uncover hidden power structures and ideologies within texts. Fairclough (1995) asserts that language is inherently tied to social power and inequality, making it an essential area for understanding how discourse shapes and is shaped by societal structures. Van Dijk (2006) extends this notion by emphasizing the role of discourse in legitimizing dominant ideologies. For example, in the context of advertising, critical linguistics investigates how language choices not only promote products but also reinforce certain cultural and social hierarchies. This perspective is crucial for uncovering how Thai food advertisements use linguistic strategies to construct cultural authenticity and desirability, ultimately influencing consumer perceptions and behaviors.

In the realm of advertising, critical linguistics is particularly valuable for analyzing how language choices not only sell products but also reinforce cultural and social norms. Fairclough's (1995) framework, which examines the interconnections between text, discourse practices, and sociocultural practices, offers a holistic approach to understanding how advertisements perpetuate specific cultural narratives. This approach is crucial in analyzing how Thai food advertisements use linguistic strategies to construct an image of authenticity, desirability, and cultural superiority, targeting Indonesian consumers. Moreover, the use of seemingly neutral language in advertisements often carries hidden ideological implications. For example, bilingual advertising can reveal how English, as a global language, is used to construct identities and reinforce power dynamics in non-English-speaking countries.

Critical linguistics also explores the ideological implications of seemingly neutral language in advertisements. Fairclough's framework highlights the interplay between text, discourse practices, and sociocultural practices, providing a comprehensive approach to understanding how advertisements function as cultural artifacts. By applying critical linguistics, this study examines how Thai food advertisements utilize and exploit cultural narratives to appeal to Indonesian consumers.

B. *Lexical Patterns*

Lexical patterns refer to the recurring arrangements and associations of words within a text, which can be identified through their repetitious and synonymous nature (Yamada, 2005). These patterns are crucial in understanding how words co-occur and interact within both written and spoken discourse.

Lexical patterns play a crucial role in lexical cohesion, which refers to the interconnectedness of words within a text to establish meaning and coherence (Buttery & McCarthy, 2013). This notion was first examined comprehensively by Halliday and Hasan (1976) and subsequently by Hoey (1991).

There are notable differences between spoken and written lexicon. In spoken discourse, lexical patterns often manifest through chunking and collocation, which help in the negotiation and social convergence of conversations (Buttery & McCarthy, 2013). Written texts, on the other hand, may exhibit more structured and formal lexical patterns.

The study of lexical patterns has been greatly enhanced by corpus linguistics, which uses large datasets to identify and analyze these patterns. Tools like keyword-in-context (KWIC) and collocation software help in observing and detailing these patterns (Biber, 2009; Hunston, 2015).

Lexical patterns are closely linked to grammatical structures, forming what is known as lexical grammar. This approach emphasizes that lexis (vocabulary) and grammar are interconnected, and patterns often reflect this relationship (Biber, 2009; Hoey & O'Donnell, 2008).

Understanding lexical patterns is beneficial in language teaching, especially for English language learners. Recognizing these patterns can aid in reading comprehension and vocabulary acquisition (Jablonkai, 2010; Yamada, 2005). Lexical patterns are not only relevant in everyday language but also in specialized contexts such as academic writing, film scripts, and even video games. Each context may exhibit unique patterns that serve specific functions, such as creating engagement or characterizing dialogue (Heritage, 2020).

Lexical patterns are fundamental to the structure and meaning of both spoken and written language. They help in creating coherence through lexical cohesion, are studied extensively using corpus linguistics, and are integral to the concept of lexical grammar. These patterns have practical applications in language teaching and various specialized contexts, highlighting their importance in both theoretical and applied linguistics. Understanding and identifying these patterns can significantly enhance our comprehension and use of language.

C. *Discursive Patterns*

Discursive patterns refer to the broader structural and strategic use of language in constructing narratives and achieving persuasive goals. These patterns often include storytelling, cultural framing, and appeals to sensory experiences. Kress and Van Leeuwen (2002) emphasized the multimodal nature of discursive patterns, where text, visuals, and other semiotic resources work together to create a coherent message. In the context of Thai food advertising, discursive patterns often revolve around themes of cultural exploration, sensory indulgence, and authenticity.

Patterns refer to the structured ways in which discourse is organized and presented in various contexts. These patterns comprise several aspects: textual, generic, and social aspects. The actual content and structure of the text. Generic aspects are the genre or type of discourse, such as legal, managerial, or conversational. The social context and interactions that shape the discourse (Lung, 2008, 2011). Discursive patterns can be organized hierarchically, meaning that individual patterns are structured in a layered manner. This hierarchical model facilitates an understanding of how different elements of discourse are interconnected and contribute to the overall construction of meaning (Lung, 2008, 2011).

In law and management, Discursive patterns in these fields show significant differences due to the intrinsic nature of each discipline. Understanding these patterns helps learners internalize the specific ways discourse is constructed in their respective fields (Lung, 2008). In economics, hierarchical patterns reflect the discipline's inherent nature. Recognizing these patterns helps students achieve professionalism (Lung, 2011). In personal relationships, discursive patterns often involve argumentative attacks and defensive responses, which can escalate conflicts. These patterns are characterized by reproaches, accusations, and criticisms (Sáez & Marco, 2023).

Discursive Patterns in Specific Contexts such as Classroom Settings and Organizational Discourse. The interaction between instructional formats and discursive patterns in classrooms is complex. While discourse analysis has expanded our understanding of classroom interactions, the productive interplay between discourse and learning outcomes remains an open question (Klette & Ødegaard, 2016). In organizations, discourse is not just a reflection but a foundational element that shapes organizational life. Different perspectives on text and agency highlight how discourse contributes to the constitution of organizations (Putnam & Cooren, 2004).

Discursive patterns are essential for understanding how discourse is constructed and functions across different contexts. By examining the textual, generic, and social aspects and recognizing the hierarchical organization of these patterns, researchers and practitioners can gain deeper insights into the dynamics of communication in various fields. This understanding is crucial for improving educational practices, resolving conflicts, and enhancing organizational communication.

D. *Thai Food Advertising in Indonesian Online Media*

Under the Thai Select branding campaign, the Thai government funds initiatives to promote Thai food, which is known for its variety and delicious flavors (Svetanant et al., 2022). The emergence of 'selfie tourism' as a means of enhancing a destination's brand equity has been attributed to social media (SM), demonstrating the increasing impact of social media in marketing culinary experiences (Svetanant et al., 2022). Thai television's food and beverage advertising primarily promotes unhealthy foods, with a particular emphasis on sugar-sweetened beverages (Jaichuen et al., 2018; Jindaratnanaporn et al., 2024).

Due to the distinctive flavors and appearance of Thai food, as well as its cultural significance, Thai food advertising in Indonesian online media may differ from other forms of food advertising (Svetanant et al., 2022). Thai food advertising may need to consider the impact of social media content on brand image and customer behavior, given the influence of digital marketing strategies on consumer perceptions and behaviors in the Indonesian food industry (Sutia & Fahlevi, 2024).

Culture has a significant influence on customer behavior and decision-making, and it also affects how a brand is seen in the local community (Herdimansyah, 2021). Thai advertising emphasizes the importance of understanding cultural

values in advertising messaging by reflecting social and economic changes, as well as Thai cultural traits (Ciochetto, 2006; Punyapiroje & Morrison, 2007).

Thai food advertising may need to consider the generational distinctions between Generation Y and Generation Z to tailor marketing techniques to their unique preferences, according to a study on the influence of social media advertising on customer behavior in Indonesia's food industry (Sutia & Fahlevi, 2024). Consumer behavior and brand perception are influenced by culture, according to a study on the subject. It suggests that Thai cuisine advertising in Indonesian online media may be influenced by Indonesian food culture (Herdimansyah, 2021).

III. METHODOLOGY

This study adopts a critical approach, employing critical discourse analysis (CDA) to examine the linguistic and discursive strategies in Thai food advertisements targeting Indonesian consumers. CDA is particularly suited for uncovering power dynamics, cultural ideologies, and identity constructions embedded in promotional texts. By focusing on both textual and contextual dimensions, this approach facilitates a comprehensive understanding of how language constructs meaning and influences perceptions.

The data for this research comprises online advertisements promoting Thai cuisine in Indonesia, collected from various digital platforms, including social media (Instagram). These advertisements were selected based on their relevance, prominence, and linguistic richness.

By narrowing the dataset to advertisements from 2024, this research captures the most current trends and strategies, offering insights into the evolving dynamics of Thai food branding in Indonesia. This approach ensures the relevance of findings to ongoing discussions in linguistic, cultural, and marketing studies.

The primary instrument for data collection was a framework designed to identify and analyze lexical and discursive patterns. This framework focuses on two dimensions. 1) Lexical Patterns: Specific word choices, including descriptive adjectives, culturally significant terms, and sensory language. 2) Discursive Patterns: Structural and strategic use of language, including storytelling, cultural framing, and appeals to sensory experiences.

Data analysis followed a multi-step process:

1. Textual Analysis: Identifying and categorizing lexical items and discursive structures within the advertisements.
2. Contextual Interpretation: Relating these textual elements to broader cultural and social contexts, particularly Indonesian consumer culture.
3. Critical Interpretation: Evaluating how these linguistic strategies reflect and reinforce cultural ideologies, power relations, and consumer psychology.

The analysis was guided by key principles of Critical Discourse Analysis (CDA), emphasizing the interplay between language, power, and ideology (Fairclough, 1995; van Dijk, 2006). By integrating lexical and discursive analyses, this study provides a nuanced understanding of the linguistic strategies employed in Thai food advertising in Indonesia.

IV. RESULTS AND DISCUSSION

A. Lexical Patterns

Analyzing lexical patterns in Thai food advertisements targeting Indonesian audiences reveals a strategic use of descriptive language, culturally resonant terms, and sensory appeals. Table 1 provides a summary of the most frequently used lexical patterns identified in the data.

TABLE 1
LEXICAL PATTERNS IN THAI FOOD ADVERTISEMENTS

Lexical Category	Examples	Frequency (Occurrences)
Descriptive Adjectives	Authentic, Spicy, Rich, Creamy	25
Cultural References	Thai Heritage, Royal Cuisine	18
Sensory Language	Tangy, Sweet Aroma, Crispy Texture	22
Localized Terms	Rasa Otentik, Cita Rasa Thailand	20
Hyperbolic Expressions	Best in the World, Must-Try Taste	15

The following are examples of advertisements on Instagram that exhibit lexical patterns similar to those presented in Table 1.



Figure 1. Example of Descriptive Adjectives
Sources: <https://www.instagram.com/baanyingthairesto/reel/CqjoogPjjAX/>

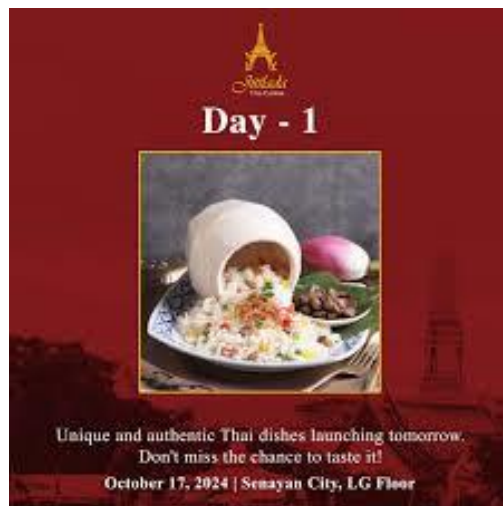


Figure 2. Cultural References Advertisement Example
Source: <https://www.instagram.com/jittladarestaurant/reel/Cv1cDTbhFOV/>



Figure 3. Sensory Language Advertisement Example
Source: <https://www.instagram.com/waithaifood.id/p/C8J3E1ByFfC/>



Figure 4. Localized Terms Advertisement Example
Source: <https://www.instagram.com/ichitanindo/p/C9cOF4fS2Ow/>



Figure 5. Hyperbolic Expressions Advertisement Example
Source: <https://www.instagram.com/p/CzvQywOLBX4/?locale=id&hl=en>

These lexical patterns serve multiple purposes. Descriptive adjectives and sensory language evoke vivid imagery, appealing directly to the consumer's sensory perceptions. Cultural references highlight the authenticity and heritage of Thai cuisine, capitalizing on its global reputation for uniqueness and richness. Localized terms, such as "rasa otentik," demonstrate a strategic effort to connect with Indonesian consumers by incorporating familiar linguistic elements.

Lexical choices play a pivotal role in shaping consumer perceptions and constructing cultural narratives. Emphasizes that lexical items are imbued with cultural and ideological meaning, influencing how products and cultures are perceived globally (Yu et al., 2020). For example, terms like "authentic" and "heritage" resonate with consumers seeking genuine culinary experiences, reflecting a preference for a connection to traditional culinary practices. Language choice in multicultural marketing is crucial. It can influence consumer behavior and brand perception by aligning with cultural and linguistic preferences. For instance, using culturally congruent language in branding and advertising can enhance engagement and market penetration (Pezzuti, 2023).

Descriptive adjectives such as "spicy" and "creamy" evoke vivid sensory imagery, which is a hallmark of effective food advertising (Ren et al., 2024; Weenen et al., 2005). These adjectives directly engage consumers' imaginations, creating expectations about taste and texture. The emphasis on sensory appeals aligns with Fairclough's (1995) assertion that lexical choices in advertisements are ideologically motivated to naturalize specific cultural narratives. The incorporation of localized terms like "rasa otentik" and "cita rasa Thailand" is particularly noteworthy, as it reflects a hybridized marketing strategy designed to bridge cultural boundaries. This localization strategy not only enhances relatability but also positions Thai cuisine within the cultural lexicon of Indonesian consumers (Sarma, 2017). Such lexical blending mirrors global marketing trends where cultural adaptation becomes a key driver of consumer engagement.

Furthermore, sensory language, such as "sweet aroma" and "crispy texture," appeals to universal sensory experiences, which are integral to successful food advertising campaigns. The role of sensory descriptions in establishing emotional connections with consumers (Chakravarty, 2014; Uk & Kayan, 2021). These findings underscore the dual role of lexical choices in both appealing to sensory perceptions and reinforcing cultural identity.

Overall, the strategic use of descriptive, cultural, sensory, and localized lexical patterns in Thai food advertisements demonstrates how language serves as a powerful tool in cross-cultural marketing. This multi-layered approach aligns with the broader theoretical frameworks of critical discourse analysis, suggesting that lexical patterns are not only tools for persuasion but also mechanisms for constructing and maintaining cultural narratives. The cultural embeddedness of lexical choices suggests that such terms are not merely descriptive but carry ideological and emotional significance (Lanzi, 2018; Pinnavaia, 2022). For instance, the use of terms like "authentic" and "heritage" in Thai food advertising aligns with global trends in culinary branding.

The frequent use of localized terms such as "cita rasa" or "rasa otentik" underscores the hybridized nature of these advertisements. By blending Thai cultural markers with Indonesian linguistic elements, advertisers effectively navigate cross-cultural boundaries, creating a sense of both exoticism and familiarity. This approach aligns with Al-Badawi (2024), who discusses the role of linguistic adaptation in Southeast Asian food marketing to appeal to regional consumers. Similarly, Roux and Potgieter (2024) emphasized that integrating localized terms enhances consumer relatability while maintaining cultural authenticity, a strategy that is increasingly prevalent in transnational food advertising. Such hybridized language forms not only promote products but also contribute to the construction of a shared cultural identity between the source and target cultures, reinforcing the brand's market position (Yan & Hyman, 2020). By blending Thai cultural markers with Indonesian linguistic elements, advertisers create a bridge between the two cultures, making Thai cuisine both exotic and relatable to Indonesian audiences. It aligns with Al-Badawi's (2024) findings on the dual appeal of modernity and tradition in Southeast Asian food advertisements.

Moreover, sensory language, such as "crispy texture" or "sweet aroma," taps into universal sensory experiences, thereby enhancing the persuasive power of the advertisements. Sensory descriptions such as these are crucial in eliciting emotional responses and triggering mental imagery among consumers. Sensory language in advertisements creates a vivid mental simulation of the product, which enhances consumer recall and engagement (Chakravarty, 2014). Sensory appeals, particularly those that emphasize texture and aroma, are especially effective in food advertising as they connect to innate human experiences (Roux & Potgieter, 2024). Sensory language also bridges cultural gaps by focusing on universally appreciated qualities, such as crispness or sweetness, which transcend linguistic and cultural barriers (Chakravarty, 2014). This approach aligns with Fairclough's (1995) theory, which posits that language in advertising serves both a persuasive and a cultural function, embedding products within a narrative of sensory pleasure and quality. Lexical choices are ideologically motivated, shaping not just consumer preferences but also perceptions of cultural identity and authenticity (Fairclough, 1995).

B. Discursive Patterns

The analysis of discursive patterns reveals recurring themes of storytelling, cultural framing, and sensory appeals. Table 2 summarizes the primary discursive strategies identified in the data.

TABLE 2
DISCURSIVE PATTERNS IN THAI FOOD ADVERTISEMENTS

Discursive Strategy	Examples	Frequency (Occurrences)
Storytelling	"A journey through Thai taste," "Experience Thailand"	20
Cultural Framing	"Rooted in Thai tradition," "Inspired by Thai festivals"	15
Sensory Appeals	"Indulge in rich flavors," "Savor the perfect blend."	25
Modern-Authentic Blend	"Tradition meets innovation," "Modern Thai classics"	18
Health and Freshness	"Fresh ingredients," "Healthy Thai delights"	12

Discursive patterns in Thai food advertising construct narratives that strike a balance between exoticism and relatability. The storytelling strategy, as evident in phrases like "a journey through Thai taste," positions Thai cuisine as an experience rather than merely a product. Argue that such multimodal narratives integrate text and visuals to create a cohesive and immersive promotional strategy (Kress & Van Leeuwen, 2002).

Cultural framing highlights Thai cuisine's roots in tradition, appealing to the growing interest of global consumers in authenticity. Thai food advertisements often highlight cultural heritage to differentiate their products in competitive markets (Roux & Potgieter, 2024). For Indonesian audiences, this framing is often localized by drawing parallels between Thai and Indonesian culinary traditions.

Sensory appeals remain a cornerstone of food advertising, as they directly engage the consumer's imagination and emotions. Descriptive phrases like "rich flavors" and "perfect blend" are ideologically loaded, presenting Thai cuisine as both a sensory delight and a cultural artifact. Fairclough's (1995) framework supports this interpretation, suggesting that sensory language serves to naturalize the cultural and ideological messages embedded in advertisements.

The blend of modern and authentic themes reflects the dual nature of Thai cuisine, which is rooted in tradition yet adaptable to contemporary tastes. This strategy aligns with global culinary trends, as observed by Belch (2017), who emphasizes the importance of modernity in appealing to younger, urban consumers.

Ultimately, the emphasis on health and freshness aligns with current consumer preferences for wholesome and sustainable food options. This trend, noted by Jocuns and Jocuns (2023), reflects broader societal shifts towards health-conscious consumption, which Thai food advertisers adeptly incorporate into their narratives.

V. CONCLUSION

The strategic use of lexical and discursive patterns in Thai food advertisements effectively bridges cultural boundaries while constructing compelling narratives that resonate with consumers. The combination of descriptive adjectives, sensory language, and cultural references not only enhances the appeal of Thai cuisine but also reinforces its authenticity and heritage. By incorporating localized terms such as "rasa otentik" and "cita rasa Thailand," advertisers create a hybridized marketing approach that appeals to Indonesian consumers, emphasizing both cultural familiarity and exoticism. Furthermore, sensory appeals, such as "rich flavors" and "crispy texture," establish an emotional connection with consumers, enhancing engagement and recall. This analysis aligns with global trends in food advertising, where the balance between tradition and modernity, authenticity and innovation plays a crucial role in shaping consumer perceptions. The incorporation of health and freshness, alongside narratives of cultural tradition and culinary experience, reflects broader societal shifts towards more conscious and immersive consumption. Ultimately, the lexical and discursive strategies in these advertisements demonstrate how language functions not only as a tool for persuasion but also as a mechanism for cultural storytelling and identity construction, influencing both consumer behavior and cultural narratives.

REFERENCES

- [1] Al-Badawi, M. (2024). The role of linguistic variation in multicultural marketing: A case study of foreign brands in Jordan. In J. Kacprzyk (Ed.), *Studies in systems, decision and control* (Vol. 226, pp. 791–796). Springer Nature. https://doi.org/10.1007/978-3-031-73545-5_68
- [2] Belch, M. A. (2017). Why today's marketers are getting it wrong. In *Springer Proceedings in Business and Economics* (pp. 529–532). https://doi.org/10.1007/978-3-319-56288-9_70
- [3] Biber, D. (2009). A corpus-driven approach to formulaic language in English: Multi-word patterns in speech and writing. *International Journal of Corpus Linguistics*, 14(3), 275–311. <https://doi.org/10.1075/ijcl.14.3.08bib>
- [4] Blasco, M. M., & Jiménez-Morales, M. (2021). Breakfast food advertising and prevention of obesity: Analysis of the nutritional value of the products and discursive strategies used in the breakfast ads from 2015 to 2019. *Nutrients*, 13(1), 1–9. <https://doi.org/10.3390/nu13010231>
- [5] Buttery, P., & McCarthy, M. (2013). Lexis in spoken discourse. In M. Handford & J. P. Gee (Eds.), *The routledge handbook of discourse analysis* (pp. 285–300). Routledge. <https://doi.org/10.4324/9780203809068-29>
- [6] Chakravarty, S. M. (2014). Sensory branding: Branding with senses. In S. Sarma & S. Singh (Eds.), *Cases on branding strategies and product development: Successes and pitfalls* (pp. 327–365). <https://doi.org/10.4018/978-1-4666-7393-9.ch014>
- [7] Ciochetto, L. (2006). The dynamics of contemporary advertising in Thailand. *Media Asia*, 33(3–4), 185–191. <https://doi.org/10.1080/01296612.2006.11726830>
- [8] Fairclough, N. (1995). *Media discourse*. Edward Arnold London.
- [9] Herdimansyah, A. H. (2021). An Analysis of the Impact of Culture on McDonald's Consumer Behaviour in Indonesia. In *Proceedings of the International Conference on Industrial Engineering and Operations Management* (p. 1769).
- [10] Heritage, F. (2020). Applying corpus linguistics to videogame data: Exploring the representation of gender in videogames at a lexical level. *Game Studies*, 20(3).
- [11] Hoey, M., & O'Donnell, M. B. (2008). Lexicography, grammar, and textual position. *International Journal of Lexicography*, 21(3), 293–309. <https://doi.org/10.1093/ijl/ecn025>
- [12] Hunston, S. (2015). Lexical grammar. In D. Riber & R. Reppen (Eds.), *The Cambridge handbook of English corpus linguistics* (pp. 201–215). Cambridge University Press. <https://doi.org/10.1007/9781139764377.012>
- [13] Jablonkai, R. (2010). English in the context of European integration: A corpus-driven analysis of lexical bundles in English EU documents. *English for Specific Purposes*, 29(4), 253–267. <https://doi.org/10.1016/j.esp.2010.04.006>
- [14] Jaichuen, N., Vandevijvere, S., Kelly, B., Vongmongkol, V., Phulkerd, S., & Tangcharoensathien, V. (2018). Unhealthy food and non-alcoholic beverage advertising on children's, youth and family free-to-air and digital television programmes in Thailand. *BMC Public Health*, 18(1), 1–9. <https://doi.org/10.1186/s12889-018-5675-3>
- [15] Jiménez-Morales, M., Montaña, M., & Vázquez, M. (2019). Discursive strategies in child-directed audiovisual advertising of low nutritional value products: Happiness, courage and obesity. *Palabra Clave*, 22(3), 1–30. <https://doi.org/10.5294/pacla.2019.22.3.10>
- [16] Jindarattanaporn, N., Kelly, B., & Phulkerd, S. (2024). A comparative analysis of unhealthy food and beverage television advertising to children in Thailand, between 2014 and 2022. *Globalization and Health*, 20(1), 1–13. <https://doi.org/10.1186/s12992-023-01007-7>
- [17] Jocuns, A. (2020). Aroi mai? The multimodality of Thainess in Thai tourism videos. *Multimodal communication*, 9(1). <https://doi.org/doi:10.1515/mc-2019-0011>
- [18] Jocuns, A., & Jocuns, K. F. (2023). Good brain, good concentration, good future: a critical multimodal analysis of Thai brain-enhancing lifestyle products advertisements. *Multimodal communication*, 12(2), 137–151. <https://doi.org/10.1515/mc-2023-0021>
- [19] Klette, K., & Ødegaard, M. (2016). Instructional activities and discourse features in science classrooms: Teachers talking and students listening or ...? In K. Klette, O. K. Bergem, & A. Roe (Eds.), *Teaching and learning in lower secondary schools in the era of PISA and TIMSS* (pp. 17–31). Springer. https://doi.org/10.1007/978-3-319-17302-3_2
- [20] Kress, G., & Van Leeuwen, T. (2002). Colour as a semiotic mode: Notes for a grammar of colour. *Visual Communication*, 1(3), 343–368. <https://doi.org/10.1177/147035720200100306>

- [21] Lanzi, D. (2018). On embedded choice theory: Re-framing and Emotions. *Review of Economics and Finance*, 11(1), 19–30.
- [22] Low, P. (2023). The language and Thainess of Thai food products on an e-commerce platform. *Theory and Practice in Language Studies*, 13(12), 3126–3134. <https://doi.org/10.17507/tpls.1312.09>
- [23] Lung, J. (2008). Discursive hierarchical patterning in law and management cases. *English for Specific Purposes*, 27(4), 424–441. <https://doi.org/10.1016/j.esp.2007.11.001>
- [24] Lung, J. (2011). Discursive hierarchical patterning in Economics cases. *English for Specific Purposes*, 30(2), 138–149. <https://doi.org/10.1016/j.esp.2010.09.004>
- [25] Pezzuti, T. (2023). Highlighting discrepancies in brand messaging increases social media engagement. *Journal of the Academy of Marketing Science*, 53(4), 989–1010. <https://doi.org/10.1007/s11747-023-00983-x>
- [26] Pinnavaia, L. (2022). Identifying ideological strategies in the making of monolingual English language learner’s dictionaries. *EURALEX Proceedings*, 142–154.
- [27] Punyapiroje, C., & Morrison, M. A. (2007). Behind the smile: Reading cultural values in Thai advertising. *Asian Journal of Communication*, 17(3), 318–336. <https://doi.org/10.1080/01292980701458406>
- [28] Putnam, L. L., & Cooren, F. (2004). Alternative perspectives on the role of text and agency in constituting organizations. *Organization*, 11(3), 323–333. <https://doi.org/10.1177/1350508404041995>
- [29] Ren, L., Na, R., Jiang, S., Chen, D., Zhang, L., Li, H., & Han, P. (2024). The development of an emotion lexicon for spicy food flavor experience. *International Journal of Gastronomy and Food Science*, 37(August). <https://doi.org/10.1016/j.ijgfs.2024.101010>
- [30] Ren, Z. (2023). The seduction in advertising discourse. Manipulation strategies in functional food advertisements of Spain and China. *Discurso y Sociedad*, 17(3), 589–619.
- [31] Roux, T., & Potgieter, A. (2024). Do anglophone consumers truly trust or simply tolerate English advertising? The mediating effect of ethnic self-identification on attitudes toward English advertising and advertising trust. *Journal of Promotion Management*, 30(8), 1221–1253. <https://doi.org/10.1080/10496491.2024.2386246>
- [32] Sáez, J. S., & Marco, M. A. (2023). The interpretation of reproduced discourse as a source of conflict in family conversations. *RILC: Revista de Filología Hispanica*, 39(2), 742–771. <https://doi.org/10.15581/008.39.2.742-71>
- [33] Sarma, S. (2017). Cultural nuances in changing consumer behavior: Lessons for cultural positioning. In S. Sarma (Ed.), *Global Observations of the Influence of Culture on Consumer Buying Behavior (Advances in Business Strategy and Competitive Advantage)* (pp. 279–293). <https://doi.org/10.4018/978-1-5225-2727-5.ch016>
- [34] Sornsaruht, P. (2020). Antecedents to the creation of “Thai Select Unique” restaurant brand equity. *African Journal of Hospitality, Tourism and Leisure*, 9(2), 1–18.
- [35] Sutia, S., & Fahlevi, M. (2024). Brand image and customer behavior in container food courts: The role of social media content and generational differences in Indonesia. *Uncertain Supply Chain Management*, 12(3), 1549–1566. <https://doi.org/10.5267/j.uscm.2024.3.024>
- [36] Svetanant, C., Ballsun-Stanton, B., & Rutherford, A. T. (2022). Emotional engagement in Thai and Japanese insurance advertising: corpus-based keyword analysis. *Corpora*, 17(1), 69–96. <https://doi.org/10.3366/cor.2022.0235>
- [37] Uk, Z. C., & Kayan, G. (2021). Transition to multi-sensory strategies: Sensory branding. In E. Cakir & Y. Kaderli (Eds), *Contemporary Issues with Multidisciplinary Perspectives on Social Science* (pp. 199–209).
- [38] van Dijk, T. A. (2006). Ideology and discourse analysis. *Journal of Political Ideologies*, 11(2), 115–140. <https://doi.org/10.1080/13569310600687908>
- [39] Weenen, H., Jellema, R. H., & de Wijk, R. A. (2005). Sensory sub-attributes of creamy mouthfeel in commercial mayonnaises, custard desserts and sauces. *Food Quality and Preference*, 16(2), 163–170. <https://doi.org/10.1016/j.foodqual.2004.04.008>
- [40] Yamada, K. (2005). Lexical patterns in the eyes of intermediate EFL readers. *RELC Journal*, 36(2), 177–188. <https://doi.org/10.1177/0033688205055572>
- [41] Yan, T., & Hyman, M. R. (2020). Cross-culture product hybridization in pre-communist China (1912–1949). *Asia Pacific Journal of Marketing and Logistics*, 32(2), 548–574. <https://doi.org/10.1108/APJML-12-2018-0502>
- [42] Yu, P., Du, J., & Li, X. (2020). Towards the linguistic gender differentiation in dictionaries: A perspective of human interaction in languages. *Advances in Intelligent Systems and Computing*, 1018, 207–212. https://doi.org/10.1007/978-3-030-25629-6_33



Tassana Nualsomsri is a lecturer in the Department of International Relations at the School of Political Science and Public Administration, Walailak University, Thailand. In 2007, he obtained his Bachelor's degree in Regional Studies from Walailak University. In 2013, he earned his Master's degree in Anthropology from Thammasat University. He participated in the Darmasiswa Indonesian Scholarship Program at Yogyakarta State University from 2011 to 2012. He can be contacted via email at tassana1984@gmail.com and his ORCID iD is 0009-0008-2959-5462.



I Wayan Numertayasa is a lecturer at the Faculty of Educational Sciences at the Markandeya Bali Institute of Technology and Education. He completed his Bachelor's degree in the Indonesian Language and Literature Education Program in 2011 at Ganesha University of Education. In 2013, he earned his Master's degree from Ganesha University of Education. He is expected to complete his Doctoral program in 2024 in the Indonesian Language Education Program at Malang State University.

Dr. I Wayan Numertayasa focuses his research on language studies in social media. He can be contacted via email at numertayasawayan@markandeyabali.ac.id and his ORCID iD is 0000-0003-4293-279X.