

BUILDING PRESTIGE VALUES FOR EATSAMBEL PRODUCTS THROUGH INSTAGRAM ADVERTISING: A CRITICAL DISCOURSE ANALYSIS

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Article Info	Abstract
Article History Received: August 2024 Revised: September 2024 Published: January 2025	<i>This study aims to analyze how prestige value is built through Eatsambel product advertisements on Instagram, focusing on thematic, schematic, and semantic aspects. A qualitative approach is used, where Teun A. van Dijk's critical discourse analysis is applied to explore the key elements used in the advertisement. The data was taken from Eatsambel's Instagram posts in the period from November 2023 to January 2024, covering various advertising campaigns. The results show that themes such as quality of ingredients, authenticity of the manufacturing process, and rich culinary culture are used to build a prestigious image. Elegant visual schemes and narratives relevant to everyday life were also found to be strategies to reinforce the image of exclusivity. Semantic aspects, such as word choice that emphasizes the superiority of taste, also play a role in shaping the perception of the product's prestige in the eyes of the audience. The combination of these elements creates a comprehensive marketing approach, where prestige value is not only built through exclusivity, but also through proximity to the audience. The findings have important implications for marketing strategies in the culinary industry, demonstrating that the integration between digital elements and prestige imagery can increase product appeal and strengthen emotional connections with consumers. The research encourages the development of dynamic and relevant advertising narratives, combining traditional and innovative elements to reach a wider market segment.</i>
Keywords Prestige Values; Eatsambel products; Instagram social media; Critical discourse analysis;	
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INTRODUCTION

Instagram, with its strong visual features, allows brands to showcase products aesthetically and attractively. Instagram has become a dominant platform in the digital marketing industry due to its ability to deliver powerful visual messages. According to data from Qazi et al. (2023) Instagram had more than 1 billion active users in 2021. In Indonesia, 68.9% of the population are active social media users, with Instagram being the second most used platform, reaching 84.8% of the population (Luthfi & Firmansyach, 2022). With a large user population, Instagram offers significant potential for brands to reach a broader audience. The prestige value successfully built through Instagram ads can influence consumers' perceptions of a product. In a highly competitive market, brands that can associate their products with prestige tend to have a significant competitive advantage (Pietrzak et al., 2020; Tse et al., 2023). Consumers do not just buy products for their function or quality but also for the image or value associated with those products.

Instagram not only functions as a place to share images or stories but also as a tool for seeking in-depth information about products of interest (Lodkaew et al., 2018; Marcella-Hood & Marcella, 2023; Suwardi & Saepudin, 2022). The brand Eatsambel leverages this trend by

presenting content that is not only visually appealing but also conveys messages that build the image of high-quality and prestigious products. Eatsambel has positioned itself as a premium and innovative food brand. By using Instagram as its primary marketing platform, Eatsambel strives to create the impression that its products are not only delicious but also carry a high prestige value. One of the ways Eatsambel achieves this is by showcasing their products in elegant and luxurious contexts, often collaborating with influencers or celebrities who have a significant presence on social media.

In a deeper analysis, the thematic, schematic, and semantic aspects of Eatsambel's advertising content on Instagram can be identified as key elements used to build prestige value (Maruani & Amit-Cohen, 2013; Zhou & Belk, 2004). For instance, the thematic aspects often highlighted include the emphasis on the quality of ingredients used, the authentic production process, and the rich culinary culture. These themes are designed to create the impression that Eatsambel's products are high-value and worthy of consumption by market segments that appreciate quality and exclusivity. According to a report by Barklamb et al. (2020), content related to food and beverages on Instagram has high engagement rates. This indicates that the audience on Instagram is very interested in food-related content, making it an ideal platform for the Eatsambel brand. Furthermore, a study by Sharma & Peng (2024) found that posts featuring products in everyday situations with a premium touch tend to receive more likes and comments, indicating that social media users appreciate content that is relatable yet still exudes luxury.

In today's digital era, social media has become the primary platform for product marketing (Adiyono et al., 2021; Ballabh, 2023; Bintaro et al., 2022; Khanom, 2023; Rahardja, 2022; Sajin, 2023). Instagram, as one of the most popular social media platforms, has attracted the attention of many brands to promote their products. The Instagram platform not only serves as a communication medium but also as a strategic tool for building the image and value of a product (Iglesias-Sánchez et al., 2020; Jin & Ryu, 2020; Silva et al., 2020). In a competitive business world, it is important for a brand to not only be recognized but also be perceived as having prestige value. One of the important aspects of building a brand's image is through the creation of prestige value, which can influence consumers' perceptions of the products offered. Prestige value is the public's perception of the quality, exclusivity, and uniqueness of a product (Kim et al., 2019; Xie & Lou, 2020). Products with prestige value are considered more upscale, with higher prices, and have a better image compared to other products in the market.

Eatsambel effectively utilizes this data. Eatsambel's content often features products in elegant settings, such as on a neatly arranged dining table or in exclusive social situations. In this way, Eatsambel not only promotes food products but also a prestigious lifestyle. To understand how Eatsambel builds prestige value through advertising on Instagram, critical discourse analysis according to Teun A. van Dijk can provide deep insights (Fayruza et al., 2021; Yusran et al., 2023). Teun A. van Dijk's approach emphasizes how power, dominance, and social inequality are represented and reproduced through language in various forms of texts and media. In the context of Eatsambel's advertisements, these aspects can be seen in how the messages conveyed in the brand's content aim to shape the audience's perception of the product's prestige (Kumar & Paul, 2018; Mullet, 2018).

Van Dijk divides text analysis into three main structures: macrostructure (theme), superstructure (text organization), and microstructure (linguistic details such as semantics, syntax, and rhetoric) (Aini & Widodo, 2018; Astuti & Musfiroh, 2022; Hidayat et al., 2021; Mahliatussikah & Aziz, 2021; Siagian et al., 2022; Susanti et al., 2023). In this analysis, the text refers to the concrete content of the advertisement, social cognition refers to the individual and collective mental processes involved in producing and consuming the text, while the social context refers to the broader social structures in which this text is produced

and distributed. In terms of text, the content of Eatsambel's advertisements on Instagram can be analyzed from thematic, schematic, and semantic perspectives to understand how language and visuals are used to create a prestigious image. From the perspective of social cognition, the analysis can examine how the audience's perception of prestige is influenced by the representations presented in the ads. Meanwhile, in the social context, the analysis can include how values such as prestige and exclusivity are promoted and maintained in society through social media.

This research offers a new approach to understanding how prestige value is built and promoted through advertising on social media, particularly Instagram, using Teun A. van Dijk's critical discourse analysis. Unlike previous studies that focused more on general marketing strategies, this study combines linguistic and visual analysis within the context of social media to uncover the ways in which thematic, schematic, and semantic aspects in advertisements are used to create a prestigious product image. By highlighting Eatsambel's practices as a case study, this research contributes to the growing literature on the role of social media in shaping consumer perceptions of product exclusivity and quality.

In the era of digital marketing, Instagram has become a highly effective tool for brands like Eatsambel to build a prestigious product image. Through Teun A. van Dijk's critical discourse analysis, this study demonstrates that thematic, schematic, and semantic aspects of Instagram advertisements play a significant role in shaping consumer perceptions of product quality and exclusivity. The findings of this study highlight the importance of well-planned communication strategies in creating prestige value in the eyes of consumers, which can ultimately enhance a brand's competitiveness in a competitive market.

RESEARCH METHOD

Research Design

This study employs a qualitative approach using Teun A. van Dijk's critical discourse analysis model to explore how the prestige value of Eatsambel's products is constructed through advertisements on social media, specifically Instagram. This approach was chosen because it is able to reveal how language and visuals in advertising are used to shape power, imagery, and social dominance. Critical discourse analysis is an interdisciplinary approach used to analyze various types of discourse, including advertisements (Chałupnik & Brookes, 2021; Putri et al., 2020; Torusdag, 2023). The study focuses on three main aspects: thematic, schematic, and semantic, which are analyzed to identify the strategies used in creating a prestigious image. Data collection was conducted by gathering and analyzing Eatsambel's Instagram advertisements over a specific period. Each post was analyzed in-depth to reveal how language, visuals, and social context are used to shape perceptions of prestige.

Data and Data Sources

The data in this study consists of Eatsambel's advertisement content published on their official Instagram account. The primary data sources are image and video posts accompanied by descriptive text, hashtags, and other relevant visual elements. This data was collected from the period of November 2023 to January 2024, covering various advertising campaigns conducted by Eatsambel. Additionally, secondary data in the form of literature related to critical discourse analysis was used to support the interpretation of the analysis results.

Data Analysis

Data analysis was conducted using Teun A. van Dijk's critical discourse analysis method, which includes three main dimensions: text, social cognition, and social context (Aini & Widodo, 2018; Astuti & Musfiroh, 2022; Hidayat et al., 2021; Mahliatussikah & Aziz, 2021; Siagian et al., 2022; Susanti et al., 2023). The thematic aspect was analyzed to understand the dominant themes in building a prestigious image. The schematic aspect

focused on the structure and organization of the content, while the semantic aspect was identified to assess the meanings derived from the language and visuals used. The data were then coded and categorized based on emerging themes, schemes, and semantic meanings, as well as how these elements contribute to the formation of prestige value in audience perception.

RESEARCH FINDINGS AND DISCUSSION

Thematic for Building Prestige Value in Eatsambel Advertisements

The thematic aspect relates to the themes or topics addressed in the discourse. In critical discourse analysis, thematic involves identifying and analyzing the main topics discussed in Eatsambel's advertisements and how these topics are presented and interpreted. This includes identifying themes, which involves pinpointing the main themes and sub-themes in the text; analyzing theme representation, which looks at how the themes are represented by the author or speaker; and understanding the social and cultural context, which focuses on the social, cultural, and political contexts that influence the selection and presentation of themes.

Data 1. *AYAM KETUMBAR CAKALANG RINDU* “Emang paling nikmat kalau makan dimasakin sama Mas Yangun guys. Apalagi menu nya ngilerin banget seperti ayam ketumbar yang satu ini. Dimakan pakai Cakalang Rindu, benar-benar bikin geleng kepala deh kenikmatannya Sering-sering masakin gini yaa Mas Yangun. Yuk buktikan sendiri enakunya... Dapatkan dishopee sekarang juga!” (Data 4: 10/11/2023).

The main theme is the enjoyment of food cooked by Mas Yangun, specifically the coriander chicken dish served with Cakalang Rindu. The advertisement emphasizes the pleasure and deliciousness of the food, conveyed through appetizing descriptions and an invitation to try it yourself through the e-commerce platform Shopee. The representation of the theme in the advertisement features Mas Yangun as an expert cook capable of creating highly enjoyable food, creating the impression that Mas Yangun's dishes are worth trying and savoring. The social and cultural context influencing this advertisement includes online shopping trends and a culinary culture that prioritizes deliciousness and enjoyable dining experiences.

Data 2. *INDOMIE CEKER CAKALANG RINDU* “Sore-sore paling enak ngemil pake Cakalang Rindu dicampur Indomie dan ceker ayam kayak gini. Bayangin deh, daging ceker nya berpadu dengan suwiran ikan cakalang yg wangi dan gurih di mulut, gabisa bikin berkata-kata sangking wuenaaknya... Eits gausah dibayangkan deh, mending langsung cobain daripada ngiler doang! Checkout ke official shopee Eatsambel yaa!” (Data 11: 8/12/2023).

The main theme is the enjoyment and deliciousness of easily accessible food, specifically Indomie with chicken feet and shredded cakalang fish. The advertisement highlights the savory and aromatic flavor combination that stimulates the appetite, conveyed through vivid descriptions and a direct invitation to try the product via Shopee. The representation of the theme in this advertisement suggests that Eatsambel's product can enhance everyday dining experiences with exceptional taste. The social and cultural context influencing this advertisement includes the popularity of instant noodles as a favored snack among various demographics, as well as the trend towards seeking practical yet delicious culinary solutions.

Data 3. *TELUR GEPREK BIKIN MELEK!* “Ada resep terbaru buat inspirasi kalian makan malam nih Betul banget, cuma modal pake telur aja udah bisaa makan se-endol ini guys... Apalagi dimakan bersamaan dengan Cumi Ciamik. Krenyes telur gepreknya menyatu sempurna dengan bumbu sambel dan potongan cumi, bikin lidah jadi bergoyang. Cobain bikin di rumah yuk, Dapatkan Eatsambelnya hanya di shopee!” (Data 20: 26/12/2023).

The main theme is the deliciousness and convenience of preparing appetizing food, such as Telur Geprek served with Cumi Ciamik. The advertisement highlights the combination of tempting flavors and the ease of preparation, conveyed with enthusiastic descriptions and an invitation to try it yourself at home via Shopee. The representation of the theme in this advertisement portrays that with simple ingredients like eggs, anyone can create a tasty and satisfying dish. The social and cultural context influencing this advertisement includes the growing trend of home cooking and the appreciation for practical yet appetizing food.

Data 4. *NASI KEBULI PAKE CAKALANG RINDU* “Pergi ke arab lewat tol Cipali Pulang-pulang borong mengkudu. Nih, cobain nasi kebuli makin sedep pakein Cakalang Rindu...Medoknyaa rempah nasi kebuli semakin wangi ditambah suwiran Cakalang yang kaya akan rempah-rempah nusantara... Giliran kamu yuk, dapatkan di shopee sekarang!” (Data 32: 10/01/2024).

The main theme is enriching the flavor of nasi kebuli with shredded Cakalang Rindu. The advertisement emphasizes the pleasure of combining Arabic spices from nasi kebuli with Indonesian spices from cakalang fish, conveyed through descriptions of tempting aromas and flavors. The representation of the theme in this advertisement illustrates that the combination of two culinary cultures can produce a dish that is more delicious and richly flavored. The social and cultural context influencing this advertisement includes the trend of fusion cuisine and appreciation for the richness of spices in cooking, as well as the use of e-commerce platforms like Shopee to obtain high-quality culinary products.

Data 5. *HAHU HOHENG HEDEE* “Kalau bisa nikmatin dengan cara enak, kenapa harus makan nyiksaa. Kali ini Mas Yangun gorengin hahu hedee buat Tika dan Hindun guyss. Dimakan pake Cumi Ciamik, bikin makan lebih seruu. Cobain bikin sendiri di rumah yuk, Bisa dapatkan di shopee” (Data 33: 12/01/2024).

The main theme is enjoying food in a delicious and enjoyable way. The advertisement highlights the fun of eating together with Hahu Hede fried snacks paired with Cumi Ciamik, presented in an appetizing manner and inviting viewers to try making it themselves at home. The representation of the theme in this advertisement features Mas Yangun as a figure who creates a more exciting and enjoyable dining experience, while also emphasizing the convenience of obtaining the necessary ingredients through Shopee. The social and cultural context influencing this advertisement includes the trend of home cooking, the pleasure of shared meals, and the use of e-commerce platforms for easy access to culinary products.

Schematic for Building Prestige Values in Eatsambel Advertisements

To build prestige value in Eatsambel's Instagram advertisements, the schematic employed involves a combination of luxurious visual and narrative elements, such as the use of elegant colors, minimalist yet striking layouts, and word choices that indicate exclusivity and high quality. Stories of authenticity and testimonials from notable figures add to the prestigious impression, while interactions with the audience are conducted selectively and personally. Additionally, associating the product with specific social and cultural values reinforces Eatsambel's image as a product that is not only high in quality but also holds a high social status. The following Data 1 presents the social status categorized as prestige values.

Data 1. *DIKIT-DIKIT KEBABLASAN* “Awalnya sih dikit ajaa, eh lama-lama ludess sampai ngga bersisa sama Hindun. Emang Eatsambel ngga ada obat deh, apalagi kalau sudah kena nasi dan ikan lele goreng kayak gini... Jadi kapan giliran kamu cobain sensasi nikmatnya Cumi Ciamik?! Buruan checkout sekarang biar engga penasaran!” (Data 6: 17/10/2023).

The schematic used to build prestige value in Eatsambel's advertisements is evident through the informal and friendly narrative, which depicts a consumer experience that is

irresistibly enjoyable. The phrase "dikit ajaa, eh lama-lama ludess" creates the impression that the product is so tempting that it's hard to resist. The use of "ngga ada obat" reinforces the image of the product as something special and unparalleled, while direct calls to action like "kapan giliran kamu" and "Buruan checkout sekarang" generate urgency and curiosity, encouraging the audience to try and experience the product's deliciousness immediately. Thus, despite using casual language, the advertisement effectively builds the product's image as something that everyone should try and enjoy.

Data 2. CARA BIKIN SUAMI KETAGIHAN "Eatsambel emang bisa jadi solusi untuk semua masalah hidup kamu, termasuk menu makan buat suami tersayang dong. Gaperlu repot masak, tinggal pakai nasi hangat dan telur saja sudah bikin momen makan kamu dengan Paksu makin nikmat. Jadi, kapan lagi mau makan enak dan hemat bareng Paksu di rumah?! Borong semua variannya di shopee yaa!" (Data 10: 5/12/2023).

The schematic used to build prestige value in Eatsambel's advertisement combines humor and relevance to everyday life to capture consumers' attention. This narrative creates the impression that Eatsambel is not just an ordinary product, but a practical and effective solution to enhance family moments, particularly between spouses. The expression "bikin suami ketagihan" highlights prestige through the satisfaction and happiness that the product can provide, while the phrase "tinggal pakai nasi hangat dan telur saja" emphasizes ease and practicality of use. The call to action "Borong semua variannya di shopee yaa!" not only adds a sense of urgency but also associates the product with the convenience of online shopping, creating a pampering and exclusive experience for consumers.

Data 3. NYICIP DIKIT SAMPE BABLAS "Loh loh, ini sih namanya lapar berkedok nyicip yaa guys. Hadehh ... Mana bisa ditahan kalau sudah kena Cumi Ciamik campur nasi kuning dan kawan-kawannya. Potongan cuminya yang gurih berpadu dengan sambel yang wangi, bikin makan syulid buat berhenti guyss. Buktiin sendiri kayak Tika deh, Dapatkan di shopee sekarang jugaa!" (Data 21: 27/12/2023).

The advertising strategy that focuses on a culinary experience that is hard to stop once started portrays the product as exceptionally delicious and captivating. The narrative employs humor and familiarity to create a sense of closeness with the audience. The term "syulid buat berhenti" emphasizes the product's tastiness that makes consumers want to keep consuming it, while the call to action to buy on Shopee provides a direct prompt for purchase. The use of figures like "Tika" adds a personal touch, making the promotion more relatable and enhancing the product's appeal.

Data 4. IMLEKAN BARENG EATSAMBEL "Karena sebentar lagi menyambut perayaan Imlek, kali ini kita santap menu bernuansa Imlek yuk. Pakai Cumi Ciamik? pastinya cocok banget dong jadi teman makan kwotie, ceker ayam merah, dan pangsit udang. Potongan cumi dan rempahan bumbu sambelnya enak dilidah. Jangan lupa, kumpulin angpaonya buat borong Eatsambel biar bisa makan bareng keluarga tersayang yuk! Dapatkan di shopee yaa" (Data 50: 06/01/2024).

The advertising strategy that associates the product with Lunar New Year celebrations, a time known for family gatherings and enjoying special dishes, positions Eatsambel as an integral element in Lunar New Year culinary traditions. By suggesting the use of Cumi Ciamik as a complement to traditional Lunar New Year dishes such as kwotie, red chicken feet, and shrimp dumplings, the advertisement aims to integrate Eatsambel into these festive traditions. The phrase "kumpulin angpaonya" adds a culturally relevant touch while subtly but effectively encouraging purchase action. This ad combines cultural and emotional aspects to build a connection with the audience, reinforcing Eatsambel's image as not only a delicious choice but also one suited for moments of togetherness.

Semantics for Building Prestige Value in Eatsambel Advertisements

To build prestige value in Eatsambel advertisements on Instagram, the use of semantic aspects is crucial. By selecting words with exclusive connotations such as "premium" and "luxurious" and using metaphors that associate the product with symbols of elegance like gold or diamonds, the advertisement can create an impression of superiority. Additionally, elegant and ambiguous sentence structures, along with an emphasis on high quality and the uniqueness of the product, reinforce the image that Eatsambel is not just food, but a high-class culinary experience reserved for those with exceptional taste and insight.

Data 1. GAWAT ADA MAS YANGUN! "Emang kurang lengkap kalau Tika dan Hindun ngga bikin ulah guys. Kali ini Mas Yangun dibikin naik pitam gara-gara mereka menghabiskan lauk pauk yang sudah Mas Yangun masak, hadehh." Kira-kira mereka bakal dapet hukuman apa yaa dari Mas Yangun?!" (Data 1: 31/10/2023).

The semantics used focus more on humor and everyday situations, without elements of language that indicate exclusivity or luxury. The narrative portrays characters Tika and Hindun as individuals who "create a fuss" by consuming Mas Yangun's dishes, adding a comedic touch to the story. The use of casual and relaxed language, such as "create a fuss" and "hadehh," distances the advertisement from a prestige image, highlighting familiarity and fun instead. There are no words or phrases that emphasize superiority or elegance, making this semantic approach more suited for creating a connection with the audience rather than building prestige value.

Data 2. ADA APA DENGAN MAS YANGUN?! "Bilangnyaa sih buat Quality Control, eh lama-lama keeasyikan jugaa nih Mas Yangun makan pakai all varian Eatsambel... Emang deh gaada yang bisa nandingin nikmatnyaa Eatsambel sekalipun. Bikin makan lanjut terooss" (Data 3: 7/11/2023).

The deliciousness of the product is showcased through Mas Yangun's experience, who is "delighted" when trying out Eatsambel's variants. Although there is an emphasis on the enjoyment of the product, the language used remains casual and friendly, with phrases like "delighted" and "delicious" indicating simple and universal pleasure. This semantics does not imply luxury or exclusivity but rather highlights the product as unparalleled in taste, while maintaining a simpler and more accessible approach.

Data 3. MAS YANGUN DIBIKIN EMOSI "Pokoknya jangan macam-macam sama orang yang sedang lapar seperti Mas Yangun ini yaa. Bukannya kenyang, malah diuji kesabaran sama Tika nih. Ngiler abies lihat Tika nyeruput Mie Gacoan dicampur dengan Cumi Ciamik. Potongan Cuminya yg wangi menyatu sempurna dengan bumbu mienya guys... Sabar yaa Mas Yangun, mungkin memang belum rejeki makan enak hihi" (Data 18: 22/12/2023).

The semantics used in the advertisement depict hunger and the desire to enjoy delicious food, but once again with casual and familiar language. Phrases like "ngiler abies" (completely drooling) and "sabar yaa" (just be patient) create a friendly and relaxed atmosphere, without any indication of prestige or superiority. The narrative emphasizes the enjoyment of the product's taste, especially with detailed descriptions such as "the fragrant cumin perfectly blends with the noodle seasoning," but the semantics do not contribute to reinforcing an image of luxury or exclusivity for the product.

Data 4. KEDAI MAS YANGUN KEMALINGAN?! "Bukannya buntung, eh malah untung banyak Maling yang satu ini. Bisa makan gratis pake Cumi Ciamik. bareng Mas Yangun pula. Gara-gara Hindun kelamaan nih. Tapi gapapa yaa Ndun yang penting udah berusaha keras walau hasilnya ngga puas" (Data 51:07/02/2024).

In this data, the semantics used focus on a humorous situation where a "thief" benefits by getting to eat for free with Cumi Ciamik. The language remains light and humorous, with

phrases like “buntung, eh malah untung” (a loss, oh, actually a gain) and “gapapa yaa Ndun” (it's okay, Ndun) reinforcing a casual and informal tone. There are no language elements emphasizing exclusivity or luxury, so this advertisement highlights fun and familiarity rather than building a prestige image for Eatsambel.

Discussion

Prestige value in advertisements is the image or impression of superiority that a brand or product aims to convey to attract consumers (Ackerberg, 2001; Joe et al., 2017). Ads that emphasize prestige typically highlight aspects that make the product or service appear exclusive, luxurious, high-quality, or highly desirable. Prestige value is often associated with luxury, social status, or the pride of owning something that is not widely possessed (Selbitschka, 2018; Stathopoulou & Balabanis, 2019). In advertisements, this value is usually represented by elegant visual elements, the use of refined and formal language, and associations with celebrities or influential figures. The main themes that emerge in Eatsambel advertisements are culinary delight, practicality, and tempting experiences. Each ad focuses on how specific foods can be elevated by adding Eatsambel products. For instance, the ad for “AYAM KETUMBAR CAKALANG RINDU” emphasizes the enjoyment of eating by depicting a comfortable and pleasurable atmosphere. This reflects an effort to associate the product with positive feelings and a unique culinary experience (Hussain et al., 2022; Mathur, 2020).

In the context of prestige marketing, this theme aligns with research indicating that products associated with positive experiences tend to be perceived as more valuable and desirable (Kim et al., 2019). Eatsambel advertisements not only offer products but also invite consumers to experience a level of “pleasure” that is hard to find in other products. Themes like “enhancing food enjoyment” and “special culinary experiences” are often linked with the branding of prestige products in marketing literature. According to Teun A. van Dijk’s critical discourse analysis theory, such thematic representation can be understood as an effort to build and maintain social dominance through language and symbols (Mouden, 2021; Oktar, 2001; Van Dijk, 1993). In the context of Eatsambel’s ads, this dominance is reflected in the effort to position their products higher compared to similar items in the market by associating them with higher prestige and superior quality.

On the other hand, social and cultural contexts such as online shopping trends and appreciation for practical cuisine also influence the portrayal of these themes. For instance, in the “INDOMIE CEKER CAKALANG RINDU” ad, there is an emphasis on the convenience of shopping on Shopee, which responds to a consumption culture increasingly oriented towards ease of access and speed. The integration of digital aspects with culinary narratives enhances exclusivity by providing convenience perceived as a special service (Agyeiwaah et al., 2019; Prayag et al., 2020). In this context, the ad not only promotes the product but also creates added value through an exclusive digital experience. The combination of practical cuisine and easy access through technology makes the product more appealing to consumers who value convenience and speed in meeting their daily needs (Garrido & Rosa, 2022). Modern society, especially social media users such as Instagram, tends to seek products that not only fulfill functional needs but also offer satisfying emotional and social experiences (S et al., 2020). Themes such as delightful taste, quality ingredients, and luxurious dining ambiance serve to meet these needs by creating a perception that Eatsambel products are the right choice for consumers who desire more than just flavor.

In the context of Indonesian culture, where food plays a significant role in social life, the themes used by Eatsambel also aim to connect their products with high cultural values. In Eatsambel’s ads, the schema combines visual, narrative, and structural elements designed to create a prestigious image (Lim & Childs, 2020). The use of elegant colors, minimalist layouts, and exclusive language are crucial in shaping the product’s perception. Despite the

casual and friendly tone of the narrative, visual elements and choice of words still support the prestige image. For example, in the ad "DIKIT-DIKIT KEBABLASAN," the visual schema features neatly arranged food images with warm dominant colors. This layout creates a premium impression even though the narrative feels casual and approachable. According to Heine et al. (2018); Wu & Kim (2023) the blend of luxurious visual elements with personal narratives can create a stronger sense of exclusivity by shaping a unique brand personality. Additionally, the use of characters like "Mas Yangun" and "Hindun" in some ads adds a personal appeal that helps consumers connect with the brand. This approach is similar to the narrative strategies used in premium ads where personal stories and characterizations enhance the perception of exclusivity (Dovzhik et al., 2023; Shatalova et al., 2019). Interaction with the audience is also selective, implying that the product is "intended" only for those who appreciate the unique value offered.

In Eatsambel ads, the semantic aspects play a crucial role in shaping the prestige image. The choice of words emphasizing exclusivity and superior taste is a primary strategy. Even though some ads use casual and humorous language, such as in "MAS YANGUN DIBIKIN EMOSI," there is still an emphasis on unparalleled enjoyment, illustrated by phrases like "ngiler abies" and "sabar yaa." In marketing contexts, metaphors and hyperboles used to describe taste experiences can reinforce perceptions of product exclusivity (Druta et al., 2023; Pérez-Hernández, 2019; Wang et al., 2022). Moreover, in ads like "IMLEKAN BARENG EATSAMBEL," phrases like "kumpulin angpaonya buat borong Eatsambel" integrate cultural aspects with marketing messages. This aligns with the concept that semantic aspects in marketing communication can create emotional bonds through relevant cultural references, thereby enhancing the product's prestige (Hwang et al., 2021). However, not all semantic aspects explicitly lead to exclusivity. In some ads, such as "GAWAT ADA MAS YANGUN!," the semantics highlight humor and everyday situations, which might dilute the prestige image in certain contexts. Nevertheless, this strategy remains effective in creating a sense of closeness with consumers, which can, in some cases, strengthen loyalty and preference for premium products (Maryoso, 2019; Neha & Swapna, 2023; Warren et al., 2018).

CONCLUSION

Holistically, this study concludes that the themes, schematics, and semantics used in Eatsambel's Instagram ads reveal a diverse approach to building prestige value. Culinary pleasure and exclusivity themes are combined with elegant visual schematics and narratives that resonate with everyday life. On the other hand, semantic aspects play a role in reinforcing the product's image as unique and superior, while maintaining familiarity with the audience. This combination of elements creates a comprehensive marketing strategy, where prestige value is built not only through rigid exclusivity but also through a personal and relevant approach aligned with current social and cultural trends.

These findings have significant implications for brand marketing strategies, particularly in the food and fast-moving consumer goods industries. Brands can leverage the integration of digital elements and prestige imagery to create greater added value for consumers. This strategy not only enhances product appeal in a competitive market but also strengthens emotional connections with consumers who value convenience and exclusivity. Furthermore, the study encourages brands to develop more dynamic advertising narratives that blend traditional prestige elements with digital innovation to reach a broader and more diverse consumer segment.

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