Research Article

The Persuasive Techniques of Anomali Coffee Advertisements on Instagram Posts

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Abstract: This study explores the persuasive linguistic techniques used in 50 Instagram advertisements by Anomali Coffee, a prominent Indonesian specialty coffee brand. The research aims to identify and analyze the linguistic strategies embedded in captions, hashtags, slogans, and textual elements in promotional visuals using Lamb's (2011) 21 category persuasive language framework. A descriptive qualitative approach was adopted for this purpose. The analysis reveals 46 instances of persuasive techniques, with the most common being inclusive language, imagery, hyperbole, connotation, and colloquial expressions. These findings suggest that Anomali Coffee strategically employs emotional engagement, community oriented language, and sensory appeals to strengthen brand identity and resonance. Additionally, credibility enhancing strategies such as expert opinion and evidence are also evident. The study contributes to the application of Lamb's taxonomy in Indonesian digital marketing, particularly in the specialty coffee industry, showing how linguistic persuasion can amplify consumer interaction on social media platforms. However, the study's focus on a single brand and textual features limits its generalizability. Future research should consider cross brand comparisons, multimodal analyses, and consumer response studies to further explore the effectiveness of persuasive techniques. Overall, the findings offer valuable insights into the role of persuasive language in shaping digital marketing strategies for local coffee brands in Indonesia.

Keywords: Anomali Coffee; Digital Advertising; Instagram; Lamb's Taxonomy; Persuasive Language

1. Introduction

Persuasive language constitutes a central mechanism in digital marketing communication, shaping consumer decisions, beliefs, and attitudes through strategic linguistic cues. Prior scholarship asserts that persuasive discourse enables advertisers to construct shared understanding and influence audience responses in line with commercial objectives (Wahyuningbyas, 2018; O'Keefe, 2016). Within social media environments, persuasion extends beyond attracting attention to eliciting behavioral engagement such as product purchasing, brand interaction, or message internalization. Advancements in digital media have transformed advertising from traditional print and broadcast oriented communication to interactive, multimodal platforms. Earlier analytical approaches including rhetorical analysis, discourse analysis, and multimodal semiotics have examined how

advertisements deploy linguistic and visual strategies to persuade audiences in conventional media contexts (Cook, 2001; Forceville, 2008). However, the shift toward platforms such as Instagram introduces novel affordances: short-form video, interactive features, and linguistically rich captions that collaboratively shape persuasive meaning. Instagram's visual orientation and algorithmic dissemination mechanisms enhance advertisers' capacity to craft immersive and emotionally resonant commercial narratives (Sheldon & Bryant, 2016).

In Indonesia, the specialty coffee industry has rapidly expanded, intensifying the need for distinctive brand communication strategies. Several studies examine consumer behavior, digital branding, and influencer based promotion in Indonesian social media ecosystems. Nevertheless, research specifically addressing *linguistic* persuasive techniques in Indonesian coffee brand advertising remains notably limited. This gap is significant because brands such as Anomali Coffee increasingly rely on Instagram to project brand identity, celebrate local coffee culture, and evoke sensory imagery through multimodal content (Labrecque, 2020).

Previous studies often rely on general persuasive frameworks or focus on visual elements without employing a systematic linguistic taxonomy. Lamb's (2011) classification of 21 persuasive language techniques offers a comprehensive tool for identifying lexical, rhetorical, and affective strategies in marketing discourse. While the framework has been utilized in educational and commercial communication studies, its application to Indonesian digital advertising particularly within the specialty coffee sector has not been examined. This reveals a methodological gap regarding how specific persuasive techniques function in shaping consumer perception within localized, Instagram based brand communication.

The core research problem addressed in this study is the lack of empirical clarity regarding which persuasive language strategies Anomali Coffee employs in its Instagram advertising and how these linguistic choices construct persuasive meaning an analytical gap that persists despite the platform's growing reliance on caption-based persuasion in Indonesia's digital marketing landscape. This study addresses the gap by conducting a qualitative descriptive analysis of Anomali Coffee's Instagram advertisements using Lamb's (2011) 21 category persuasive language framework. The method involves systematic classification, interpretation, and evaluation of persuasive techniques embedded in captions and promotional slogans.

2. Preliminaries or Related Work or Literature Review
Persuasive Techniques in Advertising

Persuasive language is a fundamental component of advertising discourse, enabling marketers to shape consumer beliefs, attitudes, and behavioural intentions. Scholars generally conceptualize persuasion as the strategic use of linguistic, visual, and psychological cues intended to influence audience responses. Lamb (2011) provides one of the most comprehensive frameworks for analysing persuasive language, identifying 21 categories such as alliteration, anecdote, connotation, hyperbole, repetition, inclusive language, and expert opinion. These techniques have been widely applied in traditional advertising contexts, yet their use in digital and social media based promotional texts remains relatively underexplored. Studies focusing on linguistic persuasion in marketing highlight how advertisers use stylistic and rhetorical strategies to enhance message appeal. For instance, Cook (2001) emphasizes the interplay between verbal and visual elements in shaping

consumer interpretation, while Goddard (2002) underscores how linguistic devices can subtly influence consumer cognition. However, most existing research investigates Western advertising contexts, leaving limited academic attention to Indonesian brands or culturally localized persuasive practices.

Digital Marketing and Social Media Advertising

The emergence of social media has transformed advertising strategies by enabling more interactive, personalized, and multimodal communication. Instagram, in particular, has gained significant scholarly attention due to its visual-centric interface, storytelling affordances, and algorithmic reach (Alhabash & Ma, 2017; Sheldon & Bryant, 2016). Research shows that Instagram captions play a crucial role in reinforcing visual messages, functioning as an additional layer of persuasion that influences consumer engagement and emotional resonance (Djafarova & Trofimenko, 2019). Several studies have examined persuasive communication in social media advertising. Labrecque (2020) demonstrates how brands use authenticity and narrative cues to foster parasocial relationships with audiences. Tuten and Solomon (2018) emphasize the importance of conversational tone and informal linguistic features to increase brand relatability. However, the majority of these studies focus on multinational brands or influencers in Western markets, and thus overlook the unique linguistic strategies employed by Indonesian local brands in digital spaces. According to Widiastuti, et all (2025) Advertising language functions not only as a communication tool, but also as a symbolic system that shapes audience perceptions, attitudes, and decision. Thereby enabling marketers to embed cultural values, emotional cues, and identity markers that subtly guide consumers toward preferred interpretations and behavioral responses."

Coffee Industry Branding and Local Identity

In Indonesia, research on coffee branding predominantly examines consumer behaviour, lifestyle consumption, and cultural identity rather than linguistic persuasion. For example analyses consumer preferences for specialty coffee brands. However, these studies rarely discuss how language itself operates as a persuasive medium in promotional texts. Anomali Coffee, as a prominent Indonesian specialty coffee chain, positions itself through strong local identity and cultural pride, emphasising Indonesian single origin coffee and community based branding. Despite its significant presence in the Indonesian coffee market and active use of Instagram for promotion, there remains a lack of linguistic analysis of its digital advertising strategies. This gap indicates the need for a systematic investigation into how persuasive language contributes to brand positioning and audience engagement.

3. Method

Research Design

This study employed a descriptive qualitative research design which is appropriate for examining linguistic patterns and meaning construction within advertising discourse. Qualitative description enables the researcher to identify, classify, and interpret persuasive techniques based on naturally occurring data without statistical manipulation (Creswell, 2014). The analysis specifically focused on linguistic elements contained in Anomali Coffee's Instagram advertisements and examined how these elements function to persuade digital audiences.

Data Source and Sampling

The dataset consisted of 50 Instagram advertisement posts taken from the official account

https://www.instagram.com/anomalicoffee?igsh=MWR0aWdmZTN2aGd1Zw==.   The sampling technique used was purposive sampling, in which only posts that met the following criteria were included:

a. The post contains promotional text, advertising slogans, captions, or persuasive statements.

b. The post promotes coffee beverages, coffee beans, seasonal menus, brand campaigns, or lifestyle branding.

c. The post includes verbal linguistic elements that can be analysed using Lamb's (2011) framework of persuasive techniques.

d. Duplicates, reposts, purely visual posts without captions, and non-promotional content (e.g., job vacancies or public announcements) were excluded.

This sampling method ensures that the selected dataset represents the linguistic strategies actively used by the brand in its Instagram based promotions.

Data Collection Procedure

Data collection in this study was carried out through four systematic stages to ensure analytical reliability and consistency. First, all posts from the official Anomali Coffee Instagram account within a predetermined timeframe were screened, and only those containing advertising language were selected for analysis. Second, each eligible post underwent detailed textual extraction, including full captions, persuasive hashtags, embedded slogans in images or videos, and product-related taglines, all of which were organized into a structured data sheet to facilitate systematic examination. Third, the extracted textual elements were coded deductively using Lamb's (2011) 21 persuasive language categories such as alliteration, anecdote, connotation, hyperbole, inclusive language, imagery, repetition, expert opinion, and evidence guided by predefined theoretical criteria to maintain coding accuracy (Saldana, 2021). Fourth, every coded technique was interpreted through a contextual and rhetorical lens, considering linguistic form, intended audience appeal, promotional objectives, and cultural or brand-identity markers, with all interpretations grounded in established persuasion theory, advertising discourse frameworks, and contemporary social media communication research.

4.   Results and Discussion

The data in this study were examined using Lamb's framework of persuasive language which comprises 21 categories. A total of 50 Anomali Coffee advertisement posts on Instagram were selected as the research corpus. The distribution of persuasive language features identified within these advertisements is presented in Table 1

Table 1. The distribution of persuasive language features identified within these advertisements.

No	Category of Persuasive Language	Data Found
1	**Alliteration**	**3**
2	**Allusion**	**0**
3	**Appeals**	**0**
4	**Analogy**	**0**
5	**Anecdotes**	**2**
6	**Colloquial Language**	**5**
7	**Cliches**	**0**
8	**Connotation**	**6**
9	**Emotive Language**	**0**
10	**Evidence**	**3**
11	**Expert Opinion**	**2**
12	**Hyerbole**	**7**
13	**Inclusive Language**	**9**
14	**Imagery**	**6**
15	**Jargon**	**0**
16	**Metaphor**	**0**
17	**Pun**	**0**
18	**Repetition**	**3**
19	**Rhetorical Question**	**0**
	Total Findings	**46**

The interpretation of the data obtained from Anomali Coffee's Instagram advertisements is presented in the following section. Each persuasive language category is illustrated through a single representative example from the brand's Instagram posts.

Table 2. Each persuasive language category is illustrated through a single representative example from the brand's Instagram posts.

(1). Alliteration	**(2). Anecdotes**
The use repeated beginning sounds to make a phrase catchy and easy to remember.	A short personal story used to make the audience emotionally connected.

"Beda Rasa Beda Cerita"
"Different stories, different flavors"

"We wouldn't be here without you!"

Alliteration refers to the repetition of initial consonant sounds in a sequence of words to create a rhythmic, memorable, and aesthetically pleasing expression. This stylistic device is frequently employed in advertising to enhance recall value and strengthen brand messaging. In the context of Anomali Coffee's Instagram advertisements, the phrase "Beda Rasa Beda Cerita" exemplifies the strategic use of alliteration through the repeated initial consonant /b/. The repetition creates a phonetic harmony that makes

The expression **"We wouldn't be here without you"** exemplifies this strategy because it implicitly recalls a shared journey between the brand and its consumers. Although the message is short, it operates as a condensed narrative, prompting the audience to feel valued and included in the brand's success. In the context of Anomali Coffee's Instagram advertisements, the use of anecdotal statements encourages consumers to form an emotional bond with the brand, transforming the product from a mere commodity into a shared social experience. Such narrative driven persuasion is effective in digital marketing environments,

the slogan catchy, easy to process cognitively, and more likely to be retained by the audience.

where emotional authenticity is a key determinant of audience response and brand loyalty.

(3). Colloquial Language

Uses casual, everyday expressions to make the audience emotionally connected.

"A little spark turns into flavour when everyone's in sync
Kami Cuma mau satu hal: bikin kamu happy

The expressions "A little spark turns into flavour when everyone's in sync" and **"Kami cuma mau satu hal: bikin kamu happy"** exemplify this technique. These phrases employ everyday, informal vocabulary ("cuma," "bikin kamu happy") to evoke warmth, friendliness, and inclusivity. In the context of digital advertising particularly on Instagram colloquial language is effective because audiences tend to respond more positively to communication styles that resemble personal conversation rather than traditional promotional rhetoric. Thus, the use of casual expressions by Anomali Coffee contributes to building a more intimate, customer centered brand persona, which is essential for fostering loyalty and long-term emotional connection

(4). Connotation

Uses words with implied positive meanings to build a certain feeling.

"When coffee meets Kombucha…. What Happens?
The words "meets" and the mysterious tone carry excitement and curiosity.

In the phrase **"When coffee meets Kombucha…. What happens?"**, the verb **"meets"** carries connotations of encounter, collaboration, and something new being created. This word choice implies a positive fusion rather than a simple mixture, evoking anticipation and a sense of novelty. Additionally, the rhetorical question **"What happens?"** introduces an element of mystery, triggering curiosity and emotional engagement. Such wording encourages the audience to imagine an exciting and unexpected flavor experience, aligning with brand strategies that emphasize creativity and innovation.

(5). Evidence

Uses facts, numbers, or data to buid trust.

"Coffee yang berasal dari berbagai daerah di Indonesia"
Coffee sourced

In the context of Anomali Coffee's Instagram advertisements, the phrase **"Coffee sourced from various regions"** exemplifies this technique. Although straightforward, the statement functions as verifiable information indicating that the brand obtains its beans from

(6). Expert Opinion

This helps customers believe the coffee has professional approval

"Recommended by our head roaster for its clean finish and bold aroma."

Anomali Coffee employs this technique in the example **"Recommended by our head roaster for its clean finish and bold aroma."** By referencing the head roaster a professional figure with specialized knowledge and sensory expertise the brand implicitly assures consumers that the

multiple geographical origins. This creates an impression of diversity, authenticity, and expertise in coffee curation. Therefore, by presenting origins as factual evidence, the advertisement builds trust and enhances the perceived value of the product.	product has been evaluated and approved by a qualified expert. Therefore, using the voice of an expert not only legitimizes the product's qualities but also enhances the brand's credibility and strengthens consumer confidence.

(7). Hyperbole	**(8).Inclusive Language**
Intentional exaggeration to emphasize flavor or experience **Lebih dari sekedar kopi** In the context of Anomali Coffee, using such hyperbolic phrasing suggests that the brand offers not merely a drink but a meaningful experience enhancing brand distinctiveness and strengthening emotional appeal.	Uses words like we, us, together, to make the audience feel included. **"We delivered the Happines for you to make the audience feel included. Lets enjoy local coffee together!"** **This invites the audience to feel part of a community** **"We delivered the happiness for you… Let's enjoy local coffee together!"** demonstrates this technique effectively. By using we and together, the advertisement invites consumers to perceive themselves as active participants in a shared experience rather than passive recipients of marketing messages. In the context of Anomali Coffee, such language strengthens the narrative of community based coffee culture, positioning the brand as part of a collective appreciation of local Indonesian coffee.

(9). Imagery	**(10). Repetititon**
Uses descriptive words to help the audience imagine taste, smell, or feel **"Di Anomali Coffee, Tradisi ini dihidupkan Kembali sebagai melting bagi warga Anomali. Dengan suguhan kopi khas dan kudapan tradisional, setiap percakapan terasa lebih hangat, menjadikan tempat**	Repeats keys words to emphasize the message. **"Twice the sip, Twice the Flavor!** **"Twice the sip, Twice the flavor!"** demonstrates this strategy effectively. The repeated structure "Twice the…" creates rhythmic symmetry and amplifies the sensory

ini pusat Interaksi yang sarat dengan keakraban dan kebersamaan **"At Anomali Coffee, this tradition is revived as a melting point for the Anomali community. With signature coffee and traditional snacks served, every conversation feels warmer, turning the place into a hub of interaction filled with togetherness."** exemplifies this technique. The descriptive expressions"signature coffee," "traditional snacks," "conversations feel warmer," and "a hub of interaction" collectively generate sensory and emotional imagery associated with warmth, aroma, and social closeness. This not only helps the audience imagine the ambiance of Anomali Coffee but also positions the café as a culturally meaningful and emotionally comforting space.	promise of the product. Through repetition, the phrase becomes catchy, memorable, and emphatic, guiding the audience to associate Anomali Coffee with enhanced enjoyment and superior taste In the context of Anomali Coffee, repetition builds brand reinforcement by highlighting the experiential value suggesting that each sip delivers double satisfaction. Overall, repetition functions as a cognitive anchor, making the message easy to remember and more likely to influence consumer perception.

Discussion

The findings of this study demonstrate that Anomali Coffee systematically employs a range of persuasive linguistic techniques to enhance audience engagement and reinforce brand positioning. The dominance of inclusive language highlights the brand's strategic attempt to cultivate a sense of community, belonging, and shared experience an approach consistent with contemporary digital-marketing trends emphasizing brand consumer intimacy. The strong presence of imagery based persuasion illustrates the brand's reliance on sensory stimulation, particularly taste, aroma, and ambience, which are essential to constructing the experiential value of specialty coffee. However, a critical interpretation suggests that Anomali Coffee's persuasive strategies rely more heavily on emotional and associative appeals than on informational content. While hyperbole and connotation are effective in generating excitement and brand affinity, their repeated use may risk overstating product attributes without providing tangible differentiators. Similarly, the moderate use of evidence and expert opinion indicates that credibility building techniques remain secondary in the brand's persuasive repertoire. Repetition is the repetition of the sound of a syllable or part of a sentence that is considered important to provide emphasis in an approriate context (Widiastuti, et all 2024). This imbalance suggests an opportunity for Anomali Coffee to integrate more fact based persuasion to strengthen consumer trust, especially in competitive markets where product authenticity and origin transparency are increasingly scrutinized.

Furthermore, the analysis reveals that the brand's persuasive language is culturally situated, drawing heavily on local identity, national pride, and Indonesian coffee heritage. This aligns with global research indicating that localized narratives enhance authenticity and consumer loyalty in lifestyle oriented markets. Nonetheless, the reliance on cultural appeal also creates a rhetorical limitation, as the brand's persuasive strategies may be less effective for international audiences unfamiliar with Indonesian coffee origins or cultural nuances. Overall, the discussion positions Anomali Coffee's linguistic strategies as effective yet selectively employed, demonstrating strengths in emotional engagement but potential gaps in informational depth and cross cultural adaptability.

5. Conclusion

This study examined 50 Instagram advertisements posted by Anomali Coffee and systematically identified the persuasive linguistic techniques employed using Lamb's (2011)

21 category framework. The analysis revealed 46 occurrences across various persuasive strategies, with the most frequently used techniques including inclusive language, hyperbole, imagery, connotation, and colloquial language. These findings demonstrate that Anomali Coffee relies heavily on emotional, sensory-based, and community oriented linguistic features to strengthen brand identity and engage digital audiences. The presence of techniques such as evidence and expert opinion further indicates the brand's attempt to build credibility and trust through factual and authority based appeals. Overall, the findings support the research objective by showing that persuasive meaning in Anomali Coffee's digital advertisements is constructed through a blend of lexical, rhetorical, and affective strategies. These techniques function collectively to influence consumer perception, shape brand personality, and enhance audience connection aligning with established theories of persuasion and digital advertising discourse. The results also confirm that Lamb's taxonomy is effective for analyzing Indonesian commercial content, thereby extending its applicability to localized, social media based marketing communication. The implications of this study highlight the relevance of linguistic persuasion in digital branding, particularly for lifestyle and specialty coffee industries where emotional resonance and cultural identity play central roles. The study contributes to advertising scholarship by providing empirical evidence on how Indonesian brands strategically use language to persuade, differentiate themselves in competitive markets, and cultivate community engagement on visually driven platforms like Instagram. Despite its contributions, this study has several limitations. Future research should therefore expand the dataset across multiple brands, incorporate multimodal analysis, and examine consumer responses to different persuasive techniques to provide a more comprehensive understanding of digital advertising effectiveness.

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