
THE FAIRCLOUGH CRITICAL DISCOURSE ANALYSIS MODEL IN THE USED MOTORCYCLE SALE ADVERTISING ON FACEBOOK: A CASE STUDY

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Abstract

This article examines the use of the Fairclough Model of Critical Discourse Analysis to strengthen the context of the advertisement discourse for used motorcycles sales on Facebook. Case studies were conducted at Ninja R/Rr Sales and Purchases Group for the Klaten, Yogyakarta, Solo, and surrounding areas. This research aims to signify the use of Critical Discourse Analysis to strengthen the advertising discourse. The study implements a qualitative descriptive method with critical discourse analysis technique. The data were collected from the sales advertisements of used motorbikes posted on Ninja R/Rr Sales and Purchases Group for the Klaten, Jogja, Solo, and surrounding areas. The data were analyzed using the three dimensions of Critical Discourse Analysis of the Fairclough Model, consisting of the textual dimension, the discursive dimension, and the social dimension. The results highlight three viewpoints. In the textual dimension, the advertisements offer a clear and easy-to-understand structure. In the discursive dimension, the advertisements construct appropriate meanings contextually. In the social dimension, the advertisements represent social values related to the ownership of used motorbikes.

Keywords: advertising language, critical discourse analysis, discourse context, Fairclough

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Introduction

Advertising is an essential form of communication in the business context. Effective advertising can influence consumer perceptions and increase product sales. In the other hand, advertising can also be a means of manipulation and dissemination of the misleading messages. Therefore, a study is needed to strengthen the context of advertising discourse, as an attempt to prevent misunderstanding and manipulation. This article discusses the critical discourse analysis of the Fairclough model in the advertisements of used motorcycle sales on Facebook. The critical discourse analysis approach developed by Norman Fairclough can help understand social construction in discourse and identify hidden ideologies in language (Akvani *et al.*, 2020; Dowaidar, 2020; Fattahizadeh & Langeroudi, 2022; Kessar *et al.*, 2021; Nasution *et al.*, 2020; Rajah, 2022; Symonds, 2021; Zhu & Wang, 2020).

A number of previous studies have implemented the use of a critical discourse analysis approach to analyze advertisements, including Putri and Nuruddin Hidayat (2022) that analyzed health service advertisements on Instagram. The other studies highlighted advertisements for other products posted on social media, such as Instagram or Twitter. This type of research can promote the understanding of the social and ideological constructions in product advertisements on social media (Putri & Nuruddin Hidayat, 2022). Another study analyzed product advertisements posted in print media, such as newspapers or magazines (Kessar *et al.*, 2021). This study compares the differences in social and ideological constructions of product advertisements on social media and print media. Product advertisements using foreign languages, such as English, were also discussed in the relevant context of foreign language use.

This research is expected to provide an overview of the social construction in the discourse of used motorcycle sales advertisements and the language ideology found in the advertisements. There are several basic concepts revealed through this study based on the critical discourse analysis, including ideology, hegemony, and discourse (Ahmad & Shah, 2019; Hilmiyatun *et al.*, 2022). The research utilized data from advertisements for the sales of used motorbikes posted on Ninja R/Rr Sales and Purchases Group for the Klaten, Jogja, Solo, and surrounding areas on Facebook. This research is believed to offer new insights and comprehension on advertisements for used motorbike sales on Facebook, in addition to providing inputs for the development of effective and non-manipulative advertisements. Facebook is a social media and networking platform that enables its users to get acquainted with each other and communicate for various purposes, including recreational purposes. Facebook currently has plenty of features that users can utilize for transactional activities, including messenger, video uploads, photos, groups, and live. Facebook provides various sales products, considering its utilization by various groups, including the elderly. Facebook groups present interesting textual and visual content to attract potential customers through advertisements. This concept is suitable for ads in motorcycle sales and purchases groups, as the advertisements may contain texts and images to describe the condition specifications of the motorbike as well as other important information.

This research focuses on advertisements for the used motorcycle sales analyzed in the Ninja R/Rr Sales and Purchases Group for the Klaten, Yogyakarta, Solo, and surrounding areas. Ad developers can take several actions to promote vehicles, such as offering attractive specifications, good quality vehicles, interesting vehicle modifications, or parts that are of interest to the public. The advertising styles employ interesting words, sentences, and relevant photos of the vehicle to

attract potential buyers on Facebook. Considering the aforementioned research gaps, the researchers offer a more detailed discussion through this article, as an effort to contribute to the study of critical discourse analysis.

Methodology

The study highlights a problem on the social construction in the discourse of used motorcycle sales advertisements on Facebook and the language ideology in the advertisements. It applies the Fairclough model of critical discourse analysis. The critical discourse analysis is implemented as a method with a qualitative descriptive approach through the description of texts, discursive practices, and social practices found in the sales advertisements of used Ninja motorbikes R/Rr in the Klaten, Jogja, Solo, and surrounding areas. The data were collected through the sales advertisements on Facebook using note-taking and screenshot techniques.

The Fairclough model of critical discourse analysis can help understand social construction in discourse and identify hidden ideologies in language (Mondragón & Polo, 2022). The selection of advertisements for sales and purchases of used Ninja motorbikes R/Rr in the Klaten, Jogja, Solo, and surrounding areas as the research objects was based on several purposive considerations, including the tendency to offer the same motorbike conditions from several sellers, covering the distance, the machine condition, automotive parts, and license. The advertisements also display images of the vehicle conditions at their best angles. Additionally, data inaccuracies between advertisements and facts, as well as the role and influence of sellers in making advertisements are the interesting aspects for further research. The first analysis was identifying the ad texts with their social context. Researchers scrutinized linguistic elements, such as sentence structure, grammar, and vocabulary (Ekawati, 2019; Fattahizadeh & Langeroudi, 2022). An analysis of the meanings of these elements was then performed to find the connection to a broader social context.

The researcher identified the discourse contained in the advertisement and linked to the ideology in the advertisement. Ideology can be identified from the views and values reflected in the language and the way sentences are structured. Through this step, researchers could find out the hegemony in advertising and how this hegemony is constructed. In this study, researchers adopted the Fairclough model of critical discourse analysis, consisting of textual analysis, discourse analysis, and social analysis (Addy & Ofori, 2020; Akvani *et al.*, 2020; Correa & Flórez, 2022; Jabar & Mansor, 2021; Javadi & Mohammadi, 2019; Mondragón & Polo, 2022; Symonds, 2021). This method assisted the researchers to understand the social construction in sales and purchases advertisements of used motorbikes on Facebook and the ideology contained in the language of these advertisements. The Fairclough model of critical discourse analysis consists of:

Textual, discourse, and social analyses

The first step in critical discourse analysis is to perform textual analysis by identifying linguistic elements, including sentence structure, grammar, and vocabulary used in sales and purchases advertisements of used motorbikes on Facebook. The textual analysis helps to understand the utilization of language in the ad and the representation of social constructs.

Following the textual analysis, a discourse analysis helps the identification of the discourse of the advertisements and link the finding to the ideology contained in the advertisement. Ideology can be identified from the views and values reflected in the language and the way sentences are

structured in advertisements. In addition, researchers could find out if there is hegemony in advertisements and how this hegemony is constructed. The final step in critical discourse analysis is social analysis. Social analysis aims to relate the results of discourse analysis to the wider social context (Fattahizadeh & Langeroudi, 2022). Researchers considered social factors such as social class, gender, and religion in interpreting the sales and purchases advertisements of used motorcycles on Facebook.

Findings and Discussion

Data analysis was performed to respond to the research problems using the Fairclough model of critical discourse analysis. The analysis consists of three stages, including the textual analysis, discourse analysis, and social analysis. This method assists the researchers to understand the social construction in the sales and purchases advertisements of used Ninja R/Rr motorcycles in the Klaten, Jogja, Solo, and surrounding areas on Facebook group and the ideology contained in the language of the advertisement. Text dimensional analysis describes and identifies linguistic elements, such as sentence structure, grammar, and vocabulary in the advertisements.

Representation of product offering through advertisements: Textual analysis

Textual representation includes sentence structure, grammar, and terms or vocabulary in the text.

Table 1. *Automotive terms in Ninja R/Rr sales and purchases advertisements in the Klaten, Jogja, Solo, and surrounding areas*

Terms	Terms
OB	Modif
Repaint	Ready
Shok	Carbon
Pajak OFF	Titanium
Pajak ON	Full original
TT	Selencer
BT	Breket
Ori	Reflektor
Std	Copotan
Faktur	Standaran
Leter	Tawarkan
Stainley	Full lemer
Body list original	Nego alus
Mikuni	Ban tembus
Segel	Mesin segel
Racing	
PCB	
COD	

Of all the existing automotive terms, almost all of them have similar potential for advertising used vehicles. These terms provide an understanding of the automotive concepts. Here is an example:

*Jual BU ninja rr se 2011, plat ab pajek on, Knalpot ori ngga ada, cat body ripain
Cat rangka ori.
Mesin no ob
Mesin ngga halus ngga kasar..
Kondisi biasa njibb, kalau dibuat istimewa njib
saget.. Diragati..
Hg 21,5 mawon nego bensin.*

The use of the automotive term and other terms related to the automotive context can be seen in the advertisement. **BU** stands for Need Money, which explains that the owner of a motor vehicle needs money. **Pajak On** is related to the vehicle legality documents. **Ori** stands for original. **Repaint** indicates the repainting of the vehicle, which is not factory default. **OB** stands for over boost, which means restandardization of the machine.

*Bismillah
For sale
Kawasaki Ninja RR new 2014 akhir

Plat H semarang
Semua lengkap dari dealer kcuali jaket
Full original asli bukan akal akalan dono
Ban tembus
Mesin segel Barcode mesin nempel
Toolkit lengkap Lokasi Sukorejo kendal
WA 085977228475*

In the advertisement above, **full original** indicates the original condition of the motorbike with factory authenticity. **Ban tembus** signifies the originality of motorbike tires from the dealer. **Mesin segel** is a term that describes the condition of the engine, which is still original from the factory assembly and has never been completely disassembled.

*Di jual atau TT matic yang penting dapat sisa
Ninja RR 2011 OLD
Surat2 lengkap sampai faktur
Pajak on
Mesin segel
Ban tembus
Body list original
Lokasi Klaten
Wa 0821-3304-7471*

The above advertisement contains several automotive terms in discourse analysis. **Dijual** or **TT** is a term that explains that the motorbike has two options, namely the motorbike serves for sale and serves for trade-in. **Pajak On** marks the legality of the motor documents. **Mesin segel** is a term that describes the condition of the engine, which is still original from the factory assembly and has never been completely disassembled. **Ban tembus** marks the original condition of the motorbike tires

from the official dealer. **Body list original** marks the color condition of the motorbike that is still original from the factory.

*Di jual atau TT matic yang penting dapat sisa
Ninja RR 2011 OLD
Surat2 lengkap sampai faktur
Pajak on
Mesin segel
Ban tembus
Body list original
Lokasi Klaten*

Wa 0821-3304-7471 (sumber: ninja r/rr area klaten, jogja, solo dan sekitarnya)

Table 2. *Textual representation*

No.	Representation	Materials/Forms	Meanings	
			For Authors	For Readers
1.	Event	<i>Di jual atau TT matic yang penting dapat sisa Ninja RR 2011 OLD</i>		Informasi
2.	Individual		Author	Reader
3.	People			Reader
4.	Condition	<i>Surat2 lengkap sampai faktur pajak on, mesin segel, ban tembus, body list original</i>	Complete information	Complete information

Following is the explanation of the dimensions in the advertisement discourse above.

- **Event representation** marks the sale of an old model of Ninja Rr type 2011. The advertiser offered cash or trade-in (IT) payment. The author expected to get profit from selling or trading in the motorbike.
- **Individual representation** shows the author as a seller or advertiser and the reader as an informed opinion or potential buyer of the motorcycle.
- **People representation** marks the advertisements aimed at readers or potential buyers in the Ninja motorbike sales and purchases group with various backgrounds in general.
- **Conditional representation** emphasizes that the Ninja motorbike is offered with complete documents, including the vehicle title (BPKB) and vehicle registration certificate (STNK) as well as purchase invoice. The Ninja motorbike is also completed with annual tax paid. The motor is still in factory condition and has not been disassembled or performed large-scale engine maintenance. The tires are still original and have never been replaced. The motorbike is its original and factory-assembled condition.

Nunut jual ya om Ninja RR new 2012 plat AD karanganyar pajak hidup plat panjang surat lengkap sampai faktur. mesin aman standart 2tak aluss. Velg Enkei ori Thailand.. Knalpot creampi ori knalpot ori masih fairing bawah msh ada kondisi tinggal pakai cek sepuasnya harga 21.500 nego lokasi solo utara wa.me/ +6289674950971

Table 3. *Textual representation*

No.	Event	Materials/Forms	Meanings	
			For Authors	For Readers
1.	Event	Nunut jual ya om Ninja RR new 2012		Information
2.	Individual		Author	Reader
3.	People			Reader
4.	Condition	plat AD karanganyar pajak hidup plat panjang surat lengkap sampai faktur. mesin aman standart 2tak aluss. Velg Enkei ori thailand.. Knalpot creampi ori knalpot ori masih fairing bawah msh ada kondisi tinggal pakai	Complete information	Complete information

- **Event representation** marks the sale of the latest model of a Ninja motorbike type Rr 2012. The author, as a seller, advertised the product by writing “*Nunut jual ya om*”, which means “Excuse me to sell, uncles”.
- **Individual representation** shows the author as a seller or advertiser and readers as information opinions or potential buyers of the motorcycle.
- **People representation** marks the advertisements aimed at readers or potential buyers in the Ninja motorbike sales and purchases group with various backgrounds in general.
- **Conditional representation** emphasizes that the Ninja motorbike is offered with complete documents, including the vehicle title (BPKB) and vehicle registration certificate (STNK) as well as purchase invoice. The Ninja motorbike is also completed with annual tax paid. The motor has an AD Karanganyar (Central Java) registration plate. The motorbike’s engine condition is still normal with standard 2 stroke. The front and rear wheels are not factory default, as the current condition uses original *Enkei* branded wheels made in Thailand. The current condition of the exhaust uses the *Creampi* branded exhaust and the original exhaust from the factory is kept by the author or the seller. “*Masih fairing bawah msh ada kondisi tinggal pakai*” means that the lower body of the motorbike is not installed. However, once a prospective buyer purchases the motorbike, the body will be included. The rest of the motorbike is said to be in normal condition.

*Ninja r 2012
Plat b
Of
Mesin alus
Belom sbok
Semua normal
Tinggal gas
Lok solo*

Wa :087777710631 Harga: 17 nego bensin

Table 4. *Textual representation*

No.	Representation	Materials/Forms	Meanings	
			For Authors	For Readers
1.	Event	<i>Ninja r 2012 Plat b</i>		Information
2.	Individual		Author	Reader
3.	People			Reader
4.	Condition	<i>Of, Mesin alus, Belum sbok, Semua normal, Tinggal gas</i>	Complete information	Complete information

- **Event representation** marks the sale of a Ninja motorbike type R 2012 with B (DKI Jakarta) registration plate. The seller did not explain if the motorbike was available for sale only or trade-in (TI) as well.
- **Individual representation** shows the author as a seller or advertiser and readers as information opinions or potential buyers of the motorcycle.
- **People representation** marks the advertisements aimed at readers or potential buyers in the Ninja motorbike sales and purchases group with various backgrounds in general.
- **Conditional representation** shows that the Ninja motorbike is completed with all necessary legality documents. However, the seller did not perform annual tax payment (off tax). The condition of the Ninja motorbike's engine is still normal with standard 2 stroke engine sound. The liner engine components have never been replaced (OB/over boost). The seller confirms that the Ninja motorbike 's parts are in normal condition. The motorbike is ready to use without further maintenance.

Bismillah doll mawon. NINJA SS 2012 BODY MULUS FULL ORISINIL, BAN MASIH BAWAAN, KNALPOT ADA 2 ORIGINAL & HI-TECH, FAKTUR NEMPEL LETER H TIJEK 5X LOK PLUPUH MASARAN

085798170510

Table 5. *Textual representation*

No.	Representation	Materials/Forms	Meanings	
			For Authors	For Readers
1.	Event	<i>Bismillah doll mawon. NINJA SS 2012</i>		Information
2.	Individual		Author	Reader
3.	People			Reader
4.	Condition	<i>BODY MULUS FULL ORISINIL, BAN MASIH BAWAAN, KNALPOT ADA 2 ORIGINAL & HI-TECH, FAKTUR NEMPEL LETER H TIJEK 5X</i>	Complete information	Complete information

- **Event representation** shows the sale of a Ninja motorbike SS type 2012. The author as a seller, wrote this sentence for opening the advertisement “*Bismillah doll mawon*”, marking the use of mixed language between Arabic (*Bismillah*) and Javanese (*dol mawon*). *Bismillah* is an expression for remembrance of God before the sayer does any types of activities. Meanwhile, *dol mawon* means that the motorbike is offered only for sale, not for trade-in (TT).
- **Individual representation** shows the author as a seller or advertiser and readers as information opinions or potential buyers of the motorcycle.
- **People representation** marks the advertisements aimed at readers or potential buyers in the Ninja motorbike sales and purchases group with various backgrounds in general.
- **Conditional representation** shows that the Ninja motorcycle comes with a factory-made original standard condition. The seller explains that the tires are still original from the factory or have never been replaced. Accessories for variations include HI-TECH branded exhaust and original exhaust from the factory. The vehicle title (BPKB), vehicle registration certificate (STNK), and purchase invoice are also included. The motorbike comes with H (Semarang) registration plate. The seller informed that the vehicle tax was not paid up to five times (off tax).

Ninja 2012
Pajak on
Plat AD
Faktur nempel
Mesin jamin belum sbok
Cat ory
Lok solo
Wa :087777710631
Harga : 21 nego

Table 6. *Textual representation*

No.	Representation	Materials/Forms	Meanings For Authors	For Readers
1.	Event	<i>Ninja 2012</i>		Information
2.	Individual		Author	Reader
3.	People			Reader
4.	Condition	<i>Pajak on Plat AD Faktur nempel Mesin jamin belum sbok Cat ory</i>	Complete information	Complete information

- **Event representation** marks the sale of a Ninja motorbike type R motorcycle in 2012. The seller did not explain whether the motorbike was only for sale or could be exchanged (TT).
- **Individual representation** shows the author as a seller or advertiser and readers as information opinions or potential buyers of the motorcycle.
- **People representation** marks the advertisements aimed at readers or potential buyers in the Ninja motorbike sales and purchases group with various backgrounds in general.

- **Conditional representation** shows that the Ninja motorbike comes with complete documents, including the vehicle title (BPKB) and vehicle registration certificate (STNK) as well as purchase invoice. The motorbike has an active annual tax payment. It comes with normal engine and original factory assembly. The seller guaranteed that the machine has not undergone large-scale servicing (OB/overboost).

Dijual mawon ninja R 2013 plat A(banten) komplit stnk bpkb, pajak off 2021, kondisi seperti di foto, braket set lampu bulat ss stainley, velg pake cb150r, karbu pake punya RR mikuni, bureng kop seber ada cadangan (ori no shock) dijual mawon buka barga 18,5 nego alus pajak lokasi solo utara 081802598268

Table 7. Textual representation

No.	Representation	Materials/Forms	Meaning For Authors	For Readers
1.	Event	<i>Dijual mawon ninja R 2013 plat A(banten)</i>		Information
2.	Individual		Author	Reader
3.	People			Reader
4.	Condition	<i>kompli stnk bpkb, pajak off 2021, kondisi seperti di foto, braket set lampu bulat ss stainley, velg pake cb150r, karbu pake punya RR mikuni, bureng kop seber ada cadangan (ori no shock)</i>	Complete information	Complete information

- **Event representation** marks the sale of a Ninja motorbike type R 2013 with A (Banten) registration plate. The seller did not explain if the motorbike was only for sale or trade-in (TT) as well.
- **Individual representation** shows the author as a seller or advertiser and readers as information opinions or potential buyers of the motorcycle.
- **People representation** marks the advertisements aimed at readers or potential buyers in the Ninja motorbike sales and purchases group with various backgrounds in general.
- **Conditional representation** shows that the Ninja motorbike has complete legality documents, including the vehicle title (BPKB) and vehicle registration certificate (STNK), yet the tax has been off since 2021. The seller explained that motorbike’s headlights has been replaced with the original round lights from Ninja type SS. The front and rear wheels use Honda CB150R, while the carburetor or combustion components use components the Ninja Rr type. The motorbike comes with original spare parts from the factory in normal condition.

Relation marks the relationship between the advertiser with the readers and media

Based on the compilation of the data, there is an indirect relationship between advertisers, readers, and social media. This relationship signifies that the advertisement happens as a one-way

communication, as there is no dialogue between the sellers and potential. The relation is also categorized into an open relation, as the advertisement clearly aims to sell products, so the authors provide information clearly and openly. The following analysis reveals the relation between authors, readers, and media.

Table 8. *Relation*

Relation	Characteristics	Lingual Material/Form
Author to reader	Open	<i>Nunut jual ya om Ninja RR new 2012 plat AD karanganyar pajak hidup plat panjang surat lengkap sampai faktur. mesin aman standart 2tak aluss. Velg Enkei ori thailand. Knalpot creampi ori knalpot ori masih fairing bawah msh ada kondisi tinggal pakai cek sepuasnya harga 21.500 nego lokasi solo utara wa.me/ +6289674950971</i>

In terms of the nature of the relationship, a secretive behaviour is revealed based on the minimum description or little information in some of the advertisements, for example:

Bismillab doll mawon. NINJA SS 2012 BODY MULUS FULL ORISINIL, BAN MASIH BAWAAN, KNALPOT ADA 2 ORIGINAL & HI-TECH, FAKTUR NEMPEL

The author did not provide open information like other advertisements. This shows that the information is closed to the readers, perhaps, due to the focus on displaying more advertised photos of motorbikes, to make the images prominent in the ad. Identity includes the identity of the author and their representative groups. This part of analysis reveals the identity of the object written and the identity of the writer.

Table 9. *Identity*

No.	Account	Category	Gender
1	Andiito Putra	User	Male
2	Fery Andi	User	Male
3	Nirmala P	Community	Female
4	Ivan Heri Yulianto	Collector	Male
5	Surya Saputra	Seller	Male
6	Anjar Aji Yogi Setiawan	Community	Male
7	Eko Rahmat Mahardika	User	Male
8	Surya Saputra	Seller	Male
9	Ardiyan W	Community	Male
10	Eddy Jo Raja Souvenir	User	Male

The author's identity is written clearly, consisting of name, gender, and category (user, seller, and community). The clarity of this identity further clarifies the contextual meaning of advertising discourse to buyers.

Textual production and consumption

Following the analysis, the advertisement for the sale of Ninja R/Rr motorbikes in the Facebook group has a structure that marks the form of communication between advertisers and potential buyers. The advertisement texts always contain the following parts:

- Description of the type of motorbike, year of manufacture, and types of motorbikes.
- Information on the legality status of the motorcycle, including information on the motor vehicle tax, ownership and location of the motorbike; in addition to the use of common automotive vocabulary (new ta, long tax, first hand, on behalf of oneself).
- Description of the condition of the motorbikes and their specifications using several terms that attract potential buyers, for example, the good condition, full original condition, shiny paint, intact body, no OB/over boost, and seal engine.
- Requests to the potential buyers to take the offers, for example through the use of expressions, such as “please check all you want”, “need money”, and “proceed to WA for serious order.”

Texts are read by audiences with different backgrounds. The audience consist of motorbike sellers, potential buyers who are especially interested in the type of motorbike, and adult males in general who understand automotive.

Situational, institutional, and social practices

Social context analysis aimed to find out the reasons of textual appearance. The search results for data regarding the authors of the ad text show various backgrounds that influence the author in creating the ad text. This type of advertising text reflects the social level of the community in the social context of the text. This analysis includes three levels, including situational, institutional, and social levels.

The ad texts for the sale of Ninja R/Rr motorbikes were made by groups of people with different social status.

- 1) The socio-economic status of the middle class influences the social context of the ad texts. Vehicle ownership is seen as a marker of social status in society, in which those who own a vehicle are considered capable and belong to the middle class. If the ad writers are the owners of the motorbikes themselves, then they will be considered to have a higher social status.
- 2) There are times when the advertisers are is in a disadvantaged economic situation, which is reflected in expressions or terms in the texts, such as “need money”, “trade-in with extra”.
- 3) The profession of a motorbike seller also influences the social context of ad texts.

Institutional factors emphasize the influence of text advertising on society outside of text or how advertisers influence a community institution. For example, the advertising media for selling motorbikes on Facebook groups has changed the way people view and behave in buying and selling. Previously, advertisements through print media, such as banners, brochures, pamphlets, and audio-visual media (radio and television) were often used product marketing. However, the presence of Facebook has changed the conventional pattern and lead people to various types of product

advertisements by only using their smartphones. Changes in people's behavior in using social media, such as Facebook for sales and purchases mark a phenomenon how institutional factors can influence consumer perspectives and behavior due to the tendency of people to seek information and make purchases online. Therefore, the use of social media as an advertising platform is becoming increasingly popular.

However, the presence of social media for advertisement also raises new problems related to regulation and ethics in marketing. In some cases, advertisements on social media can be considered as a form of harassment due to some elements of discrimination. Therefore, it is necessary to have clear rules and regulations to control marketing practices on social media to not harm consumers.

In conclusion, institutional factors play a significant role in influencing consumer views and behavior towards advertising, especially in the context of using social media as a marketing platform. It is important for advertisers to pay attention to regulations, ethics, and target audiences so that marketing practices will perform well without harming the consumers.

Advertising discourse is strongly influenced by social factors, such as the social level of society and lifestyles that change from conventional and traditional to modern and instant, especially among the middle class who are used to using social media via smartphones. In addition, the advance in global telecommunication technology has changed the role of society in meeting communication needs through networks. Social factors have an important role in regulating people's behavior and mindset towards advertising. In motorcycle sales advertisements through Facebook, social factors are influential, as Facebook users mostly come from the middle class who tend to be more active in using technology and social media. Changes in people's lifestyles from conventional to modern also affect the perspective and needs of consumers in buying products.

Amid the increasingly advanced era of globalization, the role of telecommunications and communication networks is increasingly important and widespread in people's lives. The use of social media as an advertising platform has become an effective way to promote products widely and expand market reach. On the other hand, the use of social media also gives negative impacts, such as the spread of false information or hoaxes, which can be detrimental to consumers. It is essential for advertisers to pay attention to social factors and follow the prevailing regulations in marketing their products to prevent harm against the society as a whole. Research on critical discourse based on Fairclough's model were previously performed with various objectives. [Addy and Ofori \(2020\)](#) performed an analysis of critical discourse in a speech campaign by the Ghanaian opposition leader. Leaders used the pronouns I, you, we; in addition to the repetition to create positive bonds and show solidarity with their constituents. The strategy aimed to persuade voters to support the government candidate. [Correa and Flórez \(2022\)](#) analyzed critical discourse in newspapers as a means to more competitively improve English proficiency in the global economy in Latin America. The analysis revealed the existence of newspapers to systematically contribute to the discrimination of English teachers, perpetuating speaker's ideology and improving the education system. [Rajah \(2022\)](#) divided critical discourse based on the genre. The analysis proved that Megan Thee Stallion applied the politics of articulation in the rap lyrics to subvert the hip hop cultural discourses that sexually exploit women, especially black women.

The object of advertising is also examined with critical discourse that utilizes various social media. [Susanti et al. \(2019\)](#) used Fairclough's critical discourse model to analyze the advertising texts: India royal coffee explains that there is a message that the advertiser wants to convey to some readers to attract their attention. There are sociocultural practices, where advertisers have identified the Indonesian people's lifestyles. Through an analysis of ideology and research objectives related to

the advertising, it can be concluded that advertising also offers actors happiness in life. Apart from visiting beautiful places, people can gain valuable experiences by tasting various types of food from various countries. The ad was aimed at the middle class, but created an upscale impression. The consumptive lifestyle was used as a basis by advertisers to introduce different types of foods. Tasliman and Suryawibawa (2019) analyzed the use of Facebook as a medium for promoting *sharia* housing products at PT Jannatan Land. This study explains PT Jannatan Land's reasons for choosing Facebook as a promotional medium, considering the large number of users. The company also targeted to promote the product to Muslim customers. The use of Facebook as a promotional medium found only a few problems, as everyone can easily promote their products based on original advertising content. By using Facebook, PT Jannatan Land recorded a specific result from advertising work reports and data of the promotional activities.

Conclusion and Implications

Based on the discussion, the following points of conclusion are generated:

- Critical discourse analysis on advertising can be described using Norman Fairclough's critical discourse analysis model.
- Critical discourse analysis in advertisements uses three dimensional aspects, namely text, discourse practice, and social practice to examine the complete texts of the advertisements.
- Critical discourse analysis studies on sales advertisements for Ninja R/Rr motorbikes are obtained from these three dimensions.
- Based on the critical discourse analysis on the advertisements for the sale of Ninja R/Rr motorcycles on the Facebook group, the use of distinctive automotive terms and other terms are relevant to the contexts of the advertisements.
- The relationship between ad authors, readers, and social media in the data marks an indirect and open relation. The identities of the authors and the objects of the ads are displayed in the ad texts.
- The audience of the ad text readers include used motorbike sellers, potential buyers who are interested in the type of motorbike, and adult men in general who understand automotive terms.
- Analysis of the social context can also be performed to understand the authors' backgrounds and the types of advertising texts included in the social contexts of society. It consists of social status, economy, and the professional class of the motorcycle sellers.
- Advertisers aim at a particular society, namely the middle class. However, they create an impression of the upper class and a consumptive lifestyle as the basis for advertisers to serve different types of products.

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