

A MOVE AND STEP ANALYSIS OF COFFEE PROMOTIONS IN ONLINE MEDIA

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Abstrak

Media sosial telah menjadi platform yang signifikan untuk mempromosikan berbagai produk, termasuk kopi yang semakin populer di kalangan masyarakat global. Penelitian ini bertujuan untuk menganalisis struktur gerak dan langkah dalam iklan kopi di media sosial dengan menggunakan kerangka teori Bhatia tentang wacana promosi. Metode yang digunakan adalah deskriptif kualitatif dengan pendekatan Critical Genre Analysis (CGA). Data penelitian diambil dari lima iklan merek kopi terkenal di Instagram yang dipilih karena menonjolkan elemen visual dan teks yang menarik. Analisis dilakukan dengan memetakan data ke dalam gerakan dan langkah-langkah berdasarkan teori Bhatia dan menggunakan model Miles dan Huberman untuk mereduksi, menyajikan, dan menarik kesimpulan. Hasil penelitian menunjukkan bahwa Move 2 (Memperkenalkan Penawaran) merupakan strategi utama semua merek untuk menonjolkan produk mereka melalui deskripsi yang persuasif dan visual yang menarik. Selain itu, Jurus 5 (Meminta Tanggapan) dan Jurus 7 (Mengakhiri dengan Sopan) digunakan secara konsisten untuk meningkatkan interaksi dengan pelanggan dan membangun citra yang bersahabat. Beberapa merek menggunakan Jurus 1 (Membangun Kredensial), Jurus 3 (Memberikan Insentif) dan Jurus 6 (Taktik Tekanan) secara selektif untuk menarik perhatian konsumen tertentu. Temuan dari penelitian ini memberikan wawasan baru tentang bagaimana elemen visual, teks, dan konteks budaya berinteraksi untuk menciptakan strategi promosi yang efektif. Selain itu, hasil penelitian ini juga dapat menjadi panduan bagi merek dalam merancang strategi pemasaran yang relevan dan menarik.

Kata Kunci: Analisis Genre Kritis; Bhatia; Iklan; Sosial Media

Abstract

Social media has become a significant platform for promoting various products, including coffee, which is increasingly popular among the global community. This study aims to analyze the structure of move and steps in coffee advertisements on social media using Bhatia's theoretical framework on promotional discourse. The method used is descriptive qualitative with the Critical Genre Analysis (CGA) approach. The research data were taken from five famous coffee brand advertisements on Instagram, selected because they highlighted attractive visual and text elements. The analysis was done by mapping the data into movements and steps based on Bhatia's theory and using the Miles and Huberman model to reduce, present, and draw conclusions. The results showed that Move 2 (Introducing the Offer) was all brands' primary strategy to highlight their products through persuasive descriptions and attractive visuals. In addition, Move 5 (Soliciting Response) and Move 7 (Ending Politely) were used consistently to increase customer interaction and build a friendly image. Some brands used Move 1 (Establishing Credentials), Move 3 (Providing Incentives) and Move 6 (Pressure Tactics) selectively to attract the attention of specific consumers. The findings of this study provide new insights into how visual elements, text, and cultural context interact to create effective promotional strategies. In addition, these results can also be a guide for brands in designing relevant and engaging marketing campaigns on social media.

Keywords: Advertisement; Bhatia; Critical Genre Analysis; Social Media

INTRODUCTION

In today's digital age, social media has become a powerful tool for businesses to market their products and expand their audience reach. The coffee industry, one of the most dynamic sectors, has embraced social media to advertise its offerings, engaging consumers through various marketing strategies. According to Smith et al. (2022), coffee advertisements on social media serve not only as a promotional tool but also as a means of creating an emotional connection between brands and consumers. By analyzing the move and step of coffee ads, we can gain a deeper understanding of the techniques used to influence consumer behavior.

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The analysis of coffee advertisements using Critical Genre Analysis (CGA) seeks to explore the relationship between language, culture, and ideology in the promotion discourse. As a global commodity, coffee is more than just a drink, and also reflects a culture with different meanings in different places. Coffee advertisements provide an interesting example of how messages and communication goals are structured to influence consumer behavior and shape their views of the product.

CGA provides an appropriate method to analyze elements in coffee advertisements, such as the language and symbols used, which increase the advertisement's appeal. According to Mahmood et al., semiotic analysis is essential to understand how images and words in advertisements shape meanings that influence audience interpretations (Mahmood et al., 2022). This aligns with Bhatia's view of interdiscursivity, which shows the importance of professional and cultural contexts in creating advertisements (Bhatia, 2010).

Table 1. Moves and Steps of Promotion by Bathia

Move and Step	Description
Move 1 Establishing Credentials	This move is giving a good impression on their company by highlighting the uniqueness of the product.
Move 2 Introduction the Offer	This move includes the detail of the products or services that the advertiser want to offer.
Step 1 Offering the product or services	A sketchy description of the product or service, mainly for such information as what the major attractions are, etc.
Step 2 Essential detailing of the product or service	A brief information of the product or services to convince the readers of the worthiness of buy the product or use the service.
Step 3 Indicating value of the product or service	An explicit presentation of historical, artistic, or values of the product.
Move 3 Offering Incentive	The advertiser should make the offer of the product or service more attractive such as discounts, rebates, special.
Move 4 Enclosing Documents	This move suggests the advertiser to giving the detailed description of the products or services with ignoring unnecessary details.
Move 5 Soliciting Response	Soliciting response assists the customer to the next step of getting more information about the product or services.
Move 6 Using Pressure Tactics	The using pressure tactics are to push the customers who already tend to buy the product or service to make an immediate decision.
Move 7 Ending Politely	The function of the move is to create and maintain a friendly, pleasant relation between the buyer and the seller.

A well-structured advertisement can persuade readers about a product or service by providing information such as the name, purpose, and use. According to Halliday (1985), language serves as a module in "networks of relationships," providing a system of meaning to promote communication with readers. According to Bhatia (2004), hard-sell advertising typically employ common rhetorical strategies to engage potential buyers. The generic structure of advertisements is crucial for readers as it allows advertisers to simply convey their message. Table 1 shows Bhatia's (1993, 2005) proposed procedures for promotion.

Baylon and Barros (2022)' view of the relationship between genre and knowledge also shows how power influences the creation of advertisements. By understanding this, coffee advertisements not only reflect but also shape consumer culture and social values. The advertisement structure is designed to attract the audience's attention, arouse emotions, and encourage product purchases. Furthermore, multimodal analysis, as explained by Li et al. (2022), enriches understanding by examining how communication elements—images, text, and sound—work together to create meaning (Li et al., 2022). This approach helps better understand how coffee advertisements use these elements to support consumerism and strengthen brand image.

Previous studies on move and step analysis have extensively explored various promotional and advertising genres. For instance, Lestari and Kawati (2023), in their study titled *“Genre Analysis of Online Promotion on Nihi Tourism Website”*, analyzed the genre of online promotional content on the Nihi tourism website using Bhatia’s move and step framework. Similarly, Chaidet et al., in their article *“Move Analysis of Print and Online Advertisements”*, investigated move structures in print and online advertisements across multiple industries. Meanwhile, Tisapramotkul (2018), in her work *“A Move Analysis of Travel Advertorials in a UK National Daily Newspaper”*, examined 75 travel advertorials from *The Telegraph*, a UK national daily newspaper, to identify the typicality and cyclicity of moves and steps.

However, these studies primarily focus on specific industries, such as tourism and travel, or compare formats like print and online media. Despite the growing popularity of social media as a platform for brand promotion, there is limited research applying Bhatia’s move and step framework to social media advertisements. This gap highlights the need for a focused analysis of coffee advertisements on social media platforms, which could provide insights into the strategies employed by coffee brands to engage with their audiences effectively.

This study aims to analyze the move and step structures in social media advertisements of various coffee brands using Bhatia’s framework of promotional discourse. The research seeks to identify the typical patterns, strategies, and persuasive techniques employed in these advertisements, contributing to a deeper understanding of genre-specific promotional strategies in the context of social media marketing.

METHOD

This study used a qualitative descriptive method with a Critical Genre Analysis (CGA) design to analyze coffee advertisements on social media. This method was chosen because it allows in-depth analysis of the interaction between language, culture, and ideology in promotional discourse. Based on Bhatia’s (2010) theoretical framework of promotional discourse, this study aims to identify the structural patterns of steps and moves in coffee advertisements and understand the interdiscursive strategies used to influence consumer culture. Moleong (2010) explains that qualitative methods produce data in words from the observed objects, while Sugiyono (2010) emphasizes that qualitative research is descriptive, with data presented in narrative form, not numbers. Sukardi (2003) adds that descriptive methods systematically describe the characteristics of research objects.

The data sources of this study are five coffee advertisements from various popular brands taken from social media platforms, such as Instagram. The reason for choosing this data is because coffee advertisements on social media often reflect persuasive strategies that combine local and global cultural elements and describe cultural dynamics and consumption patterns that are relevant to everyday life. Data collection was conducted through structured observation techniques, which included recording and documenting advertisements that met the research criteria. The first step was to identify interesting coffee advertisements on social media. The selected advertisements were then documented in screenshots and described in detail, including the text, visuals, and design elements used. Relevant elements, such as move and step, will be analyzed.

Data analysis was conducted using the Critical Genre Analysis theory from Bhatia (2010) and the Miles and Huberman (1994) data analysis model approach, which includes three main stages: data reduction, data presentation, and conclusion drawing. In the data reduction stage, essential elements of text and visuals are separated and grouped based on their communication functions, such as creating needs, highlighting product benefits, or building brand image. Data presentation is carried out in the form of descriptive narratives that explain the patterns of steps and movements in

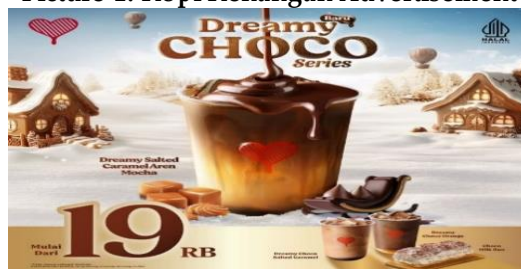
promotional discourse and the interdiscursive strategies used by each advertisement. For example, the analysis can describe how advertisements combine local cultural elements with global aesthetics to attract consumer attention. The conclusion is drawn by evaluating how these patterns reflect the brand's persuasive strategy in influencing consumer behavior. Descriptive analysis highlights the relationship between visual elements, text, and cultural context, resulting in a deeper understanding of how coffee advertising creates messages that are interesting and relevant to the audience.

This study seeks to uncover the patterns of promotional discourse in coffee advertising on social media and explain how these elements form persuasive messages based on consumer preferences. With this approach, the study provides insight into coffee brands' communication strategies for influencing consumer behavior, especially in the context of ever-evolving social media.

FINDINGS AND DISCUSSIONS

A. Findings

Picture 1. Kopi Kenangan Advertisement



Picture 2. Fore Advertisement



Picture 3. Kopi Konnichiwa Advertisement



Picture 4. Tomoro Advertisement



Picture 5. Janji Jiwa Advertisement



Table 2. Analysis of Coffee’s Brand Move and Step

No.	Coffee Brand	Coffee’s Brand Instagram Advertisement Move and Steps									
		M1	S1	M2	S2	S3	M3	M4	M5	M6	M7
1.	Kopi Kenangan		✓	✓	✓				✓		✓
2.	Fore	✓	✓	✓	✓				✓		✓
3.	KopiKonnichiwa	✓	✓	✓	✓				✓	✓	✓
4.	Tomoro		✓	✓	✓				✓		✓
5.	Janji Jiwa	✓	✓	✓	✓		✓		✓	✓	✓

1. Move 1: Establishing Credibility

This step aims to demonstrate the credibility and uniqueness of the brand, which is used by three brands, namely Fore, Kopi Konnichiwa, and Janji Jiwa.

- a) Fore emphasizes its commitment to sustainability and the use of organic ingredients. This message is designed to attract consumers who care about health and the environment.
- b) Kopi Konnichiwa utilizes a distinctive Japanese cultural theme as the brand's main identity, providing a clear differentiating value in the coffee market.
- c) Janji Jiwa emphasizes the values of togetherness and local pride, presenting itself as a friendly, socially responsible, and supportive brand.

2. Move 2: Introducing the Offer

This step is the most important part of Instagram advertising because all brands use it to introduce their products or services. This step includes three main parts:

a. Step 1: Offering the Product or Service

All brands present their products with attractive visuals and evocative descriptions:

- Kopi Kenangan highlights its flagship beverages that are affordable, accessible, and reflect a modern lifestyle.
- Fore promotes a healthy and high-quality menu, aimed at consumers who want a premium coffee experience.
- Kopi Konnichiwa showcases unique Japanese flavors, targeting young consumers who like to try new things.
- Tomoro emphasizes innovative brewing techniques and premium ingredients to attract true coffee lovers.
- Janji Jiwa offers a variety of beverage options that can be customized to customer preferences, making it attractive to various market segments.

b. Step 2: Essential Detailing of the Offer

Each brand provides additional explanations to make the product more attractive:

- Kopi Kenangan explains the selected ingredients and uniqueness of its flagship beverages, suitable for customers who value convenience.
- Fore highlights the use of organic and local ingredients, appealing to health-conscious customers.
- Kopi Konnichiwa emphasizes creative flavor combinations and aesthetic presentation of the beverages.
- Tomoro details its high-quality brewing process and exclusive packaging, targeting high-end customers.
- Janji Jiwa highlights personalization features that allow customers to customize their drinks to their tastes.

c. Step 3: Indicating Value of the Product or Service

Each brand showcases the added value of its products to convince customers:

- Kopi Kenangan presents itself as an affordable brand that still offers premium quality.
- Fore emphasizes sustainability and high-quality ingredients as its core values.
- Kopi Konnichiwa positions itself as a unique choice with a distinct taste and visual experience.
- Tomoro emphasizes the exclusivity of its products, appealing to customers seeking a luxurious coffee experience.
- Janji Jiwa emphasizes quality and focuses on customer satisfaction, providing a personalized and friendly experience.

3. Move 3: Offering Incentives

Only Janji Jiwa uses this step to encourage purchases. The brand offers discounts and loyalty programs as incentives for customers to buy more often and stay loyal to its products.

4. Move 4: Enclosing Documents

This step is not found in any Instagram ads due to the nature of the Instagram platform, which is better suited to visual content and short texts, rather than detailed documents.

5. Move 5: Soliciting Response

All brands encourage customer engagement by providing a clear call-to-action:

- a) Kopi Kenangan encourages customers to order online and participate in a social media challenge, creating a fun interaction with the brand.
- b) Fore promotes its mobile app and delivery service, making it easy for customers to order.
- c) Kopi Konnichiwa provides a direct link to order online or visit its stores.
- d) Tomoro provides an online ordering option and invites customers to explore its well-curated menu.
- e) Janji Jiwa uses persuasive language to encourage customers to order online or visit its stores, complete with clear contact details.

6. Move 6: Pressure Tactics

Kopi Konnichiwa and Janji Jiwa use this step to create a sense of urgency for customers to act immediately:

- a) Kopi Konnichiwa uses phrases like "Limited Time Only" and "Exclusive Offer."
- b) Janji Jiwa uses time-limited discount promotions to encourage immediate purchases.

7. Step 7: Ending Politely

All brands close their ads with polite, engaging statements:

- a) Kopi Kenangan thanks customers and invites them to try its products.
- b) Fore closes with a warm message, reinforcing its commitment to quality and customer satisfaction.
- c) Kopi Konnichiwa appreciates customers and invites them to enjoy a unique experience.
- d) Tomoro emphasizes its dedication to premium beverage quality.
- e) Janji Jiwa ends with a thank you and an invitation to continue supporting its brand.

B. Discussion

This analysis shows that the “Introducing the Offer” (Move 2) step in Instagram ads is the most frequently used strategy by five coffee brands, namely Kopi Kenangan, Fore, Kopi Konnichiwa, Tomoro, and Janji Jiwa. This step includes three main elements: offering a product or service, providing product details, and explaining the product's value. This step is considered essential to attract customers. Each brand successfully highlights the uniqueness of its products through attractive visuals and descriptions. Kopi Kenangan, for example, promotes its drinks as a practical choice that reflects a modern lifestyle. Fore emphasizes the high quality of its products with an environmentally friendly approach using organic ingredients. Kopi Konnichiwa utilizes distinctive Japanese flavors to attract customers interested in new experiences. Meanwhile, Tomoro emphasizes innovative and premium coffee-making techniques to attract high-end coffee lovers. Janji Jiwa, on the other hand, emphasizes the personalization of its menu, which can be customized to customers' tastes, thus successfully attracting various market segments. All brands use this step to present their products clearly and persuasively, ensuring customers understand the value offered.

In addition to introducing the offer, all brands also used the “Soliciting Response” (Move 5) and “Ending Politely” (Move 7) steps to complete their strategy. The “Soliciting Response” step provides a clear call to action to encourage customer engagement. For example, Kopi Kenangan invites customers to order online and participate in interactive social media challenges. Fore promotes its mobile app and delivery service, making ordering easy for customers. Kopi Konnichiwa provides direct links for online ordering or visiting their stores. Tomoro directs customers to explore its menu and order online. Janji Jiwa provides clear contact information to encourage online and in-store ordering. This ensures that customers can interact and transact with the brand.

Meanwhile, a polite closing is used to create a positive and friendly impression. Kopi Kenangan, for example, says thank you while inviting customers to try its products. Fore closes its ad with a warm message emphasizing its commitment to quality and customer satisfaction. Kopi Konnichiwa appreciates customers and invites them to enjoy a unique coffee experience. Tomoro emphasizes its dedication to serving premium coffee. Janji Jiwa ends with a thank you and an invitation to continue supporting their brand.

Several other steps are used selectively depending on each brand's strategy and target market. The “Establishing Credibility” (Move 1) is used by Fore, Kopi Konnichiwa, and Janji Jiwa to build trust by highlighting their brand's uniqueness. Fore, for example, emphasizes its commitment to sustainability with its use of organic ingredients. Kopi Konnichiwa leverages a distinct Japanese cultural theme to create a unique identity. Janji Jiwa highlights the values of togetherness and local pride to build an emotional connection with its customers. In addition, the “Provide Incentives” step (Move 3) is only found in Janji Jiwa's advertisements that offer discounts and loyalty programs to attract customers on a budget. Kopi Konnichiwa and Janji Jiwa also use “Pressure Tactics” (Move 6) to create a sense of urgency with phrases such as “For a Limited Time Only” or time-limited discount promotions, encouraging customers to make a purchase immediately. However, the “Enclosing Documents” step (Move 4) is not found in Instagram ads from all brands. This is understandable because Instagram is more suitable for visual content and short texts, so displaying detailed documents is impossible.

From this analysis, it can be concluded that introducing the offer (Move 2) is the primary strategy all coffee brands use to attract customers. This step effectively conveys product information clearly and attractively through persuasive visuals and descriptions. In addition, soliciting a response (Move 5) and ending politely (Move 7) are essential to encourage customer engagement and build positive relationships. On

the other hand, moves such as establishing credentials, offering incentives, and pressure tactics are used selectively according to the needs of each brand. Overall, the Instagram ads from these five brands strongly focus on attractively conveying the product and encouraging customer engagement effectively and persuasively.

CONCLUSION

An analysis of Instagram advertising for five coffee brands showed that effective communication methods are crucial for capturing consumer attention and developing strong relationships. In today's digital world, where social media is a significant marketing tool, understanding how brands package their messaging is critical. Using a Critical Genre Analysis (CGA) approach, this study discovers that Move 2, which introduces the offer, is the most common step employed by all brands. Using engaging pictures and evocative explanations, each business was able to highlight the distinctive aspects of their products, whether it was the quality of their ingredients, flavor innovations, or community values.

In addition, Moves 5 (Soliciting Responses) and 7 (Ending Politely) are regularly used, with each brand including a clear call to action and a friendly closing message. This not only contributes to a pleasant impression, but also enhances consumer loyalty. These brands realize the value of developing positive relationships with customers, so they end their advertisements with an expression of thanks and an invitation to continue communicating, strengthening the emotional connect between the company and the customer.

Although some phases, such as Move 1 (Establishing Credentials) and Move 3 (Offering Incentives), are employed seldom, they nonetheless contribute to the brand's overarching strategy of fostering trust and capturing consumer attention. For example, Fore highlights their dedication to sustainability, whereas Janji Jiwa provides enticing incentives to stimulate purchases. This demonstrates that each brand has a distinct strategy customized to its values and target audience. Overall, these data show that Instagram advertising emphasizes clear and engaging product presentation, with Move 2 serving as a primary persuasion method. These firms successfully use the visual platform to sell items while also developing deeper ties with their customers. Understanding the patterns and methods employed in coffee commercials on social media provides useful insights on how brands can use communication elements to influence consumer behavior, particularly in an ever-changing marketing setting. This study also emphasizes the necessity of genre analysis in understanding the dynamics of modern marketing, where language, culture, and ideology interact to create compelling and relevant messages for consumers.

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