

A Semantic Analysis of Food and Beverage Advertisements on Instagram

I Made Darmayasa Wilantara

wilantara_kpts@upk.ac.id

Universitas PGRI Kalimantan

ABSTRACT

This study investigates the semantic features employed in food and beverage advertisements published on Instagram. The study aims to understand how lexical choices, connotative strategies, and meaning relations are employed to construct brand image, elicit emotional resonance, and influence consumer preferences. Data were collected from ten official advertising posts of popular food and beverage brands that commonly appear on Indonesian users' feeds between January and June 2025. A descriptive qualitative analysis was conducted using frameworks for lexical, connotative, and relational semantics. The findings reveal a consistent pattern in which advertisements combine denotative meanings to communicate product attributes, connotative meanings to evoke emotional associations, and relational meanings to establish cultural ties and social identity. Beyond describing advertising language, this study contributes to linguistic research by demonstrating how semantic structures function in multimodal digital discourse and how meaning-making processes operate within contemporary social media communication. In addition, the findings offer practical insights for marketing studies by illustrating how strategic word choices and semantic framing can enhance brand positioning, audience engagement, and persuasive effectiveness in digital advertising environments. These insights highlight that semantic strategies are not merely stylistic elements but play a significant role in shaping consumer perception and interaction in the digital marketplace

Keywords: Semantics, Advertisement, Instagram, Food And Beverage, Connotative Meaning

INTRODUCTION

The rapid development of social media has fundamentally transformed the landscape of marketing communication. Among the various emerging digital platforms, Instagram stands out as the most dominant visual medium, offering an interactive space where producers and consumers can engage in more personal and emotional ways. Instagram's strength lies in its ability to integrate images, videos, and concise text into a single unified display, allowing promotional messages to be delivered effectively and attractively in a short span of time. Advertisements on Instagram rely not only on visual appeal but also on strategic language choices. Captions, slogans, and hashtags function as linguistic elements that guide viewers in interpreting images according to the intended message. In this context, language is not merely a complement to visuals but an integral part of branding and persuasion strategies. The choice of concise yet meaningful words becomes crucial

to attract the attention of audiences who tend to scroll quickly through their mobile screens.

In the realm of food and beverage products, the role of language becomes even more significant. Advertising language often serves to bestow subjective qualities on products such as deliciousness, natural freshness, authenticity of ingredients, or emotional pleasure associated with consumption experiences. Through carefully selected diction, producers attempt to create an image of taste or aroma in the minds of consumers even before a purchase occurs. Words such as *freshly brewed*, *homemade*, or *authentic taste* are not merely factual descriptions but symbolic expressions that evoke emotional and cultural associations. In this regard, semantic analysis serves as an essential approach to understanding how meaning is constructed, manipulated, and disseminated through advertising language. This approach enables researchers to explore the hidden layers of meaning within texts how words, collocations, metaphors, and registers work synergistically to build persuasive marketing narratives. For instance, metaphors such as “a drinkable happiness” or “a taste that brings back childhood memories” illustrate how language connects products with cultural values and personal experiences.

Thus, the study of advertising language on social media, particularly Instagram, is not only relevant to linguistics but also to communication, cultural, and consumer behavior studies. Through semantic analysis, researchers can better understand how linguistic strategies contribute to brand image creation, emotional engagement, and product identity formation in the increasingly competitive digital marketplace. Based on this background, the present study aims to examine the semantic strategies used in food and beverage advertisements on Instagram and to understand how these strategies contribute to persuasive communication in digital marketing contexts. Specifically, this study focuses on identifying the types of semantic meanings, including denotative, connotative, and relational meanings, employed in food and beverage advertisements on Instagram. It also analyzes how these semantic elements are used to construct persuasive messages and emotional engagement in advertising language. In addition, this study examines how semantic strategies contribute to the formation of brand image and consumer perception in social media advertising.

LITERATURE REVIEW

Previous Studies on Semantics in Advertising

Previous research on semantics in advertising and media communication has demonstrated that language plays a crucial role in shaping meaning, consumer perception, and brand identity. Advertising language does not merely convey information about products but also functions as a persuasive and symbolic tool that constructs emotional associations and cultural values around consumption. Klinger and Svensson (2015) examined semantic strategies in Instagram advertising captions and found that lexical choices and rhetorical expressions significantly influence audience engagement, including likes, comments, and shares. Their

findings suggest that the effectiveness of social media advertising is not determined solely by visual presentation but also by the way meanings are constructed through language.

Similarly, Hollis and Ritchie (2018) investigated food and beverage advertising and discovered that advertisers frequently employ sensory metaphors and emotionally loaded expressions to create vivid mental images of taste and experience. Words and phrases associated with pleasure, freshness, happiness, and authenticity were found to strengthen consumers' emotional connection with the product. Yeomans (2010) also emphasized the importance of metaphorical language in culinary marketing communication. According to his study, expressions such as "taste of happiness" or "a sip of sunshine" serve as semantic devices that translate sensory experiences into linguistic forms that audiences can easily imagine and emotionally relate to.

Language Localization and Code-Mixing in Advertising

In the Indonesian context, Sari (2019) explored language localization in advertising and found that many brands combine Indonesian, local dialects, and English expressions to appeal to younger audiences. This linguistic blending creates familiarity and cultural relevance in advertising messages. Likewise, Putri (2021) analyzed code-mixing in social media advertisements and concluded that the integration of English vocabulary within Indonesian sentences helps construct a modern and trendy brand image. Expressions such as "ngopi bareng vibes-nya chill banget" demonstrate how advertisers strategically manipulate language to resonate with digitally active consumers.

Although these studies highlight the importance of linguistic strategies in advertising, most of them focus primarily on rhetorical devices, metaphor usage, or language style. Relatively few studies examine how different layers of meaning systematically operate in advertising discourse, particularly within the context of Instagram food and beverage promotions. Instagram advertising involves short captions, hashtags, and multimodal elements that rely heavily on condensed semantic expressions to convey complex meanings in limited textual space. Therefore, a semantic analysis that examines how meaning is structured and interpreted becomes essential for understanding how advertising language functions in this digital environment. For this reason, the present study applies a semantic approach to analyze food and beverage advertisements on Instagram, focusing on how different types of meaning contribute to persuasive communication and brand identity construction.

Conceptual Framework

The conceptual framework of this study is grounded in semantic theory, advertising discourse theory, and social media communication theory. These theories provide a conceptual foundation for analyzing how meaning is constructed and interpreted

in advertising language. Semantics is the branch of linguistics that studies meaning in language. According to Lyons (1995), semantics focuses on how linguistic expressions represent objects, concepts, and relationships in the world. In advertising discourse, semantic analysis is particularly useful because promotional language often conveys multiple layers of meaning that go beyond literal product descriptions.

Denotative, Connotative, and Relational Meaning

Leech (1981) proposed several categories of meaning in language, including denotative meaning and connotative meaning. Denotative meaning refers to the literal or dictionary meaning of a word, while connotative meaning refers to emotional, cultural, and associative interpretations attached to that word. In advertising language, these two types of meaning frequently work together. Denotative meanings describe product attributes such as ingredients or quality, whereas connotative meanings evoke feelings, sensory imagination, and symbolic associations.

In addition to denotative and connotative meanings, relational meaning is also relevant for analyzing advertising discourse. Relational meaning refers to how language constructs social relationships between speakers and audiences, including expressions of familiarity, intimacy, or shared cultural identity. In the context of social media advertising, relational meaning becomes particularly significant because brands attempt to build a sense of connection and interaction with their audiences.

These three semantic categories, namely denotative, connotative, and relational meanings, are selected as the main analytical framework of this study. Denotative meaning allows the analysis to identify how advertisements present factual product information. Connotative meaning enables the exploration of emotional and symbolic associations created through advertising language. Meanwhile, relational meaning helps explain how linguistic expressions construct relationships between brands and consumers in the interactive environment of social media.

Advertising Discourse and Symbolic Meaning

From a semiotic perspective, Barthes (1972) explained that everyday objects can be transformed into symbolic representations of cultural values through language and imagery. In advertising, food and beverages are often portrayed not merely as consumable products but also as symbols of lifestyle, happiness, family bonding, or nostalgia. Through such symbolic constructions, advertisements create cultural narratives that influence how audiences interpret the product. Furthermore, Cook (2001) argued that advertising language is strategically designed to persuade audiences by constructing desirable product images and emotional associations. The use of figurative language, persuasive vocabulary, and rhetorical expressions contributes to shaping consumer attitudes and perceptions.

Social Media Communication in Instagram Advertising

In the context of digital communication, Kaplan and Haenlein (2010) emphasized that social media platforms transform communication patterns by enabling interactive relationships between brands and consumers. Unlike traditional advertising, which tends to be one-directional, social media advertising allows users to respond, comment, and share content. On platforms such as Instagram, captions, hashtags, emojis, and comment interactions function together as a discourse system that shapes brand identity and consumer engagement. Through the integration of semantic theory, advertising discourse theory, and social media communication theory, this study aims to provide a comprehensive understanding of how meaning is constructed and communicated in Instagram food and beverage advertisements.

METHOD

Design and Sample

This study employed a descriptive qualitative research design to examine the semantic strategies used in Instagram advertisements. This design was considered appropriate because the study focused on interpreting meanings embedded in advertising language rather than measuring numerical relationships. Through a qualitative approach, the researcher was able to explore how words, phrases, slogans, hashtags, and audience responses construct persuasive meanings in social media advertising. The data sources of this study were Instagram advertisement posts from popular food and beverage brands that frequently appear in Indonesian Instagram feeds. The samples were selected using purposive sampling. This technique allowed the researcher to select data that were relevant to the objectives of the study and suitable for semantic analysis.

The sample consisted of ten advertisement posts published between January and June 2025. The posts were selected based on several criteria. First, the posts were taken from official brand accounts. Second, the posts contained advertising captions, slogans, hashtags, or promotional language. Third, the posts showed high engagement levels, such as likes, comments, and shares. The selected advertisements represented different market segments, including local and international brands as well as premium and mass-market products. This variation was intended to provide a broader understanding of the linguistic strategies used in digital marketing communication.

Instruments and Procedures

The main instrument of this study was the researcher. In qualitative research, the researcher plays an important role in selecting, interpreting, and analyzing the data. The researcher was responsible for identifying relevant advertisements, examining their linguistic elements, and interpreting the semantic meanings found in the data. To support the analysis, the researcher also used a documentation sheet. The documentation sheet was used to record and classify the linguistic data taken from

Instagram advertisements. The components recorded in the documentation sheet included advertisement caption texts, slogans or promotional phrases, hashtags, denotative meanings of lexical items, connotative meanings and emotional associations, and semantic strategies such as metaphorical expressions and cultural references.

The data collection was conducted through documentation procedures. First, the researcher identified official Instagram accounts of food and beverage brands. Second, the researcher selected advertisement posts that met the sampling criteria. Third, screenshots of captions, slogans, hashtags, and relevant user comments were collected as research data. Fourth, the textual data were transcribed and organized into a documentation table. This process helped the researcher analyze the data systematically and ensure that each advertisement was examined based on the same analytical components.

Data Analysis

The data were analyzed through several systematic steps. First, the researcher transcribed and segmented the textual data obtained from advertisement captions, slogans, and hashtags. Each linguistic unit was then identified and categorized according to its semantic function. Second, the researcher identified the denotative and connotative meanings of the lexical items used in the advertisements. Denotative meaning refers to the literal meaning of words related to product attributes such as taste, ingredients, freshness, price, or quality. Connotative meaning refers to emotional, cultural, and symbolic associations created through advertising language, such as pleasure, comfort, nostalgia, exclusivity, or modern lifestyle.

Third, the researcher analyzed semantic relations found in the promotional language. This analysis included collocation patterns, metaphorical expressions, and cultural framing. For example, expressions such as “taste that brings back memories” were analyzed as metaphorical language because they connect food consumption with emotional experience and personal memory. Through this stage, the researcher examined how advertisers used language to create persuasive messages and emotional engagement. Fourth, the findings from advertisement captions were compared with selected user comments to examine audience interpretation. User comments were used as supporting data to understand how audiences responded to the semantic elements found in the advertisements. The researcher selected comments that explicitly referred to product taste, emotional reactions, personal experiences, product quality, or desire to try the product.

The selected comments were interpreted qualitatively by identifying keywords, emotional expressions, and evaluative statements. Comments such as “this looks so comforting,” “reminds me of home,” or “I need to try this soon” were analyzed as evidence of how connotative meanings such as warmth, nostalgia, and desirability were perceived by the audience. Meanwhile, comments mentioning ingredients,

freshness, or product quality were interpreted as responses to denotative information presented in the advertisements. Through this interpretative process, user comments functioned as supporting data that helped confirm how semantic strategies in advertisement captions influenced audience perception and emotional engagement. By comparing semantic elements in the advertisements with audience responses in the comment sections, the study was able to illustrate the relationship between advertiser intention and audience interpretation in the Instagram communication environment. The analysis was grounded in lexical semantics and pragmatic theory. Lexical semantics helped explain how meaning was constructed through word choice, while pragmatic theory helped interpret meaning based on context and communicative intention. Through this approach, the study not only described the linguistic structure of Instagram advertising captions but also revealed deeper semantic layers that shape consumer perception and brand image in social media advertising.

RESULT AND DISUSSION

The findings of this study show that food and beverage advertisements on Instagram use various semantic strategies to construct persuasive meanings. The semantic strategies identified in the data can be grouped into three major categories: denotative meaning, connotative meaning, and relational meaning. In addition, several supporting patterns were also found, including code-mixing, strategic hashtags, and brand personification. These findings indicate that advertising language on Instagram does not only provide product information, but also creates emotional, cultural, and social meanings that influence consumer perception.

Denotative Meaning

Denotative meaning refers to the literal and referential meaning of words used in advertising texts. In the context of food and beverage advertisements, denotative meaning appears through expressions that describe the visible, measurable, and factual qualities of the product. These qualities include freshness, ingredient quality, nutritional value, production process, and product origin. The data show that advertisers frequently use lexical choices such as “*freshly brewed*,” “*made from selected beans*,” “*no preservatives*,” “*low sugar*,” “*natural ingredients*,” and “*100% Arabica beans*.” These expressions provide direct information about the product and help consumers understand its basic characteristics. Through these words, advertisements present the product as credible, reliable, and worth buying. In this case, language functions as an informative tool that supports consumers’ rational judgment.

For example, the phrase “*brewed from selected Indonesian beans*” in a coffee advertisement clearly represents denotative meaning. The phrase directly informs consumers about the origin and quality of the coffee beans. Similar expressions can also be found in beverage advertisements that use phrases such as “*freshly roasted every morning*” and “*made from 100% Arabica beans*.” These expressions

emphasize product quality and authenticity. The function of denotative meaning in food and beverage advertisements is important because it builds the first layer of consumer trust. Consumers are given factual information before they are invited to connect emotionally with the product. Denotative expressions also help brands construct an image of professionalism and product expertise. When brands mention ingredients, origin, or production methods, they indirectly suggest that their products are carefully prepared and have high quality standards.

However, denotative meaning in Instagram advertisements is rarely presented through text alone. It is usually supported by visual elements, such as close-up images of coffee beans, fresh fruit, chocolate, milk foam, or packaged products. These visual elements strengthen the literal meaning of the text by providing visual proof of freshness and quality. Therefore, denotative meaning in Instagram advertising works together with visual representation to create a stronger impression of authenticity. This finding suggests that denotative meaning functions as the foundation of persuasive communication. Before consumers are emotionally attracted to a product, they need to recognize its basic value and quality. In this sense, factual language becomes the entry point for building consumer trust and brand credibility.

Connotative Meaning

Connotative meaning refers to emotional, cultural, and associative meanings attached to words or expressions. Unlike denotative meaning, which focuses on literal information, connotative meaning focuses on feelings, imagination, and symbolic associations. In Instagram food and beverage advertisements, connotative meaning plays a central role in making the product more attractive and emotionally meaningful. The findings show that advertisers often use words and phrases such as “*comfort*,” “*homey*,” “*authentic*,” “*pure*,” “*temani harimu*,” “*taste of happiness*,” and “*pelukan hangat dalam setiap tegukan*.” These expressions do not only describe the product, but also create emotional associations. For example, the phrase “*temani harimu*” suggests that the product can become a companion in the consumer’s daily life. It gives the product a warm and personal meaning.

One common connotative strategy found in the data is the use of metaphor. Expressions such as “*a hug in a cup*” or “*pelukan hangat dalam setiap tegukan*” transform a beverage into a symbol of comfort, warmth, and affection. Through this metaphor, drinking coffee or tea is not presented merely as an act of consumption, but as an emotional experience. The product is associated with relaxation, care, and personal comfort. Another example can be seen in expressions such as “*sweet like your first love*.” This phrase connects sweetness with romantic memory and emotional nostalgia. The literal taste of sweetness is expanded into a symbolic meaning related to affection, youth, and personal experience. This shows how advertisers use language creatively to move product meaning from the physical level to the emotional level.

Connotative meaning is also strengthened by visual elements. Warm colors, soft lighting, smiling faces, cozy interiors, and family or friendship scenes support the emotional message expressed in the caption. When the text suggests comfort, happiness, or nostalgia, the visual elements help make these meanings more visible and believable. Therefore, connotative meaning in Instagram advertising is produced through the interaction between words and images. This finding is in line with the view that advertising language does not merely inform, but also influences emotions and attitudes. In the advertisements analyzed, connotative meaning functions as the heart of persuasion. It encourages consumers not only to know the product, but also to feel connected to it. Through connotative expressions, brands transform ordinary food and beverages into symbols of happiness, comfort, memory, and lifestyle.

Relational Meaning

Relational meaning refers to how language constructs relationships between brands and consumers. In the context of Instagram advertising, relational meaning appears when brands use language to create familiarity, closeness, shared identity, and social connection. This type of meaning is important because social media advertising is interactive and audience-oriented. The findings show that relational meaning is commonly expressed through collective and cultural vocabulary. Phrases such as “*bersama keluarga*,” “*ngumpul bareng teman*,” “*rasa nusantara*,” and “*teman setia di setiap kebersamaan*” suggest that the product is closely related to social life. The product is not presented only as something to consume individually, but also as something that can accompany moments of togetherness.

For example, the tagline “*teman setia di setiap kebersamaan*” constructs the product as a loyal companion in social situations. This expression emphasizes friendship, loyalty, and shared happiness. It positions the product as part of family gatherings, friendship moments, and everyday social interaction. In the Indonesian cultural context, this kind of expression is meaningful because togetherness and hospitality are important social values. Relational meaning also appears through expressions that highlight local and national identity. Phrases such as “*rasa nusantara*” and “*cita rasa lokal dengan sentuhan modern*” connect the product with Indonesian culture and local pride. These expressions suggest that consuming the product is not only about enjoying food or drink, but also about appreciating local taste, heritage, and creativity. In this way, advertisers use language to place the product within a broader cultural identity.

Another important finding is that relational meaning is strengthened through brand interaction in comment sections. Replies such as “*siap temani hari kamu!*” and “*makasih udah share momennya!*” create a conversational and personal tone. These expressions make the brand appear friendly, responsive, and close to consumers. Although the interaction is commercial, the language creates the impression of personal communication. This finding shows that relational

meaning functions as a strategy to reduce the distance between brand and audience. Through informal, friendly, and culturally familiar expressions, brands create a sense of belonging. Consumers are positioned not only as buyers, but also as members of an online community connected by shared taste, lifestyle, and emotional experience.

Additional Semantic Patterns

In addition to denotative, connotative, and relational meanings, the analysis also found several supporting semantic patterns. These patterns include code-mixing, strategic hashtags, and brand personification. These strategies enrich the meaning of advertising texts and make them more suitable for the digital communication style of Instagram users. The first pattern is code-mixing. Many Indonesian food and beverage advertisements combine Indonesian and English in one caption or slogan. Examples include “*Ngopi bareng, feel the vibes!*” and “*Rasa lokal, mood internasional.*” This mixture of languages creates a modern, youthful, and trendy impression. English expressions are often used to suggest global lifestyle, while Indonesian expressions maintain cultural closeness and local identity.

Code-mixing also reflects the language style of young digital users who are familiar with bilingual expressions in everyday online communication. By combining English and Indonesian, brands can sound more casual, modern, and relatable. This strategy helps brands reach younger consumers who often associate English with modernity, creativity, and global culture. The second pattern is the use of hashtags as semantic anchors. Hashtags such as #*MomentOfHappiness*, #*RasaRumah*, and #*NgopiBareng* function not only as search tools, but also as condensed messages that carry emotional and cultural meanings. For example, #*RasaRumah* evokes feelings of comfort, belonging, and nostalgia, while #*MomentOfHappiness* connects the product with joyful experiences. These hashtags summarize the main emotional message of the advertisement.

Hashtags also encourage audience participation. When consumers use the same hashtags in their own posts or comments, they take part in constructing the brand’s meaning. This shows that meaning in Instagram advertising is not created only by the brand, but also by the audience. In this sense, hashtags help transform advertising into a form of collaborative storytelling. The third pattern is brand personification. Some advertisements present the product or brand as if it were a human companion. Expressions such as “*Aku siap temani harimu dengan rasa terbaikku*” give the product human-like qualities. The use of first-person pronouns such as *aku* and action verbs such as *temani* creates a friendly and intimate tone. Brand personification helps create emotional closeness between the product and the consumer. The product is no longer presented as a passive object, but as an active companion in the consumer’s daily life. This strategy is useful in social media advertising because it makes the brand sound more approachable, caring, and responsive.

The findings of this study indicate that Instagram food and beverage advertisements construct meaning through a multi-layered semantic structure. Denotative, connotative, and relational meanings do not appear as separate elements, but work together to shape persuasive advertising messages. Denotative meaning provides factual information about the product, connotative meaning creates emotional appeal, and relational meaning builds social and cultural connection between the brand and consumers. Through the interaction of these three layers, advertising language on Instagram becomes more than a tool for delivering product information. It becomes a strategic medium for shaping consumer perception, emotional engagement, and brand identity.

At the denotative level, the advertisements analyzed in this study emphasize product quality, freshness, ingredients, production methods, and authenticity of origin. Expressions such as *freshly roasted, selected Indonesian beans, 100% Arabica, made with real chocolate, and no preservatives* show how brands use literal descriptions to present their products as trustworthy and high quality. These expressions help consumers understand the basic characteristics of the product and provide rational reasons to consider purchasing it. In a digital marketplace where consumers are exposed to many similar advertisements, denotative language functions as a credibility marker. It helps distinguish a product from other competing products by foregrounding concrete and recognizable product attributes. However, the findings also show that denotative meaning rarely stands alone. In most advertisement samples, factual statements are supported by visual elements such as close-up images of coffee beans, fresh ingredients, steaming drinks, creamy textures, or carefully prepared food. These visual cues strengthen the literal information presented in the caption and make the product appear more authentic and desirable. For example, a phrase about freshness becomes more convincing when it is accompanied by an image of fresh fruit or a newly prepared beverage. This shows that denotative meaning in Instagram advertisements is closely connected to visual representation. The text provides factual information, while the image gives sensory evidence that supports the message.

After establishing trust through denotative meaning, advertisers move to a deeper level of persuasion through connotative meaning. The findings reveal that food and beverage advertisements frequently use emotionally loaded expressions to connect products with feelings such as comfort, happiness, nostalgia, warmth, and pleasure. Phrases such as *a hug in a cup, sweet moments, sweet like your first love, and temani harimu* show how advertisers transform ordinary food and drink products into meaningful emotional experiences. These expressions do not merely describe taste or product function. They invite consumers to imagine the product as part of their personal memories, daily routines, and emotional needs.

Connotative meaning becomes especially powerful in food and beverage advertising because consumption is closely related to sensory and emotional experience. People do not consume food and drinks only to satisfy physical needs. They also associate them with relaxation, togetherness, memory, identity, and

pleasure. Through metaphorical and affective language, advertisers transfer sensory qualities such as sweetness, warmth, and freshness into emotional meanings. For instance, the expression *a hug in a cup* connects a beverage with comfort and care, while *sweet like your first love* connects taste with affection and nostalgia. In this way, the product is no longer presented only as something to consume, but as something to feel and experience.

The emotional appeal created through connotative meaning is further strengthened by relational meaning. While connotative meaning connects the product with personal feelings, relational meaning places the product within social and cultural relationships. The findings show that many advertisements use expressions such as *ngopi bareng teman, bersama keluarga, temani harimu, and teman setia di setiap kebersamaan* to position food and beverages as part of shared moments. These expressions suggest that the product is not only consumed individually, but also enjoyed with friends, family, and communities. In the Indonesian context, this strategy is highly relevant because values such as togetherness, hospitality, and social closeness are strongly embedded in everyday life.

Relational meaning also appears through references to local and national identity. Phrases such as *rasa nusantara* and *cita rasa lokal dengan sentuhan modern* show how brands connect their products with cultural pride and local authenticity. Through this strategy, consuming a product is framed not only as an act of buying food or drink, but also as a way of appreciating local taste, tradition, and creativity. This cultural positioning strengthens the emotional and symbolic value of the product. It also allows brands to build a closer relationship with consumers who identify with local culture and national identity.

In addition to captions and slogans, relational meaning is also reinforced through interaction in the comment sections. Brand responses such as *makasih sudah mampir!, siap temani harimu!, and makasih udah share momennya!* create a conversational and friendly tone. These responses reduce the distance between brand and consumer by making the brand appear more personal, responsive, and approachable. Although the interaction remains commercial, the language creates the impression of interpersonal communication. This shows that Instagram advertising is not only built through one-way promotional messages, but also through small forms of digital interaction that help construct brand familiarity.

The findings also reveal that semantic strategies in Instagram advertising are shaped by digital communication practices. Code-mixing, hashtags, and brand personification appear as supporting patterns that make the advertisements more relevant to Instagram users. Code-mixing, as seen in expressions such as *Ngopi bareng, feel the vibes!* and *Rasa lokal, mood internasional*, reflects the hybrid language style commonly used by young digital audiences. English expressions create a modern and global impression, while Indonesian expressions maintain cultural closeness and local identity. This combination allows brands to sound youthful, casual, and relatable.

Hashtags also play an important semantic role in Instagram advertisements. Hashtags such as *#MomentOfHappiness*, *#RasaRumah*, and *#NgopiBareng* function not only as technical tools for categorization, but also as condensed messages that carry emotional and cultural meanings. For example, *#RasaRumah* evokes comfort, belonging, and nostalgia, while *#MomentOfHappiness* connects the product with joy and positive experience. These hashtags help summarize the main message of the advertisement and encourage users to participate in the brand's discourse. When consumers use the same hashtags in their own posts or comments, they become involved in reproducing and extending the meaning of the brand.

Brand personification further strengthens the emotional and relational dimensions of advertising language. Expressions such as *Aku siap temani harimu dengan rasa terbaikku* present the product as if it were a human companion. The use of first-person pronouns and action verbs creates a friendly and intimate tone. This strategy makes the brand appear caring, responsive, and emotionally available. In a competitive digital environment, this humanized language helps brands build a stronger emotional connection with consumers and makes the product feel closer to their daily lives.

Taken together, these findings show that the persuasive power of Instagram food and beverage advertisements does not come from one semantic layer alone. Denotative meaning contributes to cognitive evaluation by providing factual information about product quality and authenticity. Connotative meaning shapes affective perception by linking products with comfort, happiness, nostalgia, and desire. Relational meaning influences social perception by positioning the product within relationships, communities, and cultural identity. These three layers interact dynamically. The credibility created by denotative information supports emotional appeals, while relational language places those emotions within familiar social and cultural contexts.

The findings also emphasize that visual and linguistic elements cannot be separated in Instagram advertising. Captions, slogans, hashtags, images, colors, and comment interactions work together to construct meaning. A caption about freshness becomes stronger when supported by images of fresh ingredients. A phrase about comfort becomes more convincing when accompanied by warm colors, cozy settings, or smiling faces. This indicates that Instagram advertisements rely on multimodal meaning-making, where language and visual elements support each other to create persuasive and memorable messages.

From a broader perspective, Instagram can be understood as a semantic space where meanings are continuously produced, circulated, and negotiated. Brands create meanings through captions, slogans, visuals, hashtags, and replies to consumers. At the same time, consumers respond through likes, comments, shares, and user-generated content. This interaction shows that meaning in digital advertising is not

fixed. It is dynamic and participatory because audiences also contribute to shaping how the brand is perceived.

Overall, the study shows that the semantic construction of Instagram food and beverage advertisements is more complex than simple word choice. Advertising language is used to inform, evoke emotions, construct relationships, and shape brand identity. Denotative, connotative, and relational meanings work together with code-mixing, hashtags, and personification to influence consumer perception. Therefore, semantic analysis is important for understanding how language contributes to persuasive communication in the digital marketplace. Through semantic strategies, brands do not only promote products, but also create emotional experiences, cultural associations, and social relationships that strengthen their position in consumers' minds.

CONCLUSION

This study demonstrates that semantic strategies play an important role in digital marketing communication, particularly in Instagram food and beverage advertisements. The findings show that advertising language in captions, slogans, and hashtags does not only function to provide product information, but also to construct brand image, evoke emotional responses, and strengthen audience engagement. Through the use of denotative, connotative, and relational meanings, food and beverage advertisements are able to create persuasive messages that combine information, emotion, and social connection.

Denotative meaning appears through words and phrases that emphasize tangible product qualities, such as ingredients, freshness, taste, preparation methods, and product authenticity. This type of meaning helps build consumer trust because it provides clear and concrete information about the product. Connotative meaning, on the other hand, expands product descriptions into emotional and symbolic experiences. Expressions related to warmth, happiness, nostalgia, comfort, and pleasure allow consumers to connect with the product beyond its functional value. Relational meaning further strengthens the persuasive function of advertising language by creating a sense of closeness between the brand and its audience. Through familiar, conversational, and culturally relevant expressions, brands are able to position themselves as part of consumers' daily lives and social interactions.

The study also reveals that semantic meaning in Instagram advertising is closely connected to multimodal communication. Captions, slogans, hashtags, images, colors, and audience interactions work together to produce persuasive meanings. Therefore, the effectiveness of Instagram advertisements depends not only on visual attractiveness, but also on how linguistic elements are carefully used to support product identity, emotional appeal, and consumer engagement. Based on these findings, advertisers and digital content creators are encouraged to use clear denotative information to strengthen credibility and consumer trust. Captions should include relevant product details, such as ingredients, freshness, or preparation methods, so that audiences can easily recognize the product's value. In

addition, advertisers should use emotionally evocative expressions and sensory metaphors to make their messages more memorable and engaging. Language that connects food and beverages with comfort, joy, nostalgia, or togetherness can help transform simple product descriptions into meaningful consumer experiences.

Advertisers should also use relational language that encourages interaction and builds a sense of community. Direct address, friendly expressions, and references to shared moments can make a brand appear more approachable and socially connected. The use of code-mixing between Indonesian and English can also be effective for reaching younger audiences, as long as it is used carefully and does not reduce clarity or cultural authenticity. Moreover, captions, hashtags, and visual elements should be designed as an integrated message so that the linguistic and visual components support each other.

For future research, it is suggested that similar studies examine a larger number of advertisement samples from different product categories or social media platforms. Future researchers may also conduct quantitative studies to measure the relationship between specific semantic strategies and digital marketing outcomes, such as audience engagement, purchase intention, click-through rate, or conversion rate. Cross-cultural studies are also recommended to explore how audiences from different linguistic and cultural backgrounds interpret semantic meanings in social media advertisements. This research contributes to the study of semantics by showing how meaning operates in digital advertising discourse. It also provides practical insights for advertisers and content creators in designing promotional messages that are informative, persuasive, emotionally engaging, culturally relevant, and suitable for contemporary social media communication.

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