

## From Normative to Empathetic Evaluation: Reconfiguring Appraisal in Indonesian Advertising Discourse

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### Abstract:

Public advertisements are often not just highlighting the benefits or advantages of a product or service. They also serve as a source for sharing values, ideologies, and hierarchical relationship patterns between producers and users. This study aims to examine evaluative language in Indonesian advertisements across decades using appraisal theory. The focus of the study is on comparing advertisements from the 1990s and contemporary digital advertisements, using data drawn from printed advertisements from the 1990s and recent digital advertisements representing Indonesian child-nutrition and food advertising discourse. Data were collected from printed advertising materials, YouTube, and Instagram captions that were transcribed validly, then analysed qualitatively by using appraisal theory. The results of the analysis show a significant shift in appraisal patterns. Advertisements in the 1990s were dominated by normative and collective affect, hierarchical judgment of the role of mothers, and symbolic appreciation that emphasised achievement and obedience as indicators of a child's success. In contrast, current digital advertisements employ reflective psychological affect, more empathetic and implicit judgements, and evidential appreciation supported by nutritional data and emotional metaphors. The use of graduation is also increasingly intensive to emphasise the progress and long-term impact of the product. These findings suggest that changes in advertising language not only reflect shifts in marketing strategies but also indicate changing ways in which parenting and child development are discursively framed in Indonesian advertising. The study provides an empirical mapping of diachronic shifts in evaluative language in the Indonesian advertising context, from a normative and collective pattern toward a more reflective and empathetic evaluative orientation within the appraisal framework.

**Keywords:** advertising discourse, appraisal theory, digital advertising, evaluative language, parenting discourse

## **1. INTRODUCTION**

Advertisements not only serve as a means of promoting products or services, but also as a form of social discourse that reflects and shapes values, ideologies, and relationships between producers and consumers. In practice, advertising language does not only convey information, but also evaluates, builds attitudes, and guides the way audiences interpret products and the social reality they represent (Mackenzie & Alba-Juez, 2019; Fuoli, 2018). In digital contexts especially, advertising increasingly operates through emotional positioning and relational engagement strategies that naturalise particular social norms and lifestyle values (De Jans et al., 2020; Franke et al., 2023). From this perspective, examining advertising discourse within a specific national and socio-cultural context becomes analytically significant. It allows for concrete observations about how broader ideological processes are embedded locally, reflected culturally, and manifested linguistically in contextual communication practices. In the Indonesian context, changes in advertising discourse over time can be more precisely understood as reflections of shifting social expectations, parenting values, and producer-consumer relations rather than only as abstract cultural trends.

Advertising discourse does not remain static; it evolves across time in response to changing media environments, technological developments, and shifting patterns of consumer culture. Recent studies emphasise that discourse could be examined diachronically, as transformations in media ecologies reshape the production, circulation, and legitimisation of social meanings across historical periods (KhosraviNik & Esposito, 2023; Wang & Xiang, 2025). This perspective views that changes in communicative structures are closely interrelated with shifts in ideological positioning and audience alignment. A comparison between advertisements in the 1990s and the current digital era becomes important to examine because the two periods exist within very different contexts of media and consumer culture.

Advertisements in the 1990s were generally distributed through conventional media such as television and printed media like newspapers or magazines, with an emphasis on explaining product benefits, rationality of choice, and a relatively informative style of persuasion. In contrast, today's advertisements have developed within a highly competitive, interactive, and attention-based digital media landscape. It is encouraging the use of more emotional, personalised persuasion strategies that are oriented towards identity formation and the audience's affective attachment to the brand (Dahlén & Rosengren, 2016; Kotler et al., 2023). This change indicates that the transformation of advertising is not only technological in nature, but also includes changes in the way language constructs interpersonal meaning.

Changes in the media environment have not only transformed advertising practices but also restructured the linguistic resources used to construct meaning, judgment, and social relations (Flowerdew & Richardson, 2023; Ojiako & Ifeyinwa, 2023; Li et al., 2023). Examining these changes requires a systematic linguistic framework to analyse how interpersonal positions and ideological meanings are encoded in discourse. In linguistic perspectives, these changes in advertisement can be analysed systematically through the framework of systemic functional linguistics (SFL), which views language as a resource for constructing meaning in a social context (Halliday & Hasan, 1985).

One important development in SFL is appraisal theory, which specifically discusses the system of evaluation in language as part of interpersonal meaning. Appraisal covers three main domains. They are affect (evaluation of feelings), judgement (assessment of human behaviour or

character), and appreciation (assessment of objects, events, or phenomena), which can be strengthened or weakened through the resource of graduation (Martin & White, 2005). This framework allows for a detailed analysis of how attitudes, emotions, and values are linguistically negotiated in advertising texts (Hamby & Jones, 2022; Kelly, 2025; Okoye & Okeke, 2024).

From a systemic functional perspective, the increasing emphasis on emotion and relational engagement in advertising proves the need to examine how evaluative meaning is linguistically realised and negotiated. If contemporary advertising strategically employs affect and identity alignment, a framework that can be used to analyse evaluative language systematically is needed (Okoye & Okeke, 2024; Al-Attar, 2024). Recent related research has shown an increase in academic attention to advertising as a discourse contained with emotional and social evaluation. Research in the fields of advertising and marketing communication confirms that contemporary advertising progressively emphasises audience emotional engagement through personal narratives, identity symbols, and affective strategies to build brand attraction (Hudders et al., 2021; Villi et al., 2022; Franke et al., 2023; Tafesse & Wood, 2023). These findings indicate a shift in the orientation of advertising from sharing information to forming emotional relationships, particularly in the context of digital media. This all strengthens the relevance of appraisal theory, as its analytical categories, affect, judgement, and appreciation, provide systematic tools for examining how emotional alignment, moral positioning, and value attribution are discursively constructed in advertising.

In linguistic studies and discourse analysis, several studies have employed the appraisal framework to reveal how evaluation is realised in media texts. Bednarek (2016) and Fuoli (2018), Mojaye & Aondover (2022), for example, prove that affect, judgment, and appreciation have an important role in building attitudes and credibility in public and corporate discourse. More recent research continues to extend appraisal analysis to contemporary digital communication, showing how evaluative resources function in online interaction, branding discourse, and mediated alignment (Pawliszko, 2025; White, 2025; Van Nguyen et al., 2025). These studies prove that appraisal is an effective analytical tool for tracing interpersonal meaning, particularly in persuasive texts. However, the focus of these studies is generally limited to one type of text or a specific period, so they cannot capture the dynamics of historical changes in language evaluation. Other studies focusing on digital advertising also tend to emphasise aspects of multimodality, visual creativity, and rhetorical strategies without providing a systematic linguistic analysis of evaluative meaning. Phillips & McQuarrie (2017) examined the role of visual metaphors and aesthetics in modern advertising, while Dahlén & Rosengren (2016) discussed the redefinition of advertising in the context of new media.

Recent research further explores how influencer marketing, algorithmic visibility, and participatory culture reshape persuasive communication, particularly through emotional engagement and identity construction (Franke, Gröppel-Klein, & Müller, 2023; Tafesse & Wood, 2023; De Veirman & Hudders, 2022). These studies emphasize the growing centrality of affective alignment and relational branding in digital advertising ecosystems. Although these studies provide important contributions, they have not explicitly mapped how changes in advertising strategies relate to shifts in interpersonal evaluation systems realised through the language used. In conclusion, appraisal research offers detailed accounts of evaluative language, and digital advertising research offers strategic and technological transformations; the integration of these two perspectives within a diachronic framework remains limited. Relatively few studies

have systematically traced how affect, judgement, and appreciation are realised across different media eras within a specific socio-cultural context.

Based on the review of previous studies, several research gaps can be identified. First, although appraisal theory has been widely applied in media and discourse studies, most analyses remain synchronic and focus on specific datasets, without examining how evaluative resources shift across historical periods systematically. Second, the relationship between changes in the media era and changes in interpersonal evaluation systems in advertisements has not yet been explained within a linguistic framework systematically. Third, in the Indonesian context, most studies on advertising have not combined appraisal analysis with an explicit temporal comparison that captures differences across eras. In response to these gaps, this study integrates appraisal theory with a diachronic comparison between traditional advertisements from the 1990s and current digital advertisements to trace how affect, judgement, and appreciation are realised across media eras. By mapping changes in evaluative language combined with shifts in media environments and parenting ideology tendency, this study addresses a theoretical and methodological gap concerning the historical development of interpersonal meaning in Indonesian advertising discourse.

Based on the background and research gaps described previously, this study aims to answer the following questions. (1) How do the realisations of appraisal, particularly affect, judgement, and appreciation, differ in advertisements from the 1990s compared to the current digital era? (2) How can these differences in appraisal patterns reflect shifts in consumer ideology tendency and transformations in producer-consumer relationships across the two eras? In this study, consumer ideology is not treated as an abstract concept but is identified through observable linguistic patterns, such as how parental roles are positioned, whether evaluation is presented as authoritative or dialogic, and whether product value is constructed symbolically or supported by evidential claims. By addressing these questions, the study aims to systematically trace how interpersonal evaluation is realised across advertising eras and how it is connected to broader changes in social expectations and advertising practices within the Indonesian context.

From a linguistic perspective, this study contributes to the extension of appraisal theory by applying it within a diachronic framework to examine changes in evaluative language across media eras. Rather than proposing a theoretical modification, the study reveals how appraisal categories, affect, judgement, and appreciation, can be used to examine shifts in interpersonal meaning in relation to transformations in media environments and social ideology. By comparing advertisements from the 1990s and the contemporary digital era, this study extends evaluative analysis beyond dominant synchronic applications towards diachronic evaluative discourse.

## **2. LITERATURE REVIEW**

In systemic functional linguistics (SFL), appraisal theory extends the discussion of interpersonal meaning by providing a systematic framework for examining how evaluation is realised, negotiated, and naturalised in discourse. In this theory, evaluation is understood as a structured system of meaning that allows speakers or discourse initiators to express attitudes, build affiliations, and position audiences towards certain values. The appraisal system covers three main domains, namely affect, which relates to the expression of emotions; judgement, which assesses human behaviour and character based on social and moral norms; and appreciation,

which evaluates objects, events, or phenomena in terms of quality and value. These three domains are modulated through graduation resources that serve to strengthen or weaken the intensity of evaluation (Martin & White, 2005). With this framework, appraisal theory allows for a detailed analysis of how attitudes, values, and ideologies are linguistically embedded in texts, including in persuasive discourse such as advertisements (Bednarek, 2016; Fuoli, 2018).

More recent research has expanded the appraisal framework application to digital communication and evolving media genres. Zeng et al (2024) and Haq & Rahyono (2025) emphasise the adaptability of appraisal resources in new communicative environments, while Li et al (2025) highlight how affiliation and evaluative alignment are dynamically negotiated in online discourse. Further, White (2025) suggested appraisal theory as a framework for analysing point of view and persuasiveness within the contemporary media environment. These developments suggest that appraisal systems are not static analytical categories but are responsive to shifts in communicative context. However, most of this research remains largely synchronic, focusing on specific corpora or contemporary media contexts rather than systematically tracing how evaluative configurations change across historical periods. This limitation creates space for a diachronic investigation of appraisal as a historically evolving system of interpersonal meaning, particularly within a single cultural domain across different media eras.

In the context of Indonesian advertising discourse, appraisal theory provides a relevant analytical perspective, as advertisements function not only as promotional products but also as sites where social values, family identity, and consumer positioning are discursively constructed (Maharani, 2024; Setyawati & Santosa, 2025). Studies on advertising discourse have consistently suggested that promotional texts play a significant role in normalising cultural expectations and shaping moral alignments through evaluative language (Hudders et al., 2021; Saba & Kashif, 2025; Qodirovna, 2026). This tendency can be seen in food and child nutrition advertisements, where representations of parental responsibility, child development, and product quality are expressed through affective and normative evaluation (Franke et al., 2023).

Within Indonesian media contexts, discourse-based studies further suggest that advertisements frequently reinforce culturally embedded norms concerning motherhood, family harmony, and child success (Khotimah et al., 2022; Christanti, 2025; Luthfiyyah, 2026). These values are commonly encoded through lexical expressions of collective happiness, moralised depictions of parental roles, and evaluative claims of product superiority. Such patterns prove how affect, judgement, and appreciation operate interactively to construct and legitimise socially desirable identities. Analysing these evaluative patterns through appraisal theory enables a systematic examination of how Indonesian advertising both reflects and reproduces broader socio-cultural expectations.

### **3. RESEARCH METHODOLOGY**

This study uses a qualitative approach with a descriptive-comparative design and a diachronic perspective to analyse differences in linguistic evaluation patterns in advertisements from the 1990s and contemporary advertisements. A qualitative approach was adopted in this study because the primary objective is not to measure advertising effectiveness, but to uncover how meanings, attitudes, and values are linguistically constructed and evaluated across different advertising eras.

The analysis is conducted within the framework of systemic functional linguistics, specifically appraisal theory, to examine how interpersonal meaning is constructed and negotiated in advertising texts across time periods. The research data consists of four Indonesian-language advertising texts representing two different eras. Advertisements from the 1990s, old version of Blueband (1957) and old version of Dancow (1995), were obtained from print media archives documented online and in advertising archives, while contemporary advertisements, current digital version of BlueBand (2024) and current digital version of bebelac (2025), were collected from official digital platforms such as YouTube and Instagram. Data selection was conducted purposively.

Purposive sampling was employed to ensure comparability across periods. Advertisements were selected based on (1) product category consistency (e.g., food and child nutrition products), (2) the presence of substantial verbal components, evaluative language, enabling linguistic analysis, and (3) accessibility of complete textual data for transcription. The overall corpus, represented by two advertisements in each era, comprises a relatively balanced distribution across the two periods to ensure analytical comparability.

The unit analysis in this study includes linguistic elements that realise evaluative meaning, whether in the form of words, phrases, clauses, or sentences. The analysis focuses not only on explicitly stated evaluations, but also includes implicit evaluations that emerge through lexical choices, grammatical structures, and discourse context. Thus, the unit of analysis is determined flexibly in accordance with the principles of appraisal theory, which views evaluation as a semantic and pragmatic phenomenon. The data analysis was carried out through several systematic stages. First, all advertisement data were transcribed and grouped based on period. Second, the advertisement texts were analysed to identify appraisal elements, including affect, judgement, and appreciation. Each evaluative element was then further classified based on type, polarity, and manner of realisation. Next, a graduation analysis is conducted to identify how the intensity and assertiveness of the evaluation are strengthened or weakened through various linguistic resources. The results of the analysis from both periods are then compared to reveal differences and dominant trends in the use of appraisal.

To maintain the validity of the analysis, this study applied consistent categorisation by strictly referring to the definitions and classifications of appraisal theory from Martin & White (2005). The analysis process was carried out repeatedly and validated by a linguistic expert, specifically in appraisal theory, to ensure the accuracy of data interpretation. Differences in data analysis were discussed until agreement was reached, in improving analytical reliability. In addition, the research findings are linked to previous research results in the field of advertising and media discourse as a form of theoretical triangulation. Through this approach, the research methodology is expected to be able to answer research questions systematically and provide a clear picture of the shift in evaluative meaning in advertising from the 1990s to the digital era.

## **4. RESULT**

### **4.1 Diachronic Comparison of Appraisal Patterns in 1990s printed and current digital Blue Band Advertisements**

This section demonstrates how appraisal resources are differently realised in Blue Band advertisements across two distinct advertising eras.

**Table 1.** Appraisal Realisation of Blue Band Advertisements

Appraisal Aspect	Blue Band (Printed Advertisements 1957 version)	Blue Band (Digital Advertisement 2025 version)
<b>Affect (Emotional Expression)</b>	<b>Explicit, direct, imperative. Emotions are directed explicitly at the reader through exclamations.</b> Collective emotions become the centre of meaning.	<b>Controlled, persuasive, dialogical. Emotions are built through reflective invitations.</b> Affect is subtle, not explosive, and packaged as empathy for the mother's concerns.
<b>Affect type</b>	Happiness & Satisfaction (joy, collective happiness ).	Security confidence (confident, calm, assured).
<b>Judgement (Social Assessment)</b>	<b>Normality implicit.</b> The ideal family is one that celebrates holidays with delicious food. The product is positioned as a socially appropriate and moral action without rational argumentation.	<b>Capacity Explicit &amp; rational.</b> Mums are considered intelligent, critical, and nutrition-conscious agents for their kids. Judgement arises through the opposition of myth versus fact and the claim that modern mothers make informed decisions.
<b>Judgement Target</b>	Traditional families and collective domestic roles.	Mums as decision makers for family nutrition.
<b>Appreciation (Product evaluation)</b>	Composition, quality, and valuation. The product is evaluated using general adjectives. There is no quantitative data or evidence.	<b>Composition and valuation. Employing evidential and comparative evaluation.</b> The product is evaluated based on measurable claims.
<b>Appreciation focus</b>	Taste and sensory quality as symbols of family happiness.	Nutritional ingredient, ease of access, and economic efficiency.
<b>Language Strategy</b>	Rhetorical and declarative. The language is one-way, authoritative, and does not allow for dialogue.	Argumentative and dialogical. Language builds interaction (rhetorical questions, exposing myths, invitations).
<b>Ideology tendency</b>	The ideology of domestic happiness and family traditions. Consumption = celebration.	Modern parenting ideology: rational, informative, science-based, and economical.
<b>Producer-Consumer Relationship</b>	Product makers as moral and cultural authorities.	Product makers are informative partners who educate consumers.

Appraisal analysis of Blue Band advertisements across different eras (see Table 1) reveals shifts in evaluative strategies in the domains of affect, judgement, and appreciation. The comparison below illustrates how appraisal resources are realised differently in the 1990s printed advertisement and the contemporary digital advertisement.

**Affect**

In the 1990s printed advertisement, affect is realised through explicit emotional expressions presented in imperative form. For example, the advertisement includes exclamatory phrases such as “Be joyful! Be happy!” and statements such as “Happiness on Eid al-Fitr will be more meaningful if the food served is delicious for the whole family.” From an appraisal perspective, these expressions convey an embedded positive affect, particularly happiness. Their emotional meaning is presented as a collective experience associated with family celebrations and festive occasions. The imperative form directly encourages the audience to experience a certain emotional state, positioning the product as part of that shared feeling in a certain society.

This pattern is consistent with earlier research on evaluative language in persuasive discourse, which shows that emotional positioning often serves to create audience alignment and reinforce shared social values (Fuoli, 2018; Mackenzie & Alba-Juez, 2019; Franke et al., 2023). In this case, happiness is framed as a culturally familiar emotion linked to family celebration rather than as a response to product evaluation.

In contrast, the current digital Blue Band advertisement distributed through Instagram presents affect in a more mediated and reflective way. Expressions such as “Mums should know!” and “Feel the difference in every spoonful!” do not directly instruct the audience to feel a particular emotion. Instead, they invite the audience to consider information about the product before forming an emotional response.

From an appraisal perspective, this pattern suggests a more cognitively mediated form of affect, where feelings such as reassurance, confidence, and trust emerge after the audience processes informational claims about nutrition and product benefits. This finding is in line with studies of contemporary digital advertising that highlight the growing importance of informational and participatory persuasion in interactive media environments (Dahlén & Rosengren, 2016; Ojiako & Ifeyinwa, 2023; Kelly, 2025). In this context, affect is constructed not only through emotional appeal but also through informational framing provided by the product maker.

### **Judgement**

In the aspect of judgement, it is also realised differently in both advertisements. The old version advertisement of Blue Band conveys social judgment implicitly through collective representations of family behaviour. Expressions such as “For this, people choose Blue Band” imply that choosing the product is the socially appropriate and reasonable action during family celebrations. In the appraisal framework, it reflects implicit judgement of normality, where desirable behaviour is presented as a shared cultural practice rather than as an individual decision. The evaluation is directed toward collective social practices, reinforcing the idea that using the product is part of established family traditions in certain social contexts.

In contrast, the contemporary digital advertisement, on Instagram, constructs judgment more explicitly and focuses on individual agency. The text introduces a contrast between myth and fact, for example, “Food rich in omega tastes bad, and children do not like it,” which is then countered by the claim that Blue Band contains Omega 3 and Omega 6 while maintaining a pleasant taste. In this case, judgment is directed toward mothers as decision-makers responsible for family nutrition. In the appraisal framework, this pattern can be interpreted as a judgement of capacity, where mothers are evaluated as knowledgeable and responsible agents who make informed decisions based on evidence. Linguistically, this shift is marked through dialogic structures (e.g., myth vs. fact) that introduce alternative viewpoints before affirming the product’s value.

### **Appreciation**

The most prominent difference between the two advertisements appears in the domain of appreciation. In the 1990s, printed advertisements, product evaluation primarily relied on symbolic and qualitative appreciation. The product is described using evaluative adjectives such as “pure”, “fragrant”, and “savoury”, as well as claims such as “a name of honour for the best margarine.” These expressions represent appreciation of quality and valuation, where product

superiority is established through sensory descriptions and symbolic prestige rather than empirical evidence.

In contrast, the contemporary digital advertisement employs evidential and comparative appreciation. The product is evaluated through measurable claims such as “Omega 3: ±380 mg”, “Omega 6: ±1,850 mg”, and comparisons with “tuna (30 g)”. Additional value claims such as “easier and more economical” and “affordable” further frame the product as a rational and efficient nutritional choice.

This shift toward evidential appreciation is consistent with broader changes in digital advertising strategies, where emotional engagement is increasingly combined with informational persuasion and product evidence (Dahlén & Rosengren, 2016; Flowerdew & Richardson, 2023).

Overall, these patterns show a shift in how evaluative language is constructed across the two advertising eras. In the old Blue Band advertisement, affect appears primarily through imperative emotional expressions, judgment is embedded in collective social norms, and appreciation is realised mostly in symbolic product qualities. In contrast, the digital advertisement version integrates dialogic structures, evidential claims, and informational framing, inviting audiences to consider multiple perspectives before forming an evaluation of the product.

These shifts can be observed through the realisation of the appraisal employed. The change from imperative affect to mediated affect, from collective judgement to judgement of capacity, and from symbolic appreciation to evidential appreciation indicates that contemporary advertisements increasingly place audiences as evaluative participants who engage with information and comparison before aligning emotionally with the product.

#### 4.2. Diachronic Comparison of Appraisal Patterns in Indonesian Child-Nutrition Advertising

This section highlights shifts in evaluative orientation related to parenting ideology tendency and child development as realised through appraisal resources.

**Table 2.** Appraisal Realisation of Dancow and Bebelac Advertisement

Appraisal	Dancow (Printed advertisement from the 1990s “Wise Mother”)	Bebelac (Digital Advertisement 2025 “Dare to Show Yourself”)
<b>Affect (Emotional Expression)</b>	Explicit, normative, based on gratitude and pride. Affect is directed at the child and mother relationship as moral reciprocity.	Explicit, psychological, and progressive. Emotions are oriented towards the child's internal state (confidence), not reciprocal relationships.
<b>Affect Type</b>	Happiness (proud, grateful).	Security confidence (confident, courageous, enthusiastic).
<b>Judgement (Social Assessment)</b>	Capacity. Mothers were seen as the primary moral figures. Judgement was based on the mother's adherence to the ideal role.	Capacity. Parents are considered supportive companions through encouragement. Judgement focuses on emotional responsibility, not conformity to norms.
<b>Judgement Target</b>	Mothers are ideal caregivers and determinants of their children's success.	Mothers as facilitators of their children's psychological development and children's achievements who develop their confidence
<b>Appreciation (Product)</b>	Valuation and composition, which is realised through symbolic and	Valuation and composition that is realised through evidential and

<b>Evaluation)</b>	qualitative. The product was evaluated based on general claims and authority legitimacy.	metaphorical. The product was evaluated based on its composition and the metaphor.
<b>Appreciation Focus</b>	Product advantages	Legitimising emotional claims through nutritional facts.
<b>Language strategy</b>	Claims are presented as the sole and final truth.	The audience is invited to participate emotionally and reflectively.
<b>Ideology tendency</b>	Normative achievement parenting: successful children because of maternal compliance.	Psychologically supportive parenting: children gain confidence through emotional support.
<b>Producer-Consumer Relations</b>	Producers as nutritional and moral authorities.	Producers as partners who empower parents.

This section examines how evaluative meanings related to parenting ideology tendency and child development are realised through appraisal resources in two advertisements, Dancow and Bebelac, in different eras. This analysis describes how affect, judgement, and appreciation are realised differently across time. Such diachronic comparison is important because previous appraisal-based studies have shown that evaluative language plays a crucial role in constructing attitudes and audience alignment in persuasive discourse (Fuoli, 2018; Mackenzie & Alba-Juez, 2019; Franke et al., 2023). At the same time, research on contemporary advertising suggests that digital promotional discourse increasingly combines emotional engagement with informational persuasion and participatory positioning (Dahlén & Rosengren, 2016; Hudders et al., 2021).

### Affect

In the 1990s Dancow advertisement, affect is realised through expressions of gratitude and pride that emphasise the moral relationship between children and mothers. For example, the phrase “Thank you for the Dancow, Mum...” and the statement “Her mother truly deserves to be proud” construct an emotional situation centred on appreciation for maternal care.

From an appraisal perspective, these expressions suggest explicit positive affect, particularly happiness expressed through gratitude and pride. The emotional meaning is relational and externally oriented, as the child’s achievement is framed as the result of mothers’ dedication and guidance. In this realization, affect functions to reinforce a moral narrative in which children’s success reflects the virtue and effort of mothers.

This pattern is in line with findings in language evaluation research showing that affective positioning is frequently used in persuasive discourse to establish shared social values and moral alignment between speakers and audiences (Bednarek, 2016; Fuoli, 2018; Franke et al., 2023). In the context of family-oriented advertising, such relational affect often focuses on parental dedication and gratitude within traditional family structures.

In contrast, Bebelac, a recent digital advertisement construct, affects the child’s internal emotional state primarily. Lexical choices such as “dare to perform”, “socialise”, “more confident”, and “full of enthusiasm” make the child an active subject of emotional development. These expressions indicate emotions associated with security and confidence, which appear as indicators of the child’s psychological readiness.

In addition, the affective meaning is strengthened through gradational resources such as “more”, “more confident”, and expressions that suggest continuous development. From an appraisal point of view, this pattern suggests a shift from relational gratitude to developmental confidence, where emotional evaluation focuses on the child’s personal growth rather than reciprocal moral relationships. This shift is in line with findings in digital advertising research, which show that contemporary campaigns increasingly emphasise self-development, self-confidence, and individual empowerment as key emotional appeals (Dahlén & Rosengren, 2016; Qodirovna, 2026).

### **Judgement**

Differences between the two advertisements can also be seen in the realisation of judgment. In the old version printed advertisement, Dancow, judgment is directed toward mothers as the central moral figures responsible for their children’s achievements. This is evident in statements such as “Children’s success is the result of their mother’s hard work”.

In the appraisal framework, this pattern belongs to the judgement of capacity, where mothers are evaluated based on their dedication and competence in fulfilling their expected social role. The evaluation appears graded, as the mother is positioned as the primary authority shaping the child’s development. Its representation of parental roles has also been observed in previous studies of advertising discourse, in which parents, especially mothers, are often described as moral caretakers responsible for children’s well-being and success (Hudders et al., 2021). From this point of view, judgment in the 1990s advertisement supports traditional expectations about parental authority and responsibility.

In contrast, recent digital advertisement, Bebelac, presents judgment in a more facilitative and relational form. Expressions such as “Let’s support the little one” that frame parenting not as a strict responsibility but as supportive companionship. In this realisation, parents are positioned as facilitators who encourage their children’s emotional development rather than as sole determinants of their achievements.

Using an appraisal perspective, this pattern still involves judgment of capacity, but the evaluative focus shifts from authority and compliance with traditional roles to emotional support and encouragement. Linguistically, this is realised through inclusive and invitational language that softens hierarchical evaluation.

### **Appreciation**

The two advertisements also differ significantly in the way product value is constructed through appreciation. In the earlier printed advertisement, product evaluation mainly relies on symbolic and authoritative appreciation. The product is described using general claims such as “the best milk for growth” and references to “essential nutritional completeness, often accompanied by institutional legitimacy linked to international expertise. These expressions suggest appreciation of valuation and composition, where product quality is asserted through authority and symbolic credibility rather than through detailed evidence.

In contrast, digital advertisement provides evidential appreciation combined with metaphorical framing. The product is evaluated through specific nutritional information such as three essential fibres, “2x DHA”, and “0 sukrosa”. At the same time, the metaphor “shine from within” connects nutritional benefits with psychological development.

This combination of evidential claims and metaphorical language places the product not only as a source of physical nutrition but also as a contributor to children's emotional and social development. As suggested in studies of contemporary digital advertising, informational evidence and emotional narrative increasingly appear together to construct persuasive product value (Dahlén & Rosengren, 2016; Van Nguyen et al, 2025).

From appraisal realisation of the two different advertisements, these patterns indicate a diachronic shift in the evaluative discourse of the two advertisements. In the 1990s advertisement, Dancow, affect emphasises gratitude and pride within hierarchical family relationships, judgment focuses on maternal authority and responsibility, and appreciation relies on symbolic claims about product quality. In contrast, current digital advertisement, Bebelac, focuses on confidence and emotional development in children. Further, it presents parents as supportive companions rather than single authorities, and combines evidential nutritional information with psychological narratives.

The changes can be observed linguistically through the distribution of appraisal resources across the two advertisements. The shift from relational gratitude to developmental confidence in affect, from hierarchical maternal authority to supportive parenting in judgement, and from symbolic to evidential appreciation suggests a broader transformation in how child development and parental roles are discursively framed in Indonesian advertising discourse.

## **5. DISCUSSION**

Addressing the research gap concerning the limited diachronic application of appraisal theory in advertising discourse, the findings of this study reveal that a comparison of advertisements from the 1990s and the contemporary digital era reveals a clear shift in appraisal patterns. This shift is not only related to changes in marketing strategies but also reflects evolving ways in which family roles, parenting practices, and child development are discursively framed in Indonesian advertising.

From an appraisal perspective, the differences observed in affect, judgement, appreciation, and graduation suggest that evaluative language in advertising adapts to broader communicative and cultural changes over time. It confirms previous research reporting that evaluative language plays a central role in constructing attitudes and positioning audiences in persuasive discourse (Bednarek, 2016; Fuoli, 2018; Mackenzie & Alba-Juez, 2019; Franke et al., 2023).

In older advertisements (the 1990s Blue Band and Dancow), the appraisal system was dominated by explicit and normative affect that was direct and instructional in nature. The affect in both advertisements functions as a tool for normalising social values, where positive emotions are attached to compliance with ideal domestic roles. In the appraisal framework, this pattern reflects monoglossic affect, as emotions are presented as undisputed social truths.

On the other hand, today's digital advertisements (the new Blue Band and Bebelac 2025) show a shift towards a more reflective and cognitively mediated affect. The digital version of Blue Band no longer commands the audience to feel happy, but rather builds a sense of calm and confidence through the explaining of myths and the presentation of facts. Similarly, Bebelac displays inward-oriented psychological affect, such as daring to perform, MORE confident, and full of enthusiasm. Affect in modern advertisements functions as emotional reassurance that arises after the audience has been rationally convinced, so that emotions become the result of

reasoning, not normative commands. This pattern is in line with findings in digital advertising research, which suggest that contemporary campaigns increasingly combine emotional engagement with informational persuasion and consumer reflection (Dahlén & Rosengren, 2016; Ojiako & Ifeyinwa, 2023; Flowerdew & Richardson, 2023).

A similar shift can be seen in the judgment system. The 1990s advertisements produced hierarchical and normative judgements, especially regarding the role of mothers. In the printed version of Dancow, mothers are assessed as the main moral actors who determine their children's success, while in the old Blue Band advertisement, the ideal family is implicitly constructed through appropriate and reasonable consumption practices during Eid al-Fitr. In contrast, the current digital Blue Band and Bebelac advertisements present a more implicit and empathetic judgement, positioning parents as rational and supportive agents, rather than just a gatekeeper of norms. Slogans such as “Mums should know!” and “Come on, support your little one” judge parents' actions based on their reflective capacity and emotional responsibility, rather than their adherence to traditional roles. This shift toward more facilitative and dialogic judgement also reflects broader observations in advertising studies that contemporary parenting discourse increasingly emphasises encouragement, emotional support, and parental engagement rather than hierarchical authority (Hudders et al., 2021).

In the appreciation aspect, there is a significant shift from symbolic evaluation to evidential evaluation. The 1990s advertisements (Blue Band and Dancow) relied on qualitative and symbolic claims such as pure, savoury, the best, or institutional authority legitimacy. Products are evaluated as symbols of honour, tradition, and achievement. In contrast, the digital version of Blue Band and Bebelac advertisements employs composition and comparison-based appreciation, presenting figures, measurements, and rational oppositions (e.g., Omega 3 & 6, 2x DHA, comparison with tuna). However, it is important to note that this evidential appreciation does not stand alone; it is combined with psychological metaphors such as shining from inside, which bridges the language of science with emotional value. Such a combination of scientific evidence and emotional narrative has also been noted in studies of contemporary digital advertising, where rational product claims are often integrated with affective storytelling to enhance audience engagement (Van Nguyen et al., 2025).

The role of graduation has also intensified in modern advertising. In the 1990s advertisements, the reinforcement of meaning was relatively limited, such as “number one” and “the best”. In current digital advertisements, graduation is used systematically through intensifiers like “more”, “even more”, “twice as much”, typographical emphasis like “MORE”, and temporal expansion such as “every day”. This shows that current digital advertisements not only evaluate, but also manage the degree of evaluation to emphasise the progress, continuity, and long-term impact of the product. From an appraisal perspective, this intensified use of graduation indicates how contemporary advertising discourse strategically amplifies evaluative meaning to maintain audience attention and reinforce persuasive impact.

Based on the comparative analysis above, this study argues that Indonesian advertising discourse has shifted from an instructional and monoglossic appraisal pattern toward a more dialogic and empathetic heteroglossic orientation. The 1990s advertisements positioned the audience as recipients of established values, while current digital advertisements place the audience, especially parents, as reflective subjects who are invited to think, compare, and make decisions.

The findings suggest a shift in how parenting and child development are linguistically framed in advertising discourse through different realisations of appraisal resources.

Finally, the comparison between the 1990s advertisements and current digital advertisements not only shows the evolution of advertising linguistic strategies, but also reveals broader social discourse transformations concerning family, children, and parental roles in the Indonesian context. This finding supports the argument that appraisal theory can be used as a useful analytical framework for tracing diachronic changes in evaluative discourse. Theoretically, this study contributes to appraisal-based discourse analysis by extending its application to a diachronic examination of advertising language, showing how affect, judgement, appreciation, and graduation are realised across different media eras within the same socio-cultural context. Methodologically, the study reveals the value of combining appraisal analysis with cross-era comparison to describe shifts in evaluative discourse that may not be visible in synchronic analyses alone. Practically, the findings also provide comprehension for advertising practitioners by illustrating how evaluative language strategies evolve alongside changing audience expectations, particularly in the transition from traditional broadcast advertising to interactive digital media environments.

## **6. CONCLUSION**

The results of the analysis show that advertisements from the 1990s were dominated by normative and imperative affects, hierarchical judgements of the role of mothers, and symbolic appreciation that relied on claims of general quality and institutional authority legitimacy. In these advertisements, children were constructed as objects of success and achievement, while mothers were positioned as the main moral agents responsible for these achievements. This monoglossic appraisal pattern places parenting values as unquestionable social truths.

On the other hand, current digital advertisements show a shift towards reflective psychological affect, implicit empathetic judgement, and evidential appreciation combined with emotional metaphors. Children are represented as active subjects with psychosocial capacities, such as self-confidence and social readiness; meanwhile, parents are placed as supportive and rational companions. This shift is accompanied by the systematic use of intensified graduation to emphasise progress, continuity, and the long-term impact of the product. The emerging appraisal pattern is heteroglossic and dialogical, reflecting the change in the producer-consumer relationship from authoritative to participatory.

This study confirms that appraisal theory is effective as an analytical tool for tracing diachronic changes in evaluative discourse, particularly in revealing how evaluative language adapts to transformations in social values and parenting practices. The main novelty of this study lies in its empirical mapping of the shift in appraisal from normative instructional evaluation to reflective empathetic evaluation in Indonesian advertisements, which has not been widely discussed in previous studies. These findings broaden the understanding of the role of evaluative language not only as a commercial persuasion strategy but also as a medium for constructing social meanings about family, children, and parenting in the Indonesian cultural context.

This study has several limitations that need to be considered. The scope of the data is limited to a few selected advertisements from specific brands and periods, so the findings cannot be generalised to all advertisements in Indonesia. In addition, the analysis focused on verbal and textual dimensions, while multimodal aspects such as visuals, and gestures, which play an

important role in reinforcing affect and graduation, have not been analysed. This study is also qualitative descriptive in nature, so it does not yet provide quantitative measurements of the distribution of appraisal categories. Therefore, further research is recommended to expand the data corpus across brands and decades, integrate appraisal theory with multimodal analysis, develop quantitative or mixed methods approaches, and involve audience reception studies to examine how evaluative strategies in advertisements are interpreted and impact consumer attitudes.

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