



Targeting the Family: A Discourse Analysis of Dancow's 2024 Marketing Strategies

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ARTICLE INFO	ABSTRACT
Article history: Received Accepted	Advertisements play a significant role in shaping how we perceive products and make decisions. This study explores how two Dancow advertisements—Dancow 1+ Imunutri and Dancow Fortigro Coklat—use language and visuals to connect with their audiences. Using Fairclough's Critical Discourse Analysis (CDA) framework, the data, which includes transcribed dialogues and visuals, were taken from the SOOYA CHAN YouTube channel. The findings reveal that while both ads emphasize key nutrients like DHA and iron, they speak to parents in different ways. The Dancow 1+ Imunutri ad focuses on affordability and nutrition for toddlers, reassuring parents of their role in supporting early growth. Meanwhile, the Dancow Fortigro Coklat ad highlights taste and cognitive benefits for school-aged children, connecting with parents' hopes for their kids' education and enthusiasm. These findings show how advertisements reflect societal values, especially the central role of mothers in nurturing their children. With only two ads analysed due to time constraints, future studies could look at a broader range of advertisements and explore how audiences respond to them to better understand marketing strategies
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INTRODUCTION

Communication is a vital part of human life and has been essential for survival since the very beginning of our existence. Communication is the active process of exchanging information and ideas, encompassing both understanding and expression. What matters most in communication is delivering the message through the right channel and ensuring it is clearly understood (Fatimayin, 2018). It goes beyond spoken words; it also includes body language, written text, and the way we say things, like tone and pitch. As time progresses, communication is now possible anytime and anywhere with the help of media. These media facilitate the sharing of messages across different contexts, from interpersonal interactions to mass communication platforms. However, a study found that even on mass communication platforms such as social media, private chat or direct message features enable users to share deeply personal information (Anwar, 2023). This indicates that individuals have the ability to manage their interactions.

During this era of globalization, digital media have become dominant channels for sharing information. Platforms such as websites, social media, and streaming services offer a variety of content, including news, entertainment, and advertisements. Advertisements in digital media use creative strategies like native content and product placement to engage audiences and promote products effectively. However, as a key element of marketing strategies, it is frequently misunderstood for manipulating consumer behavior. Factors such as age, income, and post-purchase satisfaction with advertised products have been proven to not have a significant effect on consumer purchasing decisions (Farooq & Maqbool, 2024). According to Rehman et al. (2019), advertising is the interesting source to spread updated and motivated information about brands, services, and products among targeted audience. It can take the form of words, images, sounds, or actions conveyed through specific media (Vilanilam & Varghese, 2004).

Among the many types of advertisements we come across, one that is commonly seen is product placement advertising. This type of advertising involves featuring branded products or services within the storyline of a TV show or movie, rather than just as a separate commercial (Boer, 2024; Nadeak & Setiawan, 2024). It's a subtle way to advertise, often through characters using or interacting with the products in the content. People prefer such placement when they see their favorite celebrities using it without causing disturbance to the flow of the plot (Kumar, 2017). Take Dancow, for example, a milk brand produced by Nestle. In order to promote their product, companies like Nestle use this type of advertisement to reach the consumers in a more natural and engaging way. Considering this trend, researchers will examine the recent Dancow advertisements, such as Dancow 1+ Imunutri and Dancow Fortigro Coklat, to explore how the company tailored its messages for different consumer groups while promoting the same product.

Talking about advertisements, they have emerged as a popular topic of study among scholars due to their influence on consumer behavior and societal norms. For instance, research on Pantene advertisements reveals how they reinforce societal beauty standards through strategic textual and discourse practice, targeting teenagers with idealized hair

qualities (Laily F & Suyudi, 2020). Similarly, Wardah cosmetics advertisements focus solely on non-human objects to highlight product details (Alifah & Hidayat, 2024). The use of non-linguistic features, such as visual, audial, gestural, and spatial elements, has also been shown to effectively convey comprehensive messages to viewers (Pricilia & Suyudi, 2023). Beyond traditional advertisements, promotional tools like Instagram captions further expand the mediums through which products can be marketed (Putri et al., 2020).

Researchers have found that most of the advertisements analyzed primarily target adult consumers, especially women, while those aimed at children and parents are less commonly studied. Therefore, this research focuses on the 2024 Dancow product variants, specifically Dancow 1+ Imunutri and Dancow Fortigro Coklat, to examine how the company employs different marketing discourse strategies to engage different audiences effectively. Using Fairclough's Critical Discourse Analysis (CDA) framework, researchers will examine the ways language, power, and ideology are intertwined in these advertisements. This study aims to uncover how both linguistic and non-linguistic features are used to construct persuasive messages and reinforce societal norms around parenting and child development. Unfortunately, advertisements for the Dancow 3+ Imunutri and Dancow 5+ Imunutri variants could not be found for analysis. By analyzing these advertisements, the research seeks to deepen our understanding of how companies shape consumer perceptions and behaviors through strategic communication.

METHOD

This study employs a qualitative research method using a content analysis approach to compare two advertisements: *Dancow 1+ Imunutri 2024* and *Dancow Fortigro Coklat 2024*. The data for this research consists of the transcribed dialogues and visual elements of the advertisements obtained from the YouTube channel SOOYA CHAN. The analysis is guided by Norman Fairclough's three-dimensional framework of Critical Discourse Analysis (CDA), which examines the relationships between language, social context, and power dynamics in communication (Fairclough, 2001).

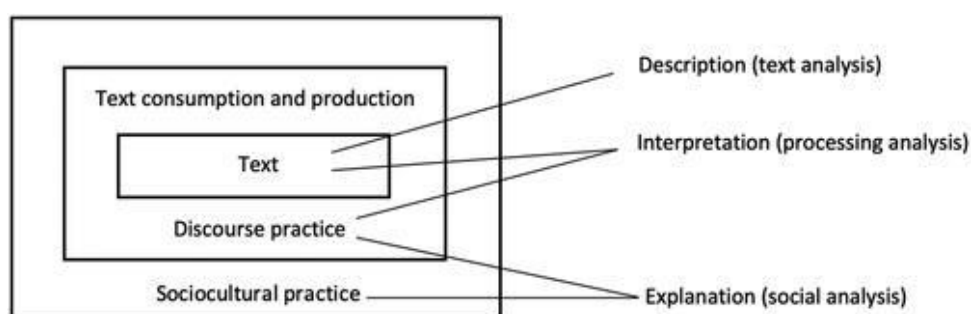


Figure 1. Fairclough's three-dimensional model

Fairclough's theory consists of three stages: (1) Text Analysis, focusing on the linguistic features of the text such as vocabulary, grammar, and structure; (2) Discursive Practice, which examines the production, distribution, and interpretation of the text within its context; and (3) Social Practice, analyzing how the discourse reflects or reinforces social norms, power structures, and ideologies. These stages provide a comprehensive approach to understanding how advertisements communicate their messages and influence audiences.

To process the data, the following steps were taken:

1. Data Collection: Transcripts of the dialogues and screenshots of visual elements were extracted from the two YouTube advertisements. Because the transcribed dialogue is in

Indonesian, researchers initially translated it into English.

2. Textual Analysis: The linguistic features of the advertisements, including lexical choices, tone, and grammar, were examined. This included analyzing persuasive language, the use of scientific terms like "DHA" and "iron," and emotional appeals. Additionally, researchers also explored the visual elements of the ads to examine how it relate to the words used.
3. Discourse Practice: The researcher analyzed how the advertisements were designed to appeal to their target audiences (e.g., mothers and children), focusing on the roles of the speakers, their interactions, and the marketing strategies used.
4. Social Practice: Finally, the broader cultural and social values conveyed by the advertisements were explored, such as the emphasis on societal expectations that mothers are primarily responsible for their children's growth and development

This methodological approach allows for a thorough comparison of how both advertisements communicate their marketing intentions by highlighting the similarities and differences in their textual and visual strategies.

FINDINGS

In this section, the researchers will present a comparative analysis of the Dancow 1+ Imunutri and Dancow Fortigro Coklat advertisements. The video ads, sourced from the Youtube channel named SOOYA CHAN, will be analyzed using Fairclough's three-dimensional model: textual analysis, discursive practice, and socio-cultural practice.

Table 1 below shows the translated text of the Dancow 1+ Imunutri 2024 advertisement.

Table 1. Dancow 1+ Imunutri 2024 Advertisement

Indonesian Version	English Version
Duh, Bunda... kok itu lagi, itu lagi... ? Hai, kamu kenapa? Gimana ya bilang ke Bunda pilih susu yang enak? Giiii Oh, Dancow! Kamu cerdas ya! Gampang kan? Kalau sudah satu tahun, perlu Dancow, kombinasi unik DHA dan zat besi Dancow, tumbuh cerdas!	Oh, Mom... why that again and again... ? Hey, what's wrong with you? How do I tell mom to choose the tasty milk? Here's how Oh, Dancow! You're smart, huh! It's easy, right? Once they turn one year old, they need Dancow, a unique combination of DHA and iron Dancow, for healthy growth!

Table 2 below shows the translated text of the Dancow Fortigro Cokelat 2024 advertisement.

Table 2. Dancow Fortigro Coklat 2024 Advertisement

Indonesian Version	English Version
Bunda, Dancow cokelatnya mau lagi dong! Baru! Segelas Dancow Fortigro Cokelat lezat!	Mom, I'd like more of the chocolate Dancow, please! New! A glass of delicious Dancow Fortigro

Kini dengan kombinasi unik DHA dan zat besi, bantu ia siap belajar	Chocolate! Now with a unique combination of DHA and iron, helping them get ready to learn
Makin semangat bikin tugas!	Even more excited to complete assignments!

The following is the comparison analysis of both advertisements.

1. Textual Analysis

a. Linguistic Analysis

Both advertisements use short and straightforward sentences to enhance clarity, ensuring the message resonates with the main target audience, in this case is the parents. This approach grabs the viewer's attention right away. Long-winded sentence, on the other hand, can lose the audience's interest, leading them to discontinue the ads. The following is a deeper analysis at the similarities and differences in both ads' stylistic features.

Similarities

1. The use of technical terms

Table 3. Technical Terms

Dancow 1+ Imunutri	Dancow Fortigro Coklat
..., a unique combination of DHA and iron	Now with a unique combination of DHA and iron, ...

Both advertisements strategically incorporate the technical terms "DHA and iron" to highlight key nutrients found in Dancow milk. By emphasizing these components, Nestle aims to reassure consumers that their product consistently contains essential nutrients crucial for children's development. This deliberate use of technical terminology not only underscores that brand's commitment to supporting children's nutrition, but also serves to build trust and confidence among the audiences, positioning Dancow as a reliable and health-conscious choice for families.

2. The use of positive-value words

Table 4. Positive-value Words

Dancow 1+ Imunutri	Dancow Fortigro Coklat
a. You're smart, huh! b. It's easy, right? c. Dancow for healthy growth	a. Mom, I'd like more of the chocolate Dancow, please! b. New! c. A glass of delicious Dancow Fortigro Chocolate! d. Even more excited to complete assignments!

In the Dancow 1+ Imunutri advertisement, the dialogue is strategically crafted to emphasize the product's role in supporting children's growth and intelligence. Dialogue A features one toddler praising another for choosing Dancow, subtly positioning the milk as the smart choice for fulfilling nutritional needs. This interaction cleverly implies that consuming Dancow contributes to cognitive development. Dialogue B reinforces this message, as the second toddler responds with the word "easy", suggesting that the nutrients in Dancow naturally support a child's thinking abilities, making tasks feel effortless. Finally, Dialogue C wraps up the narrative by clearly stating Dancow 1+ Imunutri's benefit in promoting healthy growth and development.

Similarly, in the Dancow Fortigro Coklat advertisement, the opening Dialogue A immediately engages the audience. It captures the child's excitement and genuine enthusiasm for the product. The mother's response in Dialogue B and C introduces the new chocolate variant, using words like "delicious" and the exclamation "New!" to evoke excitement and curiosity about the product. This choice of language not only highlights the product's appealing taste but also builds anticipation. Dialogue C reinforces this by framing the milk as a fun and enjoyable addition to a child's study routine. Overall, this advertisement presents Dancow Fortigro Coklat as both nutritious and enjoyable.

3. The use of persuasive language styles

Table 5. Persuasive Language Styles

Dancow 1+ Imunutri	Dancow Fortigro Coklat
Once they turn one year old, they need Dancow, a unique combination of DHA and iron	Now with a unique combination of DHA and iron, helping them get ready to learn

Both advertisements highlight the crucial role Dancow plays in supporting children's growth and development. In the Dancow 1+ Imunutri ad, the mother confidently endorses Dancow as the ideal nutritional choice for toddlers reaching their first year, reinforcing its importance for early development. Similarly, the Dancow Fortigro Coklat ad positions the product as a key factor in enhancing children's brain function, preparing them to absorb new information and excel in their learning. Collectively, these ads encourage the audiences to trust Dancow as the reliable choice for their children's nutritional needs, by providing the nutritional content in the milk.

Differences

1. Targeted Message

The Dancow 1+ Imunutri ad focuses on the nutritional needs of children during their early development. The product is positioned as essential for **children over one year old**. In contrast, the Dancow Fortigro Coklat ad emphasizes both physical and cognitive growth for **children aged 6-12 years**.

2. Tone

The tone of the Dancow 1+ Imunutri ad is **nurturing and educational**. It reassures parents that Dancow is the right choice for their children's development. Meanwhile, the tone of the Dancow Fortigro Coklat ad is **playful and enthusiastic**. It aims to highlight the excitement of the new chocolate flavour, while also linking it to cognitive benefits.

3. Language Style

The Dancow 1+ Imunutri ad uses **clear and informative** language. The message is direct and to the point, emphasizing healthy growth. In contrast, the Dancow Fortigro Coklat ad combines **emotive language with information**. Words like "delicious" and "New!" create excitement. This mix makes the product seem both enjoyable and beneficial for learning.

b. Visual Analysis

Considering the relationship between visual elements and the message conveyed in the advertisements, researchers decided to broaden Fairclough's textual analysis approach to include an examination of the visual components. Below is a detailed analysis of the visual elements in both advertisements.

1. *Visual composition*

Both advertisements showcase the interaction between a mother and her child, visually highlighting the emotional bond between Dancow as a product and the mother's role in nurturing her child growth and development.



Image 1. Dancow 1+ Imunutri Ad

This advertisement depicts a scene in a supermarket, where the mother and child share a playful and joyful interaction. The mother's playful gestures and bright smile show her genuine care while guiding her little one through the store. The tagline, "Nutrisi Sama, Harga Baru. Lebih Murah!" (Same Nutrition, New Price. Cheaper!), reassures parents that they can provide the best for their children without breaking the bank.



Image 2. Dancow Fortigro Coklat Ad

Meanwhile, the Dancow Fortigro Coklat advertisement was set in a cozy kitchen, where the mother shares a joyful moment with her two energetic children. Their laughter fill the room as they enjoy their drinks. The scene feels relatable, showing how Dancow supports not just physical growth, but also the happiness and vitality of children.

2. Color



Image 3. Dancow 1+ Imunutri Ad



Image 4. Dancow Fortigro Coklat Ad

The dominant color in both advertisements is yellow, which is bright and vibrant. Yellow is often associated with positivity, energy, warmth, and happiness. While the red text “Nutrisi Sama, Harga Baru. Lebih Murah!” and “Nutrisi Siap Belajar” adds urgency and draws attention to key promotional messages. In the Dancow 1+ Imunutri advertisement, yellow highlights affordability and complements the playful interactions between a mom and her child. Similar but not the same, the color yellow in Dancow Fortigro Coklat advertisement conveys enthusiasm and energy.

3. Scientific elements



Image 5. Dancow 1+ Imunutri Ad



Image 6. Dancow Fortigro Coklat Ad

The scientific elements in both advertisements are highlighted through the depiction of DHA and iron as interlocking puzzle pieces that complement each other. This illustration emphasizes the key nutrients for children’s growth and cognitive development. DHA (Docosahexaenoic Acid) is widely recognized for its role in brain health and function, particularly in supporting memory and learning, while iron helps in oxygen transport in overall energy levels. This adds the credibility and appeals to the targeted audience.



Image 7. Dancow Fortigro Coklat Ad

Additionally, in the Dancow Fortigro Coklat advertisement, the phrase “9 dari 10 Bunda Percaya” (9 out of 10 mothers trust) uses a bold red and yellow statistic to making it more convincing for parents.

2. Discursive Practice

According to Fairclough’s three-dimensional model, discursive practice emphasizes the production, distribution, and consumption of a text. For advertisements, this involves analyzing how companies craft messages to attract their target audiences and how these audiences interact with the messages based on their social and cultural backgrounds.

In the case of Dancow advertisements, the messages are tailored to address parents’ concerns about their children’s overall well-being. The analysis below outlines how Dancow advertisements are created, delivered, and received by the audience.

- a. *Production*: Both advertisements, produced by Nestle under the well-known Dancow brand, focus on showcasing the bond between a mother and her child. These two roles are central to the ads, emphasizing a warm and loving relationship to create an emotional connection with viewers. In the Dancow 1+ Imunutri ad, a playful conversation between two toddlers is portrayed in “baby talk”, a language only they can understand. This way charms the audience and keeping them engaged. On the other hand, the Dancow Fortigro Coklat ad uses enticing visuals of rich, creamy chocolate milk to appeal the viewer’s senses and appetite.
- b. *Distribution*: The ads are broadcasted on digital platforms like Youtube, where those in middle class households are likely to consume such content. The platform’s algorithm will ensure the advertisements reach specific demographics, such as parents of young children, based on viewing history and interests. Additionally, the ads short duration between 15 to 30 seconds is ideal for online viewing.
- c. *Consumption*: After promoting those ads, parents will watch with the expectation of finding a right solution to nutritional needs for children. Children are indirectly

targeted by highlighting the delicious taste to influence their preference. Moreover, the ads align with parents' concerns about health (DHA and iron) and education, appealing to their desire for children's success.

To improve the entire process of production, distribution, and consumption of the ads, it is essential to implement effective strategies. The following are the strategies applied.

Table 5. Discursive Features

Strategies used in advertisement	Dancow 1+ Imunutri Ad	Dancow Fortigro Coklat Ad
Statistic data	-	9 dari 10 Bunda Percaya ...
Technical terms	DHA and iron	DHA and iron
Emotive words	Tasty Smart Oh!	Please Delicious Excited

3. Socio-cultural practice

In today's world, the role of a mother is highly revered and central to family dynamics, more than a father. Society places significant expectations that mothers have instinctive ability to care for and nurture their children. Mothers' presence in honing, loving, and nurturing children is very crucial because it influences through children's character building (Aziza, 2020). How children behave in society is considered a direct reflection of their mother's teaching and care. This is reflected in Dancow advertisements, which only feature two roles, the mother and the child. The mother is portrayed as a loving, knowledgeable, and responsible figure for her child's growth and development. These societal expectations align with patriarchal values that often place the burden of caregiving on mothers. If a child falls ill, the mother is often the first to be blamed for not paying close attention to her child. This idea often puts pressure on women by portraying motherhood as something natural and effortless (O'Reilly, 2016).

In addition to societal expectations, economic challenges play a significant role in shaping the decisions mothers make when it comes to their children's nutrition. Many Indonesian households, especially those in the lower and middle-income brackets, face the constant struggle of balancing family needs with limited financial resources. The rising cost of living has made it increasingly difficult for families to access high-quality nutrition for their children. A study shows that in Asia, low household income and food insecurity result in diets lacking essential nutrients, contributing to high rates of stunting and wasting (Okolo et al., 2021). Dancow 1+ Imunutri directly addresses this concern by offering a product that is both nutritious and affordable. The ad provides a solution for parents who want the best for their children without stretching their budget. The tagline, "Nutrisi Sama, Harga Baru. Lebih Murah!" reinforces this message. This thoughtful approach reflects Dancow's effort to align with the economic concerns of its target audience.

While providing nutrition is a main consideration for parents, Dancow also recognizes that as children grow, their tastes and preferences evolve. Taste preferences are formed during early childhood (Schwartz et al., 2011). As children move from the

toddler years to school age, their nutritional needs remain important, but so does their desire for flavors they enjoy. Generally, children favor sweet and those high in fat foods. This shift in focus is evident in the introduction of Dancow Fortigro, which, while still offering essential nutrients like DHA and iron, now caters to children aged 6 to 12 by adding a chocolate flavor that appeals to their developing tastes.

CONCLUSION

This study compared two Dancow advertisements: Dancow 1+ Imunutri and Dancow Fortigro Coklat, using Fairclough's Critical Discourse Analysis framework to explore how they communicate their messages. Both ads share similarities in their use of persuasive strategies, such as technical terms (DHA and iron) and emotional language to appeal to parents, but they differ in their focus and tone. The Dancow 1+ Imunutri ad targets parents of toddlers by emphasizing nutrition and affordability, while the Dancow Fortigro Coklat ad appeals to parents of school-aged children by promoting cognitive development and highlighting its appealing taste. The study highlights the importance of tailoring advertisements to specific age groups, showing how language and visuals can align with both parents' concerns and children's needs. This research also sheds light on the societal expectations placed on mothers and their role in child development. However, due to time constraints, the study was limited to two ads and did not include other Dancow variants. Future studies could explore a wider range of advertisements and investigate how audiences interpret and respond to these marketing strategies.

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